



*Heather Campbell-Dewar & Michael Dell*



## **Manitoba's Baby Sherpa Invited to Participate in Dell Small Business Week IT Panel**

Heather Campbell-Dewar, President and Founder of Manitoba's Baby Sherpa will be participating in a Dell Canada SMB Media Roundtable in Toronto this week. Dell Canada will host a discussion on the transformative powers of technology and the positive effect on business growth for Canadian small and medium-sized business. Dell will also be announcing this year's winner of the Dell Small business Excellence Award for 2007. Campbell-Dewar was invited to share in how they adopt and leverage technology to transform their business and how this also assists their customers.

Panelists include: Kevin Peesker, General Manager, SMB Division, Dell Canada; Barry Jennings, Dell, Inc. - global SMB survey findings/Canadian survey respondents; Heather Campbell-Dewar, President Baby Sherpa, Stony Mountain, Manitoba (winner 2006 SMB Excellence Award); Michael Mattalo, President Fifth P Solutions, Toronto, ON, Christian Morin, Genetec, Montreal, PQ; Dell Blades, SAN/DAE, Precision Workstations and Stuart Crawford, IT Matters, Calgary.

Baby Sherpa, the winner of the 2006 Dell Small Business Excellence Award is excited to participate in the panel. "It is an exciting opportunity for Baby Sherpa, winning last year's Small Business Excellence Award has afforded us the opportunity to upgrade our technology and increase sales for our company. As we prepare to launch 2 new products in the New Year we welcome the opportunity to further work with Dell computers and their huge resource network," said Campbell-Dewar.

Baby Sherpa is an example of how today's businesses are able to operate at remote locations, connecting through the internet, with accounting, product design, information technology, customer support and fulfillment all occurring at various locations throughout North America.

**Baby Sherpa™** is a leading edge designer of gear-carrying solutions designed to simplify and help organize active families. Founded in 2003, **Baby Sherpa™** has received various juvenile product awards for excellence and innovation. They have offices in Stony Mountain, Manitoba, Canada and Winfield, Illinois. To read more about Baby Sherpa and their current product line go to: [www.babysherpa.com](http://www.babysherpa.com) or call 888-333-3424.

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