

# March Videoconferencing Workshops

To register for any of these workshops, please contact our office at 727-3275.  
Registration deadline is three (3) business days prior to the workshop date.

Date	Time	Workshops
March 2, 2010	10am-12pm	<p align="center"><b><u>Business Plan Re-Boot</u></b></p> <p>Your business plan is an important first step to starting your business. But it isn't easy. You might have started it but now you are stuck and don't know where to go for help. With a smaller number of participants, this session will target your specific questions and issues and try to Re-Boot the business plan process and get you back on track. This session will cover: • Q&amp;A • Market Research • Marketing • Operations • Financial assumptions • Handout material customized to each business owner's area of difficulty (at registration, participants will have to identify the areas that they are having difficulty with)</p>
March 2, 2010	12:30pm-4:30pm	<p align="center"><b><u>Using Financial Statements as Management Tools</u></b></p> <p>This seminar introduces basic financial management tools that the business owner can use to manage their business. Trend Analysis, Ratio Analysis, Break Even Analysis, Financial Forecasting (Budgeting), and Cash Flow Forecasting are all explained with numerous examples given.</p>
March 3, 2010	1pm-3pm	<p align="center"><b><u>Introduction to Balance Sheets</u></b></p> <p>The course provides a basic level introduction to accounting and bookkeeping. Will assume no prior knowledge of accounting. Will introduce concepts of assets and liabilities and equity. Will give the participants understanding of the major element of the balance sheet and their importance in running a business: • Current Assets • Fixed assets • Current Liabilities • Long Term Liabilities • Owner's Equity &amp; Retained Earnings. We will also review key financial ratios (both balance sheet and income statement related) and how they are important for managing a business.</p>
March 4, 2010	1pm-3pm	<p align="center"><b><u>Your Small Business Website - How to Write for the Web</u></b></p> <p>Speak directly to your customer! Participants will learn how creating content on their Web sites can dramatically improve both search engine rankings as well as increased customer conversion. Being able to know what to do and what not to do when creating your content is very important to the success of your site. This is not a marketing or sales seminar, and it is not a course on the English language. It is focused on how and why content plays such an important part of your site.</p>

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March 8, 2010	10am-12pm	<p style="text-align: center;"><b><u>Developing Proposals</u></b></p> <p>Proposals are the gateway to multiple forms of contractual business. This document introduces you to a prospective client and them to what you have to offer. We will cover basic form, content, and design. In addition we will discuss the intangibles of landing contracts and how to compete with larger companies that have more manpower than you to bid on contacts.</p>
March 10, 2010	11am-1pm	<p style="text-align: center;"><b><u>Pricing Through the Supply Chain</u></b></p> <p>This session is designed for new or existing entrepreneurs who may have products that are moving through several intermediaries before reaching the end user of the product. This session will cover: • Determining the "cost" of your product: fixed vs. variable • Pricing your product • Margin versus Mark-up - what's the difference? • Break even</p>
March 10, 2010	2pm-4pm	<p style="text-align: center;"><b><u>Branding Basics</u></b></p> <p>One of the most widely used terms in the field of marketing today is "branding". Branding strategies are used very successfully by large organizations world-wide, and have become increasingly important in today's global markets where competition is tighter than ever. Find out why branding is such a powerful tool and how you can leverage this tool to help form a solid marketing strategy for your small business.</p>
March 11, 2010	10am-12pm	<p style="text-align: center;"><b><u>Opportunities and Pitfalls of High Risk Capital</u></b></p> <p>Basic level introduction to raising money for your business from traditional sources as well as from angels and venture capitalists. Will discuss the gamut of types of funding (friends &amp; family, banks, angels, VCs, Public), but will focus mainly on the requirements for raising angel &amp; VC money. The goal of the course is to understand: • What angel investors and venture capitalists are looking for • What is most likely source of funds at different stages of a company's life • What are the pros and cons of different types of financing</p>
March 17, 2010	12pm-4pm	<p style="text-align: center;"><b><u>Positive Employee Relations</u></b></p> <p>This seminar is a practical, working session to establish and maintain positive employee relations. Learning Plan: Employee relations overview (Issues &amp; Opportunities), Problem prevention, Opportunities for influence, Problem prevention/problem solving process, Action planning</p>

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March 26, 2010	10:30am-1:30pm	<p style="text-align: center;"><b><u>GST Information Workshop</u></b></p> <p>This session is designed for business owners who want to learn the basics of the GST/HST. Topics include methods to simplify the remittance of GST and how to complete the GST return.</p>
March 31, 2010	9am-1pm	<p style="text-align: center;"><b><u>Developing a Policies and Procedures Manual</u></b></p> <p>This seminar presents a detailed description on how everything is done in the business. A franchise has a better chance of succeeding than a business started from scratch and the reason is that with a franchise you get a book that tells you how to run the business. So if a new business wants to increase its chances of succeeding it should create a manual that covers all aspect of the business as if it were a franchise. Procedures for: • Operations • Finance • Customer service • Human resources • and others would be included.</p>
March 31, 2010	1:30pm-4:30pm	<p style="text-align: center;"><b><u>CRA - Small Business Tax Information Workshop</u></b></p> <p>This seminar is for people who have just started or are about to start an unincorporated small business. Topics include how to keep books and records, types of income to report and expenses to claim, filing requirements and rights and obligations.</p>