

# What's in a Name?

– Choose it, or Lose it!

**R**ena Anderson is the founder of a company that helps women register their name change... whether they marry or divorce!

Rena's company, *What's in a Name*, began as a bridal name change service that would take all the worry out of changing your name. What's wonderful about Rena's service is that you can hire her to stand in line to make most of the necessary changes. Or, if you would rather handle the details personally, Rena will supply you with the kit you need to "do it yourself".



Rena had no background in the bridal industry, other than being a bride herself (*she married in September of 1999*). After returning from her honeymoon, she began the name change process and found that she had truly underestimated the amount of time and aggravation she would experience. After spending over five hours in a line-up to change ONE piece of I.D., she knew there had to be a better way! When she heard herself saying, "I wish I could find someone to help me with my name change," she realized that she could help other brides by sharing her knowledge. She was amazed at the number of documents that needed to be considered and equally amazed at the amount of red tape it took to go through the name change process. With her training in administration, it was second nature for her to try to simplify the process.

Since time is valuable to everyone, it seemed natural to Rena to consider

what that time might be worth to a woman who was going to be changing her name. After careful consideration and after arranging for a bridal show organizer to do a survey for her, resulting in 83% of the brides indicating that they would use the name change service, *What's in a Name* was born.

Statistics show that many brides take from two days to two years to completely change their identification. Since no one ever seems to have enough time, Rena decided to do the work and make the transition less tiresome and much more efficient. Not convinced that you might need Rena's services? Check out what it takes to reach a "real" person in most government offices; think about what documents *must* be changed if you want to be recognized by your new name. The following changes are just a few you need to consider: Social Insurance, Drivers License, Passport, Post Office, CCRA, Voter Registration, Banks, Credit Cards, Medical Professionals, Insurance Companies, Clubs, Memberships, Employer, Investments, Will, Health Card (OHIP)

## Rules for Marriage

When a couple gets married, they also get a marriage license. On that marriage license is a line for your new name. Write it in, and you're done! Not really...don't forget all those places that new name needs to appear! And this goes for men too; some couples hyphenate their surnames together, in which case the man must be prepared to rearrange his records, too. On occasion, the couple chooses an entirely new last name to both of them. Sometimes, the man will take his beloved's surname. Most often, however, women take their husbands' surnames, so we'll work under that assumption. Women should take precautions against losing their credit rating because of a new name. Don't forget to notify credit bureaus of the name change and request that credit built during years of being single is included under the new name.

## Rules for Divorce

Returning to a maiden name (*or*

*any other name*) is included in the divorce proceeding, if requested. However, it is not required that people change their names after divorce and a woman who changed her name for her husband's surname can continue to use it if she wants to. *What's In a Name* will stand in line for these changes too!

*What's in a Name* is part of a number of cross-promotional ventures. Rena has formed alliances with The Bay, Banquet Facilities, Churches, Cake Suppliers, Photographers, Videographers, Travel Agencies, and Wedding Planners. It was second nature for her to form strategic alliances and network to find ways to increase business for both sides of her ventures.

Rena has done her homework, 84% of brides surveyed said they would buy her services. *What's In A Name* arranges for many brides to receive their services as a shower or wedding gift. Grooms have been known to buy *What's in a Name* for their bride to be.

Rena believes that she is one of a few who provide name change services in Canada. She has been unable to find any other service that does the legwork—they all just offer a name change kit. She has discovered a niche market.

We wanted to know a little more about Rena, she's an entrepreneur with a passion for horses. She works hard, networks everywhere and dedicates time to her community and her family.

We asked her how she handles stress, her answer? "I escape, I play hooky, I read, I listen to relaxing music. She also enjoys escaping from the city, going north to hike, canoe, fish and listen to the sounds of nature. She loves to ride horseback and her dream came true when she raced along the beach on horseback during her honeymoon!

Rena's advice to other small business owners: "Don't waste time worrying about what you have and don't have. Before you know it, your day will be over ... you'll have accomplished nothing ... but wasted the wonderful person that you are!" BWC

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