

# Small Business Success

October, 2011



Community Futures Newsask



## Video Conferences Available at the Newsask Office

Newsask is committed to offering citizens in the region video conference training, seminars and workshops that are made available through the Saskatchewan Video Conference Network. There are many sponsoring entities including: Canada Business Infosource, Women Entrepreneurs, Canada Revenue Agency, and the Province of Saskatchewan. An amazing variety of video conferences are available to anyone interested but they must register in advance with the Community Futures Office. Learn from professional and experienced presenters in a casual classroom environment, via video-conference to our boardroom here in Tisdale. There is a \$10.00 charge for each session to cover costs and any handouts. The facilities are also available to community groups for a reasonable rental fee.

Newsask is utilizing a Facebook page to list the Video Conferences available, the dates and a short description. To access the information, log onto Facebook, and search for: "Community Futures Newsask."

For information or to register, contact our office at 306-873-4449 OR 1-888-586-9855. E-mail: [admin@newsaskcfdc.ca](mailto:admin@newsaskcfdc.ca) or checkout the website at [www.newsaskcfdc.ca](http://www.newsaskcfdc.ca)

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4-Oct	9:00-11:00	Introduction to Balance Sheets	C/MBSC
4-Oct	11:30-2:30	Your Business Plan- Getting Started	C/MBSC
4-Oct	6:00-8:00p	Branding More Than Just a Logo	C/MBSC
5- Oct	1:00-2:30	Negotiating and Understanding Business Contracts Lunch Series	SBBC
6- Oct	9:00-11:00	Search Engine Part 1 –Optimization (SEQ): On Page Tactics	C/MBSC
6- Oct	10:00-1:00	Business Viability 1: The Break Even Analysis	SBBC
6- Oct	2:00-5:00p	Business Viability 2: The Cash Flow Forecast	SBBC
7- Oct	2:00-4:30	Start Smart 1- Resources and Registrations	SBBC
7- Oct	4:30-5:30	Start Smart 2- Business Structures	SBBC
11-Oct	12:00-3:00	Electronic Services for Business Seminar	C/MBSC
11- Oct	12:00-1:00	Franchising: More than Fast Food	CSBSC
11-Oct	1:00-2:30	Buying a Business- Lunch Series	SBBC
11- Oct	6:00-9:00p	Powerful Marketing for Small Business	SBBC
12- Oct	1:15-2:15	Intellectual Property- Patents Lunch Series	SBBC
12- Oct	11:30-1:30	The Big Three of Social Media and How to Use Them in Your Business- WE lunch Series	WE
13- Oct	2:00-4:00	Attracting and Hiring Top Talent	SBBC

13-Oct	12:00-1:00	Immigration Information for Retaining Foreign Workers	CSBSC
13-Oct	11:00-1:00	Social Media and Online Marketing Tactics	SBBC
14- Oct	10:00-1:00	Doing Business with the Government of Canada- 1 Day Condensed	SBBC
14- Oct	2:00-5:00	Start Smart 3- Protecting You and Your Business	SBBC
17-Oct	6:30a-9:30p	Exporters Breakfast	C/MBSC
17-Oct	9:00-11:00	Knowledge Building Cluster, Marketing Part 1- Marketing Basics	C/MBSC
17-Oct	11:00-1:00	Knowledge Building Cluster, Marketing Part 2- Marketing Research	C/MBSC
18- Oct	6:00-9:00p	Getting Your Business Online and Measuring the Success	SBBC
18- Oct	4:30-7:30p	CRA- Small Business Tax Information Workshop	C/MBSC
18- Oct	2:00-4:00	Profit From Your Kitchen Creation	C/MBSC
18-Oct	9:00-11:00	Knowledge Building Cluster, Marketing Part 3- Advertising and Promotion	C/MBSC
18-Oct	11:00-2:00	Knowledge Building Cluster, Marketing Part 4- Developing a Marketing Plan	C/MBSC
18-Oct	2:00-4:00	How to Commercialize Your Product	C/MBSC
18-Oct	4:30-7:30	CRA- Small Business Tax Information Workshop	C/MBSC
19-Oct	9:00a-11:00p	GAP: 8 Minutes with an Expert	C/MBSC
19-Oct	12:00-3:00	Web Crit: Panel on the Critique of Small Business Websites	C/MBSC
19- Oct	1:00-2:30	Commercial Real Estate Agreements and the Law Lunch Series	C/MBSC
19- Oct	4:30-6:30p	Co-op 101- is cooperative the best business model for your business idea?	C/MBSC
20-Oct	12:00-1:00	Lunch and Learn: Business and New Canadians	C/MBSC
20- Oct	2:00-5:00	Starting a Consulting Business	SBBC
20-Oct	12:00-2:00	Common Business Mistakes & How to Avoid Them	C/MBSC
21- Oct	11:00-1:00	Seminaires en francais du bureau de petites et moyennes entreprises	SBBC
21- Oct	2:00-5:00	Start Smart 4- Market Research	SBBC
21- Oct	12:00-2:00	Canadian SMEs Going Global: Challenges and Opportunities	SBBC
24- Oct	1:00-2:30	Selling a Business Lunch Series	SBBC
24-Oct	12:00-2:00	Social Media Panel: What Experts Have to Say	C/MBSC
25- Oct	6:00-9:00p	Tax Tips from an Accountant	SBBC
25-Oct	12:00-2:00	Business Opportunities and Ideas- Choosing the Right One!	C/MBSC
26- Oct	12:00-1:00	Grow Your Network and Net-Worth With LinkedIn	CFS
27-Oct	2:00-5:00	Important Regulations for Small Business	SBBC
27- Oct	10:00-1:00	Employment Law	SBBC
27-Oct	12:00-3:30	CBSA Customs Workshop	C/MBSC
28- Oct	10:00-1:00	Getting Incorporated Essential Steps and Legal Tips	SBBC
28- Oct	2:00-5:00	Moving from a Proprietorship to Corporation- Tax Concerns	SBBC
1-Nov	6:00-8:00P	My First Year in Financial Overview	SBBC
2-Nov	11:30-2:30	Your Business Plan- The Home Stretch: Operations & Financial Summary	C/MBSC
2-Nov	10:00-1:00	Are You Thinking of Exporting?	SBBC
2-Nov	2:15-3:15	Intellectual Property- Copyrights- Lunch Series	SBBC
3-Nov	9:00-11:00	Introduction to Income Statements	C/MBSC

Check out Community Futures Newsask on [Facebook](#) to access detailed descriptions of our workshops & seminars.



## Challenge 4 Communities

Remember to check out the **Challenge 4 Communities** at [www.newsaskcfdc.ca](http://www.newsaskcfdc.ca).



4 weeks, 4 challenges, 4 winners, 4 prizes.  
1<sup>st</sup> - \$3,000; 2<sup>nd</sup> - \$2,000; 3<sup>rd</sup> - \$1,000; 4<sup>th</sup> - \$500

## Simply Accounting Premium 2011

Community Futures Newsask is offering training for Simply Accounting Premium 2011.

# Simply Accounting Premium 2011

The time: 7:00 p.m. to 10:00 p.m. (3 hours)

The dates: Jan 16, 18, 23, 25, and 30, 2012. (5 sessions)

Registration deadline: January 4, 2012 (we need to order the manuals.)

Please note: our office is closed Dec 26 – 30, 2011

The Level 1 courseware covers:

- Introduction – Setup and the General Journal
- Inventory & Services
- Accounts Payable
- Accounts Receivable
- Payroll
- Reporting, Miscellaneous & Period End Procedures

The cost: Tuition - \$200.00; Manual - \$36.00 (including GST)

For complete course information and computer requirements, go to our website at <http://www.newsaskcfdc.ca/Simply.html>, drop into our office or contact us for registration information.

Phone: 306 873-4449 (in Tisdale) or 1 888 586-9855 toll free

Email: [admin@newsaskcfdc.ca](mailto:admin@newsaskcfdc.ca)

## Invest in the future of agriculture HIRE A NEW GRAD

For Employers looking to hire an intern in 2012-2013, there is a career focus program available, providing employers with up to \$20,000 in matching funds. Go to our website [www.newsaskcfdc.ca](http://www.newsaskcfdc.ca) and scroll down to “Programs of Interest” for more information. Apply by Dec 30, 2011

## Government of Canada Promotes Economic Prosperity Through Support for Small Business

The Honorable Jim Flaherty, Minister of [Finance](#), today highlighted the substantial action the Government has taken to encourage growth and create jobs through support for small businesses and entrepreneurs while protecting our environment for the benefit of future generations.

"Canada is blessed with an entrepreneurial sector with the creativity, talent and energy to seize the opportunities this country is creating," the Minister told members of Landscape Ontario. "Under the Next Phase of Canada's Economic Action Plan, our Government will continue to work on creating the right conditions to help the creators of jobs and growth to succeed."

The Government believes that the best way to build a more competitive economy is to reduce taxes and eliminate red tape. Minister Flaherty highlighted a number of key government initiatives in this respect, including reducing the small business tax rate from 12 per cent to 11 per cent, raising the amount of business income eligible for that rate from \$300,000 to \$500,000, and reducing the burden of federal regulatory requirements on Canadian enterprises. In this respect, he noted that the government-created Red Tape Reduction Commission, which recently issued a report entitled "*What Was Heard*" Report—*Cutting Red Tape...Freeing Business to Grow*, is now working directly with federal departments, agencies and other regulatory bodies to identify lasting solutions that will reduce the compliance burden for businesses, including small businesses.

The Minister concluded by emphasizing that the environment and the economy are inextricably linked, and that by ensuring that Canada has a clean and healthy environment we will be able to build an economy strong enough to maintain the enviable standard of living Canadians have come to expect.

## The Virtual Trade Show

For many small businesses, trade shows - even if they could be beneficial to their marketing efforts - are not an option. They are costly, require big chunks of time and can be risky in terms of return on investment. Technology is now offering a unique solution that has many people talking about what the future holds, and what is already possible, in a virtual environment. Susan Friedmann, a tradeshow coach from New York, ([www.thetradeshowcoach.com](http://www.thetradeshowcoach.com)) says this: "Virtual trade shows are the next big trend. Although a mere 1% of all trade shows are now held online, industry experts expect that by 2015, more than 25% of trade shows will be conducted in virtual environments. That's a market you can't afford to ignore."

Published in cooperation with [Blue Beetle Books](#)

Like online meetings," says Friedmann, "a virtual trade show (VTS) can be simple or breathtakingly realistic. The simplest assemble a series of pages, each one a virtual booth for an exhibitor, plus instant messaging so exhibitors and attendees can talk in real time. The more complex are complete environments like high-level video games or such online worlds." There are a surprising amount of virtual trade show providers online already and a simple search will give you some sites to visit. One such site is Unisfair ([www.unisfair.com](http://www.unisfair.com)). Check it out for an example of this kind of high-level technology and to experience what attending a virtual trade show could be like. According to Friedmann, here are some reasons to consider attending virtual events relevant to your industry.



### A VTS Is Budget Friendly

The costs of a trade show involve transportation, shipping, hotels, hospitality, booths and exhibit spaces. Not to mention your time! A VTS eliminates almost all of those costs, and the cost of exhibit space is minimal. With travel costs rising it's anticipated that more industries will turn to virtual trade shows as a less expensive way to showcase their wares.

### **A VTS Allows You to Experiment and Explore New Markets**

At a VTS, you don't need to worry about the flow of foot traffic, the placement of your booth or many other design constraints (size restrictions, access to electricity, rental of linens etc.), and, most often you'll have help designing your display. Set-up takes a minimal amount of time and the software is supplied. This freedom from a huge financial investment means that you can try new things with very little effort to see what works. You will be able to test new approaches and explore new markets without fear of blowing your annual marketing budget.

### **A VTS is completely Green**

Lowering environmental impact is an increasingly important goal for many companies. Imagine the difference between a traditional trade show, which involves travel, lots of hydro electricity, paper, food and non-recyclable waste, and a show that is completely online, involving none of those things. It's an alternative lots of companies will be considering in the future.

### **A VTS Creates Exceptional Lead Generation**

Friedmann estimates that 80% of leads from traditional trade shows are never followed up, however, virtual trade shows collect the data for you - and most include built-in lead management software. VTS systems generally allow you to run analytics as soon as the show is over and tracks and analyzes the data for you. You'll be able to start following up leads immediately, which can greatly improve your return on investment.

### **The VTS Markets to the Customer of the Future**

VTS's will help you reach out to the digital generation. Over time, attending a virtual trade show will seem as natural to corporate decision-makers as using the telephone does to us now. This is the way of the future. Gaining experience now in the virtual world will give you an edge in marketing to this vast demographic.

"The virtual trade show may never completely replace the great exhibit halls," says Friedmann. "Face-to-face contact is just too essential for many people. However, a wise marketing professional will use this exciting new technology to reach out to customers." Think about how you could use this creative new technology to improve your company's bottom line!

## **Blue Beetle Book Reviews**

From time to time we love to share books that we hope will help you be more successful in running your small business. Sometimes great books aren't specifically business-oriented, but their content has huge business implications. We've recently come across two books like that, and we'd like to share them with you.

### **Mindset: The New Psychology of Success How We Can Learn to Fulfill Our Potential**

by Carol S. Dweck

Do you think that your IQ is fixed? Are some people just wired to be good at Math and Science and others at Art or English? Are people born naturally smart or not smart? Is achievement a measure of your intelligence? Is musical or artistic talent something you are born with? Is failure a result of not trying hard enough? Is leadership a natural trait? If you answered yes to any of these questions, this book will challenge your beliefs and your assumptions.

Based on years of research and thousands of studies on children and adults, Dr. Dweck has identified the true measure of human success, and it has nothing to do with how smart you think you are, how much opportunity you were given, or how you think you are "wired". The true measure, is in how you think - your mindset. In this book, Dweck explains why it's not just our abilities and talent that bring us success, but whether we approach our goals with a fixed or growth mindset. With the right mindset, anybody can improve all aspects of their lives.

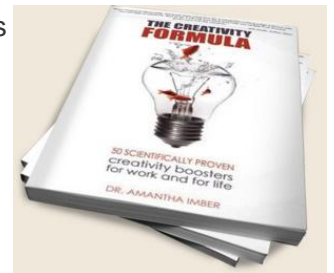
In fact, our IQ is not fixed. We can "grow" smarter, simply because we don't see limitations. People who have never picked up a paint brush, or an instrument because they thought they weren't artistic, can be taught to draw and play if they have a growth mindset. A fixed mindset always focuses on the outcome (i.e. getting an A, winning an award, being the best), while a growth mindset focuses on the process (i.e. what I learned, how I can do better, where I want to go). The difference between these two mindsets and their impact on life, both professionally and personally, is staggering.

Full of real-life stories and results from hundreds of tests and case studies, the principles in this book are based on real evidence and have real applications. If you approach your business with a fixed mindset, you can expect some very specific results, according to Dr. Dweck, and the same is true if you approach your business with a growth mindset. This book will change the way you think. Your approach to work and life will never be the same.

### **The Creativity Formula: 50 Scientifically-Proven Creativity Boosters for Work and for Life**

by **Amantha Imber**

Dr. Imber is a scientist. She has spent her life working on ways to prove that creativity can be measured, developed and proven. Creativity, she believes, is what drives us all forward in all aspects of life. Unfortunately, many people believe that creativity is only granted to a select few and that it is elusive, ethereal, unpredictable and endowed only on "creative types". Imber emphatically disputes this view, and says that everyone has the capacity to be creative. She and her team have researched the conditions and techniques that allow people to maximize their ability to solve problems more creatively, and generate significantly better ideas. There is, in fact, a formula to do so and it isn't difficult.



The Creativity Formula draws on proven research to provide 50 simple ways to improve creative thinking. Imber says that anybody can claim they are an expert in a field, build a website, give seminars and coach people how to do things in a certain way, but she believes in evidence and science to create credibility, and her methods are proven - scientifically.

This book provides 50 creativity exercises - each with an individual and organizational application - that will increase the quality of ideas, generate solutions, and help people to think more creatively. These exercises can be used in any order and in different circumstances for different applications. The exercises are simple, easy to follow and fun. Use this book to grow your own creative thinking skills, or use it with your team to generate greater creativity in your workplace.

There's nothing like a great read, especially if it makes an impact on your life and your business. We hope you'll consider adding one of these books to your "must-read" list this fall!



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