



## **Small Business Learning Sessions**

**(Presented by the Business Link and Community Futures Central Alberta)**

### **Fall 2010**

*If you're starting or expanding a business and looking for direction, you can't afford to miss these great training sessions designed to save you time and money.*

#### **Small Business Learning Session**

Value for your money! For your investment of \$40.00, you will walk away with practical information and ideas to help you in your business planning.

#### **Our Presenters**

All of our presenters are both professionals in their fields and experienced speakers. Many are successful entrepreneurs themselves and all are eager to share their knowledge.

#### **Registration**

Pre-registration for all *Small Business Learning Sessions* is recommended. All sessions are broadcast from **The Business Link** in **Edmonton** and **Calgary**, unless otherwise noted, and available in many locations around Alberta via video conference.

#### **Red Deer Location:**

**Community Futures Central Alberta**  
**5013 – 49 Avenue, Red Deer, Alberta**

#### **To Pre-register:**

**Phone: 403-342-2055**

**E-mail: [reception@cfcab.com](mailto:reception@cfcab.com)**

# Fall 2010 Schedule at a Glance



Month	Time	Title	Cost	Topic
<b>SEPTEMBER</b>				
7	1:00 - 3:00	Income Tax Basics for Sole Proprietors & Partnership	Free	Taxation
8	12:00 - 3:30	Preparing a Business Plan	<b>\$40.00</b>	Business Start-up
9	12:00 - 2:00	Web Design that Works!	Free	E-Business
14	1:00 - 3:00	How to Buy a Business	Free	Business Transitions
15	9:00-12:30	<b>Do-It-Yourself Incorporation</b>	<b>\$40.00</b>	<b>Business Start-up</b>
16	1:00 - 3:00	I Have a Brand? (seated limited)	Free	Marketing & Sales
21	9:00 - 11:00	Income Tax Basics for the Incorporated Business	Free	Taxation
21	1:00 - 3:00	How to Sell your Family Business	Free	Business Transitions
22	12:00 - 3:30	<b>Starting your Business</b>	<b>\$40.00</b>	<b>Business Start-up</b>
28	1:00 - 3:00	Accounting for your Small Business	Free	Finance
29	12:00 -3:30	<b>Promotional Strategies: Create Buzz for your Business</b>	<b>\$40.00</b>	<b>Marketing &amp; Sales</b>
30	1:00 - 3:00	Gadget and Tech Tools for your Small Business	Free	Business Development

<b>October</b>				
5	1:00 - 3:00	GST Basics	Free	Taxation
6	1:00 - 3:00	Passing the Torch	Free	Business Transitions
7	12:00 -3:00	<b>Small Business Search Engine Marketing</b>	<b>\$40.00</b>	<b>E-Business</b>
8	9:00 - 12:00	<b>How to Write a Business Plan</b>	<b>\$40.00</b>	<b>Business Start-up</b>
12	12:00 - 2:00	Intellectual Property: What's in it for You?	Free	Business Development
13	1:00 - 3:00	Financing your Business	Free	Aboriginal
14	12:00 - 2:00	Doing Business with the Government	Free	Marketing & Sales
18	12:00 - 1:00	Greening your Business	Free	Business Development
19	9:00 - 11:00	Payroll Basics	Free	Taxation
20	1:00 - 3:00	Online Marketing for Local Business	Free	E-Business
21	12:00 - 3:30	<b>Do-It-Yourself Incorporation (seating limited)</b>	<b>\$40.00</b>	<b>Business Start-up</b>
22	9:00 - 11:00	Finding Balance at Home and at Work	Free	Human Resources
26	12:00 - 1:00	Bidding On Opportunities	Free	Marketing & Sales
27	12:00 - 2:00	I Have a Brand?	Free	Marketing & Sales
28	1:00 - 3:00	Market your Business Through Facebook	Free	E-Business

<b>November</b>				
2	1:00 - 3:00	Income Tax Basics for the Incorporated Business	Free	Taxation
3	12:00 -2:00	Restaurant Entrepreneur	Free	Business Start-up
4	12:00 - 1:00	Employment Standards : Getting it Right	Free	Human Resources
<b>9</b>	<b>12:00 - 3:00</b>	<b>Becoming an Entrepreneur : Part 1</b>	<b>\$40.00</b>	<b>Business Start-up</b>
10	1:00 - 3:00	Web Design that Works!	Free	E-Business
16	9:00 - 11:00	GST Basics	Free	Taxation
16	1:00 - 3:00	Five Steps to Super Profits	Free	Marketing & Sales
17	1:00 - 3:00	How to Prepare for the Bank	Free	Finance
<b>23</b>	<b>12:00 - 3:00</b>	<b>Becoming an Entrepreneur : Part 2</b>	<b>\$40.00</b>	<b>Business Start-up</b>
24	1:00- 3:00	How to Start a Daycare	Free	Business Start-up
25	1:00 - 3:00	Writing Strategically for the Web	Free	E-Business
30	1:00 - 3:00	The First Nation GST/Payroll Basics	Free	Taxation

<b>December</b>				
1	1:00 -3:00	Maximizing Web Success	Free	E-Business
2	12:00 -1:00	Green Graphic Design	Free	Business Development
7	12:00 - 1:00	Setting Up an Online Store	Free	E-Business
<b>8</b>	<b>1:00 - 4:00</b>	<b>Small Business Search Engine Marketing</b>	<b>\$40.00</b>	<b>E-Business</b>
9	1:00 - 3:00	Sales Rich	Free	Marketing & Sales
14	1:00 - 3:00	Entrepreneurs in Agriculture - Tax/GST Basics	Free	Taxation
15	1:00 - 3:00	Passing the Torch	Free	Business Transitions
16	12:00 - 3:00	Basic Market Research (seating limited)	<b>\$40.00</b>	<b>Business Start-up</b>

**Seminars in Bold - \$40.00**

**All other Small Business Learning Session – Free**

**To Pre-register:**

**Phone: 403-342-2055**

**E-mail: [reception@cfcab.com](mailto:reception@cfcab.com)**

# **SMALL BUSINESS LEARNING SESSIONS**

## **Business Start-up**

### **PREPARING A BUSINESS PLAN**

Preparing a good business plan will require a significant investment of time and research on your part. Attending this session will only be the start of a process that will lead to developing your own business plan. It will provide you with a general overview and basic understanding of:

- The purpose and the components of a typical business plan
- The use of a business plan as an ongoing tool for business
- How marketing, operations, and finance are inter-related
- The importance of further information for your plan

**Presenter: Jim Ewing – The Business Link**

**Fee (non refundable): \$40.00 includes GST**

**WEDNESDAY, SEPTEMBER 8 -12:00 P.M TO 3:30 P.M**

### **DO-IT-YOURSELF INCORPORATION**

You can save hundreds of dollars by taking this step-by-step “Do-it-Yourself” course on incorporating your business and limiting your liabilities. This session is presented in plain language by Dave Singleton, an experienced business lawyer and co-creator of the LEGAL EASE Kits and Guides. Topics Covered:

- Incorporating and organizing a corporation, including everything from choosing a name to selecting directors and shareholders.
- Protecting your assets and limiting your liabilities
- Securing your business investment

**Presenter: Dave Singleton – The Legal Ease Library Inc.**

**Fee (non refundable): \$40.00 includes GST**

**WEDNESDAY, SEPTEMBER 15 – 9:00 A.M. TO 12:30 P.M.**

**THURSDAY, OCTOBER 21 – 12:00 P.M TO 3:30 P.M**

### **STARTING YOUR BUSINESS**

This is one of Alberta’s most informative small business seminars. It is packed with valuable information to help you start off right and increase the odds of your business being successful. The session will address:

- Some of the reasons for starting a business
- How good business ideas are discovered and evaluated
- Why and how business plans are developed
- Important marketing aspects to consider in starting a business
- Sources of financing that are available
- The pros and cons of the three common legal structures of business

**Presenter: Jay Kryslar – JR Shaw School of Business, NAIT**

**Fee (non refundable): \$40.00 includes GST**

**WEDNESDAY, SEPTEMBER 22 – 12:00 P.M. TO 3:30 P.M.**

## RESTAURANT ENTREPRENEUR

The Canadian Restaurant and Foodservices Association (CRFA) notes that the country's restaurant industry is critical to overall economic growth. Be a part of this informative session on how to start a restaurant business. By attending this 2 hour session, you'll learn all the necessary steps required that will assist you in opening a restaurant of your own or purchasing an existing one.

Discussion topics will include the following:

- Branding your business
- Menu development
- Location and space
- Product and distribution
- Management

**Presenter: Kristina Botelho – The Business Link**

**Fee: Free**

**WEDNESDAY, NOVEMBER 3 – 12:00 P.M. TO 2:00 P.M.**

## BECOMING AN ENTREPRENEUR – PART ONE

Are you ready for the rewards and challenges of becoming an entrepreneur? You first need to evaluate yourself to see if you have the necessary attitudes, abilities, and experiences to succeed in running your own business. This session will go over a skills inventory, whether you have the financial means to start a business, and what kind of business is suited to your skills and goals. Then you will relate the following to your venture:

- Trends in your industry
- The marketplace
- Statistics
- Customer research
- Describing your target market
- Why people buy

**Presenter: Jim Spiers – Microbusiness Training Center Inc.**

**Fee (non refundable): \$40.00 includes GST**

**TUESDAY, NOVEMBER 9 – 12:00 P.M. TO 3:00 P.M.**

## BECOMING AN ENTREPRENEUR – PART 2

Without a plan to make money, you have no business. Financial forecasts allow you to easily understand where the money will come from and where it will be going for today and for the future. As an entrepreneur, you are your own boss; there will be no one telling you what to do or how to do it. So it will be important to work with other people who can help you get your business started. They may be partners, accountants, mentors, lawyers, coaches or others. This session will cover:

- Preparing simple financial plans
- Forecasting and pricing
- Choosing your marketing tools
- Identifying the risks
- Getting a loan
- Building your operation plan

**Presenter: Jim Spiers – Microbusiness Training Center Inc.**

**Fee (non refundable): \$40.00 includes GST**

**TUESDAY, NOVEMBER 23 – 12:00 P.M. TO 3:00 P.M.**

## HOW TO START A DAYCARE

A license required under the *Child Care Licensing Act* to operate a child care program that provides care for seven or more children. This session will provide information on starting a child care program:

- Applying for a license
- The licensing process
- Online information session
- Staff certification

**Presenters: Davindar Bhatia and Amy Loader – Calgary and Area Child and Family Services Authority**

**Fee: Free**

**WEDNESDAY, NOVEMBER 24 – 1:00 P.M. TO 3:00 P.M.**

## BASIC MARKET RESEARCH

Don't know where to start? This session will provide you with information on the types of data you need to collect, where to look for it, and how to identify your target market. Discover the importance of looking at the information realistically to determine the viability of your business idea and learn what you need to present to financial institutions. You will be shown the best sources of information for:

- Analyzing industry statistics
- Assessing your competition
- Identifying prospective clients
- Determining where to locate your business

**Presenters: Darlene Hammond and Eric Brant – The Business Link**

**Fee (non refundable): \$40.00 includes GST**

**THURSDAY, DECEMBER 16 – 12:00 P.M. TO 3:00 P.M.**

## **HOW TO WRITE A BUSINESS PLAN**

A comprehensive guide which shows you how to complete your business plan. Take the unknowns out of your business idea and mold it into a calculated risk. Learn about cash-flow projections and marketing plans.

**Presenter: Kelly Kierluk – Community Futures Central Alberta**

**Fee: \$40.00 includes GST**

**FRIDAY, OCTOBER 8, 9:00 A.M. TO 12:00 P.M.**

## Marketing and Sales

### **I HAVE A BRAND?**

If you aren't Nike or McDonalds, do you need to worry about your brand? Yes! The reality is, whether we know it or not, everyone already has one. Your brand is simply the collective impact or lasting impression from all that is seen, heard or experienced about your company. What do your clients think about you? Is it consistent with what you think about yourself? Does your brand build, or detract from your customers' confidence?

**Presenter: Doug McLean – Incite**

**Fee: Free**

**THURSDAY, SEPTEMBER 16 -1:00 P.M. TO 3:00 P.M.**

**WEDNESDAY, OCTOBER 27 – 12:00 P.M. TO 2:00 P.M.**

### **PROMOTIONAL STRATEGIES: CREATE BUZZ FOR YOUR BUSINESS**

Limited budget? Wish to create a buzz about your product, service, or company? Join us to learn cost effective and often free promotional tips, and techniques, including how to garner media attention and promote using both traditional and electronic methods that can be applied to a wide range of products or services.

- Discover often forgotten promotional techniques
- Understand how promotion differs from advertising
- Learn why being a “pack rat” might be a good thing
- Leverage the power of online technologies to increase visibility
- Position your story to generate free publicity

**Presenter: Greg Gazin – Gadget Guy/Parallel 2000 Corp.**

**Fee (non refundable): \$40.00 includes GST**

**WEDNESDAY, SEPTEMBER 29 – 12:00 P.M. TO 3:30 P.M.**

### **DOING BUSINESS WITH THE GOVERNMENT**

The Governments of Canada and Alberta need YOU – and your goods and services. Selling to the government is not just an option for big businesses anymore. Many small and medium are ideally positioned to start selling their products to the government. The governments buy everything from agricultural goods and services to office supplies, and everything in between – and they're posting opportunities daily for you to find. This session helps you to understand the government's buying practices, who buy what, and how they are purchased, and how to get onto their electronic tendering sites – MERX and the Alberta Purchasing Connection – to start finding your opportunities!

**Presenter: Public Works and Government Services Canada, and Services Alberta**

**Fee: Free**

**THURSDAY, OCTOBER 14 -12:00 P.M. TO 2:00 P.M.**

## **BIDDING ON OPPORTUNITIES**

This session contains valuable and timely information for businesses interested in bidding on contracting opportunities with the Government of Canada. Participants will gain an understanding of various procurement processes used by the Government of Canada, the evaluation methods used for contractor selection, and have suggestions and tips for successful bidding compiled by evaluators as well as bidders.

**Presenter: Public Works and Government Services Canada**

**Fee: Free**

**THURSDAY, OCTOBER 26 – 12:00 P.M. TO 1:00 P.M.**

## **FIVE STEPS TO SUPER PROFITS**

Attend this session to transform your business with proven tools that positively impact each variable of the sales equation. Stop thinking in the conventional manner that Sales – Expenses = Profits. We will explore the following areas:

- How to test and measure your leads accurately
- Measuring the conversion of leads to buying customers accurately and applying it to increasing profits
- Measuring the average number of times a customer buys from you in a year and putting it to good use
- How to get greater margins on your revenues
- How to get more transactions and a higher average dollar sale form the total number of customers you deal with
- How to get greater margins on your revenues

Attending this session will show you how to earn profits, and achieve the freedom and balance that you want in your life and your business.

**Presenter: Greg Kopchuk – ActionCoach**

**Fee: Free**

**TUESDAY, NOVEMBER 16 – 1:00 P.M. TO 3:00 P.M.**

## **SALES RICH**

Selling is a skill that can be learned. Experience tells us that a person who is taught how to sell and who understands the psychological process a buyer undergoes will have a better sales record than someone who adopts a hit and miss approach to their sales technique. By attending this session, you will learn the sales goals your business should have and how to set them for your sales team. Here are just a few of the priceless things you will learn:

- Conversion techniques, rapport building skills and communication strategies
- How the sales process should flow
- How to sell to the four key personality types
- How to get your customers to sell themselves

**Presenter: Greg Kopchuk – ActionCoach**

**Fee: Free**

**THURSDAY, DECEMBER 9 – 1:00 P.M. TO 3:00 P.M.**

## Human Resources

### **FINDING BALANCE AT HOME AND AT WORK**

Ever feel like you're working 8 days a week? Is it a constant struggle to achieve everything on your to-do list, at home and at work? Are you spending more time with your co-workers than you are with your family? This daily balancing act is no easy feat. It's overwhelming for most and surprisingly common nowadays. The Scale of Life features:

- "Scale Up" your life scheduling and streamlining your home and office system
- "Scale Down" e-mail, pace of work and interruptions
- "Slide the Pivot Point" with personal renewal strategies

You'll walk away with valuable insight into how your life, and lives of those around you, can find rewarding balance and less stress.

**Presenter: Lynn Fraser - Balance Your World**

**Fee: Free**

**FRIDAY, OCTOBER 22 – 9:00 A.M. TO 11:00 A.M.**

### **EMPLOYMENT STANDARDS: GETTING IT RIGHT**

You need to be aware of employees' legislated minimum rights. Attend this presentation to get an overview of some considerations including hours of work, overtime and vacation pay, general holidays, termination, and much more.

**Presenter: Employment Standards, Alberta Employment and Immigration**

**Fee: Free**

**THURSDAY, NOVEMBER 4 – 12:00 P.M. TO 1:00 P.M.**

## Finance

### **HOW TO PREPARE FOR THE BANK**

This session will provide a detailed look as to what information should be compiled and prepared for your first appointment with your business banker. It will also shed light on the lending criteria that will provide an insight into how decisions are made. The objective of this session is to take the “mystery” out of banking.

**Presenter: Wayne Kryzalka – ATB Financial**

**Fee: Free**

**WEDNESDAY, NOVEMBER 17 – 1:00 P.M. TO 3:00 P.M.**

### **ACCOUNTING FOR SMALL BUSINESS**

Many questions will be answered in a way that can be easily understood, such as:

- What exactly is accounting and why is it important?
- How can I remove the anxiety I feel every time I think about accounting?
- How do I organize my receipts?
- How do I find the right accountant or bookkeeper?
- How much do I need for accounting or bookkeeping services?
- How do I pay myself?

**Presenter: Christine Reimer – Bridge The Gap Accounting Services Ltd.**

**Fee: Free**

**TUESDAY, SEPTEMBER 28 – 1:00 P.M. TO 3:00 P.M.**

## **Aboriginal Business**

### **FINANCING YOUR SMALL BUSINESS**

This session will explore the funding sources available to a new and expanding business, with a focus on Aboriginal-specific funding organizations. You will gain a deeper understanding of these funding sources and the different roles they play in financing your business, plus gain insight on key factors within a financing proposal that will maximize your chances of obtaining the funds you need.

**Presenter: The Business Link's Aboriginal Business Development Services**

**Fee: Free**

**WEDNESDAY, OCTOBER 13 – 1:00 P.M. TO 3:00 P.M.**

## Taxation

### INCOME TAX BASICS SOLE PROPRIETORS & PARTNERSHIPS

This session provides basic income tax information for the small business owner that is either a sole proprietors or a partnership. Topics include:

- Record keeping – what records should you keep and for how long
- Reporting Income
- Business expenses, current or capital
- Motor vehicle expenses

**Presenter: Canada Revenue Agency**

**Fee: Free**

**TUESDAY, SEPTEMBER 7 – 1:00 P.M. TO 3:00 P.M.**

### INCOME TAX BASICS FOR THE INCORPORATED BUSINESS

This basic corporate income tax session is invaluable for the newly incorporated business. It highlights areas that every corporate director should be aware of. Topics include:

- Transferring assets into a corporation
- Shareholder loans and salaries
- Business expenses, capital expenditures
- Basic information on the corporate tax rate structure, installment payments
- Selling your corporate shares

**Presenter: Canada Revenue Agency**

**Fee: Free**

**TUESDAY, SEPTEMBER 21 – 9:00 A.M. TO 11:00 A.M.**

**TUESDAY, NOVEMBER 2 -1:00 P.M. TO 3:00 P.M.**

### GST BASICS

This session gives you general information about GST/HST. Topics include:

- Do you need to register?
- How do you complete the GST/HST return?
- What are the GST/HST rates on goods and services (15% - 0% or exempt)?
- What are you filing and remitting responsibilities?

**Presenter: Canada Revenue Agency**

**Fee: Free**

**TUESDAY, OCTOBER 5 – 1:00 P.M. TO 3:00 P.M.**

**TUESDAY, NOVEMBER 16 – 9:00 A.M. TO 11:00 A.M.**

### PAYROLL BASICS

This session outlines employment relationships to help you determine whether a worker is an employee or a self-employed individual.

- Deductions – What do you need to take off your employees' cheques; remittances?
- When are your payroll remittances due and what are are your responsibilities?
- Reporting and filing T4s

**Presenter: Canada Revenue Agency**

**Fee: Free**

**TUESDAY, OCTOBER 19 – 9:00 A.M TO 11:00 AM**

### **THE FIRST NATIONS GST/PAYROLL BASICS**

The First Nations GST/Payroll information session highlights GST/HST and Payroll as it pertains to The First Nations.

Topics included in the GST portion of the presentation are:

- Whether GST applies to acquisitions and leasing of goods
- Services to individuals, the bands or their corporation
- Grants received from different levels of government
- Rebate eligibility on purchases
- Mechanics and requirements of filing the GST return

Topics included in the Payroll portion of the presentation are:

- Employment income guidelines
- Section 81 of the Income Tax Act-exempt income
- Section 87 of the income Tax-Act-exempt interest and property
- Deductions – What do you need to take off of your employees' cheques; remittances?
- When your payroll remittances due and what are are your responsibilities?
- Reporting and filing T4s

**Presenter: Canada Revenue Agency**

**Fee: Free**

**TUESDAY, NOVEMBER 30 – 1:00 P.M. TO 3:00 P.M.**

### **ENTREPRENEUR IN AGRICULTURE – TAX/GST BASICS**

This session provides information on Business Income vs. Farm Income vs. Other Income.

Topics include:

- Home office expenses and capital equipment for the office
- Interest vs. mortgage payments
- Renovations for the home office
- Renovations for the farm/business on the homestead
- Farm losses and restricted farm losses
- Ineligible hobby farm losses
- Salaries paid to family
- Other expenses
- Partnership vs. Joint Title vs. Joint Venture

**Presenter: Canada Revenue Agency**

**Fee: Free**

**TUESDAY, DECEMBER 14 – 1:00 P.M. TO 3:00 P.M.**

## E-Business

### **WEB DESIGNS THAT WORKS!**

It is one thing to build a website and put it on the web; it is quite another to build a website that becomes a valuable business tool. To ensure your business website is a credible tool and not just another online placeholder, be sure to approach the right project with careful, well-informed planning. Attend this session for a whirlwind tour of the dos and don'ts of planning a top performing business website.

**Presenter: John Beauchamp – Redengine Inc.**

**Fee: Free**

**THURSDAY, SEPTEMBER 9 -12:00 P.M. TO 2:00 P.M.**

**WEDNESDAY, NOVEMBER 10 – 1:00 P.M. TO 3:00 P.M.**

### **SMALL BUSINESS SEARCH ENGINE MARKETING**

How do your customers find your website? It might be through referrals, your brochure, or a web link, but chances are they found you through a search engine. In this session, you will learn how to optimize your website to increase your ranking in search engines and get a chance to have your site reviewed by industry experts. You will gain an understanding of:

- How you can increase your qualified visitors by increasing your rankings
- How to make your website search engine friendly by making simple but effective changes
- How to implement search engine optimization (SEO) techniques

**Presenter: Ian McAnerin – McAnerin International Inc**

**Fee (non refundable): \$40.00 includes GST**

**THURSDAY, OCTOBER 7 – 12:00 P.M. TO 3:00 P.M.**

**WEDNESDAY, DECEMBER 8 -1:00 P.M. TO 4:00 P.M.**

### **SETTING UP AN ONLINE STORE**

Whether you're starting a new online business or extending your exciting business to sell online, there are a bewildering array of options and choices. If you don't understand the choices, how can you expect to make smart decisions? This session will explain and demystify the concepts and processes of online stores in clear and easy understanding language.

**Presenter: David Boroditsky – Emergence by Design**

**Fee: Free**

**TUESDAY, DECEMBER 7 – 12:00 P.M. TO 1:00 P.M.**

### **ONLINE MARKETING FOR LOCAL BUSINESSES**

Learn how to get more customers automatically from the internet. Topics covered:

- Why companies without a strong online presence will be left behind, even if in a "traditional" business
- How to find buyers instead of "Lookey Loo's"
- How to become the #1 authority online in your potential customer's eyes
- The 4 best "places" to be found online and how to be found there

- The tools and resources to use
- How much money can really be made in your online market?

**Presenter: Mike Whitfield – JZAM Inc.**

**Fee: Free**

**WEDNESDAY, OCTOBER 20 – 1:00 P.M. TO 3:00 P.M.**

### **MARKET YOUR BUSINESS THROUGH FACEBOOK**

Looking for a secret recipe on marketing your business on Facebook? What special tricks can you learn about one of the internet's most popular network platforms? Do you have a Facebook marketing strategy? Facebook is here to stay. Is your business ready for the Facebook generation? More and more businesses are now looking at how they can market through Facebook, create strong networks, build loyal followings and increase sales in their business.

**Presenter: Stuart Crawford – Ulistic Inc**

**Fee: Free**

**THURSDAY, OCTOBER 28 – 1:00 P.M. TO 3:00 P.M.**

### **WRITING STRATEGICALLY FOR THE WEB**

Writing clear, persuasive online content is a challenge. Don't let your site become just another pretty online brochure – put it to work for you by creating strategic content that will drive traffic to your site and fulfill a need and purpose for your visitors once they arrive. Every piece of content should be created to fit within your goals you've set out for your website and other online marketing initiatives. By attending this session, you will learn what works and why, when writing content for a business website.

**Presenter: Micah Slavens – Lift Interactive Inc.**

**Fee: Free**

**THURSDAY, NOVEMBER 25 – 1:00 P.M. TO 3:00 P.M.**

### **MAXIMIZING WEB SUCCESS**

Just having a website isn't enough! People need to be able to find your website on Google, Yahoo!, Bing and other major search engines. Are you effectively maximizing online conversions and using social media like Facebook to get virtual referrals and recommendations? This session will give you tips on how to make the web work for almost any small business.

**Presenter: Fred Yee – FoundPages**

**Fee: Free**

**WEDNESDAY, DECEMBER 1 – 1:00 P.M. TO 3:00 P.M.**

## **Business Development**

### **GADGETS AND TECH TOOLS FOR YOUR SMALL BUSINESS**

Just about everyone today has a computer and a cell phone. Did you know there are a number of other gadgets, tools, and technologies that you can use to reach out to your customers and improve your productivity –saving you time, money and helping you to be on the cutting edge. This session will reach into a basket if these electronic wonder and introduce you to some of what's out there and why would you want to use them.

**Presenter: Greg Gazin – Gadget Guy/Parallel 2000 Corp.**

**Fee: Free**

**THURSDAY, SEPTEMBER 30 – 1:00 P.M. TO 3:00 P.M.**

### **INTELLECTUAL PROPERTY: WHAT'S IN IT FOR YOU?**

The strategic use of intellectual property (IP) can increase the competitiveness of a business and can result in many benefits. This session is about acknowledging the value of IP, understanding its many forms and interrelations, and to see how it applied to a business situation. Basic concepts are presented, such as:

- The importance and strategic use of IP
- An introduction to trade secrets, patents, trade-marks, copyrights and industrial designs
- Links to IP publications and online tools
- The role of the Canadian Intellectual Property Office (CIPO)

**Presenter: Canadian Intellectual Property Office**

**Fee: Free**

**TUESDAY, OCTOBER 12 -12:00 P.M. TO 2:00 P.M.**

### **GREENING YOUR BUSINESS**

Reducing waste in your business operations has a direct impact on your bottom line. In a lifetime, the average North American will throw away 600 times his or her adult weight in garbage. A 68 kg adult will leave a legacy of 40,825 kg of trash. Is this the legacy your business wishes to leave? Join us for an overview of waste in Alberta and learn some practical solutions for greening your business.

**Presenter: Recycling Council of Alberta and Green Calgary**

**Fee: Free**

**MONDAY, OCTOBER 18 -12:00 P.M. TO 1:00 P.M.**

### **GREEN GRAPHIC DESIGN**

As a business owner, you have the option to use or create advertising and promotional products that use less resource and are safer for our general health. By implementing green practices, you can help lessen your impact on our world and create a caring, trustworthy environment for your business to grow in. We will discuss: green design principles of reuse design, projections and materials conservation; the cost of going green; eco materials and suppliers; up-cycling; non-toxic advertising options and eco-audits.

**Presenter: Marc Nipp – EI Designo**

**Fee: Free**

**THURSDAY, DECEMBER 2 – 12:00 P.M. TO 1:00 P.M.**

## **Business Transitions**

### **HOW TO BUY A BUSINESS**

If you are thinking about running your own business, buying a company that is already established may be easier than starting from scratch. This session will take you through the steps of buying an exciting business. Topics covered include:

- Buying vs. starting your own business
- How to value a business
- Franchises
- Deciding on the right type of business to buy
- Making sure a business is worth buying; due diligence

**Presenter: Stuart Neal – Western Business Brokers**

**Fee: Free**

**TUESDAY, SEPTEMBER 14 – 1:00 P.M. TO 3:00 P.M.**

### **HOW TO SELL YOUR FAMILY BUSINESS**

The decision to sell your business is a serious step in the evolution of every entrepreneur. Business owners need to be aware of all aspects in order to achieve the desired outcomes related to the sale. This presentation will discuss all you need to know about selling your business. Attend this session and learn:

- How to prepare your business for sale
- How to value your business for selling purposes
- How to market your business
- Negotiations tips
- When should you sell
- How long will it take to sell

**Presenter: Stuart Neal – Western Business Brokers**

**Fee: Free**

**TUESDAY, SEPTEMBER 21 – 1:00 P.M. TO 3:00 P.M.**

### **PASSING THE TORCH**

This session will simplify the complicated process of transitioning your business into new ownership for business owners from all disciplines. The main focus will be to give an overview of the steps and processes involved in getting your business ready to sell or hand over to someone else.

**Presenter: Gary Coskey – ABFI/Creating Pathways for Entrepreneurial Families**

**Fee: Free**

**WEDNESDAY, OCTOBER 6 – 1:00 P.M. TO 3:00 P.M.**

**WEDNESDAY, DECEMBER 15 - 1:00 P.M. TO 3:00 P.M.**

## Other Business Services Provided through the Business Link:

### MONTHLY NETWORKING EVENTS

Join us at **The Business Link** in Edmonton or Calgary for our Monthly Networking Events, usually held the third Tuesday of every month, from 2:00 to 4:00 pm. It's free and no registration is required. Contact us for further details.

### GUEST ADVISOR PROGRAM

Have you ever wondered what professional expertise in a specific field could do to help your business succeed?

**The Business Link's** Guest Advisor Program provides you with the opportunity to connect with **business management consultants, lawyers, accountants, and financial representatives** who volunteer their time to discuss your business concerns.

**Daily (Monday through Thursday)  
12:00 to 4:00 p.m.**

**Free. No appointment necessary. Time limitations may apply.**

**September 27 to December 2, 2010 (except October 11 and November 11)**

For details on the Guest Advisor Program, including methods of contact dates for each advisor and typical discussion topics:

The Business Link 1-800-272-9675

[www.canadabusiness.ab.ca/guestadvisor.cfm](http://www.canadabusiness.ab.ca/guestadvisor.cfm).

Email: [buslink@canadabusiness.ca](mailto:buslink@canadabusiness.ca)

**The Business Link** graciously acknowledges the support of our Guest Advisors; for a list of our volunteers over the past year, please see our website as noted above.

### VIDEO CONFERENCING AROUND ALBERTA

All Small Business Learning Sessions will be available across the province through the **Entrepreneurship Learning Centre (ELC) Video Conference Network**.

Please contact your nearest ELC location to verify if a particular session is being offered at that site and to reserve seating.

For location contacts, call **The Business Link** at 1 800 272-9675 or visit [www.elcnetwork.ca](http://www.elcnetwork.ca)

#### Red Deer Location:

**Community Futures Central Alberta**

**5013 – 49 Avenue, Red Deer**

**403.342.2055**

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[reception@cfcab.com](mailto:reception@cfcab.com)