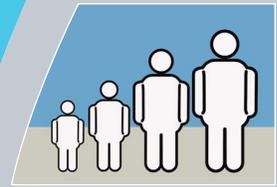


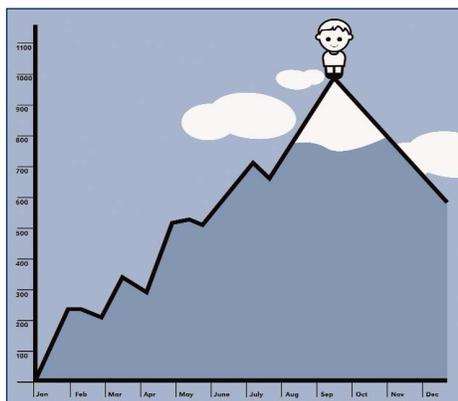
# The DEFINING OPPORTUNITIES FOR GROWTH Turning Point



## The Financing Devil Is In The Details

Details, Details, Details. Akin to the rule of Location, Location, Location in buying real estate, raising funding or refinancing your company is a process that many people find very difficult. The reason for this is that they are unprepared for the amount of detailed information required by lenders, investors, regulators or partners. The easiest way to understand this key to unlock your next financing is to put yourself in the lenders' or investors' shoes. Would I lend this company money with its current management? Should I invest in this business when it has not even prepared next year's budget? .... and perhaps one of the biggest questions you would ask: How can I be sure that I will get my funds back and a return that relates to the level of risk I am taking on?

An astute investor will ask the target company for resumes of officers and directors, information on the market



they are involved in, information on the use of the funds, and other financial information – both historical and planned. They will want to know the structure of the investment – loan, equity, or some form of hybrid. Executives of many companies get on the financing trail only to end up frustrated because others do not share their vision of the company and do not seem to understand them. If the management truly believes in

“Refinancing your company is a process that many people find very difficult.”

themselves and their business proposition, then they should take the time to prepare the proper information to convey both the details and their passion to other potential stakeholders.

We often hear it said around the office that there are many groups with funds looking for good projects. While each of these groups has specific criteria they are looking for, we will only introduce projects to potential investors if the business story is in a state that we would invest in it ourselves – and that means looking after the details.

“Put yourself in your investors' shoes.”

## On A Fast Track For Growth

Over the past couple of years, Pacific Opportunity Capital has been fine-tuning its operations. That has meant undertaking a thorough housecleaning of both our offices and our operations.

We've organized our workplace and office space to be more efficient and have taken a close look at both our staff and our clients, with an eye to aligning them with our corporate goals.

We've sought out new talent and adopted a highly selective process in taking on new clients.

“We hope you like the changes you see...”

We've also spruced up the way we present ourselves to the world, with a new logo, a re-designed corporate identity and a more informative, easier to navigate website - launching soon!

We hope you like the changes you see and invite you to arrange a visit to our offices.

Mark T. Brown, C.A.  
President  
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## Around The Office

We have taken over the whole fourth floor of the Pacific Coast Building. We have also had a surprising number of additions to our team, a few losses, and one key promotion – all since our last newsletter in the fall of 2003.

1. Robert J. Doyle, B.Sc. appointed to Senior Vice President
2. Winnie Wong, C.A. promoted to Vice President, Client Services
3. Scott Davis, C.G.A. appointed to Manager, Client Services
4. Chris Foster, C.G.A. appointed to Manager, Client Services
5. Sonya Sihota, C.G.A. student hired as an Accountant
6. Mike McIsaac, B.A., C.A. departs the POC team to open a tax practice, but remains an associate
7. Christine West, C.G.A. leaves the POC team to take on an active roll with a long-time client
9. R. Geoffrey Walsh, B.Sc., M.B.A. appointed to the Board of Directors
10. Paul J. Brown, B.Comm., LL.B. departs the Board of Directors as a planned family transition
11. Larry Barclay joins as an Associate
12. Mike Walkinshaw joins as an Associate

## Mining finally showing life in BC

Nothing succeeds like success – and that's what appears to be happening in the BC Mining industry. The industry has shown strong growth through 2003 and is poised for even more in 2004/05.

According to the Mining Association of British Columbia, the province has over 14,000 known mineral occurrences and untold mineral potential. Last year, claims staked numbered 36,600, a significant

increase from the 27,766 staked claims in 2002 (for comparison, nearly 97,000 claims were staked in 1990). The mining industry still generates over \$3 billion in revenue and nearly \$90 million in provincial taxes yearly.

With gold prices near US\$400 an ounce, and with a 43% increase in the price of copper and other increases in zinc and coal prices, the future looks strong.

## Ameriplas – A Client Success Story

When we were first approached by Ameriplas International, we saw an opportunity to put our tagline into action: "Building value for emerging companies".

To become more competitive, Ameriplas needed to expand its customer base, and to expand its customer base, it needed more manufacturing capacity.

Pacific Opportunity was able to help Ameriplas complete a reverse takeover and obtain a listing on the TSX Venture Exchange. At the same time, we helped them raise over \$700,000 in financing to enable them to build a new, 23,000

square-foot head office and manufacturing plant. In 2003, the company's revenues rose sharply to over \$3 million, from the previous year's \$1.9

*"To become more competitive... it needed more manufacturing capacity."*

million. With the new plant now operational, the company has capacity to achieve sales of \$12 million.

You can read more about Ameriplas on our soon to launch new website ([www.pacificopportunity.com](http://www.pacificopportunity.com)) or on theirs ([www.ameriplasinternational.com](http://www.ameriplasinternational.com)).

**Hang in there!** "Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent...." - US President Calvin Coolidge, 1932



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