

What are the greatest lessons you've learned from these individuals and who comes to mind as being interesting?

My job is full of surprises! I get to work with people of all ages and productions from all genres from horror to reality to comedy to drama. You soon learn how to treat each individual client. Many I have worked with on and off for 15 years, others for a specific project. My client Nicole Oliver is a talented actor and does voice over for cartoons and commercials and now I get to see her son William Ainscough star in a movie with Donald Sutherland at 12 years old. I have been working on the television series *Highway Thru Hell* for four years. I am still amazed at Jamie Davis and his towing crew when I see them rescue semi trailers off the road in all kinds of winter weather.



Nicole Oliver

I have had the privilege of observing the career of award winning writer/director/actor/coach Ben Ratner since 2000. I had so much fun working with Cameron Mathison on *Game of Homes* and now to see him as the co-host on *Entertainment Tonight Weekend* is a thrill. Clients have become dear friends such as Gabrielle Miller of *Corner Gas*. Over the years I have watched so many clients succeed which is extremely satisfying. The lesson I have learned is that what I do does make a difference.

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Do you find that spending so much of your time with so many people the demands sometimes become overwhelming? What do you do for quiet time?

Although my work is very demanding I enjoy all the people that I work with and the work that I do. I get just as excited as my clients do when we get good press results and that energizes me to do more. I get quite animated when the interviews come in. I have always enjoyed being physically active which pays off. I know how much better I feel when I participate in a fitness class or go for a long walk. I relax by watching the television shows and movies I promote which is an added benefit.

What questions do you ask your clients to serve their wants and needs?

Each client is individual. I ask my clients questions to find out what they would like to accomplish through publicity then do my best to make it happen.

What are the most exciting projects you have been engaged in?

Early on in my career one day I got to interview Rodney Dangerfield (*Caddyshack*, *Meet Wally Sparks*) on Seymour Mountain, then off to the Sutton Hotel to interview Jerry Stiller (*Seinfeld*, *The King of Queens*) then to a tennis club to interview Andrew Dice Clay (*Entourage*, *Blue Jasmine*) for the My Five Wives Electronic Press Kit.



Emmanuelle Vaugier

Emmanuelle Vaugier (*Two and A Half Men*, *CSI: New York*, *Lost Girl*) and I have had many great times. We have worked together for over fifteen years. Emmanuelle was the first actor to ask me to be her personal publicist which opened the door to well over 150 actor clients since. Together we have done TIFF, film junkets in New York and had so much fun in Las Vegas that we actually wanted to tell everyone!

Last year, Bruce Springsteen inducted my client David Sancious of the original E Street Band into the Rock and Roll Hall of Fame. I was there to see him receive his award with back stage passes, limo rides and all. I have also met Sting, Eric Clapton and Seal back stage at concerts as David has played keyboard for all of them and many more.

Every year I coordinate VIFF Red Carpets for Brightlight Pictures and Lighthouse Pictures with hosts from *ET Canada* and the best and brightest talent in the entertainment industry. It is very exciting seeing all the press and talent on the Red Carpet – it is most definitely the party that everyone wants to attend.



The Travel Guys have filmed over 200 television episodes. I traveled to London England, Newcastle, Hawaii and Kelowna with them as their publicist, which was an amazing experience. I am so blessed!

Where would you like to be in terms of your business five years from now?

I have worked two jobs most of my career. I am at the stage where I want to live a more balanced life. With all the experiences my career has offered I am fortunate to have many opportunities that I never would have had if I hadn't taken chances and had the belief in myself that I can make things happen. I also realize that at many times, both my family and health may have suffered. I have had four retail leases for over \$15,000 per month, 35 staff to pay and hundreds of thousand dollars in inventory so I know that bigger is not always better.

I am going to give myself some time and attention just like I do for all my clients! I get great satisfaction in seeing careers develop by getting them interviews, magazine covers, new roles and opportunities by working all hours to make this happen. I love what I do. I hope to spend more time on my spirituality, eating more nutritious food and adding variety to my work out routine through fitness classes, swimming and walks in nature. I am going to work smarter, not harder and take all the joy I have had helping others by taking a little more time for myself.