



Small Business Learning Sessions

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

Spring 2012

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 \$10.00 to \$50.00, 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
403- 342-2055

To Register:

Call Agnes at (403) 342-2055

Or e-mail reception@cfcab.com

**One day prior to Videoconference session
you would like to attend.**

Spring 2012 Schedule at a Glance

February 2012

<u>DATE</u>	<u>TIME</u>	<u>TITLE</u>	<u>COST</u>	<u>TOPIC</u>
14	9:30-11:00	Payroll Basics	\$10.00	Business Start-Up
15	1:30-4:30	Start Your Business!	\$40.00	Business Start-Up
16	12:00-2:00	New Importers: What You Need to Know	\$20.00	Importing/ Exporting
21	9:30-11:30	Income Tax Basics for the Incorporated Business	\$10.00	Taxes
22	1:30-3:00	Secrets of Successful Selling	\$15.00	Sales
23	12:00-2:00	Exploring International Markets through Trade Missions	\$20.00	International Business
28	9:30-11:00	Small Business Accounting Basics	\$15.00	Business Start-Up
29	1:30-4:30	Preparing a Business Plan	\$40.00	Business Start-Up

March 2012

<u>DATE</u>	<u>TIME</u>	<u>TITLE</u>	<u>COST</u>	<u>TOPIC</u>
1	12:00-1:30	Ignite Innovation: The Art of Putting Ideas Into Action	\$15.00	Growing Your Business
6	9:30-11:30	Income Tax Basics for Sole Proprietors & Partnerships	\$10.00	Taxes
7	12:00-1:30	Identifying and Protecting your Intellectual Property	\$15.00	Business Start-Up
8	12:00-2:30	How to Conduct Market Research	\$30.00	Marketing
13	9:30-11:00	Getting to Know Your Industry	\$10.00	Business Start-Up
14	1:30-4:00	Creating an Export Plan	\$20.00	Importing/ Exporting
15	12:00-2:00	How to Use Social Media for Business	\$20.00	Marketing
20	9:30-11:30	GST/HST Basics	\$10.00	Taxes
21	1:30-3:00	Negotiate Your Commercial Lease or Renewal	\$15.00	Business Start-Up
22	12:00-2:00	The 12 Steps of Succession Planning	\$20.00	Family Business
27	9:30-11:00	Getting to Know Your Market	\$10.00	Marketing/ Sales
28	1:30-3:00	Starting a Food Business in Alberta	\$15.00	Business Start-Up
29	12:00-2:00	Understanding Brand and Its Influence	\$20.00	Marketing

April 2012

<u>DATE</u>	<u>TIME</u>	<u>TITLE</u>	<u>COST</u>	<u>TYPE</u>
3	9:30-11:30	Income Tax Basics for the Incorporated Business	\$10.00	Taxes
4	1:30-4:00	Using Market Intelligence to Develop Your Markets	\$20.00	Marketing
10	9:30-11:00	Social Media - Next Steps	\$15.00	Marketing
11	1:30-4:30	Start Your Business!	\$40.00	Business Start-Up
12	12:00-2:00	Export Requirements Seminar	\$20.00	Importing/ Exporting
17	9:30-11:30	Income Tax Basics for Sole Proprietors & Partnerships	\$10.00	Taxes
18	1:30-3:30	Show Me the Money! (Practical Steps to Success)	\$20.00	Business Start-Up
19	12:00-2:00	Working with Your International Partners	\$20.00	Sales
24	9:30-10:30	Finding the Information You Need to Prepare Your Human Resources Plan	\$10.00	Business Start-Up
25	1:30-4:30	Preparing a Business Plan	\$40.00	Business Start-Up
26	12:00-1:30	Business Basics for Innovators and Inventors	\$15.00	Business Start-Up

May 2012

<u>DATE</u>	<u>TIME</u>	<u>TITLE</u>	<u>COST</u>	<u>TYPE</u>
1	9:30-11:30	Income Tax Basics for the Incorporated Business	\$10.00	Taxes
2	1:30-2:30	Your Library Means Business	\$10.00	Growing Your Business
8	9:30-10:30	Finding Statistics for Your Financial Plan	\$10.00	Business Start-Up
9	1:30-2:30	What's in a Brand? Everything!	\$10.00	Marketing
10	12:00-1:30	Selling to the Alberta Government	\$10.00	Sales
15	9:30-10:30	Opening a Restaurant	\$10.00	Business Start-Up
17	12:00-2:00	Tips for the Trusted Advisor or Consultant	\$20.00	Family Business
22	11:30-1:30	HR Basics	\$20.00	Growing Your Business
23	1:30-3:30	Project Management	\$20.00	Growing Your Business
24	12:00-1:00	How to Pitch your Product or Service	\$10.00	Sales
25	9:00-12:00	How to Write a Business Plan - In Class Session	\$30.00	Business Start-Up
29	9:30-11:30	Promotional Strategies: Creating Buzz for Your Bizz	\$20.00	Marketing
30	1:30-4:00	Strategic Marketing Planning	\$30.00	Marketing
31	12:00-2:00	The Two Sentence Business Plan	\$20.00	Business Start-Up

SPRING 2012 SMALL BUSINESS LEARNING SESSIONS

1- BUSINESS START-UP

Payroll Basics

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

- Deductions – What to take off of your employees' cheques
- Payroll remittance deadlines and responsibilities
- Reporting and filing of T4s

Presenter: Canada Revenue Agency

Fee (non refundable): \$10 includes GST

TUESDAY, FEBRUARY 14 – 9:30AM-11:00AM

Start Your Business!

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

- 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
- Financing sources available
- Pros and cons of the three common legal structures of business

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

Fee (non refundable): \$40 included GST

WEDNESDAY, FEBRUARY 15, 1:30PM-4:30PM

Small Business Accounting Basics

Familiarize yourself with some basic accounting terminology, as well as three of the most common financial statements. This session will review:

- Methods of keeping receipts and recording business transactions
- What a ledger is and how to produce monthly statements
- Available resources to help you with tax planning, financing and government regulations

Presenter: Steve Bruns, CMA – Grant MacEwan University, School of Business

Fee (non refundable): \$15 includes GST

Tuesday, February 28, 9:30am-11:00am

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 success
- How marketing, operations and finance are inter-related
- The importance of finding further information for your plan

Presenter: Jim Ewing – *The Business Link*

Fee (non refundable): \$40 includes GST

Wednesday, February 29, 1:30pm-4:30pm

Identifying and Protecting Your Intellectual Property

This information session describes what a trademark is and how to protect this valuable business asset in Canada and other countries. Find out:

- How a trademark functions
- How to protect the distinctiveness of a trademark through correct use
- Why it is important to register a trademark and how this is done
- Proper licensing of a trademark

Presenter: Bonnie D. Headley – Bennett Jones LLP

Fee (non refundable): \$15 includes GST

Wednesday, March 7, 12:00pm-1:30pm

Getting to Know Your Industry

This session will provide a basic understanding of what information is available on Statistics Canada's website that can help you conduct market research. It will also help you to understand a variety of standard definitions related to industry classifications and geography. While the needs of each business are unique and will not be specifically addressed within this session, you will discover where the following information may be found:

- The size of an industry
- Sales within the industry
- The number of businesses within the industry
- Trends for selected industries

Presenter: Statistics Canada

Fee (non refundable): \$10 includes GST

Tuesday, March 13, 9:30am-11:00am

Negotiate Your Commercial Lease or Renewal

Learn what your landlord does not want you to know...directly from the industry expert! This must-attend session will benefit any business owner/tenant leasing commercial, retail, or office space.

This session will address:

- How to negotiate for a lease renewal rent reduction on the space you lease
- How to negotiate for a mid-term rent reduction now
- Secrets of successful site selection
- Avoiding personal guarantees, leasing with no deposit
- Maximizing your tenant allowance and free rent inducements

Presenter: Dale Willerton – The Lease Coach

Fee (non refundable): \$15 includes GST

Wednesday, March 21, 1:30pm-3:00pm

Starting a Food Business in Alberta

Just getting started in the food industry, or looking to expand? Are you interested in running a commercial food operation or a "home-based food business"? Come learn about the regulatory requirements in Alberta. This session will highlight:

- The differences between the requirements for vendors in Farmers' Markets in comparison to other food venues
- What is required to get a Food Handling Permit? How do I apply? What does it cost? When is it needed?
- Explore the options, benefits and drawbacks of: home-based food operations, kitchens owned by third parties, commercial retail spaces
- What other approvals may be necessary?

Presenter: Nyall Hislop, M.Sc., CPHI – Alberta Health Services

Fee (non refundable): \$15 includes GST

Wednesday, March 28, 1:30pm-3:00pm

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- 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
- Financing sources available
- Pros and cons of the three common legal structures of business

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

Fee (non refundable): \$40 includes GST

Wednesday, April 11, 1:30pm-4:30pm

Show Me the Money! (Practical Steps to Success)

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 – now and for the future. As an entrepreneur you are your own boss, and your business plan is your financial road map. It helps communicate to people who can help you get started (accountants, mentors, lawyers, bankers, coaches or others). In this session, we will:

- Look at why you need a financial plan
- Build your pricing strategy
- Forecast start-up costs, sales and operating expenses
- Predict your profit (Income and Expenses statements)
- Identify the risks
- Consider funding sources

Presenter: Jim Spiers – Microbusiness Training Centre

Fee (non refundable): \$20 includes GST

Wednesday, April 18, 1:30pm-3:30pm

Finding the Information You Need to Prepare Your Human Resources Plan

This session will provide a basic understanding of what information is available on Statistics Canada's website that can help you with your Human Resources Plan. While the needs of each business are unique and will not be specifically addressed within this session, you will discover where the following information may be found:

- Industry-specific information on size of employment and earnings
- Labour market information
- Age make-up of the workforce
- Educational attainment and field of studies of population
- Information on employment equity groups (Aboriginal peoples, visible minorities, women and persons with disabilities)

Presenter: Statistics Canada

Fee (non refundable): \$10 includes GST

Tuesday, April 24, 9:30am-10:30am

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 success
- How marketing, operations and finance are inter-related
- The importance of finding further information for your plan

Presenter: Jim Ewing – The Business Link

Fee (non refundable): \$40 includes GST

Wednesday, April 25, 1:30pm-4:30pm

Business Basics for Innovators and Inventors

If you are currently developing a new product or service, there are a number of areas you may need to consider to move the business forward. These areas include intellectual property, financing options, research and development facilities, incubator services, and business planning. This session will cover the fundamental basics of planning when it comes to forming a new innovation-based venture in Alberta.

Presenter: Bernard Johnson – novaNAIT

Fee (non refundable): \$15 includes GST

Thursday, April 26, 12:00pm-1:30pm

Finding Statistics for Your Financial Plan

This session will provide a basic understanding of what information is available on Statistics Canada's website that you can use to develop your financial plan. While the needs of each business are unique and will not be specifically addressed within this session, you will discover information to help:

- Estimate the operating costs for your new business
- Find financial performance averages in your industry
- Compare your company's financial performance to that of the industry and address issues such as profitability, efficiency and business risk
- Conduct inter-industry comparison

Presenter: Statistics Canada

Fee (non refundable): \$10 includes GST

Tuesday, May 8, 9:30am-10:30am

Opening a Restaurant

This session will highlight what you should consider before starting in the restaurant business. Do you want to run a business or do you want to own a restaurant because you love to cook? Whet your appetite and explore:

- The fundamentals of running a successful restaurant business
- Enjoying the high points and confronting the challenges

Presenter: Pamela Freeman, MBA, CMC, COO – TEC Edmonton

Fee (non refundable): \$10 includes GST

Tuesday, May 15, 9:30am-10:30am

How to Write a Business Plan –In Class Session

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. This session will be delivered by our business analyst in a classroom setting. To register please call or e-mail us at (403) 342-2055 or reception@cfcab.com.

Presenter: Karli Eckart – Business Analyst at Community Futures Central Alberta

Fee: \$30.00 includes GST

Friday, May 25 - 9:00 AM - 12:00 PM

The Two Sentence Business Plan

Welcome business startup companies and aspiring entrepreneurs! Are you overwhelmed with the thought of putting together a business plan? Avoid the fear of writing a lengthy business plan or wasting time and money on irrelevant help, products or services. Attend this session to help you get focused on decisive actions for realizing your dream. Together we will:

- Write an actionable, easy to execute, and precise business plan by marrying an action plan, business overview, and a to-do list
- Challenge 'whole-scale' business plan writing (all at once) versus a 'piecemeal' process

Presenter: Devesh Dwivedi, MBA – entrepreneurinmaking.com

Fee (non refundable): \$20 includes GST

Thursday, May 31, 12:00pm-2:00pm

2 – GROWING YOUR BUSINESS

Ignite Innovation: The Art of Putting Ideas Into Action

Innovative thinking is the heart of every individuals' and organizations' success. You, your co-workers and your clients, often have great ideas. How can you grow them, harvest and implement the best ones? This session combines lessons learned and leadership insights from over 30 years of entrepreneurial and business leadership. Innovation is simply the art of implementing creative ideas. You'll learn how to:

- Increase personal and group idea generation and productivity
- Improve problem solving, and make decisions easily and effectively
- Capture, evaluate and communicate ideas effectively
- Set a plan for action to quickly and easily turn ideas into results

Presenter: David Saxby – Spark Communications Inc.

Fee (non refundable): \$15 includes GST

Thursday, March 1, 12:00pm-1:30pm

Project Management

This introductory session will discuss why project management practices are beneficial to all businesses, and shouldn't be ignored. It will review:

- The generic life cycle of a project from initiation, managing a project to project finalization
- Common existing project management practices (including project management maturity assessment and targets)
- Project requirements planning, project management plan development and project management office
- Project management knowledge areas

Presenter: Scott Kennedy, MBA, BA – NorQuest College

Fee (non refundable): \$20 includes GST

Wednesday, May 23, 1:30pm-3:30pm

Your Library Means Business

Public libraries often have a number of print and electronic resources that would be of interest to the small business community. The session will review the various print and electronic resources that the Edmonton Public Library has to offer on business (which may also be available in your local library), and how to navigate their electronic resources. You will hear about:

- Demographics, business plans, funding, management, accounting, and marketing
- Sources ranging from books, magazines, ebooks, databases and newspapers
- How to search for the information you need to set up and make your small business a success

Presenter: Patti Sherbaniuk, BA, MLIS and Louise Dorner, BA – Edmonton Public Library

Fee (non refundable): \$10 includes GST

Wednesday, May 2, 1:30pm-2:30pm

HR Basics

When hiring employees, you will need to know what to look for, what to ask, and how to advertise. This session will provide you with key human resources (HR) knowledge for hiring staff for your small business. An overview of how the predicted skilled labour shortage for Alberta and Canada will affect businesses over the next 25 years will be discussed. Important information included in this session:

- HR laws in Alberta
- Labour standards legislation overview
- Occupational Health & Safety highlights
- Management expectations for finding, selecting and hiring employees

Take-away: FREE practical booklet on HR legislation and practice in Alberta.

Presenter: Don Schepens, MBA, CHRP, CCP – Grant MacEwan University, School of Business

Fee (non refundable): \$20 includes GST

Tuesday May 22, 11:30am-1:30pm

3 - TAXATION

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
- Director's liability
- Shareholder loans and salaries
- Business expenses and capital expenditures
- Corporate filing requirements, corporate tax rate structure and installment payments

Presenter: Canada Revenue Agency

Fee (non refundable): \$10 includes GST

Tuesday, February 21, 9:30am-11:30am

Income Tax Basics for Sole Proprietors & Partnerships

This session provides basic income tax information for the small business owner that is either a sole proprietorship 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 (non refundable): \$10 includes GST

Tuesday, March 6, 9:30am-11:30am

GST/HST 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)?
- How do you claim the GST/HST you paid out?

Presenter: Canada Revenue Agency

Fee (non refundable): \$10 includes GST

Tuesday, March 20, 9:30am-11:30am

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
- Director's liability
- Shareholder loans and salaries
- Business expenses and capital expenditures
- Corporate filing requirements, corporate tax rate structure and installment payments

Presenter: Canada Revenue Agency
Fee (non refundable): \$15 includes GST
Tuesday, April 3, 9:30am-11:30am

Income Tax Basics for Sole Proprietors & Partnerships

This session provides basic income tax information for the small business owner that is either a sole proprietorship 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 (non refundable): \$10 includes GST
Tuesday, April 17, 9:30am-11:30am

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
- Director's liability
- Shareholder loans and salaries
- Business expenses and capital expenditures
- Corporate filing requirements, corporate tax rate structure and installment payments

Presenter: Canada Revenue Agency
Fee (non refundable): \$10 includes GST
Tuesday, May 1, 9:30am-11:30am

4 – SALES

Secrets of Successful Selling

How would a 10 to 50% increase in sales impact your pocketbook? Would it impact your sales performance? Would it make your company more competitive and profitable? If so, you need to attend this profitable selling success session. You will discover:

- Simple, strategic secrets gleaned from generations of selling for profitable growth

- The foundation of sales success
- How to effectively handle objections and concerns

Presenter: Bob 'Idea Man' Hooey

Fee (non refundable): \$15 includes GST

Wednesday, February 22, 1:30pm-3:00pm

Getting to Know Your Market

This session will provide a basic understanding of what information is available on Statistics Canada's website that can help you to better understand your target market. While the needs of each business are unique and will not be specifically addressed within this session, you will discover where the following information can be found:

- Demographic, educational, socio-economic, labour force and cultural characteristics of population
- Household spending patterns
- E-commerce: shopping on the Internet
- Media habits/Internet use
- Population projections
- Community profiles and trends
- Census tract profiles (neighbourhoods)
- Labour market information

Presenter: Statistics Canada

Fee (non refundable): \$10 includes GST

Tuesday, March 27, 9:30am-11:00am

Selling to the Alberta Government

The Government of Alberta is looking for YOU – and your goods and services. With over 2000 purchasers, they buy everything from agricultural goods to professional services and everything in between – and these opportunities are being posted daily for you to find. This session helps you to understand the Alberta Government's buying practices, who buys what, how they are purchased, and how to get onto their electronic tendering site – the Alberta Purchasing Connection (APC). You will learn about:

- Government of Alberta procurement practices
- Registering your business on the APC
- Searching for opportunities
- Tips on how to bid for opportunities

Presenter: Chelle Busch – Government of Alberta

Fee (non refundable): \$10 includes GST

Thursday, May 10, 12:00pm-1:30pm

How to Pitch Your Product or Service

You've spent a significant amount of time, money, and energy on developing a brand new product or service and you're finally ready to introduce it to the public. So how do you actually sell it? Being able to properly present your idea is one of the most important aspects of getting your product to market. This session will go over what an elevator pitch is and how to properly write one. Get tips on the art of persuasion that will assist you in attracting investors, recruiting partners, and marketing your venture.

Presenter: Randy Thompson, Entrepreneur in Residence – novaNAIT

Fee (non refundable): \$10 includes GST

Thursday, May 24, 12:00pm-1:00pm

5 – MARKETING

How to Conduct Market Research

Need to research your business, and don't know where to start? Find out about the types of information you need to collect, where to look for it, and how to identify your target market. Realistically look at data to determine the viability of your business idea, and learn what you need to present to financial institutions. You will find out about the best sources of information for:

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

Take-aways: detailed handouts on finding the information you need.

Presenter: Eric Brant – *The Business Link*

Fee (non refundable): \$30 includes GST

Thursday, March 8, 12:00pm-2:30pm

How to Use Social Media for Business

As an entrepreneur, business owner or marketing professional, you know opportunities are passing you by every day if you don't have a plan for social media. It's not too late to jump into the social media game – especially with a leading expert to show you exactly how it's done. This session is perfect for beginners, intermediate and advanced users alike. You will discover:

- A simple yet effective system for networking
- How to connect and build a loyal following online
- The social shift in consumers' buying decisions and how to use this to your advantage
- Why the perceptions of authority and expert matter most and how to position yourself

Presenter: Jeff Schneider – Marketing Ninjas

Fee (non refundable): \$20 includes GST

Thursday, March 15, 12:00pm-2:00pm

Getting to Know Your Market

This session will provide a basic understanding of what information is available on Statistics Canada's website that can help you to better understand your target market. While the needs of each business are unique and will not be specifically addressed within this session, you will discover where the following information can be found:

- Demographic, educational, socio-economic, labour force and cultural characteristics of population
- Household spending patterns
- E-commerce: shopping on the Internet
- Media habits/Internet use
- Population projections
- Community profiles and trends
- Census tract profiles (neighbourhoods)
- Labour market information

Presenter: Statistics Canada

Fee (non refundable): \$10 includes GST
Tuesday, March 27, 9:30am-11:00am

Understanding Brand and Its Influence

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 (non refundable): \$20 includes GST
Thursday, March 29, 12:00pm-2:00pm

Using Market Intelligence to Develop Your Markets

Implementing a formal market intelligence program in your business growth operations is of utmost importance for success. This session will introduce you to the process of market intelligence and the many (often free) resources that are available to gather this information. The session will review:

- The market intelligence cycle (planning and direction; collection; analysis; dissemination)
- Market intelligence sources (primary and secondary) and its applicability to business operations
- Tips and strategies for successful market intelligence
- How to use market/industry overview and political risk analysis templates

Presenter: Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre
Fee (non refundable): \$20 includes GST
Wednesday, April 4, 1:30pm-4:00pm

Social Media – Next Steps

It's no secret that social media has become an effective tool for businesses. Many organizations that have implemented a social media program are looking for additional guidance and ideas. This session will focus on social media "next steps":

- Building and implementing your social media strategy
- Developing a social media content plan
- Tracking your results
- Emerging social media trends
- Integrating your website and offline marketing
- Tools, tips and tricks

Presenter: Brian Siddle and Trevor Tessier – SBX Media Inc.

Fee (non refundable): \$15 includes GST

Tuesday, April 10, 9:30am-11:00am

What's in a Brand? Everything!

Walmart knows the success of their brand is much more than the 'rollback' happy face, or their bibbed door greeters. They know their brand must flow through their entire business. Explore the concept of branding your business by discovering your 'touch points', defining your core business brand and creating a brand promise you can consistently deliver for every customer.

Presenter: Jana Clarke, BA, PR – Grant MacEwan University, School of Business

Fee (non refundable): \$10 includes GST

Wednesday, May 9, 1:30pm-2:30pm

Promotional Strategies: Creating Buzz for Your Biz

Limited budget? Want to create a buzz about your product, service or company? Join us to learn cost-effective and often free promotional tips and techniques. Find out how to effectively promote using traditional and electronic methods for a wide range of products and services. In this session:

- Understand how promotion differs from advertising
- Discover often forgotten promotional techniques
- Learn how to identify new opportunities
- Find out how to leverage online technologies to increase your visibility

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

Fee (non refundable): \$20 includes GST

Tuesday, May 29, 9:30am-11:30am

Strategic Marketing Planning

The current economic crisis calls for innovative solutions to improve sales performance. Strategic marketing planning will help you identify future trends that provide opportunities to exploit or threats to

overcome. You will also learn to develop a holistic approach to analyze your strengths and weaknesses. Find out how to draft a marketing plan with all the vital components to help you maximize profitability.

- Develop a more strategic marketing plan that addresses short and long term issues
- Incorporate the eight important components in a marketing plan
- Set SMART goals which are measurable and attainable

Presenter: Mark Loo, PhD – Concordia University College of Alberta, Mihalcheon School of Business

Fee (non refundable): \$30 includes GST

Wednesday, May 30, 1:30pm-4:00pm

6 – IMPORTING/EXPORTING

New Importers: What You Need to Know

This presentation will provide individuals and small business owners with information on the commercial import process. It will address:

- What you need to know before importing
- Determining the rates of customs duty
- Determining the value for duty
- Other duties and taxes
- Import process
- Requirements of other government departments
- Customs duty exemption programs

Presenter: Marwan Chehade, B.A.Sc. – Canada Border Services Agency

Fee (non refundable): \$20 includes GST

Thursday, February 16, 12:00pm-2:00pm

Creating an Export Plan

When looking to export a product or service, it is important to create an export plan for each, prior to entering a market. If your export plan is not given the time and attention it needs, the initiative may fail. This session provides aspiring exporters with a solid and comprehensive overview of:

- What the export plan is, when and why it is needed
- Basic components of the export plan
- How to determine if you are ready to go international
- How to secure trade financing
- How to identify your supply chain needs (transportation, logistics, customs, etc.)

Presenter: Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre

Fee (non refundable): \$20 includes GST

Wednesday, March 14, 1:30pm-4:00pm

Export Requirements Seminar

This presentation will provide individuals and small business owners with information on the commercial export process. It will address:

- The export process
- Different methods of reporting
- Controlled goods
- New export regulations
- Time frames for reporting exports
- Administrative Monetary Penalty System
- B13A Export Declaration
- CAED (Customs Automated Export Declaration)

Presenter: Marwan Chehade, B.A.Sc. – Canada Border Services Agency

Fee (non refundable): \$20 includes GST

Thursday, April 12, 12:00pm-2:00pm

7 – INTERNATIONAL BUSINESS

Exploring International Markets through Trade Missions

Trade missions serve an important function in growing sales outside of a domestic (provincial) market, and can be an essential tool for companies engaged in international commerce. With the requisite planning and follow up, trade missions can foster additional business and help facilitate

important contacts. To help you get the most out of trade missions, this session will provide concise and focused practical information about:

- What trade missions offer
- How to get invited and participate
- Steps and techniques to prepare for a trade mission
- Essentials of participation in the trade mission
- Follow up requirements, taking advantage of your trade mission contacts and business opportunities

Presenter: Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre

Fee (non refundable): \$20 includes GST

Thursday, February 23, 12:00pm-2:00pm

Working with Your International Partners

There are many risks and challenges associated with venturing into international markets. However, these risks can be effectively mitigated in part, through partnering with reputable organizations, companies and individuals. This session provides:

- A very practical overview of different forms of international partners
- Ways to effectively work with and use the services of international partners
- Canadian government services abroad (plus foreign government/partners)
- A comprehensive resource/reference list
- Advantages and disadvantages of working with various partners
- Various examples of government, not-for-profit and private sector support
- How to choose the right international partner and how to work with them

Presenter: Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre

Fee (non refundable): \$20 includes GST

Thursday, April 19, 12:00pm-2:00pm

8 – FAMILY BUSINESS

The 12 Steps of Succession Planning

Succession planning is a natural process in a successful business and one that can (and should) be positive and empowering. The main focus will be to give an overview of the 12 steps of succession planning and provide materials and templates that will enable business owners to confidently begin the succession planning process. This session will provide an introduction to the concepts and systems available in ABFI's full day workshop and will address:

- The 12 key steps in successful transition planning
- The importance of transformational structures in the implementation of a succession plan
- The ability to identify with the 3 circle model of family business
- The introduction to the key structures necessary for seamless succession

Presenter: Shauna Feth – Alberta Business Family Institute, University of Alberta School of Business

Fee (non refundable): \$20 includes GST

Thursday, March 22, 12:00pm-2:00pm

Tips for the Trusted Advisor or Consultant to Family-Owned Businesses

If you're providing consulting services to family-owned businesses, this session is for you! Gain an in-depth understanding of the unique issues facing family business owners. Discover proven structures and mechanisms to help navigate family businesses through critical issues. Practical tools and checklists will add value to your technical experience as you work alongside your clients in the development and implementation of a transition plan. This session will provide an introduction to the concepts and systems provided in ABFI's full day workshop, and will discuss:

- The 3 circle family business model
- Key transformational issues for family business clients
- Key structures implementation for family business clients

Presenter: Gary Coskey – Alberta Business Family Institute, University of Alberta School of Business

Fee (non refundable): \$20 includes GST

Thursday, May 17, 12:00pm-2:00pm

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.

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.

Email: 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

Red Deer Location:

Community Futures Central Alberta

5013 – 49 Avenue, Red Deer

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