



Spring 2008

# SMALL BUSINESS SEMINARS and BROWN BAG Presentations

## Serving Alberta's Entrepreneurs

Explore the services of *The Business Link* where small businesses and promising entrepreneurs across Alberta can find the information, support and advice they need to succeed—a service we are proud to have provided since 1996!

We're here to offer personal service over the phone or in person, a resource-full library, expert Guest Advisors, specific resources such as e-business, Aboriginal business or international business...or the basics in our Small Business Seminars and Brown Bag Presentations.

Link to these services and more as you start or expand your Alberta business!

### *The Business Link* Business Service Centre

Business Information Line:  
1 800 272-9675 toll free

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

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

Library: 780 422-7780  
E-mail: [buslink@canadabusiness.ca](mailto:buslink@canadabusiness.ca)  
Website: [www.CanadaBusiness.ca/alberta](http://www.CanadaBusiness.ca/alberta)

*The Business Link* is a not-for-profit organization proudly supported by the Government of Canada and the Government of Alberta.

MEMBER OF THE  
**Canada Business**  
Network



## “Quick-to-learn” “Quick-to-use”



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.

**SEMINARS...** Value for your money! For your investment of three hours and \$35, you'll walk away with practical information and ideas to help you in your business planning.

**BROWN BAG PRESENTATIONS...** Drop in for FREE presentations that offer you quick-to-learn, quick-to-use business basics over the noon hour. Bring your own lunch and learn from our professional and experienced presenters in a casual classroom environment. No registration needed, but seating is limited!

**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 seminars is required, and payment must be made in advance in order to secure registration.

All sessions are held at *The Business Link* in **Edmonton** and **Calgary**, unless otherwise noted, and available in many locations around Alberta via video conference. Call *The Business Link* toll free at 1 800 272-9675, or visit our website at [www.CanadaBusiness.ca/alberta](http://www.CanadaBusiness.ca/alberta) to find out more about our services for Alberta entrepreneurs.

Canada

Alberta  
Government

# SMALL BUSINESS SEMINARS

## Business Start-up

### STARTING YOUR BUSINESS

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

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

Presenter: Jay Kryslar – JR Shaw School of Business, NAIT  
 Fee (non refundable): \$35.00 includes GST

WEDNESDAY, FEBRUARY 13 – 1:00 P.M. TO 4:30 P.M.  
 THURSDAY, APRIL 10 – 6:00 P.M. TO 9:30 P.M.

### PREPARING A BUSINESS PLAN

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, FEBRUARY 14 – 6:00 P.M. TO 9:30 P.M.  
 WEDNESDAY, MAY 14 – 1:00 P.M. TO 4:30 P.M.

### DO-IT-YOURSELF INCORPORATION

You can save hundreds of dollars by taking this step-by-step "Do-It-Yourself" course on incorporating your business and limiting your liabilities. This 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, FEBRUARY 28 – 6:00 P.M. TO 9:30 P.M.  
 WEDNESDAY, MAY 7 – 1:00 P.M. TO 4:30 P.M.

### VENDING AT FARMERS' MARKETS – THINGS TO CONSIDER NEW

Do you make, bake or grow your own product and have wondered where you could sell it? Consider vending at a Farmer's Market. This is a great way to sell directly to customers and expand your business. Attend this session to learn the first steps to becoming a vendor.

- Food Safety 101 – Vending food at a market requires you to meet certain food regulations before you think about selling
- Why you need insurance and how to get it
- From start up to take down, learn what it's like selling at a Market

Presenters: Melissa Zapilosky – Alberta Approved Farmers' Market; Betty Vladicka – Alberta Agriculture & Food; Bruce Wiebe – RBC The Cooperators; Panel of Experienced Vendors  
 Fee (non refundable): \$35.00 includes GST

WEDNESDAY, MARCH 5 – 1:00 P.M. TO 4:00 P.M.

## Business Start-up (continued)

### PRACTICAL MARKET RESEARCH: AIM FOR YOUR TARGET NEW

Take aim before you shoot! A key to a successful business plan is to market research your business idea. This session will help you determine who your prospective customers are, where to find them and how to attract them. You will learn:

- Why doing market research is important
- The difference between primary and secondary market research
- Where to find data about your prospective customers
- How to assess your competition
- How to discover what trends may affect your business

Presenters: Darlene Hammond and Eric Brant – *The Business Link*  
 Fee (non refundable): \$35.00 includes GST

THURSDAY, MAY 1 – 6:00 P.M. TO 9:00 P.M.

## International Business

### OUTSOURCING: SELECT THE RIGHT PARTNERS AND MARKETS NEW

There is much talk about the growth and potential of outsourcing. There are an increasing number of remarkable success stories and an equal number of failures. This seminar will address some important questions to provide you with a road map for taking advantage of lower costs, higher quality and better inventory control through outsourcing. Topics to be discussed include:

- How do you make offshore outsourcing work for you?
- Where is the best place to outsource?
- What is the cost?
- How do you exit your outsourcing agreement?
- How do you build a Value Chain?

Presenter: Doug Taylor – Pacific Business Intelligence Ltd.  
 Fee (non refundable): \$35.00 includes GST

WEDNESDAY, MARCH 12 – 1:00 P.M. TO 4:00 P.M.

### IMPORTING BASICS

Understanding the process from start to finish can make importing much easier. Here's your chance to get answers to your import questions from the customs experts. In this seminar, you will learn about importing and your responsibilities as an importer in Canada. Topics that will be covered include:

- The import process and documentary requirements
- 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

Presenter: Canada Border Services Agency  
 Fee: FREE

WEDNESDAY, APRIL 9 – 1:00 P.M. TO 4:00 P.M.

## E-Business

### SMALL BUSINESS SEARCH ENGINE MARKETING

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

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

Presenter: Ian McAnerin – McAnerin International Inc.  
 Fee (non refundable): \$35.00 includes GST

WEDNESDAY, APRIL 2 – 1:00 P.M. TO 4:00 P.M.

TO ATTEND A SEMINAR AT A REGIONAL VIDEO CONFERENCE SITE OTHER THAN *THE BUSINESS LINK* IN EDMONTON OR CALGARY, PLEASE CALL THE SITE PRIOR TO THE SESSION TO CHECK AVAILABILITY AND TO REGISTER.

## Marketing & Sales



### SELLING TO THE GOVERNMENT OF CANADA

NEW

Learn about the products and services the Government of Canada buys. Learn the fundamentals of selling goods and services to the Government of Canada.

- How can I do business with the federal government?
- How can I tap into this market?
- What is MERX™? What does it do and how much will it cost me?
- What contracts have already been awarded and what upcoming requirements may be available?

Presenters: Ken E. Stepan – Office of Small and Medium Enterprises,  
Public Works and Government Services Canada

Fee (non refundable): \$35.00 includes GST

WEDNESDAY, FEBRUARY 20 – 1:00 P.M. TO 4:00 P.M.

### CUSTOMER SERVICE & NETWORKING SKILLS

NEW

Learn specifically what the most successful companies have done to build their business. Understand what it is that sets exceptional leaders apart from mediocre managers to create and maintain business development momentum.

- How to get the customers you need, keep the customers you've got and grow them into more business
- How to outthink and outperform the competition and three key ways to grow your business
- How to create a dynamic workplace culture so customers and employees (Gen Y) will not leave you

Presenter: Bruce Lee – Encore Seven Inc.

Fee (non refundable): \$35.00 includes GST

THURSDAY, MARCH 6 – 6:00 P.M. TO 9:00 P.M.

### BUSINESS OWNERSHIP TRANSITION

NEW

Seventy-one percent of Canadian business owners plan to exit their enterprises in the next 10 years; 41% in the next 5 years. If you plan to expand, acquire or sell a business, don't miss this important seminar! This session will provide essential information to business owners who want to:

- Increase the value of their enterprise
- Build profits
- Develop people for management and ownership succession
- Assess transition options
- Optimize the after tax return for the benefit of all stakeholders in the business

Presenter: Joy Playford – Business Development Bank of Canada

Fee (non refundable): \$35.00 includes GST

WEDNESDAY, APRIL 16 – 1:00 P.M. TO 4:00 P.M.

## Legal



### PUTTING THE INTELLECTUAL PROPERTY TOOLBOX TO WORK

NEW

Increase your awareness of intellectual property – patents, trade-marks, copyrights, industrial designs. This seminar will provide the information necessary for entrepreneurs, small and medium sized businesses to make better business decisions.

- Information on the Canadian Intellectual Property Office (CIPO) and Intellectual Property Institute of Canada (IPIC)
- Descriptions of the different kinds of intellectual property
- How to obtain protection, what are the benefits
- Information on assignments and licensing of intellectual property rights
- Sources of financing and steps involved in commercializing your invention

*Intellectual Property Week is April 21-25, 2008.*

Check out [www.cipo.gc.ca](http://www.cipo.gc.ca) for events.

Presenters: Dr. Konrad A. Sechley and John T. Ramsay Q.C. –  
Gowling Lafleur Henderson LLP

Fee (non refundable): \$35.00 includes GST

WEDNESDAY, APRIL 23 – 1:00 P.M. TO 4:00 P.M.

## Taxation & Money Matters



### INCOME TAX BASICS FOR SOLE PROPRIETORS & PARTNERSHIPS

This seminar provides basic income tax information for the small business owner that is either a sole proprietorship or a partnership. Topics include but are not limited to:

- 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: Canada Revenue Agency

Fee (non refundable): FREE

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

### INCOME TAX BASICS FOR THE INCORPORATED BUSINESS

This basic corporate income tax seminar is invaluable for the newly incorporated business. It highlights areas that every corporate director should be aware of. Topics include but are not limited to:

- 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: Canada Revenue Agency

Fee (non refundable): FREE

WEDNESDAY, MARCH 19 – 1:00 P.M. TO 4:00 P.M.

### START UP YOUR BOOKKEEPING SYSTEM

NEW

Are you feeling lost among the piles of information and recordkeeping required for your business? Many small business owners find they do not know where to begin when it comes to bookkeeping. Attend this seminar to learn:

- The first steps to setting up your books and records
- What is required to report to Canada Revenue Agency
- The options for accounting software available
- The importance of keeping up-to-date books

Presenter: Ray Joyce – The Joyce Group

Fee: \$35.00 includes GST

WEDNESDAY, MARCH 26 – 1:00 P.M. TO 4:00 P.M.

### UNDERSTANDING YOUR BUSINESS FINANCIAL STATEMENTS

NEW

Learn the basics of a balance sheet, income statement, and cash flow statement. This seminar is for those at the planning stage of their business or business owners considering financing options. You will learn about the following:

- Balance sheet with current and fixed assets, current and non-current liabilities, owners equity and retained earnings
- Income statement with revenue, cost of goods, gross profits, accrual accounting and expenses
- Cash flow statement with a summary of the amount of cash you have coming into your business and flowing out of your business over a period of time

Presenter: Ray Joyce – The Joyce Group

Fee (non refundable): \$35.00 includes GST

THURSDAY, APRIL 24 – 6:00 P.M. TO 9:00 P.M.

SEE PAGE 7 FOR INFORMATION ON THESE SPECIAL OFFERINGS:

**Foreign Workers – How to Hire & Integrate into Your Workplace (March 10)**  
**New Employers Session (April 14)**



SEE PAGE 7 FOR VIDEO CONFERENCE LOCATIONS

[www.CanadaBusiness.ca/alberta/events](http://www.CanadaBusiness.ca/alberta/events)



## General Business

### FRAUD-PROOFING YOUR BUSINESS THURSDAY, FEBRUARY 14

Scams – *I'd never fall for that!* But businesses are increasingly becoming the target of unscrupulous individuals, which can have serious consequences on their bottom line. Learn about some of the latest frauds and methods to reduce risk. There will also be information about your responsibilities to protect personal information of clients and employees against identity theft.

Presented by: Chris Lawrence – Better Business Bureau

### HOW TO BECOME A VENDOR AT A FARMER'S MARKET THURSDAY, FEBRUARY 21

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. Attend this session to 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

### RECRUITING, SELECTING AND RETAINING THE RIGHT PEOPLE TUESDAY, APRIL 1

The success of your business greatly depends on the people in your business. Hiring the right people takes more than posting an ad and interviewing. To hire successfully, you need to know who you are looking for, ask the right questions, and know what to do before and after the interview to keep the right candidate engaged. Attend this presentation and learn simple and practical ways that will help you recruit, select and retain the right people for your business.

Presented by: Darija Slokar-Petrovic – *The Business Link*

**FOR OTHER SPECIAL  
OFFERINGS, SEE PAGE 7**

## Eventos especiales en Español

### SEMINARIO: COMO COMENZAR UN PEQUEÑO NEGOCIO DE MANERA EXITOSA!

JUEVES 21 DE FEBRERO – 6:00 PM A 9:30 PM

¿Quieres comenzar tu negocio, pero no sabes por donde empezar? ¿Te sientes confundido? Obtén la información correcta y adecuada de parte de expertos en el tema de como iniciar tu propio negocio. Haz realidad tu sueño de comenzar tu empresa en Canada.

Ahorra tiempo y dinero aprendiendo la forma correcta de hacer las cosas bien desde la primera vez. Temas incluidos en el seminario:

- Estudios de mercadotecnia y panorama de éxito
- Plan de negocios
- Opciones de financiamiento
- Como negociar con tu asesor financiero
- Temas legales, licencias y permisos

Presentado por : Anne Bermudez y Alvaro Carvajal – *The Business Link* y invitados especiales

Gratis – registro necesario

### SESION INFORMATIVA: ¿COMO VENDER TU PRODUCTO O SERVICIO EN CUALQUIER MERCADO?

JUEVES 27 DE MARZO –  
12:00 PM A 1:00 PM

Acompáñanos y desarrolla tus habilidades de ventas y mercadotecnia. Mejora el posicionamiento de tu negocio en la mente de tus consumidores. Conoce los secretos de como dar a conocer tu marca de manera exitosa.

Presentado por : Anne Bermudez y Alvaro Carvajal – *The Business Link* y invitados especiales

**NUEVO**

## Marketing & Sales

### BRANDING YOUR ORGANIZATION TUESDAY, FEBRUARY 26

If you aren't Nike or McDonalds, do you need to worry about your brand? 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 customer's confidence? This session is jam packed with answers on the elusive topic of branding.

Presented by: Jared Smith – Incite Solutions Inc.

### STRATEGIES TO INCREASE SALES TUESDAY, APRIL 8

Drive your sales revenue through the roof with this motivational session for business owners and employees. Develop strategies to keep your employees eager and excited to close the next deal. Develop a deeper understanding of the sales process, and consider increasing your sales, through newsletters and residential mail-outs. You could double your revenue with these basic principles.

Presented by: Lara Dare – Arrow Business Training

### PRESENTATION METHODS THAT MAKE A LASTING IMPRESSION THURSDAY, MAY 1

Companies and individuals are constantly being bombarded with offers for products and services, not only from local entrepreneurs, but from around the globe. With all that competition and noise, it's challenging enough to stand out and be heard. But what about being remembered? This session will offer insight, constructive tips and techniques that you can use to help you with your presentation skills.

Presented by: Greg Gazin – Parallel 2000 Corp.

## Legal Issues

### BASIC CONTRACT LAW THURSDAY, FEBRUARY 28

This session will review general principles governing the law of contract in the Province of Alberta. Discussion will include: basic requirements of a contract, oral and written agreements, review of relevant legislation, suggested terms, and pitfalls to watch out for.

Presented by: Dani V. Fialkov – McLennan Ross LLP

### FORMS OF BUSINESS TUESDAY, APRIL 22

Hear the pros and cons of operating your business as a sole proprietorship, partnership or corporation. Examine the important elements of financing, decision making, compensation, withdrawals and buyouts, valuation and dissolution. You will also learn the distinctions between a regular partnership, limited partnership, limited liability partnership and a corporation.

Presented by: Dave Singleton – The Legal Ease Library Inc.

### NEGOTIATING YOUR COMMERCIAL LEASE OR RENEWAL THURSDAY, APRIL 24

In leasing, tenants don't get what they deserve; they get what they negotiate. This is a results-oriented session for any business owner. Avoid the typical mistakes tenants make while negotiating their commercial/retail lease or renewal. This is a must-attend session for both new and existing tenants.

Presented by: Dale Willerton – The Lease Coach

**TUESDAYS AND THURSDAYS • 12 NOON TO 1 P.M.**  
**BRING YOUR LUNCH AND JOIN US FOR THESE FAST-PACED, INFORMATIVE PRESENTATIONS**  
**NO REGISTRATION REQUIRED • LIMITED SEATING AVAILABLE**

**FREE!!**

## International Business

### MAKING YOUR BUSINESS MORE COMPETITIVE TUESDAY, FEBRUARY 12

Why is global competitiveness so important, even for businesses that just want to sell locally? What are the critical components of a globally competitive company? This session will provide practical approaches to growth, innovation, building strategic alliances and reaching your target customer, all of which can be implemented by the small and medium-sized business. These tips will help companies deal with the challenges of the booming Alberta economy, including the strong dollar, labour shortage, and rising business costs.

Presented by: *The Business Link*

### SHIPPING GOODS THAT ARE SOLD ONLINE TUESDAY, MARCH 18

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: FedEx Canada Ltd.

### ENSURING YOU GET PAID THURSDAY, MARCH 20

Whether you're an importer or exporter, there are always risks involved in paying sellers or getting paid from your buyers. In this session, learn about what some of these risks are, options available to you in handling payments for the export or import of goods, and how to mitigate risks involved in international transactions.

Presented by: Sebastien St-Louis – Export Development Canada and Karen Fosado – HSBC Bank Canada

### TEN PRACTICAL TIPS FOR DOING BUSINESS WITH INDIA TUESDAY, APRIL 15

There are numerous opportunities for businesses interested in leveraging India for their business needs. This session will focus on tips that will help you understand the market potential, opportunities and challenges with an emphasis on the "how to". Outsourcing, exporting and importing with India are just a few of the topic areas that will be discussed as a way to make your company more competitive.

Presented by: Vivek C. Sekhar – Chasehub Consulting

## Taxation & Money Matters

### GET THE GOODS ON GST TUESDAY, FEBRUARY 19

Not sure if you should be registered for the GST or do you want to know how to register? A Canada Revenue Agency representative will come and answer all your questions so that you have the straight goods on the Goods and Services Tax.

Presented by: Canada Revenue Agency

### EMPLOYMENT, HIRING AND COMPENSATION TRENDS THURSDAY, MARCH 6

One-in-five hiring managers attributed their difficulty in finding qualified staff to the inability to offer competitive compensation packages. Compensation won't be enough to retain workers. Employers will need to leverage creative benefits, carve out clear paths for career advancement and provide a supportive work environment to keep critical talent in place. Learn in this session how to get your 'edge' when recruiting and retaining employees.

Presented by: Cal Jungwirth – Accountemps

### LENDING CRITERIA THURSDAY, MARCH 13

Do you need money to finance your new small business venture? Then you first need to know if you meet the criteria that lenders expect you to meet before they will consider loaning you any money. Learn what you need to know to develop a business plan with a financial checklist that will prove to a lender that you and your business idea are a good investment.

Presented by: Ray Joyce – The Joyce Group

### THE MYTH ABOUT GRANTS THURSDAY, APRIL 17

We've all heard that the government has grants for small business but do you know anyone who has actually found these hidden treasures? There are websites and 1-800 numbers advertised by companies who say they can show you where the money is—for a price. In this session, we will dispel the myth about grants, explore existing government programs, and discuss alternative methods of financing your business.

Presented by: Troy Deck – Meyers Norris Penny LLP

## E-Business

### E-BUSINESS CONSIDERATIONS TUESDAY, MARCH 4

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? Attend this introductory e-business session for an overview of how to get your business online and a look at topics such as web hosting, privacy issues, online payment methods, and writing for the web.

Presented by: Angus Ng – Alberta Motor Association

### USING WEB 2.0 TO BUILD BRAND ONLINE TUESDAY, MARCH 25

For a small business, building its brand is always a challenge, especially on the international stage. Attend this fun and interesting session presented by fusedlogic's Chief Evolution Officer and take away new strategies for cost effectively using the Internet to build your small business's brand.

Presented by: Walter Schwabe – fusedlogic inc.

### ONLINE MARKETING THURSDAY, APRIL 3

Learn how to use Google, Yahoo!, MSN and even Facebook to connect with your local audience or your 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. Generate more leads for your business for fewer dollars!

Presented by: David Cree – Clearpath SEO

### PODCASTING FOR BUSINESS TUESDAY, MAY 6

Podcasts, also known as portable Internet radio, allow people to listen to Internet content where and when they wish. Small and medium-sized enterprises (SMEs) can use podcasts to market their products and services into the new web. This session will examine the demographics of the growing podcast audience and strategies SMEs can use to connect with prospects and customers in the web 2.0 space.

Presented by: Dean Owen – BRASSmedia

## SESSIONS AVAILABLE IN VARIOUS LOCATIONS AROUND ALBERTA VIA VIDEO CONFERENCE

You may be able to attend a Brown Bag session 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 the session to check availability and to reserve seating.

## Dîners-séminaires en français !

*Liaison Entreprise* est fière de collaborer avec le Conseil de développement économique de l'Alberta (CDÉA) afin de présenter ces deux dîners-séminaires en français.

### CONTRÔLE DES COÛTS LE MARDI 11 MARS

Le contrôle des coûts est un processus visant à maîtriser les coûts de base ou de production pour optimiser la rentabilité de l'entreprise. Pour y parvenir l'entreprise devra mettre en place des outils de gestion et des méthodes de comptabilité analytique qui permettront, au besoin, de réajuster rapidement son budget. Cette session vous éclairera sur les outils, les méthodes et autres informations menant à un bon contrôle des coûts.

Présenté par : Robert Levasseur –  
New Profile Management Inc.

### S'INCORPORER, POURQUOI PAS? LE JEUDI 8 MARS

Vous démarrez votre entreprise et vous êtes hésitant à l'incorporer? Cette session vous permettra d'élargir vos connaissances et de découvrir les avantages qu'offre la constitution en personne morale et les inconvénients qui risquent de se présenter si vous n'optez pas pour cette forme d'entreprise. Vous en apprendrez davantage sur les coûts relatifs à l'incorporation, au maintien et vous verrez comment incorporer votre entreprise vous-même.

Présenté par : Patrice Gauthier – Agent  
de développement au CDÉA

FREE!!

# 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 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. Phone, visit, e-mail, or via video conference.
- Service provided without obligation, free of charge.
- Introduction to business services in the private sector.
- Insight into how working with a professional can assist your business.
- Discuss your business situation with a professional in a neutral location.

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

No appointment necessary. Time limitations may apply.

**February 4, 2008 to May 2, 2008**

(except February 18, March 21 and March 24)

**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, 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.



**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.

**NOTE:** For E-Business questions, please contact one of our Business Officers.

**TO SPEAK WITH A GUEST ADVISOR, SIMPLY CALL 1 800 272-9675 OR VISIT THE BUSINESS LINK.**

**ALSO AVAILABLE VIA VIDEO CONFERENCE**



You can access this expertise via video conference through the **Entrepreneurship Learning Centre (ELC) Network**. Speak with a Guest Advisor, just as if you were there in person! Ask about this service at the ELC site serving your Alberta community. For a list of ELC sites, visit [www.elcnetwork.ca](http://www.elcnetwork.ca) or call *The Business Link* for details. (Also see Page 7.)

**Enquiries for our Guest Advisors may also be made via e-mail.**

**See additional details on our web page at [www.CanadaBusiness.ca/alberta/guestadvisor.cfm](http://www.CanadaBusiness.ca/alberta/guestadvisor.cfm).**



**The Business Link** acknowledges the support of the following in the Guest Advisor Program over the past year.

**BUSINESS MANAGEMENT AND OPERATIONS:**

- ActionCOACH Business Coaching
- Bretton Consulting Services Ltd.
- CollabMAN Group
- DM Consulting Ltd.
- Fisher Langford-Jones & Associates Ltd.
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**LEGAL:**

- Brownlee LLP
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- Accredited Consulting Ltd.
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- AFSC Commercial
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**E-BUSINESS:**

- BRASSmedia
- Burnet, Duckworth & Palmer LLP
- Clearpath SEO
- Digital Tea Group Inc.
- Emergence by Design
- E-Strategies International Inc.
- fusedlogic inc.
- iAppeal Web Design Corp.
- McAnerin International Inc.
- Omni Technology Solutions Inc.
- Redengine Inc.
- Techweavers Inc.
- Web Mystery Shoppers
- WEFINDIT Web Technologies

## Foreign Workers – How to Hire & Integrate into Your Workforce

Foreign worker programs can be another recruitment option for employers, using available labour pools outside of Canada. Employers choosing to recruit through foreign worker programs can fill labour shortages in high-demand areas. Before hiring any foreign worker, it is important for you as an employer to understand the various regulations related to immigration, and the process of hiring foreign nationals.

This session is presented jointly by different organizations and topics include:

- From paper work to people work: Integrating foreign workers into the workplace. They're here! Now what do you do? Learn about workplace strategies to keep both newcomers and the receiving workforce happy and productive.
- Practical and specific step-by-step information and guidance regarding recruitment
- The application process for hiring temporary foreign workers

**Presented by:** Alberta Employment, Immigration and Industry; Citizenship and Immigration Canada; Northern Alberta Alliance on Race Relations; Service Canada

**Fee:** \$20.00 includes GST, lunch provided

**MONDAY, MARCH 10 – 9:30 A.M. TO 4:00 P.M.**

**SEE BACK PAGE FOR REGISTRATION INFORMATION.**

**FULL-DAY EVENT**

## New Employers Session

There is some basic information you need to have when hiring an employee for the first time. This session is presented jointly by 6 different organizations and topics include:

- Employment Standards – Your rights and obligations regarding the minimum standards for earnings, employment records, hours of work, overtime, vacation, general holidays, termination, maternity and parental leave as well as the regulated exemptions and exceptions
- Workers' Compensation Board (WCB)-Alberta – Principles and special features of WCB coverage for employees and employers
- Service Canada (Employment Insurance) – Employer rights and responsibilities, possible penalties, record keeping, electronic records of employment, and other assistance available
- Canada Revenue Agency – Basic payroll information, including deductions, remitting, reporting and filing
- Alberta Employment, Immigration and Industry – Information on resources for employers, including free recruitment activities, labour market information, publications and more
- Northern Alberta Alliance on Race Relations – Newbies and the old guard: can they work together? Employer tips for encouraging healthy workplace climate and integrating new workers

**Fee:** \$20.00 includes GST, lunch provided

**MONDAY, APRIL 14 – 9:30 A.M. TO 4:00 P.M.**

**SEE BACK PAGE FOR REGISTRATION INFORMATION.**

**FULL-DAY EVENT**



## VIDEO CONFERENCING AROUND ALBERTA

All Brown Bag Presentations and Seminars will be available across the province through the **Entrepreneurship Learning Centre (ELC) Video Conference Network**.

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

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



**ELC** ENTREPRENEURSHIP LEARNING CENTRE

The ELC Network has been established to provide business information and interactive training opportunities to Alberta's small business community, via video conferencing technology.

## Spring 2008 Schedule

**QuickBooks**

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### FEBRUARY

12	12:00 noon	Making Your Business More Competitive
13	1:00 p.m.	<b>Starting Your Business</b>
14	12:00 noon	Fraud-Proofing Your Business
14	6:00 p.m.	<b>Preparing a Business Plan</b>
19	12:00 noon	Get the Goods on GST
20	1:00 p.m.	<b>Selling to the Government of Canada</b>
21	12:00 noon	How to Become a Vendor at a Farmer's Market
21	6:00 p.m.	<b>Como comenzar un pequeño negocio de manera exitosa! (Spanish session)</b>
26	12:00 noon	Branding Your Organization
27	1:00 p.m.	<b>Income Tax Basics for Sole Proprietors &amp; Partnerships</b>
28	12:00 noon	Basic Contract Law
28	6:00 p.m.	<b>Do-It-Yourself Incorporation</b>

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### MARCH

4	12:00 noon	E-Business Considerations
5	1:00 p.m.	<b>Vending at Farmers' Markets – Things to Consider</b>
6	12:00 noon	Employment, Hiring and Compensation Trends
6	6:00 p.m.	<b>Customer Service &amp; Networking Skills</b>
10	9:30 a.m.	★ <b>Foreign Workers – How to Hire &amp; Integrate into Your Workforce</b>
11	12:00 noon	Contrôle des coûts (French session)
12	1:00 p.m.	<b>Outsourcing: Select the Right Partners and Markets</b>
13	12:00 noon	Lending Criteria
18	12:00 noon	Shipping Goods That Are Sold Online
19	1:00 p.m.	<b>Income Tax Basics for the Incorporated Business</b>
20	12:00 noon	Ensuring You Get Paid
25	12:00 noon	Using Web 2.0 to Build Brand Online
26	1:00 p.m.	<b>Start Up Your Bookkeeping System</b>
27	12:00 noon	¿Como vender tu producto o servicio en cualquier Mercado? (Spanish session)

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### APRIL

1	12:00 noon	Recruiting, Selecting and Retaining the Right People
2	1:00 p.m.	<b>Small Business Search Engine Marketing</b>
3	12:00 noon	Online Marketing
8	12:00 noon	Strategies to Increase Sales
9	1:00 p.m.	<b>Importing Basics</b>
10	12:00 noon	Growing Your Company's Human Resources Strategy
10	6:00 p.m.	<b>Starting Your Business</b>
14	9:30 a.m.	★ <b>New Employers Session</b>
15	12:00 noon	Ten Practical Tips for Doing Business with India
16	1:00 p.m.	<b>Business Ownership Transition</b>
17	12:00 noon	The Myth About Grants
22	12:00 noon	Forms of Business
23	1:00 p.m.	<b>Putting the Intellectual Property Toolbox to Work</b>
24	12:00 noon	Negotiating Your Commercial Lease or Renewal
24	6:00 p.m.	<b>Understanding Your Business Financial Statements</b>
29	12:00 noon	Social Enterprise – The Business of Doing Good

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### MAY

1	12:00 noon	Presentation Methods that Make a Lasting Impression
1	6:00 p.m.	<b>Practical Market Research: Aim for Your Target</b>
6	12:00 noon	Podcasting for Business
7	1:00 p.m.	<b>Do-It-Yourself Incorporation</b>
8	12:00 noon	S'incorporer, pourquoi pas? (French session)
13	12:00 noon	Hiring Foreign Trained Professionals
14	1:00 p.m.	<b>Preparing a Business Plan</b>

Small Business Seminars are in bold

★ Special Offerings

The Business Link would like to acknowledge the contributions of our Premier Sponsors. Their support has assisted in the marketing of our training programs.

Be sure to check our website for event updates and new offerings  
[www.CanadaBusiness.ca/alberta](http://www.CanadaBusiness.ca/alberta)

## Small Business Seminars Registration

Register now for *The Business Link's* Spring 2008 sessions!

Please note: Your registration cannot be confirmed without pre-payment.

### You can register by:

Telephone:

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

Mail or In Person:

#### The Business Link

Business Service Centre  
 100 – 10237 104 Street NW  
 Edmonton, Alberta T5J 1B1 OR

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

Website:

[www.CanadaBusiness.ca/alberta/events](http://www.CanadaBusiness.ca/alberta/events)

(Register online or print off a registration form to either mail or bring in person)

### Acceptable methods of payment:

- cash or debit card for on-site registration (please do not send cash in the mail)
- cheque or money order made payable to *The Business Link*
- credit card number and expiry date (we accept VISA, MasterCard, and AMEX)

**CONFIRMATION** Receipts will be provided at time of in-person registration. Online registrations receive an electronic receipt issued at time of payment.

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

**REFUND AND TRANSFER POLICY** Refunds are not provided unless due to session cancellation. In the case that a registrant is unable to attend, a single transfer is allowed to a session during the same season, if available. Prior notice required.

**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).

## REGISTER TODAY!

  
 THE BUSINESS LINK  
 Alberta's Business Information Service