

Reaching Potential: Listening and Speaking Level IV



Business Transcripts

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THE UNIVERSITY OF BRITISH COLUMBIA

English as an Additional Language Programs

Okanagan School of Education

Reaching Potential: Listening and Speaking Level IV

Post Secondary Education Skills: Upper Intermediate English

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This project was funded, in part, by the UBC Okanagan Open education Resources Grant Program.

Published by:

English as an Additional Language Programs

Okanagan School of Education, University of British Columbia

1137 Alumni Avenue

Kelowna, British Columbia V1V 1V

Cover Photo: [fauxels](#) from [Pexels](#)



Track 1 Business Success Stories

Interviewer: Hi and welcome. My name is Paul Kitt., and this is Business Insights. I'm joined today by the founder and CEO of the Hit a Note Winery in Kelowna, BC, Alex White. This winery started off as a small one building shop with a vineyard but has now expanded to three different locations throughout the Okanagan in BC. Now Alex, firstly, why did you decide to get into the winery business when there was already a large number of wineries?

Alex: Hi Paul, thanks for having me. That's a great question. I always believed that those wineries were missing something. They had wine, but they had nothing unique about them. That's why I decided to set up the Hit a Note winery.

Interviewer: And what makes your winery successful in a market that already has a lot of wine?

Alex: Well, our niche is that we provide a combination of a warm and welcoming atmosphere and also the fact that we produce music onsite. We use the vibrations of the music produced here to help ferment the wine, so, you can create music and wine at the same time. We all know the Okanagan is home to many wineries, and Kelowna is a very vibrant and artsy city, so we figured why not combine both. I love wine, and I love music. I just combined my two passions.

Interviewer: Did you have any struggles when you set up your business?

Alex: Oh of course, it's never easy to get a business off the ground. In our first year, 2008, we dealt with the smoke from wildfires and an extremely cold winter. We nearly went belly up. In our second year, we had a major problem when we lost an entire batch of wine because of one staff member cutting corners. However, we managed to get through those problems and eventually our business got back on track. And then, it just took off.

Interviewer: What advice do you have for people wanting to set up their own businesses?

Alex: Just do it. You can't sit around and wait, you need to take a risk. Be prepared to work at a loss for a while, build up a loyal customer base who will promote your business through word of mouth, and most of all, don't cut corners, it never goes well.

Interviewer: Thank you very much Alex for your time.

Alex: Thank you for having me.

Track 2 Listening to Radio Interviews

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Interviewer: Thank you very much Alex for your time.

Alex: Thank you for having me.

Interviewer: Welcome back to another episode of Business Insights. I'm Paul Kitt, and today we are going to interview Joan Ludgreen who is the creator, designer, and genius behind the company Violet Fashion. Thanks for joining us Joan.

Joan: Thank you for inviting me on Paul. I've been excited about this all week.

Interviewer: So your clothing company started off in 2005. Is that correct?

Joan: Yes, we were established in 2005, but we had the idea long before that.

Interviewer: And then by 2020 your company was the leading fashion brand in Canada, right?

Joan: It sure was, and we are only going to get bigger.

Interviewer: So tell me, how did you manage that?

Joan: Well, as you mentioned, we launched our business in 2005 and we kept our message simple, comfortable clothing for men, at an affordable price. We started off as a homegrown business, selling our clothing locally. It was not long before we couldn't keep up with demand.

Interviewer: A nice problem to have.

Joan: Oh yes, we had a niche business and didn't even realize it. We also had some people invest in our business and that really helped take us to the next level.

Interviewer: So you went from being established in 2005 to being a leading fashion company in the space of 15 years, wow. What was the turning point for you?

Joan: Well, the investors we had were from all over the world, and they helped us expand into other markets. I really felt we made it when we sent out our first exports to Europe. It was always a dream to have our products in stores across the world, and we did it! I still can't believe we are a multinational company.

Interviewer: Not bad for a local Kelowna company, eh? What's next for Violet Fashion?

Joan: Oh that's simple, we are expanding our target market. We want to create clothing for women as well as men. Since we were founded in 2005, I always had a dream of expansion and increasing our market. We have achieved a lot so far, but we are nowhere near finished.

Interviewer: Do you have any advice for up and coming entrepreneurs?

Joan: Hmmmm, don't give up. It took us a long time to get where we are. It was not easy and there were a lot of uphill battles. But we never lost focus and always stayed loyal to the goals we set when we established the company.

Interviewer: Can I ask, what are those goals?

Joan: One, create quality products at an affordable and ethical price. Two, have the best customer service in the business, and three, don't be afraid to make mistakes. I can't tell you how many mistakes we make, but we learn from them.

Interviewer: I can't thank you enough Joan for taking time out of your busy schedule to join us.

Joan: Thank you Paul. It was my pleasure.

Interviewer: Good morning to Business Insights. it's your favorite radio show host, Paul Kitt. Today we are joined by a local Kelowna business leader in the coffee world. This company, OK Coffee, started off as small shack at a local farmers market, but since then it has expanded to three locations in BC and more to come on the horizon. To start off, Kirra, I love your coffee!

Kirra: Oh thank you! A lot of people do!

Interviewer: Well, coffee shops are a dime a dozen these days. It seems that every corner has a coffee shop. What makes your coffee shop unique?

Kirra: It's simple really, from the moment we launched about 10 years ago, we have always provided a unique environment to enjoy your coffee. From the design inside the store, to the music we play, and the fact that we have a mini library in all our coffee shops, makes our coffee shop different than other mainstream coffee shops.

Interviewer: Where did you get the idea to have a 1950s themed coffee shop?

Kirra: I've always loved the 1950s. When I was a kid, my parents had an old record player and always had old music playing. I guess I grew up with it. I also loved watching movies from the 1950s and seeing how the coffee shops were then, well that's what inspired me to create a 1950s themed coffee shop, today. It's a rare niche, not many places offer this kind of environment to relax in. We have milkshakes, comics, our staff all wear uniforms from the 50s, and of course we have a lovely old dog in the shop that loves meeting new customers.

Interviewer: What is your target market?

Kirra: We really aim for anyone and everyone. Like most coffee shops, we have a morning rush, you know people going to work or school. But, it's the community meetings that we host which have become really popular. I know we have some study groups every Thursday, so students are a big factor in our success. And another thing is that a lot of people come to our coffee shop to just relax by themselves. It's a nice quiet atmosphere and perfect for studying or having some quiet downtime.

Interviewer: Where do you get your coffee?

Kirra: We import our coffee from several countries. When we were first established, we only had Brazilian coffee; However; now we import coffee from six different countries. I think my favorite is Colombian coffee. COVID made it a little difficult as some countries were not exporting, so we focused on new coffee beans, but it worked out in the end.

Interviewer: In the last three years your coffee shop has expanded to open up in three different locations. How is that going for you?

Kirra: Well, it has been fun but busy. I'm not going to lie, it was stressful at first because I had never envisioned us getting this big. But, with some good advice from our business advisors, we were able to manage the expansion. So now we have three stores, one in downtown Kelowna, one at the airport, and one at the local university.

Interviewer: Do you have any advice for someone who wants to set something similar up?

Kirra: Understand that it won't be lucrative at the start. It might take a few years before you can take a sunny holiday and not worry about the store you run, but it's worth it.

Interviewer: Where do you see your business in five to ten years?

Kirra: That's a great question. I'm not sure yet. We are thinking of opening a new location in Vancouver or Toronto. That would be very exciting but also a lot of work. Again COVID made it a little difficult to import supplies so we always have to think about that. But overall, I believe that in five to ten years we will have more stores and more loyal customers. I don't want to be a multinational company, but I'd love to be Canada's leading coffee chain.

Interviewer: Kirra, thank you very much for joining us today.

Kirra: Thank you for having me on your show Paul. I'm a big fan of Business Insights.



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Track 3 Complex Sentence Subjects

1. While Hit a Note winery was starting off in 2010, they hit a lot of bumps but managed to navigate through these issues.
2. Because this coffee shop is unique, it manages to attract tourists as well as locals.
3. Before Joan opened her first store, she sold her clothing at the local farmer's market.
4. Since they expanded across Kelowna, OK Coffee is now looking at opening in other cities.
5. Because Hit a Note Winery uses music to ferment their wine, it attracts people from all over the world.

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Track 4 Match the Dependent Clause to the Independent Clause

- A. Violet Fashion plans to expand.
 - B. OK Coffee has since expanded and now has four locations in BC.
 - C. It attracts a wide range of people, not just wine lovers.
 - D. OK Coffee was just a shack at a local farmer's market.
 - E. Their sales have since skyrocketed.
 - F. OK Coffee has become a leading coffee business in Canada
-
1. When the business was launched in 2010, OK Coffee was just a shack at a local farmer's market.
 2. Although OK Coffee's sales were slow at the start, OK Coffee has since expanded and now has four locations in BC.
 3. Since Violet Fashion started exporting to Europe, their sales have since skyrocketed.
 4. Despite not having great sales, Violet Fashion plans to expand their target market
 5. Because Hit a Note Winery hosts concerts, it attracts a wide range of people, not just wine lovers.
 6. Despite encountering several problems in the first two years, OK Coffee has become a leading coffee business in Canada

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Track 5 Conjunctions

1. Since opening, OK Coffee has grown to become one of the most reputable suppliers of coffee in BC.
2. Despite not having great sales, Violet Fashion is going to expand.
3. Because Hit a Note Winery is based in the Okanagan Valley in BC, they are able to produce a unique type of wine.

4. Even though OK coffee was not successful at first, they never gave up and now they are successful.
5. Even if Violet Fashion don't crack the European market, they will still be successful in North America.
6. While OK coffee was starting off, they were hit with many setbacks including trying to find a location.
7. After opening their second store, OK Coffee knew they had made it.
8. Although Hit a Note Winery is based in BC, a large proportion of their customers come from Alberta.

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Track 6 Open and Closed Questions

1. Did Violet Fashion start off at a farmers market?
2. Where did Violet Fashion start off?
3. Did you say that there were four locations for OK Coffee?
4. There are four locations for OK Coffee, right?
5. What was the key to success with Hit a Note winery?
6. I think the combination of music wine is the main success for Hit a Note winery, don't you agree?
7. OK Coffee is the best coffee shop in Kelowna, right?

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Track 7 Open or Closed Questions and Intonation

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2. Where did Violet Fashion start off?
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Track 8 Intonation and Questions

1. I know you told me earlier, but can you just remind me, where is Hit a Note Winery?
2. So, where is Hit a Note Winery?
3. So, where is OK Coffee based?
4. Where did you say OK coffee is based again? I can't remember.
5. Em, didn't Violet Fashion start off in 2008?

6. Where did Violet Fashion start off?
7. Yeah, I was just reading it last week, but eh it's kind of hard to remember, do any of you guys remember when OK coffee expanded?
8. So tell me, when did OK coffee expand? \

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Track 9 Avoiding Questions

1.

Q: What weight are you?

A: I don't see how that's relevant right now

2.

Q: I'm not sure if I am going to stay with this company for much longer, what about you?

A: Well, it depends. There are a lot of factors to consider.

3.

Q: Are you single?

A: That's not an appropriate question.

4.

Q: How many calories do you eat every day?

A: I don't feel comfortable answering that.

5.

Q: How do we know the vaccines are safe?

A: I'm not qualified to answer that, what do the experts say?

6.

Q: What's your opinion on mandatory vaccines for federal workers?

A: I haven't really thought about it too much. What do you think?

7.

Q: Do you think the companies going to go belly up?

A: I'm not in a position to answer that.

8.

Q: How much do you earn?

A: Oh you know, enough to get by.

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Track 10 Gap Fill

1. If you don't want your business to go belly up you need to work hard and not cut corners. At least that is what the CEO of the most successful winery in the Okanagan said.
2. The business was originally set up in 2005; However it was ten years before the business turned a profit.
3. Despite launching the business in the early two thousands, it didn't get off the ground until COVID-19 hit. Their business was related to online shopping and that really took off during the pandemic.
4. Despite being tempted to throw in the towel she never gave up because she really believed in her company. It was a long road but now she is the CEO of one of the biggest online companies in Canada.
5. When the company was originally set up, people said they would never get off the ground. Despite the criticism, their CEO was motivated and never cut corners or gave up. Finally, their company took off and now they are the biggest winery in the Okanagan Valley, BC.

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Track 11 Questions and Answers

- A. That's an interesting one, I'd have to say it's because we were built from the ground up. Not a lot companies these days are. We identified a gap in the local market and decided to fill it. People love coffee, we have just given them a nice and relaxing environment to get their caffeine fix.
- B. Oh, that's a good question. I got the idea over 10 years ago, but I never acted on it. I guess I set up the business in 2005, but it wasn't really off the ground until about five years later. So, 2005 for the original setting up of the business but 2010 before we turned a profit.
- C. I decided to set up this company for several reasons. Firstly, I really admired other similar businesses but always felt they were lacking something. Secondly, I really believe in this idea. I knew if I started this business with passion, I'd be able to get it off the ground in no time.
- D. Oh yes, we nearly went belly up three times in our first two years. It was a very nervous time for us, but I believed in this idea, so I never threw in the towel.
- E. There is no hidden answer. I'd strongly advise people who want to establish a business to not cut corners. Cutting corners is rarely a successful move. Also, we can't forget word of mouth. Word of mouth was essential to this company not going belly up. We built up a

good customer base, and they respected us, recommending us to their friends. We will never forget those customers who helped us at all times.

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Track 12 Effective and Ineffective Rhetorical Questions

1. Have you ever imagined owning your own coffee shop?
2. Do you know what the main reason of why these businesses were so successful and did not go belly up in their first year despite all the challenges that hit them like losing their stock or having staff members cut corners and ruin an entire batch of wine?
3. Can anyone tell me what made OK Coffee successful? What about Violet Fashion or Hit a Note Winery?
4. What would happen if you were to travel to Europe at the start of the pandemic, got stuck there, and were not able to leave for sixteen months without even getting a job?
5. Did you know that Canadians drink about 2.7 cups of coffee per day?
6. What type of coffee is used in OK Coffee?
7. How many provinces does Canada have? And how many Tim Hortons are in those provinces?

Track 13 Match the Question to the Situation

- A. Can you remember the first cup of coffee you ever had? (7)
- B. When is the last time you ate out and thought, I can't wait to go back to this restaurant? (2)
- C. Did you know a 30-megapixel camera is standard for this brand? (4)
- D. Were you aware that our capital city is centuries old and that we have one of the oldest bridges in Europe? (1)
- E. Can you imagine the amount of times I wanted to throw in the towel when we were first established? But I never did. (3)
- F. I think it's a no brainer, it's 2021, how can any serious-minded person think eclectic cars are not beneficial for the environment? (6)
- G. Throughout the course of the pandemic we were all faced with online learning, I wonder how many people here agree with me when I say, 'Online learning is more efficient than face to face learning'? (5)

