

# Small Business Success

September, 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)

### In This Issue

Video Conferences Available at the Newsask Office.....	1
Aviva Community Fund. ....	2
Video Conference Equipment and Room Rental....	3
Challenge 4 Communities.....	5
15 Ways To Reduce Your Stress in 10 Minutes or Less.....	5
15 ways For Dealing With Spam.....	6

12-Sep	1:00-4:00	Self Assessment Seminar	WE
14-Sep	9:30-12:30	GST/HST Seminar- New HST Rules and Information Seminar for New Registrants	C/MBSC
14-Sep	1:00-2:30	PST: An Introduction to Provincial Tax	C/MBSC
15-Sep	1:00-3:00	Branding Basics	C/MBSC
20-Sep	9:00-11:00	Business Opportunities and Ideas- Choosing the Right One!	C/MBSC
20-Sep	12:00-2:00	The Basics of Exporting	C/MBSC
22-Sep	7:15-3:15pm	Managing Workplace Violence	C/MBSC
27-Sep	12:00-3:00	Are You Ready to Be an Entrepreneur?	C/MBSC
28-Sep	12:00-1:00	Cracking the QR Code: Marketing ad the Mobile Web	CFS
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
11-Oct	12:00-3:00	Electronic Services for Business Seminar	C/MBSC
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	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
20-Oct	12:00-1:00	Lunch and Learn: Business and New Canadians	C/MBSC
20-Oct	12:00-2:00	Common Business Mistakes & How to Avoid Them	C/MBSC
24-Oct	12:00-2:00	Social Media Panel: What Experts Have to Say	C/MBSC
25-Oct	12:00-2:00	Business Opportunities and Ideas- Choosing the Right One!	C/MBSC
27-Oct	12:00-3:30	CBSA Customs Workshop	C/MBSC

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



## Aviva Community Fund Supporting what's important to you

*Aviva Insurance: We're giving away \$1,000,000- again! Will you give an idea?*

*If you've got a great idea to create positive change within your community but don't know how to make it happen, The Aviva Community Fund is here for you!*

*This year, the top ideas as chosen by Canadians will have a chance to share in \$1,000,000 in funding.*

The 2011 competition starts in September 26, but we wanted to let a few special people like you know about our pre-launch website that is now live.

Visit our website ([www.dreamcoat.ca](http://www.dreamcoat.ca)) now to:

- Get basic information about this year's competition
- See last year's winners
- Download the info kit filled with insider tips on how to prepare your submission
- Get a head start- enter your email address and "Like" us on facebook to get all the competition updates.

The info kit has everything you need to know to plan, create, and promote your great idea.

Not sure what the Aviva Community Fund Competition is?

Aviva is one of the leading property and Casualty insurance groups in Canada, providing home, Automobile, recreational vehicle, group and business insurance to more than three million customers.

In the insurance world, we're experts. But we recognize that you know better than anyone what's needed to improve your community. That's why we created the Aviva Community Fund Competition.

You can submit your ideas starting September 26. Voting begins October 3.

If your office is interested in renting our Video Conferencing facilities for a group, or to present your own video conferences, the costs are as follows:

- Regular Business Hours:  
\$50.00/hour/site (to a maximum of \$250.00/day/site)
- Weeknights after 6:00 p.m. -  
\$120.00/hour/site
- Saturday (by request)  
- \$140.00/hour/site
- Sunday – Closed
- 50% discounts will be available for non-profit organizations

Just give us a call or email us.

#### Community Futures Newsask

Phone 306 873-4449 or  
1 888 586-9856  
Email: [admin@newsaskcfdc.ca](mailto:admin@newsaskcfdc.ca)

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S0E 1T0

# Video Conference Equipment and Room Rental

**Do you have meetings throughout the province requiring travel time, expenses and meals?**

**The Community Futures network in Saskatchewan has 12 offices equipped with Video Conferencing equipment that can save you travel time and expense to have your meetings. You can see and talk to your co-workers or make presentations for clients in another region of the province. Our Video Conference can be linked with non CF offices as well.**

**Save considerable time and expenses by having meetings in your community or region.**



**Growing communities one idea at a time.**

The Ministry quotes, "Over the past few years, the Saskatchewan Ministry of Agriculture has held a number of successful video conference meetings and presentations. The Ministry has been able to connect directly to producers across Saskatchewan and save substantially on staff travel costs."

Community Futures Offices in Saskatchewan with Video Conference Facilities:

- Community Futures Newsask (Tisdale)
- Community Futures Beaver River (Meadow Lake)
- Community Futures East Central (Broadview)
- Community Futures Meridian (Kindersley)
- Community Futures MidSask (Outlook)
- Community Futures Prince Albert & District (Prince Albert)
- Community Futures Sagehill (Bruno)
- Community Futures South Central (Assiniboia)
- Community Futures Southwest (Swift Current)
- Community Futures Sunrise (Weyburn)
- Community Futures Ventures (Yorkton)
- Community Futures Visions North (LaRonge)
- Community Futures Northwest (North Battleford)

Check with each location for their rental fees.

Our website at [www.newsaskcfdc.ca](http://www.newsaskcfdc.ca) has "Links" for each CF office.

Other locations with Video Conference equipment may be able to link in as well. In the past, our clients have had presentations from other sites such as Calgary — eliminating the need for the expense to bring in a speaker or presenter.

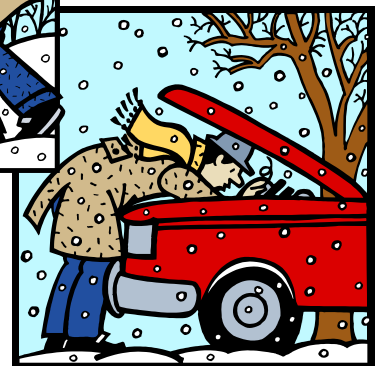


Would you rather  
be ...

Here?

Or

Here?



Phone 306 873-4449 or  
1 888 586-9856  
Email: [admin@newsaskcfdc.ca](mailto:admin@newsaskcfdc.ca)



Western Economic  
Diversification Canada

Diversification de l'économie  
de l'Ouest Canada

Canada <sup>4</sup>

This initiative is supported by Western Economic Diversification Canada

## 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



## 15 Ways to Reduce Your Stress in 10 Minutes or Less

Running your own business is fun, exciting, challenging, and rewarding - but it's also stressful. There isn't a small business owner I know who wouldn't agree that demanding clients, employees who aren't performing up to par, complaining customers, meetings, deadlines, late suppliers, office equipment that breaks down when you need it most, crashing computers, delivery problems, etc. don't leave them tearing their hair out sometimes. So many things are beyond your control, and when the buck stops with you there's no one else who can take the heat. In the middle of a busy, stressful day, when your frustration is at boiling point and you can't get away for a round of golf or an hour-long massage, consider using some of the following quick stress relievers. You can build them into your normal routine and they take only ten minutes or less. Ten minutes of concentrated stress relief can make the difference between leaving the office with a sense of calm, or heading home and feeling that there's a bomb inside of you that could go off at any moment. The next time you're stressed out, try any, or all of these.



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1. **Eat breakfast** - it's a fact that people who eat a good breakfast, including whole grains and protein, get a stronger start to their day, have more energy and manage stress better.
2. **Breathe deeply** - take a few minutes to look away from your computer, or that report you've been reading for 2 hours, and look out the window. Force yourself to breathe deeply and slow your breathing down.
3. **Assign a number to your stress** - if specific things are stressing you out, rate them from 1-10. If you can see how much stress a specific issue is causing, you might be able to put it at the top of your priority list, deal with it and get it out of the way.
4. **Relax your body** - if you're the type of person who clenches their jaw, or grinds their teeth, or if your shoulders bunch up when you're stressed, become aware of your body, and deliberately relax those parts of your body that are tightening with the stress.
5. **Switch to decaf or herbal tea.** When stress levels are high, caffeine contributes to heightening your physical and emotional responses. If you know you've got a particularly stressful day ahead, order decaf in the morning, or make some herbal tea to calm you down in the afternoon.
6. **Take a stretch break** - you should do this several times a day. Just step away from your desk, reach up toward the ceiling and hold a stretch. Move your body from side to side and hold your stretches for at least 20 seconds.
7. **Listen to music** - you don't even need to have a stereo at your office - just plug in to a radio station on your computer that streams your style of music. Close your eyes, sit back and just listen.
8. **Call, or Skype a friend** - there's nothing like having a chat with a good buddy. Even in the middle of a busy day you can take five or ten minutes to catch up with someone close. Make sure you pick a positive person who makes you laugh and feel good.

9. **Go for a walk** - around the block, in a park nearby, or even just around your building if you can't get farther away. Moving your body and getting away from your desk is enough to reduce your stress.
10. **Plan something fun** - most of us do well when we have something to look forward to. If you've got a vacation coming up, spend a few minutes adding to your plans. If you don't, plan a fun outing for you and a few friends. Positive anticipation is a great stress reliever.
11. **Drink more water** - most of us go through our days dehydrated. When our bodies get the water they need, we function better, we get less headaches, digest our food better, don't overeat, and just feel better. Shoot for those 8-10 glasses per day.
12. **Take your lunch break away from your desk** - if you're the type who "œworks through lunch" everyday, you're adding to your stress level. You need a mental break from your work environment regularly to be more productive. Eat your lunch on a park bench or in the staff room rather than at your desk.
13. **Start a gratitude journal** - when you're feeling particularly stressed out, write down all the things you're grateful for that day. It helps to put things into perspective.
14. **Take a catnap** - many people really benefit from 10-15 minute power naps during the day. If you're one of those, close the door set a timer and snooze away.
15. **Read something fun** - especially if your job requires a lot of technical reading. Have a funny book nearby (Dave Barry is my favourite), or escape for ten minutes with a great novel.

## 15 Tips for Dealing with SPAM



If you use email in your business, you're going to receive SPAM. There's no way around it. According to Communications and Research Analyst, David Kelleher, "Conservative estimates suggest that 100 billion SPAM messages clog the internet daily - this means that nine out of every ten emails sent out are useless." The problem is so widespread that people have started to take SPAM for granted and an acceptable cost of using the technology. "Deleting ten useless emails is one thing, but having to sift through hundreds of junk messages every morning is another and calls for a different approach to simply pressing the 'delete' key." says Kelleher. "Factor in a few hundred

employees and you get the picture."

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### The Cost of SPAM

Dealing with SPAM is expensive for a small business. If you and your employees are spending even 15 minutes a day reading through, sorting and deleting SPAM from your email, that adds up to a lot of lost productivity in a week, month or year. The cost of SPAM to companies is not easy to assess, but estimates of \$10 billion a year in the United States alone is not far off the mark, suggests Kelleher. "What is certain is that companies could be in deep trouble if they do not deal with SPAM effectively." It's impossible to eradicate SPAM but that doesn't mean companies have no recourse to minimize it.

### Tips for Minimizing SPAM

**Use reputable SPAM blocker software.** There are many products on the market that use a variety of technologies that inspect words, phrases and the history of mail exchanges between the sender and the recipient. Others work by checking the sender's e-mail address against blacklists, greylists and whitelists. The problem is, SPAM is subjective. What is SPAM for one person, could be a crucial newsletter for someone else. Rather than delete the mail right away, use a software program that routes the mail to a SPAM folder, which can still be viewed by the user who can take appropriate action.

**Create two email accounts.** The first email account should have your name in it and be used only for serious, personal communications. The second email account has no restrictions for a username and is used for

registration pages and websites that require you to enter an email in order to access or contribute to them. This will protect your business email from receiving SPAM. The latter could be registered through an online email service, like hotmail, gmail or a yahoo account.

**Don't publish your professional email address online.** And never submit your professional email address to a website in order to gain access or contribute to that site, whether they tell you they'll keep it confidential or not. They usually don't. Instead, have an email form web users can fill in that is forwarded to you directly. As long as you respond quickly, people won't mind contacting you this way.

**Never click on emails that are sent to your professional email account from people you don't know or refer to a conversation you don't remember.** Sometimes SPAM emails are sent with a notice of receipt function on them, letting the person who emailed you know that you opened the email. Opening SPAM emails only encourages SPAMMERS to keep sending you SPAM.

**Don't reply to, or forward, emails forwarded from friends and coworkers unless it's absolutely necessary.** Often times email collection services (SPAMMERS) will send a joke, an alarming notice, or a warning of doom out to a number of people hoping that they will forward the email to their friends, and that their friends will forward it again, eventually leaving a very long list of email addresses on the original message that SPAMMERS can use to keep spamming.

**Work with your ISP provider or server.** Chances are your internet service provider already has a SPAM filter applied to your email account. Talk with them about the kinds of SPAM you are getting and whether emails that should be getting through to you are getting hung up in the filter, and work with them to develop a strategy that works for you and your business. SPAM will not go away on its own," says Kelleher, "but investing in an anti-SPAM product can make all the difference for a company. It is an investment that pays off immediately."

Reducing SPAM requires good technology, but it can also be achieved by increasing employee awareness. Show your employees how they can avoid getting onto SPAM lists and make these strategies part of your business policy. If all your employees use these strategies, you will minimize the amount of wasted productivity from SPAM in your business.



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