

## ***The Business Link*** **Spring 2012 Learning Session Descriptions**

### **FEBRUARY**

#### **Tuesday, February 14, 9:30am-11:00am** **Payroll Basics**

This session outlines employment relationships to help you determine whether a worker is an employee or a self-employed individual. Topics covered:

- Deductions – What to take off of your employees' cheques
- Payroll remittance deadlines and responsibilities
- Reporting and filing of T4s

**Presenter:** Canada Revenue Agency

**Cost:** \$10

#### **Wednesday, February 15, 1:30pm-4:30pm** **Start Your Business!**

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

- Reasons for starting a business
- How good business ideas are discovered and evaluated
- Why and how business plans are developed
- Important marketing aspects to consider
- Financing sources available
- Pros and cons of the three common legal structures of business

**Presenter:** Jay Kryslar, MBA – NAIT, JR Shaw School of Business

**Cost:** \$40

#### **Thursday, February 16, 12:00pm-2:00pm** **New Importers: What You Need to Know**

This presentation will provide individuals and small business owners with information on the commercial import process. It will address:

- What you need to know before importing
- Determining the rates of customs duty
- Determining the value for duty
- Other duties and taxes
- Import process
- Requirements of other government departments
- Customs duty exemption programs

**Presenter:** Marwan Chehade, B.A.Sc. – Canada Border Services Agency **Cost:** \$20

**Thursday, February 16, 6:30pm-8:00pm**  
**Incorporating in Alberta: What You Need to Know**

Are you considering incorporating your business or is someone insisting you must incorporate and you want to know more about what that involves? This session will explain:

- What incorporation means
- The advantages and disadvantages of incorporating
- When to incorporate and when not to incorporate
- The current Alberta procedures for incorporating your business

**Presenter:** Tom Carter, MA, LLB – Grant MacEwan University, School of Business  
**Cost:** \$15

**Tuesday, February 21, 9:30am-11:30am**  
**Income Tax Basics for the Incorporated Business**

This basic corporate income tax session is invaluable for the newly incorporated business. It highlights areas that every corporate director should be aware of. Topics include:

- Transferring assets into a corporation
- Director's liability
- Shareholder loans and salaries
- Business expenses and capital expenditures
- Corporate filing requirements, corporate tax rate structure and installment payments

**Presenter:** Canada Revenue Agency **Cost:** \$10

**Wednesday, February 22, 1:30pm-3:00pm**  
**Secrets of Successful Selling**

How would a 10 to 50% increase in sales impact your pocketbook? Would it impact your sales performance? Would it make your company more competitive and profitable? If so, you need to attend this profitable selling success session. You will discover:

- Simple, strategic secrets gleaned from generations of selling for profitable growth
- The foundation of sales success
- How to effectively handle objections and concerns

**Presenter:** Bob 'Idea Man' Hooey **Cost:** \$15

**Thursday, February 23, 12:00pm-2:00pm**  
**Exploring International Markets through Trade Missions**

Trade missions serve an important function in growing sales outside of a domestic (provincial) market, and can be an essential tool for companies engaged in international commerce. With the requisite planning and follow up, trade missions can foster additional business and help facilitate important contacts. To help you get the most out of trade missions, this session will provide concise and focused practical information about:

- What trade missions offer
- How to get invited and participate
- Steps and techniques to prepare for a trade mission
- Essentials of participation in the trade mission
- Follow up requirements, taking advantage of your trade mission contacts and business opportunities

**Presenter:** Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre **Cost:** \$20

**Thursday, February 23, 6:30pm-8:00pm**  
**Scoring Big Success with Your Financial Requirements**

This session will help you better understand your personal credit score and how it can potentially affect your application for business credit. Learn about:

- The basics of credit scoring
- Implications on small business loan processing
- Insights to help improve your chances of success

**Presenter:** Patrick O'Meara, MBA, CFP – Red Deer College, Donald School of Business **Cost:** \$15

**Tuesday, February 28, 9:30am-11:00am**  
**Small Business Accounting Basics**

Familiarize yourself with some basic accounting terminology, as well as three of the most common financial statements. This session will review:

- Methods of keeping receipts and recording business transactions
- What a ledger is and how to produce monthly statements
- Available resources to help you with tax planning, financing and government regulations

**Presenter:** Steve Bruns, CMA – Grant MacEwan University, School of Business **Cost:** \$15

**Wednesday, February 29, 1:30pm-4:30pm**  
**Preparing a Business Plan**

Preparing a good business plan will require a significant investment of time and research on your part. Attending this session will only be the start of a process that will lead to developing your own business plan. It 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 finding further information for your plan

**Presenter:** Jim Ewing – *The Business Link*

**Cost:** \$40

**MARCH**

**Thursday, March 1, 12:00pm-1:30pm**  
**Ignite Innovation: The Art of Putting Ideas Into Action**

Innovative thinking is the heart of every individuals' and organizations' success. You, your co-workers and your clients, often have great ideas. How can you grow them, harvest and implement the best ones? This session combines lessons learned and leadership insights from over 30 years of entrepreneurial and business leadership. Innovation is simply the art of implementing creative ideas. You'll learn how to:

- Increase personal and group idea generation and productivity
- Improve problem solving, and make decisions easily and effectively
- Capture, evaluate and communicate ideas effectively
- Set a plan for action to quickly and easily turn ideas into results

**Presenter:** David Saxby – Spark Communications Inc.

**Cost:** \$15

**Tuesday, March 6, 9:30am-11:30am**  
**Income Tax Basics for Sole Proprietors & Partnerships**

This session provides basic income tax information for the small business owner that is either a sole proprietorship or a partnership. Topics include:

- Record keeping – what records should you keep and for how long
- Reporting income
- Business expenses, current or capital
- Motor vehicle expenses

**Presenter:** Canada Revenue Agency

**Cost:** \$10

**Wednesday, March 7, 12:00pm-1:30pm**  
**Identifying and Protecting Your Intellectual Property**

This information session describes what a trademark is and how to protect this valuable business asset in Canada and other countries. Find out:

- How a trademark functions
- How to protect the distinctiveness of a trademark through correct use
- Why it is important to register a trademark and how this is done
- Proper licensing of a trademark

**Presenter:** Bonnie D. Headley – Bennett Jones LLP

**Cost:** \$15

**Thursday, March 8, 12:00pm-2:30pm**  
**How to Conduct Market Research**

Need to research your business, and don't know where to start? Find out about the types of information you need to collect, where to look for it, and how to identify your target market. Realistically look at data to determine the viability of your business idea, and learn what you need to present to financial institutions. You will find out about the best sources of information for:

- Analyzing industry statistics
- Assessing your competition
- Identifying prospective clients
- Determining where to locate your business

Take-aways: detailed handouts on finding the information you need.

**Presenter:** Eric Brant – *The Business Link*

**Cost:** \$30

**Thursday, March 8, 6:30pm-7:30pm**  
**Hiring Right – Effective Staffing for Small Businesses**

This is an introduction to hiring for small and medium-sized businesses, with a focus on the information and tools needed by the business owner or manager to properly recruit and hire staff. Different methods of finding candidates and staffing will be examined. Learn a simple process to guide you step-by-step, from identifying the staffing need through to the job offer. Helpful tips will be shared that may make the difference in hiring the right person. Learn about:

- The importance of proper hiring and what that entails
- A hiring process from start to finish
- Specific needs of small and medium sized businesses
- Some basic tools you can use for interviews, references, etc.
- How to avoid some common pitfalls

**Presenter:** Noel Bentley, B.Sc. Psychology and Certification in Human Resources **Cost:** \$10

**Tuesday, March 13, 9:30am-11:00am**  
**Getting to Know Your Industry**

This session will provide a basic understanding of what information is available on Statistics Canada's website that can help you conduct market research. It will also help you to understand a variety of standard definitions related to industry classifications and geography. While the needs of each business are unique and will not be specifically addressed within this session, you will discover where the following information may be found:

- The size of an industry
- Sales within the industry
- The number of businesses within the industry
- Trends for selected industries

**Presenter:** Statistics Canada

**Cost:** \$10

**Wednesday, March 14, 1:30pm-4:00pm**  
**Creating an Export Plan**

When looking to export a product or service, it is important to create an export plan for each, prior to entering a market. If your export plan is not given the time and attention it needs, the initiative may fail. This session provides aspiring exporters with a solid and comprehensive overview of:

- What the export plan is, when and why it is needed
- Basic components of the export plan
- How to determine if you are ready to go international
- How to secure trade financing
- How to identify your supply chain needs (transportation, logistics, customs, etc.)

**Presenter:** Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development,  
Global Business Centre

**Cost:** \$20

**Thursday, March 15, 12:00pm-2:00pm**  
**How to Use Social Media for Business**

As an entrepreneur, business owner or marketing professional, you know opportunities are passing you by every day if you don't have a plan for social media. It's not too late to jump into the social media game – especially with a leading expert to show you exactly how it's done. This session is perfect for beginners, intermediate and advanced users alike. You will discover:

- A simple yet effective system for networking
- How to connect and build a loyal following online
- The social shift in consumers' buying decisions and how to use this to your advantage

- Why the perceptions of authority and expert matter most and how to position yourself

**Presenter:** Jeff Schneider – Marketing Ninjas

**Cost:** \$20

**Tuesday, March 20, 9:30am-11:30am**  
**GST/HST Basics**

This session gives you general information about GST/HST. Topics include:

- Do you need to register?
- How do you complete the GST/HST return?
- What are the GST/HST rates on goods and services (15% - 0% or exempt)?
- How do you claim the GST/HST you paid out?

**Presenter:** Canada Revenue Agency

**Cost:** \$10

**Wednesday, March 21, 1:30pm-3:00pm**  
**Negotiate Your Commercial Lease or Renewal**

Learn what your landlord does not want you to know...directly from the industry expert! This must-attend session will benefit any business owner/tenant leasing commercial, retail, or office space.

This session will address:

- How to negotiate for a lease renewal rent reduction on the space you lease
- How to negotiate for a mid-term rent reduction now
- Secrets of successful site selection
- Avoiding personal guarantees, leasing with no deposit
- Maximizing your tenant allowance and free rent inducements

**Presenter:** Dale Willerton – The Lease Coach

**Cost:** \$15

**Thursday, March 22, 12:00pm-2:00pm**  
**The 12 Steps of Succession Planning**

Succession planning is a natural process in a successful business and one that can (and should) be positive and empowering. The main focus will be to give an overview of the 12 steps of succession planning and provide materials and templates that will enable business owners to confidently begin the succession planning process. This session will provide an introduction to the concepts and systems available in ABFI's full day workshop and will address:

- The 12 key steps in successful transition planning
- The importance of transformational structures in the implementation of a succession plan

- The ability to identify with the 3 circle model of family business
- The introduction to the key structures necessary for seamless succession

**Presenter:** Shauna Feth – Alberta Business Family Institute, University of Alberta School of Business **Cost:** \$20

**Thursday, March 22, 6:30pm-8:00pm**  
**Is Franchise Ownership Right for You?**

Thousands of Canadian entrepreneurs become franchise owners every year. Should you? If you're considering starting your own business, this session introduces the world of franchise ownership. Investing in a franchise blends the satisfaction of being your own boss with the security of someone looking out for your success. Franchising lets you be in business *for yourself*, but not *by yourself*. Attend and find out about:

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

**Presenter:** Ronald Lorne Smith – OPEN for Business/FranNet **Cost:** \$15

**Tuesday, March 27, 9:30am-11:00am**  
**Getting to Know Your Market**

This session will provide a basic understanding of what information is available on Statistics Canada's website that can help you to better understand your target market. While the needs of each business are unique and will not be specifically addressed within this session, you will discover where the following information can be found:

- Demographic, educational, socio-economic, labour force and cultural characteristics of population
- Household spending patterns
- E-commerce: shopping on the Internet
- Media habits/Internet use
- Population projections
- Community profiles and trends
- Census tract profiles (neighbourhoods)
- Labour market information

**Presenter:** Statistics Canada **Cost:** \$10

**Wednesday, March 28, 1:30pm-3:00pm**  
**Starting a Food Business in Alberta**

Just getting started in the food industry, or looking to expand? Are you interested in running a commercial food operation or a "home-based food business"? Come learn about the regulatory requirements in Alberta. This session will highlight:

- The differences between the requirements for vendors in Farmers' Markets in comparison to other food venues
- What is required to get a Food Handling Permit? How do I apply? What does it cost? When is it needed?
- Explore the options, benefits and drawbacks of: home-based food operations, kitchens owned by third parties, commercial retail spaces
- What other approvals may be necessary?

**Presenter:** Nyall Hislop, M.Sc., CPHI – Alberta Health Services

**Cost:** \$15

**Thursday, March 29, 12:00pm-2:00pm**  
**Understanding Brand and Its Influence**

If you aren't Nike or McDonalds, do you need to worry about your brand? Yes! The reality is, whether we know it or not, everyone already has one. Your brand is simply the collective impact or lasting impression from all that is seen, heard or experienced about your company. What do your clients think about you? Is it consistent with what you think about yourself? Does your brand build, or detract from your customers' confidence?

**Presenter:** Doug McLean – Incite

**Cost:** \$20

**APRIL**

**Tuesday, April 3, 9:30am-11:30am**  
**Income Tax Basics for the Incorporated Business**

This basic corporate income tax session is invaluable for the newly incorporated business. It highlights areas that every corporate director should be aware of. Topics include:

- Transferring assets into a corporation
- Director's liability
- Shareholder loans and salaries
- Business expenses and capital expenditures
- Corporate filing requirements, corporate tax rate structure and installment payments

**Presenter:** Canada Revenue Agency

**Cost:** \$10

**Wednesday, April 4, 1:30pm-4:00pm**  
**Using Market Intelligence to Develop Your Markets**

Implementing a formal market intelligence program in your business growth operations is of utmost importance for success. This session will introduce you to the process of market intelligence and the many (often free) resources that are available to gather this information. The session will review:

- The market intelligence cycle (planning and direction; collection; analysis; dissemination)
- Market intelligence sources (primary and secondary) and its applicability to business operations
- Tips and strategies for successful market intelligence
- How to use market/industry overview and political risk analysis templates

**Presenter:** Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre **Cost:** \$20

**Le jeudi 5 avril, 12h à 13h**  
**L'art de la négociation**

Dans cette session d'apprentissage, on explore l'art de négocier. Le processus de négociation a habituellement lieu dans le but de remplir un besoin précis pour lequel un compromis peut être développé avec ceux qui contrôlent l'objet de notre revendication. La négociation étant une habileté, elle peut donc s'apprendre et se développer à plusieurs niveaux et être d'une grande utilité dans la gestion et l'avancement d'une PME. Lors de cette session d'apprentissage, vous apprendrez :

- l'importance de se préparer avant d'entrer en pourparlers
- les étapes à franchir lors d'une négociation
- les facteurs déterminants pour obtenir des résultats satisfaisants

**Conférencière :** Pascale Proteau – Conseil de développement économique de l'Alberta  
**Coût :** 10\$

**Thursday, April 5, 6:30pm-8:00pm**  
**How to Prepare for the Bank**

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

**Presenter:** Michael Yakymishen – ATB Financial **Cost:** \$15

**Tuesday, April 10, 9:30am-11:00am**  
**Social Media – Next Steps**

It's no secret that social media has become an effective tool for businesses. Many organizations that have implemented a social media program are looking for additional guidance and ideas. This session will focus on social media "next steps":

- Building and implementing your social media strategy
- Developing a social media content plan
- Tracking your results
- Emerging social media trends
- Integrating your website and offline marketing
- Tools, tips and tricks

**Presenter:** Brian Siddle and Trevor Tessier – SBX Media Inc.

**Cost:** \$15

**Wednesday, April 11, 1:30pm-4:30pm**  
**Start Your Business!**

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

- Reasons for starting a business
- How good business ideas are discovered and evaluated
- Why and how business plans are developed
- Important marketing aspects to consider
- Financing sources available
- Pros and cons of the three common legal structures of business

**Presenter:** Jay Kryslar, MBA – NAIT, JR Shaw School of Business

**Cost:** \$40

**Thursday, April 12, 12:00pm-2:00pm**  
**Export Requirements Seminar**

This presentation will provide individuals and small business owners with information on the commercial export process. It will address:

- The export process
- Different methods of reporting
- Controlled goods
- New export regulations
- Time frames for reporting exports
- Administrative Monetary Penalty System
- B13A Export Declaration
- CAED (Customs Automated Export Declaration)

**Presenter:** Marwan Chehade, B.A.Sc. – Canada Border Services Agency **Cost:** \$20

**Tuesday, April 17, 9:30am-11:30am**  
**Income Tax Basics for Sole Proprietors & Partnerships**

This session provides basic income tax information for the small business owner that is either a sole proprietorship or a partnership. Topics include:

- Record keeping – what records should you keep and for how long
- Reporting income
- Business expenses, current or capital
- Motor vehicle expenses

**Presenter:** Canada Revenue Agency

**Cost:** \$10

**Wednesday, April 18, 1:30pm-3:30pm**  
**Show Me the Money! (Practical Steps to Success)**

Without a plan to make money, you have no business. Financial forecasts allow you to easily understand where the money will come from, and where it will be going – now and for the future. As an entrepreneur you are your own boss, and your business plan is your financial road map. It helps communicate to people who can help you get started (accountants, mentors, lawyers, bankers, coaches or others). In this session, we will:

- Look at why you need a financial plan
- Build your pricing strategy
- Forecast start-up costs, sales and operating expenses
- Predict your profit (Income and Expenses statements)
- Identify the risks
- Consider funding sources

**Presenter:** Jim Spiers – Microbusiness Training Centre

**Cost:** \$20

**Thursday, April 19, 12:00pm-2:00pm**  
**Working with Your International Partners**

There are many risks and challenges associated with venturing into international markets. However, these risks can be effectively mitigated in part, through partnering with reputable organizations, companies and individuals. This session provides:

- A very practical overview of different forms of international partners
- Ways to effectively work with and use the services of international partners
- Canadian government services abroad (plus foreign government/partners)
- A comprehensive resource/reference list
- Advantages and disadvantages of working with various partners
- Various examples of government, not-for-profit and private sector support

- How to choose the right international partner and how to work with them

**Presenter:** Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre **Cost:** \$20

**Thursday, April 19, 6:30pm-8:00pm**  
**Create a Powerful Vision Statement that Works**

Many business owners forget about creating a powerful and clear vision for their organization/business. And that is why many businesses fall after a while when they hit the first storm. In this session, you will learn how to create a powerful yet clear vision statement and how to keep your vision alive so that you can always focus on it without going off track. Session take-aways:

- Step-by-step process for creating a powerful and clear vision statement
- How to polish your vision statement
- *Vision Alive*: 4 tools that help you keep your vision alive and inspire others to help you fulfill your vision

**Presenter:** Kamran Akbarzadeh, PhD – dreamachieversacademy.com **Cost:** \$15

**Tuesday, April 24, 9:30am-10:30am**  
**Finding the Information You Need to Prepare Your Human Resources Plan**

This session will provide a basic understanding of what information is available on Statistics Canada’s website that can help you with your Human Resources Plan. While the needs of each business are unique and will not be specifically addressed within this session, you will discover where the following information may be found:

- Industry-specific information on size of employment and earnings
- Labour market information
- Age make-up of the workforce
- Educational attainment and field of studies of population
- Information on employment equity groups (Aboriginal peoples, visible minorities, women and persons with disabilities)

**Presenter:** Statistics Canada **Cost:** \$10

**Wednesday, April 25, 1:30pm-4:30pm**  
**Preparing a Business Plan**

Preparing a good business plan will require a significant investment of time and research on your part. Attending this session will only be the start of a process that will lead to developing your own business plan. It 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 finding further information for your plan

**Presenter:** Jim Ewing – *The Business Link*

**Cost:** \$40

**Thursday, April 26, 12:00pm-1:30pm**  
**Business Basics for Innovators and Inventors**

If you are currently developing a new product or service, there are a number of areas you may need to consider to move the business forward. These areas include intellectual property, financing options, research and development facilities, incubator services, and business planning. This session will cover the fundamental basics of planning when it comes to forming a new innovation-based venture in Alberta.

**Presenter:** Bernard Johnson – novaNAIT

**Cost:** \$15

**MAY**

**Tuesday, May 1, 9:30am-11:30am**  
**Income Tax Basics for the Incorporated Business**

This basic corporate income tax session is invaluable for the newly incorporated business. It highlights areas that every corporate director should be aware of. Topics include:

- Transferring assets into a corporation
- Director's liability
- Shareholder loans and salaries
- Business expenses and capital expenditures
- Corporate filing requirements, corporate tax rate structure and installment payments

**Presenter:** Canada Revenue Agency

**Cost:** \$10

**Wednesday, May 2, 1:30pm-2:30pm**  
**Your Library Means Business**

Public libraries often have a number of print and electronic resources that would be of interest to the small business community. The session will review the various print and electronic resources that the Edmonton Public Library has to offer on business (which may also be available in your local library), and how to navigate their electronic resources. You will hear about:

- Demographics, business plans, funding, management, accounting, and marketing

- Sources ranging from books, magazines, ebooks, databases and newspapers
- How to search for the information you need to set up and make your small business a success

**Presenter:** Patti Sherbaniuk, BA, MLIS and Louise Dorner, BA – Edmonton Public Library **Cost:** \$10

**Le jeudi 3 mai, 12h à 13h**  
**La bonne gestion interne d'une PME**

La santé interne d'une PME repose, entre autres, sur une bonne gouvernance de celle-ci. Il est donc important pour une entreprise de développer de bonnes politiques internes et un manuel de l'employé qui donne un code de conduite sur des thèmes aussi variés que l'usage des réseaux sociaux au travail, le harcèlement sous toutes ses formes et la protection des informations personnelles des employés et de la PME. Lors de cette session d'apprentissage, vous apprendrez :

- l'importance d'un manuel de l'employé
- ce que vous pouvez inclure dans un tel manuel

**Conférenciers :** Me Pierre C. Desrochers et Me Justin Kingston – McCuaig Desrochers LLP **Coût :** 10\$

**Thursday, May 3, 6:30pm-8:00pm**  
**Developing Online Content**

We've all heard the phrase "content is king". Developing engaging web content is key to any online marketing initiative. Unfortunately for many business owners, creating this content is easier said than done. This session will focus on creating, sharing and sourcing online content. We'll look at:

- Types of online content
- Finding inspiration and ideas
- Hosting and sharing your content
- Tools, tips and tricks

**Presenter:** Brian Siddle and Trevor Tessier – SBX Media Inc. **Cost:** \$15

**Tuesday, May 8, 9:30am-10:30am**  
**Finding Statistics for Your Financial Plan**

This session will provide a basic understanding of what information is available on Statistics Canada's website that you can use to develop your financial plan. While the needs of each business are unique and will not be specifically addressed within this session, you will discover information to help:

- Estimate the operating costs for your new business

- Find financial performance averages in your industry
- Compare your company's financial performance to that of the industry and address issues such as profitability, efficiency and business risk
- Conduct inter-industry comparison

**Presenter:** Statistics Canada

**Cost:** \$10

**Wednesday, May 9, 1:30pm-2:30pm**  
**What's in a Brand? Everything!**

Walmart knows the success of their brand is much more than the 'rollback' happy face, or their bibbed door greeters. They know their brand must flow through their entire business. Explore the concept of branding your business by discovering your 'touch points', defining your core business brand and creating a brand promise you can consistently deliver for every customer.

**Presenter:** Jana Clarke, BA, PR – Grant MacEwan University, School of Business

**Cost:** \$10

**Thursday, May 10, 12:00pm-1:30pm**  
**Selling to the Alberta Government**

The Government of Alberta is looking for YOU – and your goods and services. With over 2000 purchasers, they buy everything from agricultural goods to professional services and everything in between – and these opportunities are being posted daily for you to find. This session helps you to understand the Alberta Government's buying practices, who buys what, how they are purchased, and how to get onto their electronic tendering site – the Alberta Purchasing Connection (APC). You will learn about:

- Government of Alberta procurement practices
- Registering your business on the APC
- Searching for opportunities
- Tips on how to bid for opportunities

**Presenter:** Chelle Busch – Government of Alberta

**Cost:** \$10

**Tuesday, May 15, 9:30am-10:30am**  
**Opening a Restaurant**

This session will highlight what you should consider before starting in the restaurant business. Do you want to run a business or do you want to own a restaurant because you love to cook? Whet your appetite and explore:

- The fundamentals of running a successful restaurant business
- Enjoying the high points and confronting the challenges

**Presenter:** Pamela Freeman, MBA, CMC, COO – TEC Edmonton

**Cost:** \$10

**Thursday, May 17, 12:00pm-2:00pm**

### **Tips for the Trusted Advisor or Consultant to Family-Owned Businesses**

If you're providing consulting services to family-owned businesses, this session is for you! Gain an in-depth understanding of the unique issues facing family business owners. Discover proven structures and mechanisms to help navigate family businesses through critical issues. Practical tools and checklists will add value to your technical experience as you work alongside your clients in the development and implementation of a transition plan. This session will provide an introduction to the concepts and systems provided in ABFI's full day workshop, and will discuss:

- The 3 circle family business model
- Key transformational issues for family business clients
- Key structures implementation for family business clients

**Presenter:** Gary Coskey – Alberta Business Family Institute, University of Alberta School of Business

**Cost:** \$20

**Thursday, May 17, 6:30pm-8:00pm**

### **Preparing Financial Statements**

Balance sheet, income statement, and cash flow – what are they? This session helps you understand financial statements, their components and how to prepare them. You will see examples of each as you improve your financial literacy to help you with yearly financial reporting. This session will explain:

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

**Presenter:** Michael Oli, MBA, CMA, P.Eng. – EB Vision Engineering & Business Consulting Inc.

**Cost:** \$15

**Tuesday May 22, 11:30am-1:30pm**

### **HR Basics**

When hiring employees, you will need to know what to look for, what to ask, and how to advertise. This session will provide you with key human resources (HR) knowledge for hiring staff for your small business. An overview of how the predicted skilled labour shortage for Alberta and Canada will affect businesses over the next 25 years will be discussed. Important information included in this session:

- HR laws in Alberta
- Labour standards legislation overview
- Occupational Health & Safety highlights

- Management expectations for finding, selecting and hiring employees

Take-away: FREE practical booklet on HR legislation and practice in Alberta.

**Presenter:** Don Schepens, MBA, CHRP, CCP – Grant MacEwan University, School of Business **Cost:** \$20

**Wednesday, May 23, 1:30pm-3:30pm**  
**Project Management**

This introductory session will discuss why project management practices are beneficial to all businesses, and shouldn't be ignored. It will review:

- The generic life cycle of a project from initiation, managing a project to project finalization
- Common existing project management practices (including project management maturity assessment and targets)
- Project requirements planning, project management plan development and project management office
- Project management knowledge areas

**Presenter:** Scott Kennedy, MBA, BA – NorQuest College **Cost:** \$20

**Thursday, May 24, 12:00pm-1:00pm**  
**How to Pitch Your Product or Service**

You've spent a significant amount of time, money, and energy on developing a brand new product or service and you're finally ready to introduce it to the public. So how do you actually sell it? Being able to properly present your idea is one of the most important aspects of getting your product to market. This session will go over what an elevator pitch is and how to properly write one. Get tips on the art of persuasion that will assist you in attracting investors, recruiting partners, and marketing your venture.

**Presenter:** Randy Thompson, Entrepreneur in Residence – novaNAIT **Cost:** \$10

**Tuesday, May 29, 9:30am-11:30am**  
**Promotional Strategies: Creating Buzz for Your Biz**

Limited budget? Want to create a buzz about your product, service or company? Join us to learn cost-effective and often free promotional tips and techniques. Find out how to effectively promote using traditional and electronic methods for a wide range of products and services. In this session:

- Understand how promotion differs from advertising
- Discover often forgotten promotional techniques
- Learn how to identify new opportunities

- Find out how to leverage online technologies to increase your visibility

**Presenter:** Greg Gazin – Gadget Guy/Parallel 2000 Corp.

**Cost:** \$20

**Wednesday, May 30, 1:30pm-4:00pm**  
**Strategic Marketing Planning**

The current economic crisis calls for innovative solutions to improve sales performance. Strategic marketing planning will help you identify future trends that provide opportunities to exploit or threats to overcome. You will also learn to develop a holistic approach to analyze your strengths and weaknesses. Find out how to draft a marketing plan with all the vital components to help you maximize profitability.

- Develop a more strategic marketing plan that addresses short and long term issues
- Incorporate the eight important components in a marketing plan
- Set SMART goals which are measurable and attainable

**Presenter:** Mark Loo, PhD – Concordia University College of Alberta, Mihalcheon School of Business

**Cost:** \$30

**Thursday, May 31, 12:00pm-2:00pm**  
**The Two Sentence Business Plan**

Welcome business startup companies and aspiring entrepreneurs! Are you overwhelmed with the thought of putting together a business plan? Avoid the fear of writing a lengthy business plan or wasting time and money on irrelevant help, products or services. Attend this session to help you get focused on decisive actions for realizing your dream. Together we will:

- Write an actionable, easy to execute, and precise business plan by marrying an action plan, business overview, and a to-do list
- Challenge ‘whole-scale’ business plan writing (all at once) versus a ‘piecemeal’ process

**Presenter:** Devesh Dwivedi, MBA – entrepreneurinmaking.com

**Cost:** \$20

**Thursday, May 31, 6:30pm-8:00pm**  
**Improve Your Communication Skills, Improve Your Bottom Line**

One cannot become a great speaker, presenter or communicator overnight. It takes time, dedication, practice and a good teacher. There are, however, a number of tips and techniques you can learn to use immediately to improve your impromptu speaking, add impact to your presentations, engage your audience and overcome those butterflies in your stomach. The better you can communicate, the better chance you will make that sale. What you will learn from this session:

- Tips to reduce nervousness
- How to engage your audience with *how* you say it
- How to use storytelling techniques to connect
- How to respond when you are put on the spot

**Presenter:** Greg Gazin – Gadget Guy/Parallel 2000 Corp.

**Cost:** \$15