



Spring 2012

SMALL BUSINESS LEARNING SESSIONS



“Quick-to-learn, Quick-to-use”



To help you start or grow your business, REGISTER NOW for our Small Business Learning Sessions. You'll save time and money, and take away practical information and ideas that you can apply immediately to your business.

The Business Link:

Your first stop for small business information and services in Alberta.

We'll help you find the information, support and advice you need to succeed!

To learn more about our services for small businesses and aspiring entrepreneurs, contact:

The Business Link
1 800 272-9675
www.canadabusiness.ab.ca

The Business Link is a not-for-profit organization supported by the Governments of Canada and Alberta, as well as other organizations committed to serving Alberta's small business community. While most services are FREE, a small fee may apply to certain publications, learning sessions and other enhanced services.

REGISTRATION IS REQUIRED FOR ALL SESSIONS

- Online registration is easy at:
www.canadabusiness.ab.ca/sessions
- Attend in person, via videoconference or via webcast
- Learn from experienced, professional presenters and successful entrepreneurs
- Session times, length and costs vary
- Capacity is limited so be sure to reserve your place

FIND A SESSION THAT'S RIGHT FOR YOU!

A variety of sessions are available on the following topics:

- Business Start-up
- Exporting & Importing
- Finance & Money Matters
- Growing Your Business
- Innovation
- Marketing & Sales
- Market Research
- Social Media / Using the Web
- Taxation
- Plus...Deux sessions en français

See inside for session list, presenters and costs.

NEW THIS SEASON!
ONLINE WEBCASTS

SESSION RECORDINGS
(some exceptions apply)

To register and for session descriptions, visit
www.canadabusiness.ab.ca/sessions



MEMBER OF THE
Canada Business Network

Supported by:

Canada

Government of Alberta

THE BUSINESS LINK
Alberta's Business Information Service

Spring 2012 Schedule

FEBRUARY		Session	Presenter	Cost
14	9:30am-11:00am	Payroll Basics	Canada Revenue Agency	\$10
15	1:30pm-4:30pm	Start Your Business!	Jay Kryslar, MBA – NAIT, JR Shaw School of Business	\$40
16	12:00pm-2:00pm	New Importers: What You Need to Know	Marwan Chehade, B.A.Sc. – Canada Border Services Agency	\$20
16	6:30pm-8:00pm	Incorporating in Alberta: What You Need to Know	Tom Carter, MA, LLB – Grant MacEwan University, School of Business	\$15
21	9:30am-11:30am	Income Tax Basics for the Incorporated Business	Canada Revenue Agency	\$10
22	1:30pm-3:00pm	Secrets of Successful Selling	Bob 'Idea Man' Hooey	\$15
23	12:00pm-2:00pm	Exploring International Markets through Trade Missions	Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre	\$20
23	6:30pm-8:00pm	Scoring Big Success with Your Financial Requirements	Patrick O'Meara, MBA, CFP – Red Deer College, Donald School of Business	\$15
28	9:30am-11:00am	Small Business Accounting Basics	Steve Bruns, CMA – Grant MacEwan University, School of Business	\$15
29	1:30pm-4:30pm	Preparing a Business Plan	Jim Ewing – <i>The Business Link</i>	\$40
MARCH				
1	12:00pm-1:30pm	Ignite Innovation: The Art of Putting Ideas Into Action	David Saxby – Spark Communications Inc.	\$15
6	9:30am-11:30am	Income Tax Basics for Sole Proprietors & Partnerships	Canada Revenue Agency	\$10
7	12:00pm-1:30pm	Identifying and Protecting Your Intellectual Property	Bonnie D. Headley – Bennett Jones LLP	\$15
8	12:00pm-2:30pm	How to Conduct Market Research	Eric Brant – <i>The Business Link</i>	\$30
8	6:30pm-7:30pm	Hiring Right – Effective Staffing for Small Businesses	Noel Bentley, B.Sc. Psychology and Certification in Human Resources	\$10
13	9:30am-11:00am	Getting to Know Your Industry	Statistics Canada	\$10
14	1:30pm-4:00pm	Creating an Export Plan	Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre	\$20
15	12:00pm-2:00pm	How to Use Social Media for Business	Jeff Schneider – Marketing Ninjas	\$20
20	9:30am-11:30am	GST/HST Basics	Canada Revenue Agency	\$10
21	1:30pm-3:00pm	Negotiate Your Commercial Lease or Renewal	Dale Willerton – The Lease Coach	\$15
22	12:00pm-2:00pm	The 12 Steps of Succession Planning	Shauna Feth – Alberta Business Family Institute, University of Alberta School of Business	\$20
22	6:30pm-8:00pm	Is Franchise Ownership Right for You?	Ronald Lorne Smith – OPEN for Business/FranNet	\$15
27	9:30am-11:00am	Getting to Know Your Market	Statistics Canada	\$10
28	1:30pm-3:00pm	Starting a Food Business in Alberta	Nyall Hislop, M.Sc., CPHI – Alberta Health Services	\$15
29	12:00pm-2:00pm	Understanding Brand and Its Influence	Doug McLean – Incite	\$20

*Cost includes GST

Ask the Expert Guest Advisor Program

Have you ever wondered what professional expertise in a specific field could do to help your business succeed?

The Business Link's Guest Advisor Program connects you with **business management consultants, business coaches, lawyers, accountants, and financial representatives** who volunteer their time to discuss your business concerns.

FREE! No appointment necessary. Time limits may apply.

MONDAY THROUGH THURSDAY, 12:00-4:00PM

February 6 to April 26, 2012

(except February 20 and April 9)

MONDAYS: BUSINESS MANAGEMENT AND OPERATIONS GUEST ADVISOR

Typical discussion topics: pricing, franchising, business plans, marketing strategy, feasibility, proposals, opportunity assessment, purchasing or selling a business, customer service/satisfaction, business valuation

FYI: "Business Coaching" focus on the last Monday of the month

TUESDAYS: LEGAL GUEST ADVISOR

Typical discussion topics: contracts, liability, dispute resolution, business structure, shareholder/partnership agreements, intellectual property, buying/selling a business, licensing agreements, disclaimers, debt collection, privacy

WEDNESDAYS: ACCOUNTING GUEST ADVISOR

Typical discussion topics: tax issues, GST, eligible expenses, business plans, payroll, leasing, business structure issues, bookkeeping, accounting packages, employer/employee responsibilities, administrative processes, records management

THURSDAYS: FINANCIAL GUEST ADVISOR

Typical discussion topics: financing options, banker's expectations, loan application process, liability issues, expansion financing, cash flow, financing a buy-out, business plans, alternate financing options and services available

For further details, and to contact a Guest Advisor:

- Call **1 800 272-9675**
- Drop in to *The Business Link*
- Visit www.canadabusiness.ab.ca/guestadvisor and send an email
- Call us to access via Skype

FREE

The Business Link graciously acknowledges the support of our Session Presenters and our Guest Advisors.

APRIL		Session	Presenter	Cost
3	9:30am-11:30am	Income Tax Basics for the Incorporated Business	Canada Revenue Agency	\$10
4	1:30pm-4:00pm	Using Market Intelligence to Develop Your Markets	Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre	\$20
5	12h à 13h	L'art de la négociation	Pascale Proteau – Conseil de développement économique de l'Alberta	10\$
5	6:30pm-8:00pm	How to Prepare for the Bank	Michael Yakymishen – ATB Financial	\$15
10	9:30am-11:00am	Social Media – Next Steps	Brian Siddle and Trevor Tessier – SBX Media Inc.	\$15
11	1:30pm-4:30pm	Start Your Business!	Jay Kryslar, MBA – NAIT, JR Shaw School of Business	\$40
12	12:00pm-2:00pm	Export Requirements Seminar	Marwan Chehade, B.A.Sc. – Canada Border Services Agency	\$20
17	9:30am-11:30am	Income Tax Basics for Sole Proprietors & Partnerships	Canada Revenue Agency	\$10
18	1:30pm-3:30pm	Show Me the Money! (Practical Steps to Success)	Jim Spiers – Microbusiness Training Centre	\$20
19	12:00pm-2:00pm	Working with Your International Partners	Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre	\$20
19	6:30pm-8:00pm	Create a Powerful Vision Statement that Works	Kamran Akbarzadeh, PhD – dreamachieversacademy.com	\$15
24	9:30am-10:30am	Finding the Information You Need to Prepare Your Human Resources Plan	Statistics Canada	\$10
25	1:30pm-4:30pm	Preparing a Business Plan	Jim Ewing – <i>The Business Link</i>	\$40
26	12:00pm-1:30pm	Business Basics for Innovators and Inventors	Bernard Johnson – novaNAIT	\$15
MAY				
1	9:30am-11:30am	Income Tax Basics for the Incorporated Business	Canada Revenue Agency	\$10
2	1:30pm-2:30pm	Your Library Means Business	Patti Sherbaniuk, BA, MLIS and Louise Dorner, BA – Edmonton Public Library	\$10
3	12h à 13h	La bonne gestion interne d'une PME	Me Pierre C. Desrochers et Me Justin Kingston – McCuaig Desrochers LLP	10\$
3	6:30pm-8:00pm	Developing Online Content	Brian Siddle and Trevor Tessier – SBX Media Inc.	\$15
8	9:30am-10:30am	Finding Statistics for Your Financial Plan	Statistics Canada	\$10
9	1:30pm-2:30pm	What's in a Brand? Everything!	Jana Clarke, BA, PR – Grant MacEwan University, School of Business	\$10
10	12:00pm-1:30pm	Selling to the Alberta Government	Chelle Busch – Government of Alberta	\$10
15	9:30am-10:30am	Opening a Restaurant	Pamela Freeman, MBA, CMC, COO – TEC Edmonton	\$10
17	12:00pm-2:00pm	Tips for the Trusted Advisor or Consultant to Family-Owned Businesses	Gary Coskey – Alberta Business Family Institute, University of Alberta School of Business	\$20
17	6:30pm-8:00pm	Preparing Financial Statements	Michael Oli, MBA, CMA, P.Eng. – EB Vision Engineering & Business Consulting Inc.	\$15
22	11:30am-1:30pm	HR Basics	Don Schepens, MBA, CHRP, CCP – Grant MacEwan University, School of Business	\$20
23	1:30pm-3:30pm	Project Management	Scott Kennedy, MBA, BA – NorQuest College	\$20
24	12:00pm-1:00pm	How to Pitch Your Product or Service	Randy Thompson, Entrepreneur in Residence – novaNAIT	\$10
29	9:30am-11:30am	Promotional Strategies: Creating Buzz for Your Biz	Greg Gazin – Gadget Guy/Parallel 2000 Corp.	\$20
30	1:30pm-4:00pm	Strategic Marketing Planning	Mark Loo, PhD – Concordia University College of Alberta, Mihalcheon School of Business	\$30
31	12:00pm-2:00pm	The Two Sentence Business Plan	Devesh Dwivedi, MBA – entrepreneurinmaking.com	\$20
31	6:30pm-8:00pm	Improve Your Communication Skills, Improve Your Bottom Line	Greg Gazin – Gadget Guy/Parallel 2000 Corp.	\$15

*Cost includes GST

FREE MONTHLY NETWORKING EVENTS

- Join us at *The Business Link* in Edmonton or Calgary
- Held the third Tuesday of every month, from 2:00 pm to 4:00 pm
- Enjoy an educational presentation
- Meet and greet other entrepreneurs
- No registration is required
- Bring your business cards!

Check our website for event updates and to subscribe to our monthly e-newsletter

www.canadabusiness.ab.ca

Registration Options

Attend in person at *The Business Link*

Join us in our Edmonton and
Calgary locations:

The Business Link Edmonton

NEW ADDRESS

10160 103 Street NW

The Business Link Calgary

NEW ADDRESS

Main Floor
Global Business Centre
120 8 Avenue SE

Attend by Online Webcast

- ▶ Choose "Online Webcast" when you register.
- ▶ Receive a webcast link in your confirmation and reminder emails.
- ▶ Session handouts and presentations are available in the webcast during the session.
- ▶ Ask questions through the webcast by typing your enquiry in the *Presenter Questions* window.
- ▶ High speed Internet, computer with Adobe Flash, PC speakers or headphones are required.
- ▶ Access through your mobile device – you will need to install Adobe Connect Mobile app for iPhone, iPad, Android or Blackberry. WiFi access is recommended while viewing.

Attend by videoconference or group webcast in your community.

- ▶ We've partnered with many community-based organizations to offer our Learning Sessions at locations in and around Alberta.
- ▶ Visit our website at www.canadabusiness.ab.ca/sessions for contact information for participating Community Futures, municipality offices, training centres and other local delivery sites.
- ▶ **To attend in person at one of these locations, please contact and register with the local delivery site prior to the session.** Recordings of the sessions will not be available at these sites.

How to Register for *The Business Link's* Learning Sessions

(for Edmonton and Calgary attendance OR online webcast)

1. Go to www.canadabusiness.ab.ca/sessions

- Click links to VIEW MONTHLY SESSION DETAILS
- Click "REGISTER NOW"

In the monthly calendar view, hover your mouse over each title to view session details.

2. Click any session title to go to the Registration page

- REGISTER FOR THE FIRST TIME **THIS SEASON**: Click link on **left**, enter your info and choose the **method of access** of how you want to attend from the choices provided:

- Online webcast**
- In person at *The Business Link* in Edmonton or Calgary**

OR

- REGISTER FOR **ANOTHER SESSION**: Click link on **right**, enter your info and **ACCESS ID** (received with first session confirmation email this season). The rest of your info should auto-complete.

Contact us if you need to change the method of access. If you misplaced your Access ID, follow the instructions on the site to retrieve it.

3. Select Sessions and Pay (using VISA, MasterCard or AMEX)

*Cash payments are also accepted in person at **The Business Link**. You will receive an email confirming session registration (with your Access ID).*

Session materials will be emailed prior to the session and are available in the webcast. You will also receive a session recording (some exceptions apply).

1 800 272-9675

www.canadabusiness.ab.ca