

Hurononia Business Times

Simcoe County's Business & Financial Newspaper

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Helping out online

Focus on Technology

A local firm is providing back up office support to clients both locally, and from around the world.

Elayne Whitfield has been operating Executive Assistance since September 2000. Whitfield calls herself a "Virtual Assistant (VA)." She supplies administrative support to her clients online, rather than face-to-face. Projects are communicated using available technologies such as phone, fax, e-mail, or file transfer over the Internet.

"You might be surprised by the tasks a qualified and experienced VA can provide," Whitfield says. "Your trusted virtual assistant can enter your computer while you're away at a meeting and update your database, or they can receive copies of your e-mail and respond, to those requiring an immediate response. She can even answer your phone. The only thing a VA can't do is make your coffee - and even that could be accomplished with today's technology given some creative thinking!"

Services like hers are ideal for small, and home-based businesses needing constant, reliable administrative support, and are not yet able to hire a permanent employee, Whitfield says.

There's even an organization devoted to entrepreneurs such as Whitfield. CVASuccess was founded last March, and is planning a national conference later this spring in the Collingwood area. Special events, workshops, and seminars will be part of the conference, she says. "It will be a place for VAs to hang out, chat, learn from others, and work together to make the industry the next best thing to cell phones."

Visit www.executiveassistance.org

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