



VIDEO CONFERENCE SCHEDULE Spring 2009

Province-wide Participation via Video Conference

If you're starting or expanding a business and are looking for direction, you can't afford to miss these great training sessions designed to save you time and money. You'll receive practical information and ideas to help in your business planning by professional presenters in their fields and experienced speakers. Many are successful entrepreneurs themselves and all are eager to share their knowledge. Learn from our professional and experienced presenters in a casual classroom environment.

- ✓ Registration is required for ALL events (limited seating is available). To register call 403-320-6044 or E-mail us at info@cflethbridge.com.
- ✓ The Business Link reserves the right to cancel any video conference session. Registrants will be notified by CFLR prior to the session date.
- ✓ All Sessions are held at Community Futures Lethbridge Region (CFLR) 2626 South Parkside Drive, Lethbridge, AB T1K 0C4
- ✓ Most sessions are FREE, unless otherwise noted.
- ✓ There is a \$35.00 fee (includes GST) for some seminars.
 - Payment for these seminars must be made *at the Community Futures Lethbridge Region (CFLR) Office* at least 3 days in advance in order to secure registration. You may pay by cash, cheque or money order.
 - Receipts will be provided to you at the time of registration.
 - Refunds are not provided unless due to session cancellation.
- ✓ Additional Free Parking is available in the hotel parking lot behind the building.

FEBRUARY

MONDAY, FEBRUARY 2 – NOON to 1:00 p.m.

Productivity & Competitiveness

“TRANSFORM YOUR BUSINESS PROCESSES FOR RESULTS” (Small Business Special Series)
Process improvement is about eliminating waste from processes. If you are looking for measurable improvements, increased efficiencies and an increase in productivity, this session will help your organization get started on the process improvement path.

Presented by: Productivity Enhancement Unit, **Alberta Finance and Enterprise**

Fee: FREE

TUESDAY, FEBRUARY 3 – Noon to 1:00 p.m.

“Trade Tuesdays” – International Business

“IMPORTING DOCUMENTATION AND PROCEDURES” (Brown Bag)

Understanding the proper procedures at the border can make importing much easier. Here's your chance to get answers to your import questions from the customs experts. You will learn about importing and your responsibilities as an importer in Canada including:

- Classifying goods under the Harmonized Tariff System
- Determining duties and taxes; how NAFTA and other tariff treatments apply to imports
- Advance rulings and where to go for help
- A discussion on vehicle importation

Presented by: In partnership with the **Canada Border Services Agency**

Fee: FREE

TUESDAY, FEBRUARY 3 – 1:30 P.M. TO 4:00 P.M.

Social Enterprise

“INTRODUCTION TO SOCIAL ENTERPRISE” (Small Business Special Series)

Social Enterprise operates in the world between non-profits and business. They exemplify exciting, sustainable solutions to social problems while being financially prudent, even profitable. This session will offer you an introduction into the world of social enterprise and what businesses and non-profits can learn from one another:

- Provides practical local examples of social enterprise
- Directs you to resources for starting social enterprise
- Highlights the cultural, accounting, and assessment hurdles that need to be overcome

Presenter: Omar Yaqub – Social Enterprise Fund

Fee (non refundable): \$35.00 includes GST

WEDNESDAY, FEBRUARY 4 – 1:00 P.M. to 4:30 P.M.

Business Start-up

“STARTING YOUR BUSINESS” (Seminar)

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): \$35.00 includes GST

THURSDAY, FEBRUARY 5 – Noon to 1:00 p.m.

E-Business

“WEB DESIGN THAT WORKS!” (Brown Bag)

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 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.

Presented by: John Beauchamp – Redengine Inc.

Fee: FREE

TUESDAY, FEBRUARY 10 – Noon to 1:00 p.m.

Human Resources

“BUSINESS MATTERS, BRAIN MATTERS” (Brown Bag)

Most people would agree that good thinking promotes business success; but how many spend time developing their thinking skills? Learn more about critical thinking; find out how to recognize strong and weak thinking; discover powerful tools that good leaders use to draw out the best thinking in others. If your thinking is important to your business, it is your business to think about your thinking.

Presented by: James Marland – Centre for Dialogue

Fee: FREE

WEDNESDAY, FEBRUARY 11 – 1:00 P.M. TO 4:00 P.M.

E-Business

“PODCASTING, BLOGGING AND ONLINE SYNDICATION” --- NEW (Seminar)

Podcasting is part of the new social media sweeping the online marketing landscape. It's all about communicating with a new audience using a new media and engaging them on their turf. Blogs, podcasts, video and social networking sites are becoming the new way to talk to prospects and customers. This session covers the what, how and why of podcasting, blogging and online syndication of your message across the new web. Learn how to utilize the feature rich and interactive tools of Web 2.0 to:

- Acquire access to new markets
- Enrich current customer service
- Enjoy cost effective advertising
- Increase brand awareness

Presenter: Dean Owen – BrassMedia

Fee (non refundable): \$35.00 includes GST

THURSDAY, FEBRUARY 12 – Noon to 1:00 p.m.

Marketing & Sales

“EFFECTIVE MEETINGS: THE POWER TO GET THINGS DONE” (Brown Bag)

Few would disagree that many meetings are poorly organized and run. Learn how to create effective and efficient meetings that result in action and accountability. Whether it is a meeting with your organization and your clients, or a meeting between internal team members, more can be done to ensure understanding, getting commitment and winning the hearts and minds of all in attendance.

Presented by: Bryan Schaefer – Custom Learning Solutions Inc.

Fee: FREE

TUESDAY, FEBRUARY 17 - Noon to 1:00 p.m.

ARTS & CULTURE BUSINESS START-UP SERIES

“BREAKING INTO THE MUSIC INDUSTRY” (Brown Bag)

Just starting out in the music industry? Whether you are a performer, musician, songwriter, producer or manager, this session will take you behind the glitz and glamour and inform you of what it takes to find success in the music biz. Find out what opportunities are available and the challenges you may face along the way. Plan to attend and tap into a wealth of expertise and resources!

Presented by: Alberta Music Industry Association

Fee: FREE

TUESDAY, FEBRUARY 17 – 1:30 P.M. TO 4:00 P.M.

Human Resources

“FINDERS KEEPERS: EMPLOYEE RECRUITMENT STRATEGIES” (Small Business Special Series)

Learn about recruitment strategies used by Alberta employers. Review the recruitment planning process; explore how to customize your approach to engage frequently overlooked talent sources; and increase your profile as an “employer of choice”.

Presenter: Linda Wilson – Alberta Employment and Immigration

Fee (non refundable): \$35.00 includes GST

WEDNESDAY, FEBRUARY 18 – 1:00 p.m. to 4:00 p.m.

Taxation & Money Matters

“INCOME TAX BASICS FOR SOLE PROPRIETORS & PARTNERSHIPS” (Seminar)

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
- Salaries paid to spouse or child
- Motor vehicle expenses

Presenter: Jean Christianson – Canada Revenue Agency

Fee: FREE

THURSDAY, FEBRUARY 19 – Noon to 1:00 p.m.

International Business

“RESEARCHING GLOBAL MARKETS” (Brown Bag)

Expanding your sales and diversifying your market reach beyond Canada's borders can enhance your company's ability to be globally competitive. This session will provide helpful information on how to research and identify new potential market opportunities that lie outside of your current or existing market. The resources and tips provided will help you determine your ‘readiness’ to engage new markets and assist in developing an effective plan to penetrate new markets successfully.

Presented by: Foreign Affairs and International Trade Canada

Fee: FREE

TUESDAY, FEBRUARY 24 – NOON TO 1:00 P.M.

Innovation

“EVALUATING AND DEVELOPING YOUR IDEA” (Small Business Special Series)

Many entrepreneurs experience moments of creativity, when they believe a money making idea has been conceived. So what do you do next and where do you go? Will your business actually be able to make money from the idea – how is this determined? This presentation will discuss the steps toward commercialization of an idea and identify a number of critical factors to consider before committing additional time, energy, and resources.

Presented by: Beverley Sheridan – Technology NOW

Fee: FREE

WEDNESDAY, FEBRUARY 25 – 1:00 P.M. TO 4:00 P.M.

International Business

“INTERNATIONAL TRADE FINANCE” --- NEW (Seminar)

What should you know about the global financial environment? How do you protect your company from the risks of doing business across multiple borders? With tightening credit and fluctuating currencies, it is increasingly important to understand the risks you are open to in international transactions. Learn the basics of global finance, the steps you can take to control and lessen your financial risk, and the tools to use that will help ensure you make money on your international business.

Presenter: Ray Joyce – The Joyce Group

Fee (non refundable): \$35.00 includes GST

THURSDAY, FEBRUARY 26 – Noon to 1:00 p.m.

Agriculture Info Series

“FERTILIZER ALTERNATIVES” (Brown Bag)

Learn about strategies and cost benefits of alternative fertilizers to maximize your return. Topics of discussion include non-traditional fertilizer sources, surface applied vs. banded, spring vs. fall application, and tools that you can use. Learn methods of managing fertilizer costs and minimizing your impacts on the environment through the use of alternative fertilization methods.

Presented by: Harry Brooks – Alberta Ag-Info Centre

Fee: FREE

MARCH

MONDAY, MARCH 2 – NOON to 1:00 p.m.

Productivity & Competitiveness

“IMPROVING PRODUCTIVITY THROUGH INNOVATION” (Small Business Special Series)
Productivity: you’ve heard the word, but what does it really mean? Increasing the productivity of your company not only affects your bottom line but it can help you tackle head-on the challenges facing Alberta’s economy. This session will provide you the tools and information you need to increase your productivity through innovation.

Presented by: Productivity Enhancement Unit, **Alberta Finance and Enterprise**

Fee: FREE

TUESDAY, MARCH 3 – Noon to 1:00 p.m.

“Trade Tuesdays” – International Business

“EXPORTING DOCUMENTATION AND PROCEDURES” (Brown Bag)

This session will explain the rules and regulations relevant to exporting commercial goods through the Canadian border. It will focus on the processes required to export.

- What you need to know before exporting
- Declaration options and how to fill out an export declaration
- Controlled goods
- Customs duty exemption programs
- Temporary exportation

Presented by: In partnership with the **Canada Border Services Agency**

Fee: FREE

TUESDAY, MARCH 3 – 1:30 P.M. TO 4:00 P.M.

Social Enterprise

“THE BUSINESS BENEFITS OF CORPORATE RESPONSIBILITY” (Small Business Special Series)
Is social responsibility a cost or a way to add value to your business? Traditional notions of corporate social responsibility (CSR) are deficit driven, and outmoded. How can modern businesses achieve a blended value of social, monetary, and environmental returns? What does it mean to be responsible in the current financial downturn? You will discover:

- How social innovation can bring value throughout your business
- How can you evaluate philanthropy
- What are immediate and simple steps that can be taken to improve the social impact of your business

Presenter: Omar Yaqub – Social Enterprise Fund

Fee (non refundable): \$35.00 includes GST

WEDNESDAY, MARCH 4 – 1:00 P.M. TO 4:00 P.M.

Marketing & Sales

“PROMOTIONAL STRATEGIES: CREATE BUZZ FOR YOUR BUSINESS” --- NEW (Seminar)

Limited budget? Wish to create a buzz about your product, service or company? Join us to learn cost effective promotional tips, 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
- Create attention, interest, desire and action for your wares
- Understand how promotion differs from advertising
- Leverage the power of online technologies to increase visibility
- Position your story to generate free publicity

Presenter: Greg Gazin – Parallel 2000 Corp.

Fee (non refundable): \$35.00 includes GST

THURSDAY, MARCH 5 – Noon to 1:00 p.m.

E-Business

“SETTING UP AN ONLINE STORE” (Brown Bag)

Whether you're starting a new online business or extending your existing 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 de-mystify the concepts and processes of online stores in clear and easy to understand language.

Presented by: David Boroditsky – Emergence by Design

Fee: FREE

TUESDAY, MARCH 10 – Noon to 1:00 p.m.

Human Resources

“HIRE RIGHT IN EIGHT STEPS” (Brown Bag)

Finding the right candidate in today's marketplace can be challenging for the small business owner. You have two options: hire the right people or coach the ones you have. Without a doubt, it is easier to hire right rather than try to get people to change. Join us to learn the Eight Step Staff Selection Process and its importance in selecting the best candidate for the position and your business.

Presented by: Darel Baker – Keldar Leadership Solutions

Fee: FREE

WEDNESDAY, MARCH 11 – 1:00 P.M. TO 4:30 P.M.

Business Start-up

“DO-IT-YOURSELF INCORPORATION” (Seminar)

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 course 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
- Protecting the value of your business with a “Holding Company”
- Includes one LEGAL EASE™ Basic Incorporation Kit (a \$35.00 value)

Presenter: Dave Singleton – The Legal Ease Library Inc.

Fee (non refundable): \$60.00 includes GST and kit as noted above

THURSDAY, MARCH 12 – Noon to 1:00 p.m.

Marketing & Sales

“MARKETING YOUR MESSAGE TO RADIO” (Brown Bag)

This presentation will discuss a number of successful methods to maximize your message to the radio market. Topics covered include getting “free” coverage, promotional campaign elements and keys to a successful radio advertisement.

Presented by: Ross Jacobs – Community Futures Wood Buffalo

Fee: FREE

TUESDAY, MARCH 17 – Noon to 1:00 p.m.

ARTS & CULTURE BUSINESS START-UP SERIES

“STARTING A STUDIO CRAFT BUSINESS” (Brown Bag)

Thousands of Albertans sell their hobby work at craft sales. There are also several hundred professional craft makers, ranging from leading edge ceramists to traditional saddle-makers, with full-time studio practices. Many have international reputations for award-winning work. The Alberta Craft Council, the largest Provincial Arts Service Organization, is often at the centre of this activity. Hear the ins and outs, dos and don'ts, opportunities and pitfalls of establishing a serious studio craft business.

Presented by: The Alberta Craft Council

Fee: FREE

TUESDAY, MARCH 17 – 1:30 P.M. TO 4:00 P.M.

Human Resources

“BEYOND PAY AND BENEFITS: EMPLOYEE RETENTION STRATEGIES” (Small Business Special Series)

Learn about the high cost of turnover and the need to retain staff. Explore generational differences in the workforce and how to better understand and work effectively with employees of all ages. Increase awareness of how to show appreciation using a wide range of retention strategies to create an organization where people want to work.

Presenter: Linda Wilson – Alberta Employment and Immigration

Fee (non refundable): \$35.00 includes GST

WEDNESDAY, MARCH 18 – 1:00 p.m. to 4:00 p.m.

Taxation & Money Matters

“INCOME TAX BASICS FOR THE INCORPORATED BUSINESS” (Seminar)

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 return
- Corporate filing requirements, corporate tax rate structure, installment payments
- Selling your corporate shares

Presenter: Bill Poon – Canada Revenue Agency

Fee: FREE

THURSDAY, MARCH 19 – Noon to 1:00 p.m.

International Business

“BECOMING GLOBALLY COMPETITIVE” (Brown Bag)

Global competitiveness is about recognizing the opportunities international business offers and leveraging these to improve your business. Gain a better understanding of global competition, the important issues to consider when going global, and the tools your company can use to be successful in the global environment.

Presented by: Joey St. Pierre – Export Development Canada

Fee: FREE

TUESDAY, MARCH 24 – NOON TO 1:00 P.M.

Innovation

“PROTECTING YOUR INNOVATION” (Small Business Special Series)

Are you concerned about a competitor stealing your idea (Intellectual Property)? This is a common fear. Learn about the differences between the major types of intellectual property (IP) including patents, trademarks, copyrights, and industrial designs. As well, how to research whether or not your ideas are in fact original, and the measures that can be taken to protect IP.

Presented by: Dan Polonenko – Fasken Martineau

Fee: FREE

WEDNESDAY, MARCH 25 – 1:00 P.M. TO 4:30 P.M.

International Business

“ESTABLISHING A COMPETITIVE SUPPLY CHAIN” --- NEW (Seminar)

Your supply chain involves much more than the physical transport of your goods or services, but extends to your supplier relationships, software capabilities, and many other areas. Gain a better understanding of supply chain management, how to build strategic alliances with suppliers and consumers, creating an efficient and effective logistics system, and the tools that can help you manage your supply chain.

Presenter: *The Business Link*

Fee (non refundable): \$35.00 includes GST

THURSDAY, MARCH 26 – Noon to 1:00 p.m.

Agriculture Info Series

“HOW TO BECOME A VENDOR AT A FARMER’S MARKET” (Brown Bag)

Farmers’ Markets are not just for farmers! Savvy entrepreneurs who sell at markets cut out the middle man, have lower overhead costs and sell top quality product at a premium. With over 100 markets to sell at across the province, being a vendor might be the right step you take to grow your business. Learn about being a vendor and the steps you need to take to expand your business.

Presented by: Darlene Cavanaugh – Alberta Farmer’s Market Association

Fee: FREE

APRIL

WEDNESDAY, APRIL 1 – 1:00 P.M. TO 4:00 P.M.

Business Transitions

“SELLING A BUSINESS” --- NEW (Seminar)

The decision to sell a 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
- Negotiation tips

Presenter: Stuart Neal – Western Business Brokers

Fee (non refundable): \$35.00 includes GST

THURSDAY, APRIL 2 – Noon to 1:00 p.m.

E-Business

“CREATING BUZZ ONLINE” (Brown Bag)

Facebook, Flickr and YouTube are no longer just for the younger generation. These and other "Web 2.0" or "social marketing tools" are a great opportunity for small businesses to create a buzz about their product or service. These tools also offer the small business owner strategies for inexpensively reaching their customers. Learn about new online promotional strategies and how to track what others are saying about you.

Presented by: Tema Frank – Web Mystery Shoppers Inc.

Fee: FREE

MONDAY, APRIL 6 – NOON to 1:00 p.m.

Productivity & Competitiveness

“MEASURE UP!” (Small Business Special Series)

How do you measure productivity? The best way to improve productivity is to focus on practical activities with proven, measurable results. This session will introduce you to productivity metrics that will help you Measure Up!

Presented by: Productivity Enhancement Unit, Alberta Finance and Enterprise

Fee: FREE

TUESDAY, APRIL 7 – Noon to 1:00 p.m.

“Trade Tuesdays” – International Business

“IMPORTING DOCUMENTATION AND PROCEDURES” (Brown Bag)

Understanding the proper procedures at the border can make importing much easier. Here's your chance to get answers to your import questions from the customs experts. You will learn about importing and your responsibilities as an importer in Canada including:

- Classifying goods under the Harmonized Tariff System
- Determining duties and taxes; how NAFTA and other tariff treatments apply to imports
- Advance rulings and where to go for help
- A discussion on vehicle importation

Presented by: In partnership with the Canada Border Services Agency

Fee: FREE

WEDNESDAY, APRIL 8 – 1:00 P.M. TO 4:00 P.M.

E-Business

“E-BUSINESS CONSIDERATIONS” --- NEW (Seminar)

So you're going to start an e-business or set up a website for your existing business – fantastic! But have you considered all the angles? This introductory e-business session will give you an overview of how to get your business online and look at topics such as web hosting, privacy issues, online payment methods and writing for the web. Attend this session and learn:

- The basics of e-business
- Website planning
- Design and development company selection
- Marketing of your website
- Website monitoring and evolution

Presenter: Craig Bedard – iAppeal Web Design

Fee (non refundable): \$35.00 includes GST

THURSDAY, APRIL 9 – Noon to 1:00 p.m.

Marketing & Sales

“BRANDING FOR THE SMALL BUSINESS OWNER” (Brown Bag)

Beyond just your logo, do you know how to develop your brand into a lean, mean selling machine? This session will show you how your brand can positively or negatively represent your products and services, and attract new business. A brand increases customer loyalty if you know how to use it right. Or, your brand could be chasing all of your clients out the door. Attend this session and embark on the journey of a “Brand” new you.

Presented by: Lara Dare – Arrow Business Training

Fee: FREE

TUESDAY, APRIL 14 – Noon to 1:00 p.m.

Human Resources

“HOW TO RETAIN AND RECRUIT OLDER WORKERS”

“Boomers” are retiring in increasing numbers. There are insufficient new workers to replace them. How can small businesses, with limited HR resources, cope and thrive in this new environment? Join us to explore how small businesses can retain older workers and recruit from the growing pool of retirees and “empty nesters”.

Presented by: HK (Morris) Baskett – EDUCON Consulting Services

Fee: FREE

TUESDAY, APRIL 14 – 1:30 P.M. TO 4:00 P.M.

Human Resources

“SKILLS BY DESIGN: EMPLOYEE DEVELOPMENT STRATEGIES” (Small Business Special Series)

Discover the benefits of establishing comprehensive training and development programs to build employee skills. Learn about the broad range of learning opportunities for your employees. Analyze your needs and develop strategies for creating a more skilled workforce.

Presenter: Linda Wilson – Alberta Employment and Immigration

Fee (non refundable): \$35.00 includes GST

WEDNESDAY, APRIL 15 – 1:00 P.M. TO 4:30 P.M.

Business Start-up

“BASIC MARKET RESEARCH” (Seminar)

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): \$35.00 includes GST

THURSDAY, APRIL 16 – Noon to 1:00 p.m.

International Business

“CULTURAL CONSIDERATIONS IN INTERNATIONAL TRADE” (Brown Bag)

Your ability to adapt to other cultures is an important aspect of global competitiveness. Learn different cultural considerations of competing globally, how to communicate successfully in other countries, and how to become more efficient by using creative communication tools

Presented by: Rainmaker Global Business Development

Fee: FREE

TUESDAY, APRIL 21 – Noon to 1:00 p.m.

ARTS & CULTURE BUSINESS START-UP SERIES

“GET WRITING! GET PUBLISHED!” (Brown Bag)

Have you ever wanted to be a writer or get your writing published? Join the Writers Guild of Alberta (WGA) for an information session all about the world of writing. We'll share tips on improving your writing and discuss options for getting published. Learn about Alberta's writing community and the many resources available for writers. Come with questions, and find out what the WGA can do for you!

Presented by: The Writers Guild of Alberta

Fee: FREE

WEDNESDAY, APRIL 22 – 1:00 P.M. to 4:30 P.M.

Business Start-up

“PREPARING A BUSINESS PLAN” (Seminar)

Preparing a good business plan will require a significant investment of time and research on your part. Attending this seminar 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 further information for your plan

Presenter: Jim Ewing – *The Business Link*

Fee (non refundable): \$35.00 includes GST

THURSDAY, APRIL 23 – Noon to 1:00 p.m.

Agriculture Info Series

“KEEPING THE TAX MAN OFF THE FARM” (Brown Bag)

Managing a farm business to minimize tax liabilities can be a major pre-occupation of many farm managers. Not only do they strive to reduce taxes in the short term, they also strive to reduce taxes for the future and for subsequent generations by astute succession planning. The session will provide an overview of business planning strategies to achieve tax reduction goals.

Presented by: Merle Good – Alberta Agriculture and Rural Development

Fee: FREE

TUESDAY, APRIL 28 – Noon to 1:00 p.m.

Innovation

“DESIGNING PRODUCTS AND SERVICES” (Small Business Special Series)

Every business, whether new or existing, sells products and services. So how do you actually “design” the innovation to maximize the potential returns? As part of the commercialization process, the product needs to offer value to as many potential customers as possible. Learn about the processes involved in product design, prototype development and regulatory approvals.

Presented by: David Burry – novaNAIT

Fee: FREE

WEDNESDAY, APRIL 29 – 1:00 P.M. TO 4:00 P.M.

Business Transitions

“HOW TO BUY A BUSINESS” --- NEW (Seminar)

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 existing business. Topic 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: Christian Tjoa – NAI Commercial

Fee (non refundable): \$35.00 includes GST

MAY

TUESDAY, MAY 5 – Noon to 1:00 p.m.

“Trade Tuesdays” – International Business

“EXPORTING DOCUMENTATION AND PROCEDURES” (Brown Bag)

This session will explain the rules and regulations relevant to exporting commercial goods through the Canadian border. It will focus on the processes required to export.

- What you need to know before exporting
- Declaration options and how to fill out an export declaration
- Controlled goods
- Customs duty exemption programs
- Temporary exportation

Presented by: in partnership with the Canada Border Services Agency

Fee: FREE

WEDNESDAY, MAY 6 – 1:00 P.M. TO 4:00 P.M.

Marketing & Sales

“MARKET POSITIONING” --- NEW (Seminar)

How do you want your customers to see your product or service? The most successful entrepreneurs learn to transform their passion into position. Positioning is a powerful tool that allows you to create a brand. Join us and learn how to create your market position.

- Improve communication
- Promote new strategy or direction
- Create your own USP – Unique Selling Proposition
- Boost the awareness of your business

Presenter: Tim Sweet – Resolve Consulting

Fee (non refundable): \$35.00 includes GST

THURSDAY, MAY 7 – Noon to 1:00 p.m.

E-Business

“INTERNET SECURITY” (Brown Bag)

Help! Spim & Spam? Viruses & Worms? Firewalls? What does it all mean and how can I protect myself? This presentation covers all this along with the anatomy of a “hack”, domain names, IP addresses, e-mail headers, whois look-ups, and how to protect yourself and your computer – all presented in a way that is applicable to a wide range of technical abilities.

Presented by: David Papp – Microtek Corporation

Fee: FREE

TUESDAY, MAY 12 – Noon to 1:00 p.m.

Human Resources

“PAYROLL AND RECRUITMENT PRIVACY ISSUES” (Brown Bag)

Are you responsible for payroll and related functions for your business? How do you manage the collection, use and disclosure of sensitive personal information, including social insurance numbers, banking information and details about dependents? Do you have guidelines for providing references? This session will provide you with: solutions to payroll and recruitment privacy issues including managing employee data; conducting background checks such as credit and references; and disclosing employee information.

Presented by: Linda Sasaki – Office of the Information and Privacy Commissioner

Fee: FREE

THURSDAY, MAY 14 – Noon to 1:00 p.m.

Marketing & Sales

“MARKETING YOUR BUSINESS ONLINE” (Brown Bag)

Learn how to use Google, Yahoo!, MSN and Facebook to connect with your local audience or entire market. See how you can ensure that you've set up your campaigns properly to get the best return on investment. There will also be an overview of tracking your effectiveness using Google Analytics. Learn how to generate more leads for your business for fewer dollars.

Presented by: David Cree – Clearpath SEO

Fee: FREE

TUESDAY, MAY 19 – Noon to 1:00 p.m.

Business Transitions

“SUCCESSION PLANNING FOR YOUR FAMILY BUSINESS” (Brown Bag)

The true measure of success in your family business is not how well you built the business or how much money you have made but how prepared the family business is to be transferred to the next generation. Join the Alberta Business Family Institute to learn the 12 steps of succession planning. With these easy steps to get you started, your succession plan will fall right into place.

Presented by: Jim Henderson – Alberta Business Family Institute

Fee: FREE

THURSDAY, MAY 21 – Noon to 1:00 p.m.

International Business

“SHIPPING GOODS THAT ARE SOLD ONLINE” (Brown Bag)

Once you have made the sale online, how are you going to get your product to your customer?

This session will advise retailers selling from their own site or sites such as eBay what they need to consider when deciding how to ship domestically or internationally.

Presented by: Martin "John" Sveum – FedEx Trade Networks

Fee: FREE

TUESDAY, MAY 26 – Noon to 1:00 p.m.

Innovation

“FINANCING YOUR INNOVATIVE VENTURE” (Small Business Special Series)

Ever heard of the phrase “money is king”? It is usually stated in the context of commercializing an idea. It is important to have access to funding and know where the next stage of funding is going to be sourced. Learn about the kinds of funding to access (i.e. investment sources, loans and grants) and when, where and how to access it.

Presented by: Wendy Lam – AVAC

Fee: FREE

TUESDAY, MAY 26 – 1:30 P.M. TO 4:00 P.M.

Human Resources

“BETTER BALANCE, BETTER BUSINESS: WORK-LIFE STRATEGIES” (Small Business Special Series)

Enhance your understanding of employee work-life balance and how making it a priority will benefit your business and your employees. Consider new options; learn about relevant resources; begin to create a plan to enhance your reputation as an employer who cares about your employees' work-life balance.

Presenter: Linda Wilson – Alberta Employment and Immigration

Fee (non refundable): \$35.00 includes GST

WEDNESDAY, MAY 27 – 1:00 P.M. TO 4:00 P.M.

Innovation

“BUILDING YOUR BUSINESS” (Small Business Special Series)

The product is developed, it is technically sound and your research shows that there is a market, so how do you enter the marketplace? This seminar will discuss the steps required to build the business fundamentals behind the idea. You will learn about commercialization strategies, business incubation, management development and corporate structure.

Presenter: novaNAIT

Fee (non refundable): \$35.00 includes GST

THURSDAY, MAY 28 – Noon to 1:00 p.m.

Agriculture Info Series

“4-H IN ALBERTA” (Brown Bag)

For over 90 years, 4-H clubs have been equipping youth with valuable life skills, including leadership and teamwork. With over 35 projects, ranging from business to photography, livestock to web design, 4-H offers something for everyone. Many of the projects provide an opportunity for 4-H members to explore an entrepreneurial option. Join us for this session and explore the world of possibilities available through 4-H where youth "Learn to do by doing".

Presented by: Janet Kerr – Alberta Ag-Info Centre

Fee: FREE



Spring 2009 Video Conference Schedule Summary

February

2	12:00 noon	Transform Your Business Processes for Results
3	12:00 noon	Importing Documentation and Procedures
3	1:30 p.m.	Introduction to Social Enterprise
4	1:00 p.m.	Starting Your Business
5	12:00 noon	Web Design That Works!
10	12:00 noon	Business Matters, Brain Matters
11	1:00 p.m.	Podcasting, Blogging and Online Syndication
12	12:00 noon	Effective Meetings: The Power to Get Things Done
17	12:00 noon	Breaking Into the Music Industry
17	1:30 p.m.	Finders Keepers: Employee Recruitment Strategies
18	1:00 p.m.	Income Basics for Sole Proprietors & Partnerships
19	12:00 noon	Researching Global Markets
24	12:00 noon	Evaluating and Developing Your Idea
25	1:00 p.m.	International Trade Finance
26	12:00 noon	Fertilizer Alternatives

March

2	12:00 noon	Improving Productivity Through Innovation
3	12:00 noon	Exporting Documentation and Procedures
3	1:30 p.m.	The Business Benefits of Corporate Responsibility
4	1:00 p.m.	Promotional Strategies: Create Buzz for Your Business
5	12:00 noon	Setting up an Online Store
10	12:00 noon	Hire Right in Eight Steps
11	1:00 p.m.	Do-It-Yourself Incorporation
12	12:00 noon	Marketing Your Message to Radio
17	12:00 noon	Starting a Studio Craft Business
17	1:30 p.m.	Beyond Pay and Benefits: Employee Retention Strategies
18	1:00 p.m.	Income Tax Basics for the Incorporated Business
19	12:00 noon	Becoming Globally Competitive
24	12:00 noon	Protecting Your Innovation
25	1:00 p.m.	Establishing a Competitive Supply Chain
26	12:00 noon	How to Become a Vendor at a Farmer's Market

April

1	1:00 p.m.	Selling a Business
2	12:00 noon	Creating Buzz Online
6	12:00 noon	Measure Up!
7	12:00 noon	Importing Documentation and Procedures
8	1:00 p.m.	E-Business Considerations
9	12:00 noon	Branding for the Small Business Owner
14	12:00 noon	How to Retain and Recruit Older Workers
14	1:30 p.m.	Skills by Design: Employee Development Strategies
15	1:00 p.m.	Basic Market Research
16	12:00 noon	Cultural Considerations in International Trade
21	12:00 noon	Get Writing! Get Published!
22	1:00 p.m.	Preparing a Business Plan
23	12:00 noon	Keeping the Tax Man Off the Farm
28	12:00 noon	Designing Products and Services
29	1:00 p.m.	How to Buy a Business

May

5	12:00 noon	Exporting Documentation and Procedures
6	1:00 p.m.	Market Positioning
7	12:00 noon	Internet Security
12	12:00 noon	Payroll and Recruitment Privacy Issues
14	12:00 noon	Marketing Your Business Online
19	12:00 noon	Succession Planning for Your Family Business
21	12:00 noon	Shipping Goods That Are Sold Online
26	12:00 noon	Financing Your Innovative Venture
26	1:30 p.m.	Better Balance, Better Business: Work-Life Strategies
27	1:00 p.m.	Building Your Business
28	12:00 noon	4-H In Alberta

The Business Link
GUEST ADVISOR PROGRAM
FREE!!

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 **management consultants, lawyers, accountants, financial representatives, and human resources experts** who volunteer their time to discuss your business concerns.

Benefits Include:

- Confidential, one-on-one consultation over the phone or in person.
- Service provided without obligation, free of charge.
- Introduction into the variety of business services available to you within the private sector.
- Insight into how working with a professional can assist in the development of your business.
- Opportunity to discuss your business situation with a professional in a neutral location.

Advisors and Topical Areas by Weekday:

Mondays: Business Management and Operations Guest Advisor

Typical discussion topics: pricing, franchising, business plans, marketing strategy, feasibility, proposals, opportunity assessment, purchasing or selling a business, customer service/satisfaction, business valuation. FYI special Business Coaching focus on the last Monday of the month.

Tuesdays: Legal Guest Advisor

Typical discussion topics: contracts, liability, leases, dispute resolution, business structure, shareholder/partnership agreements, intellectual property, buying/selling a business, licensing agreements, disclaimers, taxation, debt collection.

Wednesdays: Accounting Guest Advisor

Typical discussion topics: tax issues, GST, eligible expenses, business plans, payroll, leasing, business structure issues, bookkeeping, accounting packages, employer/employee responsibilities, administrative processes, records management.

Thursdays: Financial Guest Advisor

Typical discussion topics: financing options, bankers expectations, loan application process, liability issues, expansion financing, cash flow, financing a buy-out, business plans, alternate financing options and services available.

Fridays: Human Resources Guest Advisor

Typical discussion topics: Attracting, selecting, recruiting, retaining employees, orientation and training, engaging employees, employee coaching, performance management, rewards and recognition, employee relations.

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

No appointment necessary. Time limitations may apply.

February 2, 2009 to May 1, 2009 (except February 16, April 10 and April 13)

To speak with a Guest Advisor, simply call 1-800-272-9675, visit ***The Business Link website***, or send an email. This is also available in many locations across Alberta via video conferencing. For details on the Guest Advisor Program, including methods of contact, dates for each advisor, and typical discussion topics, call ***The Business Link*** or visit: www.CanadaBusiness.ca/alberta/guestadvisor.cfm.

The Business Link – How to Contact Us:

Addresses:

#100, 10237 - 104 Street N.W.
Edmonton, Alberta T5J 1B1

#250, 639 - 5 Avenue S.W.
Calgary, Alberta T2P 0M9

Hours of Operations:

Monday to Friday*: 9:00 a.m. - 4:30 p.m.

*Thursdays (Edmonton): 9:00 am to 8:00 pm / 9:00 am to 4:30 pm mid-May through mid-Sept.

Main Telephone: 800-272-9675 (toll free)
Edmonton: 780-422-7722; Calgary: 403-221-7800
TTY: 800-457-8466 (for the Deaf or hard of hearing)

Library: (780) 422-7780

Fax: Edmonton: 780-422-0055; Calgary: 403-221-7817