

Better 2010 Business Workshop Series

SPRING SESSION



This Workshop Series is an excellent way to hone your business skill and improve the bottom line!

- ☑ Call **519-527-0305** or email us, infohbc@smallbusinesshuron.ca. **Pre-registration is required!**
- ☑ Location: **REACH** – Regional Equine and Agricultural Centre of Huron, 169 Beech Street, Clinton.

Purchase a spring pass for \$25, valid until June 30th, and attend any (or all) of the regular spring series of workshops! Several special events are priced separately.

<p>Streamlining Production Processes with Jason Young, BDC</p> <p>The bad news? There are some hard truths about Canadian manufacturing productivity that we don't want to hear. The good news? There are many ways to become more competitive at both the local and global levels and Jason is coming to discuss them with you.</p>	<p>Tues., Feb. 23 7:00pm – 9:30pm</p>
<p>Streamlining Administrative Processes with Lianti Muller, Huron Solutions</p> <p>"If you're not in sales, you're overhead." Lianti Muller will help you become more efficient administratively so that you can spend your time where it matters most – making sales!</p>	<p>Thurs., Mar. 11 7:00pm – 9:30pm</p>
<p>Attend Both Workshops Below on March 18th for the price of \$50.00! <i>(includes lunch and system implementation kit)</i></p>	
<p>Workplace Wonders! with Helen Varekamp, Huron Home and Hearth</p> <p>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!</p>	<p>Thurs., Mar. 18 9:00am – 12:00pm</p>
<p>The GO System: For Better Financial Control with Barb Seegers</p> <p>Do you find yourself landing on 'Free Parking?' Or instead, digging deep to pay the toll on 'Boardwalk?' Look no further than this simple control system to better manage the accounting side of your business, your costs, and your taxes!</p>	<p>Thurs., Mar. 18 12:00pm – 4:00pm</p>
<p>Disharmony In The Harmonized Sales Tax (HST) with Jeremy Bertrand</p> <p>Love it or loathe it, HST is coming and faster than you think! While July 1st still seems far away, it's also a largely irrelevant date for the new tax. For most businesses, HST begins in May! Now is the time to make the transition painless for you and your customers.</p>	<p>Tues., Mar. 23 1:30pm – 3:30pm</p>
<p>10,000 Used Washing Machines with Michael Lewis</p> <p>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? If the only reason you can come up with to skip this workshop is, "the dog ate my seminar pass," pre-register immediately!</p>	<p>Wed, Mar. 24 7:00pm – 9:30pm</p>
<p>Energy Conservation with Festival Hydro</p> <p>Make no mistake, energy prices are about to go through the roof! The government is set to reduce supply by closing coal plants, plus implement a new carbon tax to encourage conservationism and lower demand. Learn how to keep energy costs for your business close to their current level and what grants may exist to help you.</p>	<p>Thurs. Mar. 25 7:00pm – 9:30pm</p>
<p>Social Marketing Essentials with Brittany Fry (\$20 cost for this workshop)</p> <p>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.</p>	<p>Thurs., Apr. 1 7:00pm – 9:30pm</p>
<p>Too Close For Comfort: Harmonized Sales Tax (HST) with Terry Delion</p> <p>A second chance to 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!</p>	<p>Tues., Apr. 13 7:00pm – 9:30pm</p>
<p>The Fundamentals of Using Quickbooks with Alison Lobb, HSBEC</p> <p>Despite its name, Quickbooks is still an accounting program and is designed to track many different things in your business and is therefore, 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.</p>	<p>Tues., Apr. 20 7:00pm – 9:30pm</p>

<p>Life 101: Real World Budgeting For Students with Erin Roy No, it's not a new video game, mobile phone, or competition for Facebook. It's real life and drama; all occurring in real time. It's time to learn how to make decisions and cope with the results because in this 'game,' there is no reset button! This seminar is for high school students and those going off to college.</p>	<p>Tues., Apr. 27 6:00pm – 8:00pm</p>
<p>Warming Up To Media Relations with Julian Bayley, Iceculture 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! There is an additional cost of \$15 for lunch for this day-long seminar.</p>	<p>Wed., Apr. 28 10:00am – 3:30pm</p>
<p>Small Business Reality Check with Tina Heathers After a certain age, annual check-ups are recommended. For a business, they should be done at any age! '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.</p>	<p>Thurs., May 6 7:00pm – 9:30pm</p>
<p>Superb Time Management Techniques with Michael Lewis 'A stitch in time may save nine,' but who can find the time for that one stitch? If you feel that most days need to be twice as long just to get things done that were on yesterday's 'To Do' list, you're not alone and this workshop is for you!</p>	<p>Thurs., May 13 7:00pm – 9:30pm</p>
<p>The Integrated Marketing Solution with David Gagne Your company image is your link to your customers. Do you know what your image is? What do people think when they see your logo? Are your company icons consistent with the messages you're giving to your customers? Marketing by the numbers doesn't mean 'do more of it,' it means that you need to make sure that what you are doing is fully integrated and works 'together' to reach more customers!</p>	<p>Thurs., May 20 7:00pm – 9:30pm</p>
<p>Great Customer Service! By Whose Definition? with Lisa Harper, HBDC Sure! You say you give great customer service but then again, so do your competitors. How does that make you different? Or, has the phrase 'customer service' become so overused that it's just a vague notion for service of ANY kind! What defines YOUR great customer service and, is it really what your customers want?</p>	<p>Thurs., May 27 7:00pm – 9:30pm</p>
<p>Inviting The Canada Revenue Agency to Lunch with Alison Lobb, HSBE Let's face it! CRA gets a bum rap for requiring us to keep good books in our business. Why a bum rap? Because having a good set of business books is absolutely critical if we are to properly manage our businesses to success. Let Alison show you just how easy it is to mine crucial information from your business, all the while wishing CRA well!</p>	<p>Thurs., Jun. 3 7:00pm – 9:30pm</p>
<p>Cashflow Forecasting... Witchcraft, or Science? with Jim Niesen, HBDC Proper business planning requires you to forecast not only revenue, expenses, and profit, but cashflow as well. At this workshop, you will learn the difference between profit and cashflow. If you thought they were the same, pre-register for this workshop today!</p>	<p>Thurs., Jun. 10 7:00pm – 9:30pm</p>
<p>Re-inventing The Web Page: Triggers Versus Keywords with Mark Hussey 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! So, how do you a) drive people to your website, and b) have the website drive them to your business? Good question! Mark?</p>	<p>Thurs., Jun. 17 7:00pm – 9:30pm</p>
<p>Marketing is MORE Than Paid Advertising with Melanie Prosser, REACH The first thing business owners tend to cut during hard economic times is the advertising budget. This is a costly mistake, as there are a variety of marketing tools that are as effective, if not more effective as advertising through the normal channels. The time to increase marketing is during slow economic times. Learn about free and low cost marketing tools which offer an excellent return on your investment.</p>	<p>Thurs., Jun. 24 7:00pm – 9:30pm</p>