



Small Business Enterprise Centre  
138 Main St. South, Box 1120  
Seaforth, Ontario N0K 1W0



Employment Ontario Programs  
are funded in part by the  
Government of Canada

**ATTENTION**  
**SEB Participants**

**Better**  
**2010 Business**  
**Workshop Series**

As part of your SEB Contract you are able to access the Huron Business Centre Workshop Series FREE. Just bring your SEB Pass.

The Workshop Series is an excellent way for you to enhance your business management skills, improve your bottom line, and meet other business owners.

Instructions:

- ☑ You are required to attend the workshops noted in the table below marked in **Bold** as **“R” Required**
- ☑ Optional workshops are marked with an “O” Optional and are not compulsory to attend
- ☑ Call **519-527-0305** or email us, [infohbc@smallbusinesshuron.ca](mailto:infohbc@smallbusinesshuron.ca). **Pre-registration IS required!**
- ☑ You can bring one (1) other member of your business with you under your pass.
- ☑ **Workshop Location:** REACH Centre ~ Regional Equine & Agricultural Centre of Huron  
196 Beech Street, Clinton

Optional or Required	Topic	Description / Presenter	Date / Time
<b>R</b>	<b>10,000 Used Washing Machines</b>	<b>Operating a successful business requires healthy doses of forward-thinking creativity and the constant generation of new ideas, not only in what you sell, but how you sell it. What’s your creative IQ? With Michael Lewis</b>	<b>Wed, Mar. 24</b> 7:00pm–9:30pm
<b>O</b>	Energy Conservation	Make no mistake, energy prices are about to go through the roof! Learn how to keep energy costs for your business close to their current level and what grants may exist to help you. <i>With Festival Hydro</i>	<b>Thurs. Mar. 25</b> 7:00pm–9:30pm
<b>R</b>	<b>Social Marketing Essentials</b>	<b>Want to sell more? Then you need people to view, admire, and talk about your work. That doesn’t just happen by itself! Get the ball rolling or build on your existing reputation without organizing a series of costly shows and exhibitions. With Brittany Fry</b>	<b>Thurs., Apr. 1</b> 7:00pm–9:30pm
<b>R</b>	<b>Harmonized Sales Tax (HST)</b>	<b>Learn how this significant change in Ontario’s Value Added Tax structure is going to affect you and your business. Hurry! May (not July!) is approaching fast and you’ve got a lot of work to do to prepare! With Terry Delion</b>	<b>Tues., Apr. 13</b> 7:00pm–9:30pm
<b>O</b>	The Fundamentals of Using Quickbooks	Quickbooks is an accounting program, designed to track many different things in your business and is complex. A basic understanding of how Quickbooks does what it does will go a long way in keeping the time you spend on bookwork to the absolute minimum. <i>With Alison Lobb, HSBE</i>	<b>Tues., Apr. 20</b> 7:00pm–9:30pm
<b>O</b>	Warming Up To Media Relations	Like any effective marketing tool, using the media to help get your message out requires management of the message. Learn how to control the power of this low-cost medium, give a consistent message, and maximize your exposure! <i>With Julian Bayley, Iceculture ~Lunch included with this day-long seminar.</i>	<b>Wed., Apr. 28</b> 10:00am–3:30pm
<b>R</b>	<b>Small Business Reality Check</b>	<b>‘Check’ in with Tina Heathers as she shows you how to evaluate your business’ health as it relates to: cashflow, sales, market demand, new trends, and setting realistic goals. With Tina Heathers</b>	<b>Thurs., May 6</b> 7:00pm–9:30pm

2010 Better Business  
Workshop Series

LOCATION: REACH Centre,  
196 Beech Street, Clinton

Optional or Required	Topic	Description / Presenter	Date / Time
R	Superb Time Management Techniques	'A stitch in time may save nine,' but who can find the time for that one stitch? Do you feel that most days need to be twice as long just to get things done that were on yesterday's 'To Do' list? <i>With Michael Lewis</i>	Thurs., May 13 7:00pm–9:30pm
O	The Integrated Marketing Solution	Your company image is your link to your customers. What do people think when they see your logo? Are your company icons consistent with the messages you're giving to your customers? <i>With David Gagne</i>	Thurs., May 20 7:00pm–9:30pm
R	Great Customer Service!	You say you give great customer service but then again, so do your competitors. How does that make you different? What defines YOUR great customer service and, is it really what your customers want? <i>With Lisa Harper, HBDC</i>	Thurs., May 27 7:00pm–9:30pm
R	Inviting The Canada Revenue Agency to Lunch	Having a good set of business books is absolutely critical if we are to properly manage our businesses to success. <i>With Alison Lobb, HSBE</i>	Thurs., Jun. 3 7:00pm–9:30pm
R	Cashflow Forecasting... Witchcraft, or Science?	Proper business planning requires you to forecast not only revenue, expenses, and profit, but cashflow as well. <i>With Jim Niesen, HBDC</i>	Thurs., Jun. 10 7:00pm–9:30pm
R	Re-inventing The Web Page: Triggers Versus Keywords	Having a functioning website for your small business is no longer an option, it's a requirement. Customers are searching for you online everyday and if you're not there, they move on to a competitor! <i>With Mark Hussey</i>	Thurs., Jun. 17 7:00pm–9:30pm
R	Marketing	Marketing is an investment, NOT an expense. Marketing tips. <i>With Melanie Prosser</i>	Thurs., Jun. 24 7:00pm–9:30pm

**Fall Sessions**

O	Using Social Networking Tools	Find out how online networks can help you hire the right people, market your product — or even find a supplier. <i>With Mark Hussey</i>	Thurs., Sept. 9 7:00pm–9:30pm
O	Using Quickbooks	Learn how to use QuickBooks software in your Business. <i>With Alison Lobb, HSBE</i>	Thurs., Sept. 16 7:00pm–9:30pm
R	Dealing with Creditors	Tips for Dealing With Creditors. <i>With Jim Niesen, HBDC</i>	Thurs., Sept. 23 7:00pm–9:30pm
R	Stress Management	Learn how to manage priorities. <i>With Tina Heathers</i>	Thurs., Oct. 7 7:00pm–9:30pm
R	Insurance	Make sure your business is insured right. <i>With Brian Jeffray</i>	Date to be announced 7:00pm–9:30pm
O	Retail	Arrange and Display to SELL! <i>With Helen Varekamp</i>	Thurs., Nov. 18 7:00pm–9:30pm
R	Year End Tax Planning	Year-end bookkeeping tips. <i>With Alison Lobb, HSBE</i>	Thurs., Dec. 1 7:00pm–9:30pm

For Additional Information Visit: [www.smallbusinesshuron.ca](http://www.smallbusinesshuron.ca)

2010 Better Business  
Workshop Series

LOCATION: REACH Centre,  
196 Beech Street, Clinton

Extra Optional Events

And Activities:



**Attend Both Workshops Below on March 18<sup>th</sup> at the REACH Centre in Clinton**

**Workplace Wonders!** with Helen Varekamp, Huron Home and Hearth

We know! You have more important things to do than organize your office and create an efficient layout! But wait! How much time do you spend each day just ‘moving work to get to your work?’ At 45 extra minutes each day and minimum wage, that’s actually \$1,200/yr!

**Thurs., Mar. 18**  
9:00am – 12:00pm

**The GO System: For Better Financial Control** with Barb Seegers

Look no further than this simple control system to better manage the accounting side of your business, your costs, and your taxes.

**Thurs., Mar. 18**  
12:00pm – 4:00pm

**Huron Women in Networking (HWIN) Dinner Events:**

**Thursday, April 29<sup>th</sup> (Cost \$25)**

**At the White Carnation in Holmesville**

**Call 519-527-0305 for details.**

**Huron Small Business ‘Bridges to Better Business’ Expo**

**Being planned during**

**Small Business Month**

**October 2010**