

Small Business Success

April, 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 or checkout the website at www.newsaskcfdc.ca

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5-Apr	9:00- 11:00	Microsoft Office Word 2007- Tips for Small Business	C/MBSC
5-Apr	11:00- 1:00	Microsoft Office Word 2007- Tips for Small Business	C/MBSC
6-Apr	9-12:00	LIVE- Small Business Seminar (Presented by: Darlene Kennedy)	Newsask
6-Apr	1-3:30	LIVE- GST Seminar (Presented By: Darlene Kennedy)	Newsask
6-Apr	12:00- 2:00	Accounting Specialist- Brian Walker	Guest
6-Apr	9:00- 11:00	Microsoft Office PowerPoint 2007- Tips for Power Professional Presentations	C/MBSC
7-Apr	12:00- 4:00	Effective Employee Relations	C/MBSC
7-Apr	12:00-1:00	Saskatchewan Provincial Sales Tax (PST) Seminar	SVCN
12-Apr	11:30-2:30	CRA- Electronic Services for Business Seminar	C/MBSC
13-Apr	12:00- 2:00	Project Management Specialist- Roger Samuel	Guest
13-Apr	12:00-1:00	What You Need to Know About Protecting Your Intellectual Property, Trademarks	SVCN
14-Apr	12:00-2:30	GST Seminar	SVCN
14-Apr	11:30-2:30	CRA- Small Business Tax Seminar	C/MBSC
20-Apr	9:00-11:00	Knowledge Building Cluster, Marketing Part 1 (Basic)	C/MBSC
20-Apr	11:00-2:00	Knowledge Building Cluster, Marketing Part 2 (Research)	C/MBSC
20-Apr	12:00- 2:00	Legal Specialist- Joel Dudeck	Guest
21-Apr	9:00-11:00	Knowledge Building Cluster, Marketing Part 3 (Advertising and Promotion)	C/MBSC
21-Apr	11:00-1:00	Knowledge Building Cluster, Marketing Part 4 (Developing a Marketing Plan)	C/MBSC
21-Apr	2:00-4:00	Search Engine Part 1- Optimization (SEO): On Page Tactics	C/MBSC
27-Apr	7:30-8:30am	How to Build Your Brand	SVCN
27-Apr	12:00- 2:00	E-Business Specialist	C/MBSC
28-Apr	2:00- 4:00	Search Engine Part 2- Marketing (SEM): Off-Page Tactics	Guest
4-May	12:00- 2:00	Accounting Specialist- Brian Walker	Guest

18-May	12:00- 2:00	Legal Specialist- Joel Dudeck	Guest
25-May	12:00-2:00	Banking Specialist- Michaela Pirlog	C/MBSC
8-Jun	12:00-1:00	How to Involve Your Business in The Community	SVCN
22-Jun	7:30-8:30am	Be A Successful Blogger	SVCN

Check out **Community Futures Newsask on Facebook** to access detailed descriptions of our workshops & seminars.



Coming Events

Challenge 4 Communities.... 4 Weeks, 4 Challenges, 4 Winners & 4 Prizes



4 Weeks
4 Challenges
4 Winners
4 Prizes

Community groups or municipalities propose and plan a community driven project, program or business ideas for your community or region.
...It can be a brand new idea
...It can use existing assets or infrastructure
...It can benefit a community group or
...It can provide an opportunity to create jobs or business

1st - \$3,000; 2nd - \$2,000; 3rd - \$1,000; 4th - \$500

- The challenges will test the creativity, business idea and marketing skills of the group.
- Viewers will be able to follow the competition on the Newsask Website
- The public will be able to vote on the internet for their favorite business development idea.
- The winners will receive their prize money to fund their project concept.
- The winners will have an opportunity to have their commercial aired on CJVR

The Challenges:

1. Submit your application with an essay of approximately five hundred (500) words or less, outlining the benefit your project will be to your community. You may include a photo with the essay. The application must be received by Community Futures no later than November 4, 2011. [Encourage your friends to vote for your project on our website.](#)
2. November 10, 2011 - Create a Facebook Fan Page to promote your idea and market it to the region. Submit your Facebook link to Newsask by Nov 10. (Note: Nov 11 is a statutory holiday; therefore submissions must be received at Newsask by Nov 10). [Encourage your friends to vote for your project on our website.](#)
 - Responsibly encourage your Facebook networks to join your fan page.
 - Positively represent any partners and Community Futures Newsask.
3. November 18, 2011 - Create a YouTube video promoting your project. (Check on our website on the Challenge link if you need help to set this up.) Submit your YouTube link to Newsask by Nov 18. [Encourage your friends to vote for your project on our website.](#)
4. November 25, 2011 - Create an audio advertisement for a 30 second radio commercial to be submitted in writing (paragraph form.) Submit your ad to Newsask by Nov 25. [Encourage your friends to vote for your project on our website.](#)

Check out our website for project examples, official rules and last years' results.
If it's good for the community, it's good for business. www.newsaskcfdc.ca

Darlene Kennedy

Darlene Kennedy is coming to Tisdale, SK. to present two seminars to anyone who is interested. She will be here in person to deliver her presentations.

Small Business Seminar. April 6 from 9:00 to 12:00. This seminar is for people who have just started or are about to start a small business. She will be covering topics such as:

- starting your business
- record keeping
- fiscal periods and accounting methods
- income and expenses
- capital vs. operating expenses
- payment of taxes



GST/HST New Registrant Seminar. April 6 from 1:00 to 3:30 at Community Futures Newsask

- How to complete the GST Tax Return for Registrants
- The Basics of the GST
- Services offered by Canada Revenue Agency, Client Services
- Methods to simplify tax collection and remittance

Youth Business Excellence Awards 2011- YBEX

*Community Futures Newsask has been hosting a business plan competition with an awards event and **this is our 10th Anniversary!** We believe it is important for young people of our region to explore all of the options available to them as they consider their many choices in the next few years. Whether the journey begins with post secondary education at a university, a technical college or hands-on learning, young people need to be aware of the business world! YBEX is a great program that provides participants with an opportunity to explore entrepreneurship as an option and learn about starting their own business. They can take the experience and skills with them, no matter where their life leads.*



Youth Business Excellence Awards 2011

What are the YBEX Awards?

- Awards are presented in two categories:
 1. BUSINESS PLAN – Take a business idea and develop a business plan.
 - Or
 2. BUSINESS VENTURE – Report on the operation of your actual business.
- Awards are presented in three age divisions as an individual or group:
 - ☞ grades six to nine;
 - ☞ grades 10 to 12; or
 - ☞ under 30 out of school or attending a university or technical institute with a permanent address within our region.

Submission Deadline: To be received at the Newsask office by April 21, 2011

Awards Event: May 7, 2011 at the Tisdale Civic Centre.

Check out our Website for all the information and Guidelines

Small Business Internship Program

A significant number of SMEs (Small or Medium-sized Enterprises) are currently simply connected to the Internet or are passively on-line, and might not be taking advantage of the possibilities offered by e-business. The Small Business Internship Program seeks to improve the competitiveness of SME's by supporting businesses to actively market on-line and improve their competitiveness with e-business practices and technologies.

I am a small business / employer

To be eligible for this program, your firm must:

- be a Canadian small or medium-sized enterprise (SME) with less than 500 employees;
- be incorporated or a sole proprietorship and for-profit;
- have been in continuous operation for a minimum of one year;
- have an existing web site and wish to enhance your e-business capability;
- contribute a minimum of 25% of the student wages and related expenses.

Please note: Priority will be given to businesses who have not received funding in the past from the Small Business Internship Program.

What are the benefits of this program?

A significant number of SMEs are currently simply connected to the Internet or are passively on-line, and might not be taking advantage of the possibilities offered by e-business. The Small Business Internship Program seeks to improve the competitiveness of SMEs by supporting businesses to actively market on-line and improve their competitiveness with e-business practices and technologies.

Your firm will receive financial support towards the employment of post-secondary students who will work on e-business projects. The Government of Canada will reimburse up to 75% of the eligible wages and related expenses such as statutory employee benefits, to a maximum of \$10,000. Your firm is responsible for covering other expenses such as fringe benefits and overhead costs. Support will be available for twelve weeks.

How to apply?

SMEs that are planning an e-business project, and would like to have a student intern help them make it a reality can submit an application form electronically, by mail or fax for project approval to one of the organizations who administers the program.

The projects will be assessed against the following criteria:

- Will the internship meet SBIP's objectives?
- Will it give a student intern meaningful work experience?
- Will it give the student intern 12 weeks of work?
- Will the employer provide a minimum of 25 percent of intern wages and related eligible costs?
- Will the internship run between April 1st and March 31st of any given year?

All employers will be notified once the project is approved. The SME can then proceed in hiring and advertising their student intern position at universities and colleges, on job boards or other job advertisements as the SME sees appropriate.

5 Key Factors for Entrepreneurial Success

What does it take to be a successful entrepreneur? What kind of person do you need to be in order for your business to succeed? While every business is different, and every entrepreneur brings his or her particular strengths to their business table, there are certain qualities or characteristics that are common to successful entrepreneurs. Entrepreneurship is a mindset more than anything, and includes things like being a dreamer - having a big idea of how something can be better and different; being an innovator and demonstrating how an idea applied outperforms current practice; being passionate and able to express ideas so that they create energy and resonance with others; being a risk-taker - a willingness to pursue the dream without all the resources necessarily lined up at the start; being doggedly committed and staying with the idea through the peaks and valleys to make it work; and being a continuous learner, constantly exploring and evolving to ensure best practices in the business.

This article provided in cooperation with [Blue Beetle Books](#)

Seattle-area tech entrepreneur Naveen Jain, founder and CEO of Intelius Inc. believes true entrepreneurial success comes from superior execution, doing a great job of 'blocking and tackling'. In a recent article on Net.com, the CBS online business channel, Jain lists ten points that he believes are qualities that contribute to success for an entrepreneur. Here are five of those ten, along with the Small Business Success perspective on what this means for your business.

1. Maintain focus on your mission. Great entrepreneurs focus intensely on opportunities, says Jain, helping them filter out non-strategic activities and distractions. "Most companies die from indigestion rather than starvation", says Jain. "Companies suffer from doing too many things at the same time rather than doing too few things very well."
SBS Application: Take a long, hard look at your activities, and whether what you're spending your time doing is strongly aligned with your mission. Are you focusing on the priority activities that support your ultimate goal and are you executing those activities exceptionally well, or are you spread too thin, struggling to maintain quality in all areas? It's easy to get distracted, and entrepreneurs are especially prone to follow the next great idea, but maintaining your business focus is a critical component to business success.
2. Trust your gut. "Your heart and your feelings are your best guides to making more correct decisions", says Jain. "We've all had experiences in business where our heart told us something was wrong while our brain was still trying to use logic to figure it all out. Sometimes a faint voice based on instinct is far more reliable than overpowering logic."
SBS Application: Realistic planning and financial tools are still an important part of your business process, however, in the real world there are simply too many variables that cannot be put into a spreadsheet. According to Jain, spreadsheets spit out realistic-seeming results based on inexact assumptions, and that can give you a false sense of security. Good business decisions depend on an entrepreneur's best efforts to create a reasonable business picture based on logic and reality, balanced with a strong dose of intuition and instinct.
3. Be flexible but persistent. "Every entrepreneur has to be agile," says Jain, "continually learning and adapting as new information becomes available." Even so, he adds, "you have to stay committed to the mission of your business because sometimes success is waiting right across from the transitional bump that's disguised as failure."
SBS Application: It's critical to balance your ability to 'go with the flow' - adapting and changing as the business environment and economic conditions change - with a persistent pursuit of your

goals. It's also critical to have the capacity to know when to hold on to those goals like a bull terrier and ride out the storms that threaten to derail you, and to know when it's time to readjust those goals, or let go of them entirely in favour of new ones that make sense, given the conditions. One without the other will leave you either flailing in the winds of change, or going down with a sinking ship.

4. Rely on your team. No individual can be good at everything. "Find the smartest people you can who complement your strengths" says Jain. Many entrepreneurs hire people who are like themselves, he says: "the trick is to find people who are not like you but who are good at what they do, and what you can't do."

SBS Application: Entrepreneurs who fail are threatened by talented people, or they may hold too tightly to a project and insist on doing everything themselves. Their insecurities may prevent them from hiring people who are better than they are, or hiring anyone to delegate to at all, and the result is that they get stuck where they are. They can never rise above the level of their own talent and expertise. The truth is, no one person can do everything; no one person is good at everything. A smart entrepreneur recognizes his or her weaknesses and doggedly pursues people who have strengths in those areas. This creates a synergy and success that could never be possible without taking that risk.

5. Enjoy the journey. The road to success is a long one. Most people will tell you to stay focused on your goals, but Jain says successful people focus on the journey, and celebrate milestones along the way. "Is it worth spending a large part of your life trying to reach the destination if you didn't enjoy the journey?" Jain asks. He says this culture will help your employees focus more on the journey more as well. "Wouldn't it be better for all of you to have the time of your lives during the journey, even if the destination is never reached?"

SBS Application: Too many entrepreneurs lose sight of this principle. Somewhere along the way they get so caught up in "getting there" that they forget why they're on the road in the first place. Are you still connected to the passion and love for your business you had when you first started? Are you regularly celebrating the successes, even the small ones, along the way? Are you approaching every day as an amazing opportunity, having fun as you go? If not, you've lost something critical to your success, and you may want to spend some time thinking about how to recapture your original vision.

Your small business will benefit from developing these characteristics. To read Jain's article in its entirety, go to www.bnet.com/blog/entrepreneurs/top-10-success-factors-for-entrepreneurs/1697



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