

Spring 2011

SMALL BUSINESS LEARNING SESSIONS



Serving Alberta's Entrepreneurs

Explore *The Business Link's* services for small businesses and promising entrepreneurs across Alberta. We'll help you find the information, support and advice you need to succeed!

The Business Link Business Service Centre

Business Information Line
Toll free: 1 800 272-9675

100 - 10237 104 Street NW
Edmonton, Alberta T5J 1B1
Telephone: 780 422-7722
Fax: 780 422-0055

* Check location status in April 2011

250 - 639 5 Avenue SW
Calgary, Alberta T2P 0M9
Telephone: 403 221-7800
Fax: 403 221-7817

Library: 780 422-7780

Email: buslink@canadabusiness.ab.ca
Website: www.canadabusiness.ab.ca

The Business Link is a not-for-profit organization supported by the Governments of Canada and Alberta, as well as other organizations committed to serving Alberta's small business community.

MEMBER OF THE
Canada Business
Network

Supported by:

Canada

Government of Alberta

"Quick-to-learn" "Quick-to-use"



To help you start or grow your business, be sure to register for our learning sessions, designed to save you time and money. Your take-aways: practical information and ideas to apply immediately to your business.

AN EXCITING NEW SEASON...

- **Registration required for ALL sessions!**
Seating is limited. Be sure to reserve your place.
- **Sessions times and lengths vary**
- **NEW and improved online registration system**
- **ALL sessions have a nominal fee**

OUR PRESENTERS...

The Business Link's presenters are professionals in their fields and experienced speakers. Many are successful entrepreneurs themselves, and all are eager to share their knowledge.

LOCATIONS...

All sessions are held at *The Business Link* in Edmonton and Calgary, and many locations in and around Alberta via video conference.

We're moving this Spring! Visit *The Business Link's* new Edmonton space in Beaver House at 10158 - 103 Street. The move is scheduled for the **third week of April 2011** - be sure to call or check our website for move updates.

To learn more about our services for entrepreneurs, call *The Business Link* toll free at 1 800 272-9675, or visit us online at www.canadabusiness.ab.ca.

FIND A SESSION THAT'S RIGHT FOR YOU!

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THE BUSINESS LINK
Alberta's Business Information Service

Business Start-up

BASIC MARKET RESEARCH

\$40

TUESDAY, MAY 10 – 12:00-3:00PM

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 be shown the best sources 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.

Presenters: Darlene Hammond and Eric Brant – *The Business Link*
 Fee: \$40.00 (includes GST)

BECOME A FARMERS' MARKET VENDOR!

\$15

WEDNESDAY, APRIL 6 – 2:00-3:30PM

Have a great idea for a product? Do you make it, bake it, or grow it? Want access to a location full of customers interested in trying and buying something new and different? With a 63% sales growth in just 4 years, farmers' markets are the place to be! Learn:

- The ins and outs of farmers' markets
- What you need to know before you start
- Tips for success
- Resources to help you along the way

Presenter: Becky Upton
 Fee: \$15.00 (includes GST)

DO-IT-YOURSELF INCORPORATION

\$65

WEDNESDAY, MARCH 30 – 12:00-3:00PM

Available in Edmonton and Calgary only

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: \$65.00 (includes GST plus Do-It-Yourself Incorporation kit at a discount. Reduced session pricing available if you pre-purchased your kit.)

IS FRANCHISE OWNERSHIP RIGHT FOR YOU?

\$15

TUESDAY, MARCH 15 – 12:00-1:30PM
 TUESDAY, APRIL 12 – 12:00-1:30PM

Thousands of Canadian entrepreneurs become franchise owners every year. Should you? This session introduces the world of franchise ownership. Investing in a franchise blends the satisfaction of being your own boss with the security of someone looking out for your success. Franchising lets you be in business *for yourself*, not *by yourself*.

This session will cover:

- Practical self-assessments to discover your entrepreneurial aptitude
- Real-world information and advice about franchise ownership in Canada
- Insights into the "build it vs. buy it" equation
- 10 steps to purchasing a safe, proven and profitable franchise

Presenter: Ron Smith – *FranNet*
 Fee: \$15.00 (includes GST)

PREPARING A BUSINESS PLAN

\$40

WEDNESDAY, FEBRUARY 2 – 12:00-3:00PM
 THURSDAY, APRIL 14 – 6:00-9:00PM

Preparing a good business plan requires 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 provides 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: \$40.00 (includes GST)

SOCIAL ENTERPRISE FUND: ENTREPRENEURS CHANGING THE WORLD

\$10

THURSDAY, FEBRUARY 3 – 6:00-7:00PM

Social Entrepreneurs are making waves globally by combining their passion for making a difference in the world with the precision of professional enterprise. This new breed of entrepreneurs approaches social and environmental challenges with the sophistication of venture capitalists, but designs businesses that maximize social/environmental impact. The presentation explores new trends in Social Enterprise and reveals how you can tap into financial and advisory resources to take world-transforming ideas from concept to reality. Session take-aways:

- Examples of social enterprise transforming communities and markets globally
- For-profit and non-profit sector social enterprise differences
- Local area social enterprise highlights

Presenters: Antoine Palmer (*Konscious Corp.*) & Kevin Gangel (*EKOS Inc.*) on behalf of the *Social Enterprise Fund*

Fee: \$10.00 (includes GST)

START YOUR BUSINESS!

\$40

THURSDAY, MARCH 31 – 12:00-3:00PM
 THURSDAY, MAY 12 – 6:00-9:00PM

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 – *JR Shaw School of Business, NAIT*

Fee: \$40.00 (includes GST)

Finance & Money Matters

ACCOUNTING FOR YOUR SMALL BUSINESS

\$20

TUESDAY, FEBRUARY 1 – 1:00-3:00PM

In this session, common questions will be answered in a way that can be easily understood, including:

- What exactly is accounting and why is it important?
- How can I remove my anxiety 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: \$20.00 (includes GST)

ENTREPRENEURS WITH DISABILITIES: MOVING FORWARD WITH BUSINESS

\$10

THURSDAY, FEBRUARY 24 – 12:00-1:00PM

How can you enhance strengths and minimize obstacles as a business owner with a disability? This session provides an eye-opening look at disabilities and the unique small business funding available for entrepreneurs with various challenges (e.g. in some cases back injury, learning disability, arthritis, or other functional impairment or limitation). This session explores:

- Financial assistance sources and other available resources
- Practical tips on turning a disability into enhanced management for your business
- Benefits to small business owners who employ someone with a disability

Presenter: Dixie Estrin – *DECSA Business Microloan Program*

Fee: \$10.00 (includes GST)

HOW TO PREPARE FOR THE BANK

\$20

WEDNESDAY, MARCH 2 – 12:00-2:00PM
 WEDNESDAY, MAY 18 – 2:00-4:00PM

What details do you need to have in order and what information should be compiled and prepared for your first appointment with your business banker? This session will shed light on the lending criteria and provide insight into how commercial lending decisions are made. The objective of this session is to take the mystery out of banking.

Presenter: Michael Yakymishen – *ATB Financial*
 Fee: \$20.00 (includes GST)

PREPARING FINANCIAL STATEMENTS

\$20

THURSDAY, MARCH 3 – 6:00-8:00PM
 THURSDAY, MAY 19 – 6:00-8:00PM

Balance Sheet, Income Statement, and Cash Flow – what are they? This session helps you understand financial statements, their components and how to prepare them. You will see examples of each as you improve your financial literacy and receive advice on yearly financial reporting. This session teaches you:

- How to read and prepare financial statements
- Key financial ratios that are key signs of business growth

Presenter: Michael Oli, MBA, CMA, P.Eng. – *MacEwan University*

Fee: \$20.00 (includes GST)

REVENUE MAXIMIZATION

\$10

WEDNESDAY, APRIL 27 – 12:00-1:00PM
THURSDAY, MAY 19 – 12:00-1:00PM

The session is designed to help you increase your top line revenue. Discover how applying a Revenue Gap model to your own business can help you identify some immediate tactical steps to chart a course to maximize your top line growth trajectory. Learning specifics:

- How to conduct a revenue gap analysis
- How to prioritize objectives
- Specific tactics to implement

Presenter: Darcy Vane – MKM
Fee: \$10.00 (includes GST)

SMALL BUSINESS ACCOUNTING BASICS

\$15

THURSDAY, MARCH 3 – 12:00-1:30PM

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 – CanWelBroadleaf / MacEwan University
Fee: \$15.00 (includes GST)

Growing Your Business

ENHANCING EMPLOYEE RETENTION AND CUSTOMER LOYALTY

\$20

THURSDAY, MARCH 17 – 6:00-8:00PM
THURSDAY, APRIL 28 – 6:00-8:00PM

Reduce the costs of finding new employees and customers by using strategies to help them feel recognized, valued and appreciated. Help employees feel satisfied with their job and have a little fun at work. Pleasantly surprise your customers so they remember you next time. Learn to create an environment of recognition and rewards:

- Improve employee job satisfaction (and retention)
- Build customer loyalty through showing appreciation

Presenter: Terri Hunt – Awards Unlimited
Fee: \$20.00 (includes GST)

FINANCIAL BENEFITS OF “COST PLUS” HEALTH PLANS

\$10

THURSDAY, MARCH 24 – 12:00-1:00PM

You go into business for yourself to have more control over your future. Why should your insurance be any different? Unfortunately, traditional insurance plans are rigid and expensive. Find out how Canadian businesses, professionals and the self-employed can treat their family's and employees' personal medical and dental bills like any other business expense. Learn about:

- How health and dental plan costs compare
- Affordable health and dental plans for your business
- Using pre-tax dollars for health and dental benefits
- How to design a plan tailored to your specifications
- Federal legislation and Canada Revenue Agency rules

Presenter: Art Merrick & Valerie Phillips-Boyle – Evaluateit
Fee: \$10.00 (includes GST)

HOW TO MAKE MORE MONEY USING PARTNERSHIPS

\$15

THURSDAY, FEBRUARY 24 – 6:00-7:30PM

You don't need to re-invent the wheel, nor spend a ton of cash to build your business. Everything you're looking for – clients, products, services, equipment, facilities, technology, skills, money, time – already exists and is owned by someone else. Why not simply partner with them so that you can both get further ahead? By attending this session, you will:

- Learn the 3 parts of a profitable partnership
- Discover who makes a good person to partner with... and who to avoid
- Identify partnership opportunities that already exist in your business
- Establish a step-by-step action plan

Presenter: Timothy Francis – ModernBusinessOwner.com
Fee: \$15.00 (includes GST)

HR BASICS: WHAT YOU NEED TO KNOW

\$20

TUESDAY, MAY 3 – 12:00-2:00PM

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 knowledge for small business owners who are hiring employees. 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 – MacEwan University
Fee: \$20.00 (includes GST)

IMPROVE YOUR COMMUNICATION SKILLS, IMPROVE YOUR BOTTOM LINE

\$15

WEDNESDAY, MARCH 16 – 12:00-1:30PM

You can't become a great speaker, presenter or communicator overnight. It takes time, dedication, practice and a good teacher. It's not only what you say but how you say it verbally and non-verbally. There are several tips and techniques you can learn to use immediately to improve your speaking, add impact to your presentations, engage your audience and tame the butterflies in your stomach. Better communicators make more sales. Discover:

- Tips to reduce nervousness
- How stories engage your audience

Presenter: Greg Gazin – Gadget Guy / Parallel 2000 Corp.
Fee: \$15.00 (includes GST)

PASSING THE TORCH: SUCCESSION PLANNING

\$15

WEDNESDAY, MARCH 23 – 12:00-1:30PM
THURSDAY, MAY 5 – 12:00-1:30PM

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: Don Zinyk – ABFI/Creating Pathways for Entrepreneurial Families
Fee: \$15.00 (includes GST)

STELLAR CUSTOMER SERVICE

\$10

THURSDAY, MARCH 10 – 12:00-1:00PM

Business, sales, success and survival increasingly depend on your ability to define, anticipate, and exceed changing customer needs. Easily convert customers into loyal fans, champions, and repeat buyers by giving them what they need to succeed!

- Apply field-proven, innovative ideas in customer service, sales staff training, and effective promotion to take your company to the next level
- Recruit, service and retain your customers for sustainable success
- Transform customer complaints into opportunities
- Explore exciting new ideas for profitable growth

Presenter: Bob 'Idea Man' Hooley
Fee: \$10.00 (includes GST)

TIME MANAGEMENT AND ORGANIZING FOR ENTREPRENEURS

\$10

TUESDAY, FEBRUARY 22 – 12:00-1:00PM
WEDNESDAY, APRIL 6 – 12:00-1:00PM

Entrepreneurs who take time off are more effective than those who work too much. This session involves long term time planning aligned with your business goals and responsibilities. Time management techniques prioritize time for rejuvenation to enhance productivity. Scheduling, task management and organizing will simplify the complex life of a business owner. You will:

- Connect time management to business strategy
- Strategize for time management planning
- Integrate organizational techniques with your current calendar system

Presenter: Nancy Kindler – Creating People Power Inc.
Fee: \$10.00 (includes GST)

SESSIONS AVAILABLE IN VARIOUS LOCATIONS AROUND ALBERTA VIA VIDEO CONFERENCE

You may be able to attend LEARNING SESSIONS at a regional video conference site other than *The Business Link* in Edmonton or Calgary. See Page 7 for location options. Please call the regional site prior to registering online.

Register online at
www.canadabusiness.ab.ca/sessions





Legal Matters

GROW YOUR BUSINESS BY ACQUISITION

\$15

TUESDAY, MAY 17 – 12:00-1:30PM

You are excited about the prospects of expanding an existing business by buying another company. Purchasing an existing business can give you instant leverage and cash flow that would otherwise have taken years to build. But the last thing you need is to realize after the deal that you bought a business that costs you more than it brings in. There are many legal issues you have to carefully look at to avoid buying a loss proposition. Gain critical knowledge about:

- How to structure the purchase or sale
- How to create and negotiate a good contract
- Steps of a successful due diligence to optimize your benefit and avoid unexpected damages

Presenter: Claudius du Plooy, LLB –
Claudius du Plooy Law Firm
Fee: \$15.00 (includes GST)

LEGAL SELF DEFENSE FOR THE SMALL BUSINESS

\$15

TUESDAY, FEBRUARY 15 – 12:00-1:30PM

You are thinking of starting your own business or have been in the business for a few years. Now it is time to get the house in order and look at the finer legal points. You may be facing a different, tighter economic environment and want to protect the business you have built. In this session, you will learn:

- Steps to protect your business from adverse creditor claims
- Internal mechanisms to avoid shareholder disputes and claims against your business equity
- To structure a group of companies to protect business assets and optimize tax benefits
- To avoid unnecessary future legal fees by properly administrating internal compliance requirements

Presenter: Claudius du Plooy, LLB –
Claudius du Plooy Law Firm
Fee: \$15.00 (includes GST)

UNANIMOUS SHAREHOLDER AGREEMENTS (USAs)

\$10

TUESDAY, MARCH 8 – 12:00-1:00PM

The legal framework provided in the Business Corporations Act to manage a company's internal relations is a good start, but often isn't enough for managing the nuances. In a complex business environment, you need a more sophisticated set of rules to protect your shareholding and guard your company. A USA is that instrument, and you need to know how to structure and use it. This session focuses on USAs related to:

- Controlling a company
- Protecting company shares against third parties
- Avoiding shareholder disputes
- Helping with income tax planning, life insurance and succession planning

Presenter: Claudius du Plooy, LLB –
Claudius du Plooy Law Firm
Fee: \$10.00 (includes GST)

UNPRINTED FINE PRINT OF CONTRACTS

\$10

TUESDAY, APRIL 5 – 12:00-1:00PM

The Law of Contracts has evolved over more than 2,500 years. In the course of your business, you will deal with hundreds of contracts because each business relationship is or should be backed by an agreement. Although you should always consult your lawyer for advice, in reality you sometimes do not have time or the means to have each document reviewed by a lawyer. You will learn:

- Basic understanding of common contract structures and 'boiler plate' clauses in day-to-day business
- To identify hidden dangers in contracts, negotiate better ones and deal with your lawyer on a more informed basis
- Some clauses: choice of law and jurisdiction, contra preferentem, arbitration clauses, non-competition and non-disclosure terms, liquidated damages and Entire Contract clauses

Presenter: Claudius du Plooy, LLB –
Claudius du Plooy Law Firm
Fee: \$10.00 (includes GST)

Marketing

I HAVE A BRAND?

\$20

THURSDAY, FEBRUARY 10 – 12:00-2:00PM
WEDNESDAY, MAY 4 – 12:00-2:00PM

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: \$20.00 (includes GST)

LET'S GET READY FOR A TRADE SHOW!

\$20

THURSDAY, MARCH 24 – 6:00-8:00PM

Trade shows are much more than just selling your product or service. It is a time to be pitching yourself, your business, and your brand. You'll learn about how to choose a trade show, what to do before you go, and how to maximize your participation while you are there.

Presenter: Cathy Goulet – *The Business Link*
Fee: \$20.00 (includes GST)

MARKETING EFFECTIVELY IN A WESTERN CULTURE

\$20

THURSDAY, FEBRUARY 10 – 6:00-9:00PM
THURSDAY, MAY 5 – 6:00-9:00PM

Hear about some immigrant entrepreneur success stories and apply marketing tools for your business. Find out how to reach both ethnic and mainstream markets with greater success. You will:

- Hear how successful immigrant entrepreneurs effectively market their business
- Use the *Marketing Effectively in a Western Culture* handbook to identify and reach target markets
- Examine cultural and mainstream markets to make marketing decisions to your business advantage

Presenter: Marie Gervais, PhD, CTDP –
Global Leadership Associates
Fee: \$20.00 (includes GST)

MEDIA STRATEGIES TO GET YOUR STORY TOLD

\$15

THURSDAY, MAY 12 – 12:00-1:30PM

Getting your business story out there and garnering media attention is more important than ever today. In this session, you'll learn the important elements of a traditional and social media press release, including how and when to use them. You will gain insight into avoiding common mistakes, traps and pitfalls. Acquire a better understanding of what different types of media look for, how to approach them, and what to do or not do when they call. Key take-aways:

- An understanding of an effective press release
- Knowing how to position your story for free publicity
- The Do's and Don'ts of dealing with media

Presenter: Greg Gazin – *Gadget Guy / Parallel 2000 Corp.*
Fee: \$15.00 (includes GST)

PROMOTIONAL STRATEGIES: CREATE BUZZ FOR YOUR BUSINESS

\$40

WEDNESDAY, FEBRUARY 16 – 12:00-3:00PM
THURSDAY, APRIL 7 – 6:00-9:00PM

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. In this session:

- Discover often forgotten promotional techniques
- 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 – *Gadget Guy / Parallel 2000 Corp.*
Fee: \$40.00 includes GST

12 RULES FOR BUILDING GREAT BRANDS

\$10

THURSDAY, JANUARY 27 – 12:00-1:00PM
WEDNESDAY, APRIL 13 – 12:00-1:00PM

The session will take you through the fundamentals of developing your brand. It will raise your awareness of how valuable a brand is and how the nature of branding has moved from the traditional "consistency" model to that of something more dynamic and innovative.

Take-aways:

- 12 rules and how they can be applied to your business
- How great brands have applied these rules for success

Presenter: Darcy Vane – *MKM*
Fee: \$10.00 (includes GST)

The Business Link – celebrating 15 years of service excellence!

Maximizing The Web

HOW TO USE SOCIAL MEDIA FOR BUSINESS

\$20

THURSDAY, FEBRUARY 3 – 12:00-2:00PM
THURSDAY, MARCH 10 – 6:00-8:00PM

As an entrepreneur 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 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. In this session, 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 gain a big advantage
- Why perceptions of authority matter most and how to position yourself

Presenter: Jeff Schneider – *Marketing Ninjas*
Fee: \$20.00 (includes GST)

INTRODUCTION TO GOOGLE ANALYTICS

\$15

TUESDAY, MARCH 1 – 12:00-1:30PM

Learn the basics of how to use the powerful system of Google Analytics to understand how people are using your website. Learn techniques to optimize your site and attract visitors. This session will cover:

- Jargon of Google Analytics
- How to use these tools

Presenter: David Boroditsky – *Emergence by Design*
Fee: \$15.00 (includes GST)

SETTING UP AN ONLINE STORE

\$10

THURSDAY, FEBRUARY 17 – 6:00-7:00PM

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.

Presenter: David Boroditsky – *Emergence by Design*
Fee: \$10.00 (includes GST)

Sales

CREATIVE TOOLS AND INNOVATIVE IDEAS FOR BUSINESS

\$15

WEDNESDAY, FEBRUARY 23 – 1:00-2:30PM

Your ability to remain competitive in business and sales draws from your ability to profitably solve your client's problems. Apply strategic ideas, creative tips, techniques, and innovative problem solving models for sales, business, career, and personal success. Tap into your creative genius as you:

- Apply workable ideas and strategies for sales success
- Discover new styles of applied idea generation methods
- Explore new sales management and creativity tools
- View problems as opportunities to change the way you do business

Presenter: Bob 'Idea Man' Hooey
Fee: \$15.00 (includes GST)

DOING BUSINESS WITH THE GOVERNMENT OF CANADA

\$10

WEDNESDAY, JANUARY 26 – 12:00-1:30PM
WEDNESDAY, MAY 11 – 12:00-1:30PM

This session will address the fundamentals of selling goods and services to the Government of Canada. It will provide facts and figures on the value and the variety of goods and services purchased by the Federal Government every year, where to register your company and where to search for opportunities. Web links to many resources for small and medium-sized businesses will be provided, including Buy and Sell Canada and MERX™, the electronic tendering website.

Presenter: *Public Works and Government Services Canada*
Fee: \$10.00 (includes GST)

SECRETS OF SUCCESSFUL SELLING

\$10

TUESDAY, FEBRUARY 8 – 12:00-1:00PM

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: \$10.00 (includes GST)

SECRETS TO CREATING "TIME" IN BUSINESS

\$10

TUESDAY, MARCH 22 – 12:00-1:00PM

Creating more face-to-face time for sales and marketing promotes profitable, long-term relationships. This interactive, idea-rich session challenges you to systemize and prioritize your selling activities and implement streamlined processes to free-up time for sales and marketing. Invest time learning to systematically increase productivity, build customer loyalty and partnerships. Work less, not just smarter! This session focuses on:

- Results-oriented ideas that redefine and accomplish priorities
- Making more money in less time with a better sales and management system

Presenter: Bob 'Idea Man' Hooey
Fee: \$10.00 (includes GST)

SELLING TO THE ALBERTA GOVERNMENT

\$10

WEDNESDAY, FEBRUARY 9 – 12:00-1:00PM
THURSDAY, APRIL 14 – 12:00-1:00PM

With over 2000 purchasers, the Government of Alberta buys everything from agricultural goods to professional services and everything in between – and these opportunities are 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: \$10.00 (includes GST)

Sessions en français

Liaison Entreprise est fière de collaborer avec le Conseil de développement économique de l'Alberta (CDÉA) afin de présenter ces trois sessions en français.

FACEBOOK POUR L'ENTREPRISE

10\$

LE MERCREDI 23 MARS – 14H30 À 15H30

Vous cherchez la recette spéciale pour promouvoir votre entreprise avec Facebook? Quelles sont les trucs pour utiliser cette plateforme de média social? Assistez à cette présentation afin d'apprendre comment votre entreprise peut utiliser Facebook pour promouvoir son image de marque (Brand), mieux développer son réseau, fidéliser ses clients et augmenter ses ventes.

Présentatrice: Michelle LaRue – *Clever by Design*
Coût: 10\$ (comprend la TPS)

LE PLAN D'AFFAIRES : UN OUTIL POUR SE CONVAINCRE ET CONVAINCRE

15\$

LE JEUDI 7 AVRIL – 12H00 À 13H30

Réussir en affaires exige une bonne préparation. S'il est vrai qu'un bon plan d'affaires ne garantit pas la réussite à 100%, il y contribue beaucoup. Le manque de préparation est l'une des principales causes du taux très élevé d'échec des petites entreprises pendant leurs premières années d'existence. Après la présentation, vous aurez une idée précise sur :

- Ce que c'est un plan d'affaires
- L'importance du plan d'affaires : peut-on s'en passer?
- Les conditions nécessaires à un bon plan d'affaires et les pièges à éviter
- Les composantes du plan d'affaires et leur interaction
- L'importance de mettre à jour continuellement votre plan d'affaires

Présentateur: Jean-Jacques Mitakaro – *Liaison Entreprise*
Coût: 15\$ (comprend la TPS)

VOTRE BUREAU EST VERT

20\$

LE JEUDI 31 MARS – 18H00 À 20H00

Votre lieu de travail cherche-t-il à réduire son empreinte environnementale? Assistez à cette session afin d'apprendre comment instaurer des pratiques vertes dans votre bureau! Des exemples tels qu'une évaluation de la production des déchets de bureau seront présentés.

Présentateur: Roch Labelle – *Conseil de développement économique de l'Alberta*
Coût: 20\$ (comprend la TPS)





Taxes

ENTREPRENEURS IN AGRICULTURE – TAX/GST BASICS

\$10

TUESDAY, FEBRUARY 8 – 9:00-11:00AM

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 or farm/business
- Farm losses and restricted farm losses
- Ineligible hobby farm losses
- Salaries paid to family
- Partnerships vs. Joint Title vs. Joint Venture

Presenter: *Canada Revenue Agency*
 Fee: \$10.00 (includes GST)

GST BASICS

\$10

TUESDAY, FEBRUARY 22 – 2:00-4:00PM
TUESDAY, MARCH 22 – 9:00-11:00AM

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 your filing and remitting responsibilities?

Presenter: *Canada Revenue Agency*
 Fee: \$10.00 (includes GST)

INCOME TAX BASICS FOR SOLE PROPRIETORS & PARTNERSHIPS

\$10

TUESDAY, FEBRUARY 1 – 9:00-11:00AM
TUESDAY, MARCH 29 – 12:00-2:00PM

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: \$10.00 (includes GST)

INCOME TAX BASICS FOR THE INCORPORATED BUSINESS

\$10

TUESDAY, MARCH 8 – 2:00-4:00PM
TUESDAY, APRIL 12 – 9:00-11:00AM

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 and capital expenditures
- Basic information on the corporate tax return
- Corporate filing requirements, corporate tax rate structure and installment payments
- Selling your corporate shares

Presenter: *Canada Revenue Agency*
 Fee: \$10.00 (includes GST)

PAYROLL BASICS

\$10

TUESDAY, APRIL 26 – 12:00-2:00PM

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: \$10.00 (includes GST)

T4 YEAR-END PREPARATION

\$10

TUESDAY, JANUARY 25 – 12:00-2:00PM

Attend this seminar and avoid last minute T4 panic! Questions answered:

- What are the Do's and Don'ts for completing your slips?
- What do you do if you get a discrepancy notice or PIER report?
- How do you avoid penalty and interest?
- What are your filing options?

Presenter: *Canada Revenue Agency*
 Fee: \$10.00 (includes GST)

Technology & Communication

BUSINESS ACCOUNTING SOFTWARE

Mac for Business Series

\$10

THURSDAY, MARCH 17 – 12:00-1:00PM

Yes, you can run accounting software on a Mac! This session will show you how picking the right accounting program will make growing your business even easier. You will learn about the different accounting programs available for the Mac, and selecting the right one for you.

Presenter: *WestWorld Computers Ltd.*
 Fee: \$10.00 (includes GST)

DIGITAL VIDEO SURVEILLANCE

Mac for Business Series

\$10

THURSDAY, APRIL 28 – 12:00-1:00PM

The next generation of Video Surveillance is here! Video monitoring can alert you to speeding cars, loiterers, or even foreign objects. Today's computer-based video recording systems provide the highest-quality, and most flexible installation options than ever before. This session will show you how video surveillance can be used in your home or business, and how to use remote monitoring from your mobile Internet device! Key information you will learn:

- Considerations for adding video surveillance to your home or business
- How new computer-based surveillance systems work, and why it's worth replacing your old system

Presenter: *WestWorld Computers Ltd.*
 Fee: \$10.00 (includes GST)

GADGETS AND TECH TOOLS FOR SMALL BUSINESS

\$15

WEDNESDAY, MARCH 9 – 12:00-1:30PM

Nearly everyone today has a computer and a cell phone. But did you know there are other gadgets, tools and technologies for reaching out to your customers and improving your productivity? Save yourself time, money and be on the cutting edge. This session will introduce some of these electronic wonders to show you what's out there and how these clever tech tools can enhance your efficiency at work.

Presenter: *Greg Gazin – Gadget Guy / Parallel 2000 Corp.*
 Fee: \$15.00 (includes GST)

MOBILITY AND COMMUNICATIONS

Mac for Business Series

\$10

WEDNESDAY, MAY 18 – 12:00-1:00PM

Being a business owner means that you need to be connected for your business 24/7, but that does not mean that you always need to be there! Check your email from the beach or get up-to-the minute sales figures from the slopes! This session will show you how Apple iOS devices like the iPad and iPhone can be used to make running your business easier. Learn how equipping your sales force with iOS devices will make them more efficient and your business more profitable. Session highlights:

- iPhone advantage in business
- How devices improve an entrepreneur's quality of life

Presenter: *WestWorld Computers Ltd.*
 Fee: \$10.00 (includes GST)

RETAIL POINT OF SALE SOLUTIONS

Mac for Business Series

\$10

THURSDAY, FEBRUARY 17 – 12:00-1:00PM

If you are considering opening a retail store or web-store, make sure your Point of Sale solution fits your business. This session will show you how the right POS system can save you time and money, and enhance your business knowledge. Using Apple Computer hardware and software, you can easily manage your sales, inventory, and customers from one program. Session specifics:

- Features and capabilities of running your business on a Mac
- Choosing a platform that makes financial sense

Presenter: *WestWorld Computers Ltd.*
 Fee: \$10.00 (includes GST)

Mac for Business series brought to you by:

**WestWorld
 Computers Ltd.**
Mac® for business experts



Apple Specialist

REGISTER ONLINE TODAY!

The Business Link extends our appreciation to all our presenters for their time and effort.

IN AND AROUND ALBERTA

You may attend a **Small Business Learning Session** at *The Business Link* in Edmonton or Calgary or a **regional video-conference site**. The following list includes the locations and contact numbers for each available site. Please contact the regional site directly to check availability before registering online.

Alberta

City/Town	Entrepreneurship Learning Centre Network site	Phone
Blairmore	Community Futures Crowsnest Pass	403 562-8858
Bonnyville	Community Futures Lakeland	780 826-3858
Calgary	Community Futures Treaty Seven	800 691-6078
Calgary	The Business Link	800 272-9675
Cochrane	Community Futures Centre West	877 603-2329
Edmonton	The Business Link	800 272-9675
Fort McMurray	Community Futures Wood Buffalo	780 791-0330
Grande Cache	Tourism and Interpretive Centre	780 827-3300
Grande Prairie	Community Futures Grande Prairie & Region	780 814-5340
Hanna	Hanna Learning Centre	403 854-2099
High Level	Community Futures Northwest Alberta	888 922-4233
Hinton	Community Futures West Yellowhead	800 263-1716
La Crete	La Crete Area Chamber of Commerce	780 928-2278
Lac La Biche	Community Futures Lac La Biche	877 623-9696
Lethbridge	Community Futures Lethbridge Region	403 320-6044
Lloydminster	Community Futures Lloydminster and Region	888 875-5458
Medicine Hat	Community Futures Entre-Corp Business Development	888 528-2824
Peace River	Community Futures Peace Country	800 396-4605
Pincher Creek	Community Futures Alberta Southwest	800 565-4418
Red Deer	Community Futures Central Alberta	888 343-2055
Slave Lake	Community Futures Lesser Slave Lake Region	800 622-7128
St. Albert	Northern Alberta Business Incubator	780 460-1000
St. Paul	Community Futures St. Paul-Smoky Lake Region	780 645-5782
Stettler	Community Futures East Parkland	888 788-2829
Stony Plain	Community Futures Capital Region	780 968-7013
Strathmore	Community Futures Wild Rose	403 934-6488
Taber	Community Futures Chinook	403 388-2923
Two Hills	Community Futures Elk Island Region	780 657-3512
Vegreville	Community Futures Elk Island Region	780 632-6064
Viking	Community Futures East Central	877 336-3497
Westlock	Community Futures Tawatinaw Region	888 349-2903

Outside Alberta

Northwest Territories

Centre

Fort Simpson	Deh Cho Business Development Centre	877 695-2441
Fort Smith	Thebacha Business Development Services	867 872-2795
Inuvik	Western Arctic Business Development Corporation	800 244-1203
Norman Wells	Sahtu Business Development Centre	867 587-2016
Yellowknife	Canada Business NWT	867 873-7960

Saskatchewan

Centre

Kindersley	Community Futures Meridian Region	306 463-1850
Regina	Canada-Saskatchewan Business Service Centre	800 667-4374
Saskatoon	Canada-Saskatchewan Business Service Centre	800 667-4374

Ask the Expert 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 connects you with **business management consultants, lawyers, accountants, and financial representatives** who volunteer their time to discuss your business concerns.

**FREE! No appointment necessary.
Time limits may apply.**

MONDAY THROUGH THURSDAY, 12:00-4:00PM

**February 7 to April 28, 2011
(except February 21 and April 25)**

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: "Business Coaching" focus on the last Monday of the month

TUESDAYS: LEGAL GUEST ADVISOR

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

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, banker's expectations, loan application process, liability issues, expansion financing, cash flow, financing a buy-out, business plans, alternate financing options and services available



To speak with a Guest Advisor, call 1 800 272-9675, visit *The Business Link* in person, or send an email. Also available in many locations across Alberta via video conferencing. For further details on the Guest Advisor Program, call *The Business Link* or visit www.canadabusiness.ab.ca/guestadvisor.

FREE

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.

Spring 2011 Schedule

JANUARY

25	12:00-2:00 pm	T4 Year End Preparation	Taxes
26	12:00-1:30 pm	Doing Business with the Government of Canada	Sales
27	12:00-1:00 pm	12 Rules for Building Great Brands	Marketing

FEBRUARY

1	9:00-11:00 am	Income Tax Basics for Sole Proprietors & Partnerships	Taxes
1	1:00-3:00 pm	Accounting for Your Small Business	Fin. & Money Matters
2	12:00-3:00 pm	Preparing a Business Plan	Business Start-up
3	12:00-2:00 pm	How to Use Social Media for Business	Maximizing the Web
3	6:00-7:00 pm	Social Enterprise Fund: Entrepreneurs Changing the World	Business Start-up
8	9:00-11:00 am	Entrepreneurs in Agriculture – Tax/GST Basics	Taxes
8	12:00-1:00 pm	Secrets of Successful Selling	Sales
9	12:00-1:00 pm	Selling to the Alberta Government	Sales
10	12:00-2:00 pm	I Have a Brand?	Marketing
10	6:00-9:00 pm	Marketing Effectively in a Western Culture	Marketing
15	12:00-1:30 pm	Legal Self Defense for the Small Business	Legal Matters
16	12:00-3:00 pm	Promotional Strategies: Create Buzz for Your Business	Marketing
17	12:00-1:00 pm	Retail Point of Sale Solutions	Tech. & Comm.
17	6:00-7:00 pm	Setting Up an Online Store	Maximizing the Web
22	12:00-1:00 pm	Time Management and Organizing for Entrepreneurs	Growing Your Business
22	2:00-4:00 pm	GST Basics	Taxes
23	1:00-2:30 pm	Creative Tools and Innovative Ideas for Business	Sales
24	12:00-1:00 pm	Entrepreneurs with Disabilities: Moving Forward with Business	Fin. & Money Matters
24	6:00-7:30 pm	How to Make More Money Using Partnerships	Growing Your Business

MARCH

1	12:00-1:30 pm	Introduction to Google Analytics	Maximizing the Web
2	12:00-2:00 pm	How to Prepare for the Bank	Fin. & Money Matters
3	12:00-1:30 pm	Small Business Accounting Basics	Fin. & Money Matters
3	6:00-8:00 pm	Preparing Financial Statements	Fin. & Money Matters
8	12:00-1:00 pm	Unanimous Shareholder Agreements (USAs)	Legal Matters
8	2:00-4:00 pm	Income Tax Basics for the Incorporated Business	Taxes
9	12:00-1:30 pm	Gadgets and Tech Tools for Small Business	Tech. & Comm.
10	12:00-1:00 pm	Stellar Customer Service	Growing Your Business
10	6:00-8:00 pm	How to Use Social Media for Business	Maximizing the Web
15	12:00-1:30 pm	Is Franchise Ownership Right for You?	Business Start-up
16	12:00-1:30 pm	Improve your Communication Skills, Improve your Bottom Line	Growing Your Business
17	12:00-1:00 pm	Business Accounting Software	Tech. & Comm.
17	6:00-8:00 pm	Enhancing Employee Retention and Customer Loyalty	Growing Your Business
22	9:00-11:00 am	GST Basics	Taxes
22	12:00-1:00 pm	Secrets to Creating "Time" in Business	Sales
23	12:00-1:30 pm	Passing the Torch: Succession Planning	Growing Your Business
23	2:30-3:30 pm	Facebook pour l'entreprise	Sessions en français
24	12:00-1:00 pm	Financial Benefits of "Cost Plus" Health Plans	Growing Your Business
24	6:00-8:00 pm	Let's Get Ready for a Trade Show!	Marketing
29	12:00-2:00 pm	Income Tax Basics for Sole Proprietors & Partnerships	Taxes
30	12:00-3:00 pm	Do-It-Yourself Incorporation	Business Start-up
31	12:00-3:00 pm	Start Your Business!	Business Start-up
31	6:00-8:00 pm	Votre bureau est vert	Sessions en français

APRIL

5	12:00-1:00 pm	Unprinted Fine Print of Contracts	Legal Matters
6	12:00-1:00 pm	Time Management and Organizing for Entrepreneurs	Growing Your Business
6	2:00-3:30 pm	Become a Farmers' Market Vendor!	Business Start-up
7	12:00-1:30 pm	Le Plan d'affaires : un outil pour se convaincre et convaincre	Sessions en français
7	6:00-9:00 pm	Promotional Strategies: Create Buzz for Your Business	Marketing
12	9:00-11:00 am	Income Tax Basics for the Incorporated Business	Taxes
12	12:00-1:30 pm	Is Franchise Ownership Right for You?	Business Start-up
13	12:00-1:00 pm	12 Rules for Building Great Brands	Marketing
14	12:00-1:00 pm	Selling to the Alberta Government	Sales
14	6:00-9:00 pm	Preparing a Business Plan	Business Start-up
26	12:00-2:00 pm	Payroll Basics	Taxes
27	12:00-1:00 pm	Revenue Maximization	Fin. & Money Matters
28	12:00-1:00 pm	Digital Video Surveillance	Tech. & Comm.
28	6:00-8:00 pm	Enhancing Employee Retention and Customer Loyalty	Growing Your Business

MAY

3	12:00-2:00 pm	HR Basics: What You Need to Know	Growing Your Business
4	12:00-2:00 pm	I Have a Brand?	Marketing
5	12:00-1:30 pm	Passing the Torch: Succession Planning	Growing Your Business
5	6:00-9:00 pm	Marketing Effectively in a Western Culture	Marketing
10	12:00-3:00 pm	Basic Market Research	Business Start-up
11	12:00-1:30 pm	Doing Business with the Government of Canada	Sales
12	12:00-1:30 pm	Media Strategies to Get Your Story Told	Marketing
12	6:00-9:00 pm	Start Your Business!	Business Start-up
17	12:00-1:30 pm	Grow Your Business by Acquisition	Legal Matters
18	12:00-1:00 pm	Mobility and Communications	Tech. & Comm.
18	2:00-4:00 pm	How to Prepare for the Bank	Fin. & Money Matters
19	12:00-1:00 pm	Revenue Maximization	Fin. & Money Matters
19	6:00-8:00 pm	Preparing Financial Statements	Fin. & Money Matters

Be sure to check our website for event updates and new offerings

www.canadabusiness.ab.ca

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.

Small Business Learning Sessions Spring 2011 Registration

NOTE: ALL SESSIONS REQUIRE REGISTRATION

Online: www.canadabusiness.ab.ca/sessions

Telephone: 780 422-7722 in Edmonton
403 221-7800 in Calgary
or toll free 1 800 272-9675

In Person: **The Business Link**
Business Service Centre
100 – 10237 104 Street NW
Edmonton, Alberta T5J 1B1
* Check location status in April 2011

Or 250 – 639 5 Avenue SW
Calgary, Alberta T2P 0M9

* For locations other than **The Business Link**, contact the site directly before registering online.

ACCEPTABLE METHODS OF PAYMENT:

- credit card number and expiry date (we accept VISA, MasterCard, and AMEX)
- cash or debit card for on-site registration

CONFIRMATION Online registrations receive an automatic electronic confirmation. Receipts will be provided for payments.

CANCELLATION **The Business Link** reserves the right to cancel any session in which minimum registration is not achieved. Registrants will be notified by telephone or email prior to the session date.

REFUND AND TRANSFER POLICY Refunds are not provided unless a session is cancelled. If you are registered for a session and are unable to attend, you can transfer to another session during the same season with prior notice.

PARKING Pay parking is available in a variety of parking lots and parkades near **The Business Link locations**, or metered parking nearby (be aware of some time restrictions).