

trade mission has allowed us to increase our learning curve and to get some more information so that we can move a bit quicker. And it's a big market and it's a little bit scary and I think this is excellent because we can improve our knowledge, and the Canadian embassy has been just more than wonderful about helping us out. So it is scary because it's a one-shot opportunity, but we're ready.

STEFANYK: But when you talk about increasing the learning curve, what are you trying to figure out here?

FLOCK: Well, it's very complicated with borders and Customs and trademarks and the amount of knowledge that you need to export to the United States or to other countries. And through the embassy and through their knowledge, we're allowed to shut... do a shorter cut route to the end product and get our product to market faster because they allow the learning curve to be quicker.

STEFANYK: So you're talking about apparel quotas and tariffs, that sort of thing?

FLOCK: Oh yeah. It's very, very complicated and they're very knowledgeable and they will... they, through their knowledge, cut down our learning curve by at least a year. And to be able to talk directly to somebody who can help you, or they will get you into another area or to another service within the system that will help you immediately. And that is so valuable, because small businesses have a lot of problems getting knowledge quickly. And, you know,