

MONEY



Goh West!

National Ballet principal dancer Chan Hon Goh and husband have moved their ballet-supply company to Vancouver. **PAGE A24**

Dancing their way home to B.C.

BALLET: National Ballet star moved dance-shoe company to Vancouver by WENDY MCLELLAN

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Chan Hon Goh, holding four-month-old son Aveary Che, is a principal dancer with the National Ballet and owns a business with her husband making ballet shoes.

For Chan Hon Goh, moving her business headquarters west improved service to her customers. But even better, it gave the Vancouver native a chance to come home.

Goh, principal dancer with the National Ballet of Canada and daughter of the founders of Vancouver's Goh Ballet Academy, has recently established the warehouse and shipping operations here for her dance-shoe company.

Along with her husband Chun Che, a Toronto-based ballet teacher and choreographer, Goh designs and markets Principal Shoes to retailers in North America and Japan.

"When we found out we were pregnant, I knew I wanted to be with family when the baby was born," said Goh, 37. "But even before that, we thought Vancouver would be the ideal place for the warehouse and shipping because this is where the shoes arrive."

Goh and Che launched the company in Toronto in 1996. The couple design several styles of pointe shoes and ballet slippers, which are hand-stitched in China and then shipped to Vancouver for distribution to about 100 retailers.

Last year, the company sold 10,000 pairs of dance shoes and Goh hopes the business will continue to grow.

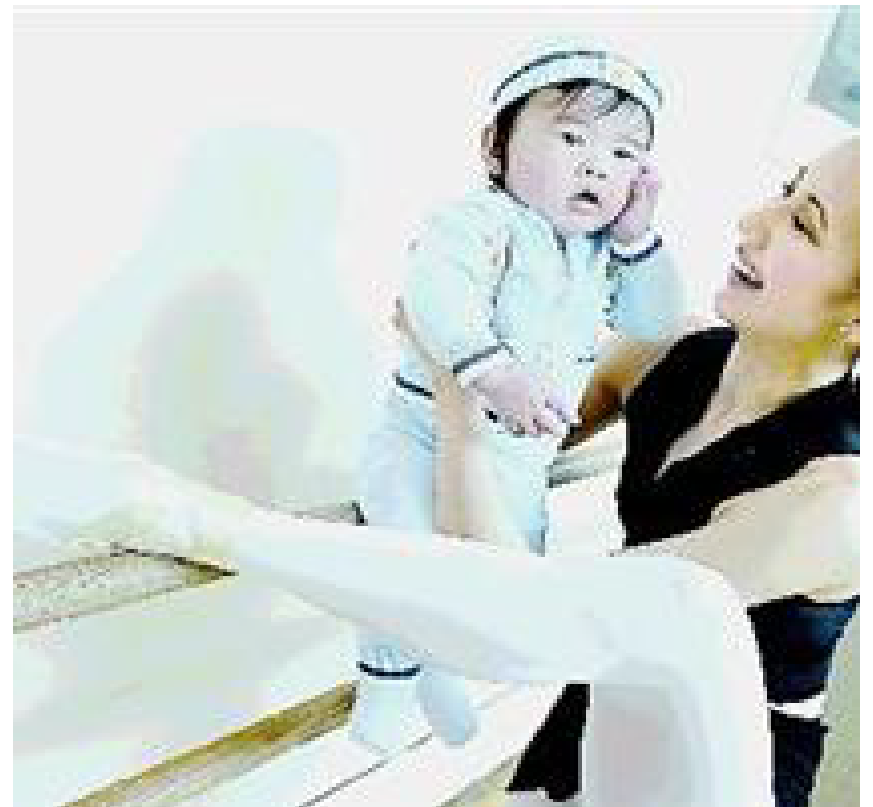
"It's my other full-time job," said Goh, who leaves for Toronto this week to begin training for the fall dance season.

Her son, Aveary Che, was born in February.

Goh's first performance this year with the National Ballet will be as principal dancer in *Sleeping Beauty* in November. She has also been invited to dance at a festival in Edinburgh, Scotland, in August.

Goh began dancing at her parents' academy when she was eight years old. After graduating from Sentinel Secondary School in West Vancouver, she joined the National Ballet of Canada.

"We will have to live in Toronto, but we will come back and forth. It has been so nice to be here with the baby. Vancouver definitely feels like home."



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