

January 2012

Videoconferencing Workshops

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

Date	Time	Workshops
January 4, 2012	1 pm - 3 pm	<p align="center"><u>Business Opportunities & Ideas: Choosing the Right One!</u></p> <p>So you want to start a business. Have you already decided what kind of business? Did you make an informed choice? If no solid idea yet, how do you look for a business opportunity or idea? If you think you have an idea, how do you evaluate it? Attend this session that will help you explore business opportunities and ideas, learn about factors and trends that could impact your choice, and how to pick the right business.</p>
January 10, 2012	10 am - 12 pm	<p align="center"><u>The Basics of Exporting</u></p> <p>Are you thinking of exporting but don't know where to begin or what's involved in an export venture? This seminar will discuss the benefits and challenges of exporting, export opportunities; being export-ready, financing, etc.</p>
January 10, 2012	1 pm - 3 pm	<p align="center"><u>Introduction to Balance Sheets</u></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:</p> <ul style="list-style-type: none"> • Current Assets • Fixed assets • Current Liabilities • Long Term Liabilities • Owner's Equity & Retained Earnings. <p>We will also review key financial ratios (both balance sheet and income statement related) and how they are important for managing a business.</p>
January 11, 2012	10:30 am - 1:30 pm	<p align="center"><u>GST/HST Seminar – New HST Rules and Information Seminar for New Registrants</u></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>
January 12, 2012	1 pm - 4:30 pm	<p align="center"><u>CBSA Customers Workshop</u></p> <p>The Trade Compliance Office (Client Services) from Winnipeg offers Customs information seminars for small business entrepreneurs who may be importing / exporting commercial goods. This seminar is an introduction to the Customs commercial import and export procedures.</p> <p>Import session topics:</p> <ul style="list-style-type: none"> • Obtaining a Business Number • Import Process • Reporting of Goods & Taxes • Tariff Classification • Tariff Treatment • Other Government Dept. Requirements • Accounting & Payment Duties • Value for Duty • Determining Duty Rates • General Import Procedures • How to complete the Customs Coding Form B3 <p>Export Session Topics:</p> <ul style="list-style-type: none"> • Export Process • Time Frames for Reporting • Reporting Methods • General Procedures • How to complete the Export Declaration Form B13A

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January 12, 2012	5:30 - 9:30 pm	<p style="text-align: center;"><u>Interview Skills</u></p> <p>A Skill building seminar for those involved in interviewing and selection of employees LEARNING PLAN: • Information gathering / Selection tools • Interview planning & processes • Efficient Screening Interviews • Selection Questioning Discussion techniques • Managing the interview • Assessment of candidates • Reference checking & final decision making • Offers of employment <i>Note: This is one of seven titles being offered as an HR learning suite. To maximize learning, clients are encouraged to participate in all 7 sessions.</i> • Writing Clear Job Descriptions • Interviewing Skills • Recruitment & Selection • Effective Employee Orientation • Performance Management • Positive Employee Relations • Employee Relations Problem Solving</p>
January 17, 2012	5:30 pm - 7:30 pm	<p style="text-align: center;"><u>Facebook for Business</u></p> <p>Facebook has over 520 million active users, who spend over 700 billion minutes per month interacting with business and community pages, groups, friends, and events. How can your business maximize its presence on this still growing online platform? Dan Belhassen, of Modern Earth Web Design, will take you through what every business needs to have a strong presence on Facebook, plus some advanced strategy for those businesses who want to maximize their leverage on this dynamic and highly popular platform.</p>
January 18, 2012	1 pm - 4 pm	<p style="text-align: center;"><u>CRA - Electronic Services for Business Seminar</u></p> <p>Topics for this presentation include Electronic Filing of your Business Returns, information on My Account for individuals and My Business Account for Businesses. Additional information about other Electronic Services, including: Payment Options, registering your Business Accounts, authorizing and managing your representatives and Online Requests for Businesses</p>
January 18, 2012	6 pm - 8 pm	<p style="text-align: center;"><u>Selling Your Business: Why Selling to Your Employees May be the Smartest Decision Co-op Series Part 2</u></p> <p>According to many studies, if a business is sold (or handed down) to the next generation, it will only have a 30% chance of success. Businesses that are sold outside the family have a 50% success rate. However, businesses that are sold to employees and retain key management have an 80% survival rate. The problem is, most people have not heard about worker cooperatives or consumer cooperatives. These businesses not only have a greater survivability rate, they also stay in the communities they currently exist in. <i>Note: This is part 2 of a 3 part series... to maximize learning clients are encouraged to attend all three sessions.</i></p>

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January 19, 2012	12 pm - 2 pm	<p style="text-align: center;"><u>Lunch and Learn: Optimize Your Sales and Grow Your Business</u></p> <p>Is it difficult to attract new business and retain the business you currently have? Is your inability to generate new business preventing your company from reaching it's true potential? You need to optimize your key selling process by developing a sound sales plan for your business Bring your lunch and join us for this interesting Lunch and Learn!</p>
January 25, 2012	2 pm - 4 pm	<p style="text-align: center;"><u>Survey Design for Customer Research</u></p> <p>Exploring the basic principles and practices of quantitative market research to help the budding entrepreneur find and assess his/her new business idea of try and find new markets. In addition the experienced business owner can use these survey techniques with existing customer for customer service evaluation and focus in customer retention. We explore the techniques, costs and outcomes of performing surveys when you are looking at starting a new venture.</p>
January 26, 2012	1 pm - 4 pm	<p style="text-align: center;"><u>CRA - Year End T4 Preparation Seminar</u></p> <p>This seminar provides general information to help you fulfill your payroll deducting and remitting requirements. Topics covered:</p> <ul style="list-style-type: none">• Are you an employee or self-employed?• Determining and calculating deductions for Canada Pension Plan contributions, Employment Insurance premiums, and income tax• Available resource material• Structure of the Canada Revenue Agency• Maintaining proper payroll records• Remitting payroll deductions• Penalties for non-compliance

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January 28, 2012	9 am - 12 pm	<p style="text-align: center;"><u>Your Business Plan - Getting Started</u></p> <p>You know that entrepreneurship is right for you so now it is time to get started. This session gets down to the nitty gritty of what you need to include in your business plan. This session will cover:</p> <ul style="list-style-type: none"> • Executive Summary • Business Description and Concept • Market Research <ul style="list-style-type: none"> • Primary and Secondary Research • Your Target Market • Your Competitors • Marketing Your Business <ul style="list-style-type: none"> • Selling Techniques • Features and Benefits • Advertising, Promotion, Publicity and PR <p><i>Note: This is part 1 of a 2 part series... to maximize learning clients are encouraged to attend both sessions.</i></p>
January 28, 2012	1 pm - 4 pm	<p style="text-align: center;"><u>Your Business Plan - The Home Stretch: Operations & Financial Summary</u></p> <p>Many potential entrepreneurs find the most difficult part of the business planning process to be the financial projections. In this session, we will go through the different methods that might help you forecast your sales and expenses for your business. This session will cover:</p> <ul style="list-style-type: none"> • Operations • Inventory Controls • Ongoing Monitoring and Planning • Bookkeeping and Financial Controls • Suppliers • Location • Equipment, Furniture, etc. • Staffing Requirements • Start-up Costs • Forecasting Sales • Top Down Method • Bottom Up Method • Break Even Method • Business Cash Flow Forecast • Projected Income Statement • Risk Analysis • Appendices - Supporting Documentation • Where to go when you need assistance. <p><i>Note: This is part 2 of a 2 part series... to maximize learning clients are encouraged to attend both sessions.</i></p>