

ARNON
CORPORATION
Office • Warehouse
Retail
Industrial Space
226-2000 www.arnon.ca

Money train

The general route of the light rail line is a lot less important than the specific locations of the stations, at least when it comes to giving property values a boost. See page 10.

Health & Wellness

The connection between a healthy, active lifestyle and greater workplace productivity is difficult to deny. See Focus beginning on page 12 and Behind the Bottom Line on page 18.

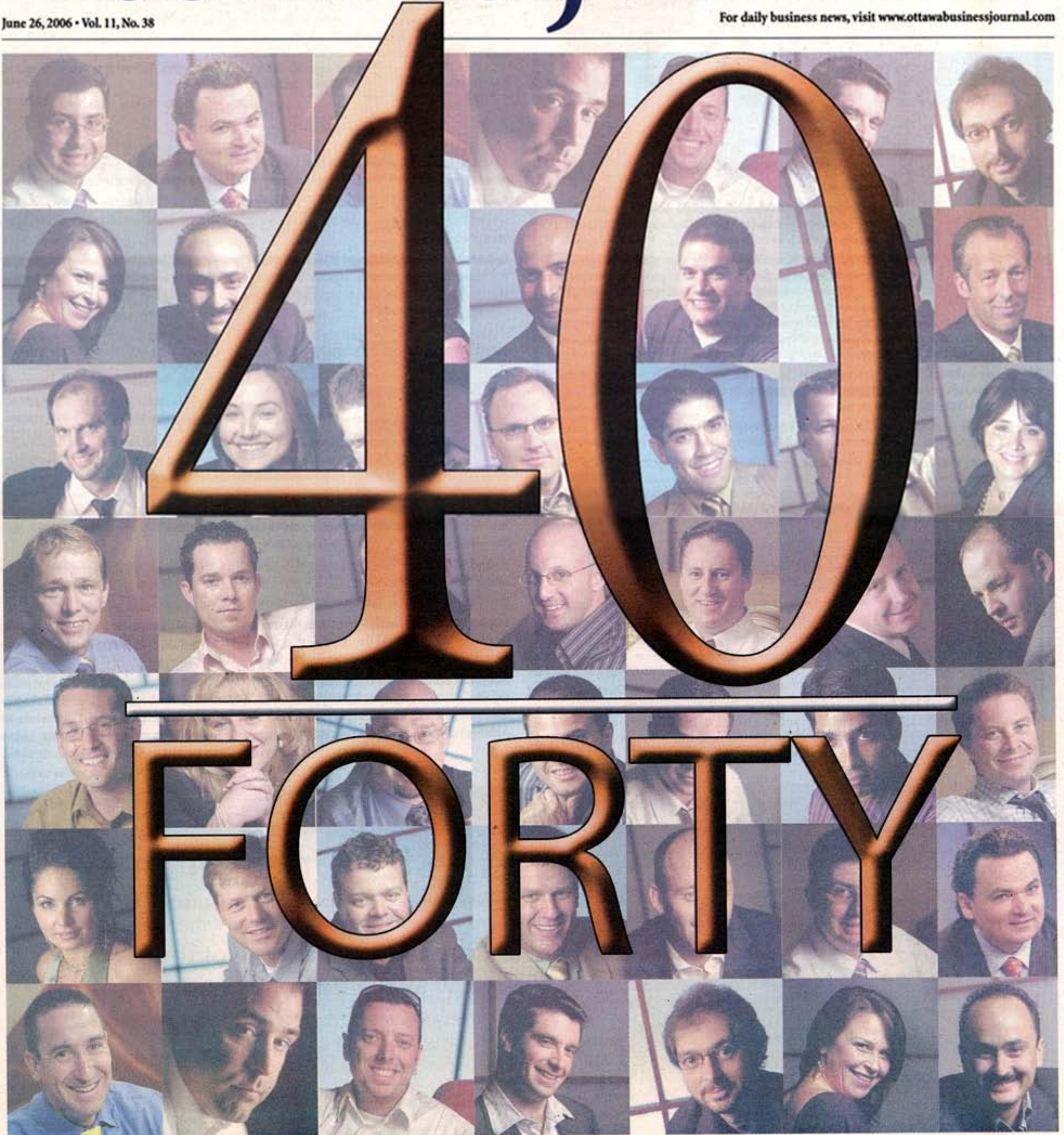
This Week

The List
Editorial
For the Record
Classified

15
20
22
23

Celebrate
Canada Day at
Minto Suite Hotel
www.mintosuitehotel.com

O T T A W A 10th ANNIVERSARY
BUSINESS JOURNAL
June 26, 2006 • Vol. 11, No. 38 For daily business news, visit www.ottawabusinessjournal.com





Lara Vaarre, 35

Truffle Treasures; Owner and CEO

Success story: In 2002, Lara founded Truffle Treasures, a unique business that manufactures and retails a complete line of chocolate products, including her world-famous truffles. She says that winning the Ottawa Chamber of Commerce's Gold Award for Small Business of the Year in 2005 was a great honour, adding that she feels proud of her accomplishments as an entrepreneur.

Best business advice: Several years ago, at a point when I was wor-

rried about the future of my business, my dad – the wisest entrepreneur I know – told me that sometimes, there comes a time when you have invested all your time and money and yet it still isn't quite enough to get you to the next level. You started by dipping one toe into the ocean and then you find yourself up to your forehead in water, looking at the possibility of drowning. At that point you just have to make a decision – either sink or swim. I chose to start swimming, knowing that eventually, I would make it.

Greatest professional challenge: Establishing and growing my business without any capital investment. I continually re-invest all profits back into the business, but it is a challenge to be cutting edge when your budget is dictated by how your business does in that fiscal year. However, I think my greatest strength is that I thrive on challenge and I have creative vision, which translates into “nothing is impossible.”