



**ATTENTION
Business Owners**



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



SPRING SESSION

**Better
2009 Business
Workshop Series**

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@smallbusinessshuron.ca. **Pre-registration IS required!**
- ☑ Workshops start at 7:00 p.m. and end at approximately 9:30 p.m.
- ☑ Location: **HBC** - Huron Business Centre, 138 Main Street South, Seaforth
OMAFRA - Ontario Ministry Building, 100 Don Street, Clinton
CEL – Centre for Employment & Learning, 38 East Street, Goderich

Purchase a spring pass for \$25, valid until July 31th, and attend any (or all) of the regular spring series of workshops! Several special events are also listed below, but are priced separately.

No Plan? No Point: Failing to Plan, is Planning to Fail ... Don't make that fatal mistake. Take a look at what goes into an effective business plan. Success requires enthusiasm AND planning! Failure just requires enthusiasm. Alison Lobb	Wed, March 11 OMAFRA, Clinton
Your Profile On The Web ... Don't let your business hit a dead-end on the information highway while your competitors locate the detours and short-cuts! Join Jenna Ujiye and Marion Doucette as they share strategies for improving your web presence and more importantly, its return.	Tue, March 17 OMAFRA, Clinton
Visioning: Direction vs. Dereliction ... Do you have a vision for your business? If you don't know what your business stands for, how can your customers know? How will your employees work as a cohesive unit if they're all pulling in different directions? A little effort could increase revenues significantly! John McNeilly	Thur, March 26 OMAFRA, Clinton
Introducing QuickBooks ... Simplify your bookkeeping and reporting with software. This course is designed for beginners! Learn to work with everyday transactions and design reports to help manage more effectively. Alison Lobb	Tue, April 2 CEL, Goderich
Employees: The Hidden Asset... Strategies to ensure that you find, hire & keep top performers. Lay-offs and labour shortages are not contradictory. You're not alone if you're finding it difficult to hire – even in this economic downturn. Turn your labour force into a cohesive, productive and high performing unit. Bill Gilbert	Wed, April 8 OMAFRA, Clinton
Go Away! I'm in NO Mood ... Sound like something you've said? Does sudden noise make you jump? Does the ticking of a clock grate on your last nerve? If you answered "Yes", guess what? You're STRESSED! But, properly managed stress boosts productivity and productivity = profits! Gabe Del Bianco	Thur, April 23 OMAFRA, Clinton
Promotions That Pop! Is your marketing penny-wise and pound-foolish? Promoting your business is about understanding what drives your customers. Volume does not make up for poor choices in matching your product and its message with the collective needs of your customers. Let's look at the big picture. Jim Niesen	Wed, May 13 OMAFRA, Clinton
'Til Death Do Us Part: An Eventuality Worth Planning ... Are you ready for your eventual exit? Avoid the unnecessary erosion of your estate and leave more behind than your good name! We all go. Let's do it right! John McNeilly	Tue, May 19 HBC
Banning Assembly Line Customer Service ... Learn how to take the focus off process and put it back onto the customer where it belongs. No line-ups at your business? Then reserve your spot NOW! Before it's too late! Lisa Harper	Thur, May 28 OMAFRA, Clinton
Brochures, Business Cards, Flyer ... These tried and true methods are far from obsolete. Get a new feel for these essential tools today. In fact, bring them along and we'll look at specific design features and options with you! Alison Lobb	Wed, June 10 OMAFRA, Clinton

<p>Record keeping: Lament of the Damned... If you're a business owner, you're in information, baby! No matter what kind of business you run, your friends at Revenue Canada and your local banker want data – and lots of it! Learn how to manage your business records in a way that doesn't take up all your time but keeps your "friends" happy too. Alison Lobb</p>	<p>Thur, June 25 OMAFRA, Clinton</p>
<p>Reading Minds 101: Why People Buy... Why do your customers buy what they do? Knowing the answer could help ensure that they buy from you! Seems worth knowing to me and you don't need to be clairvoyant to figure it out. Listen to what your prospects are <i>really</i> saying. Tina Heathers</p>	<p>Thur, July 23 OMAFRA, Clinton</p>



Huron Women in Networking (HWIN) Dinner Events:
Thursday, April 30th & Thursday, September 24th
Huron Renewable Energy Summit: Wed., August 5th

<p>2009 Artists' Workshop Series</p> <p>Designed for artists, but <u>open to the public!</u> Cost for the three-session series is \$50 – or you can register for the sessions individually at \$30, \$15 and \$15. Pre-registration is essential.</p>	
<p>This networking dinner brings information on what's available locally to market your product or service – be it electronic, retail or consignment sales. A panel of peers will share their experiences. Find out what's there and how to use it. Join us in Holmesville for a real networking event just for you and your fellow artists.</p>	<p>Thur, April 2 White Carnation, Holmesville 6pm, includes meal! \$30</p>
<p>Hands-on instruction at a computer lab in Goderich is available on Thursday April 16th. Learn about options for marketing online. Get hints for effective web design, linking to other sites, and optimizing web traffic by working with Jenna Ujiye.</p>	<p>Thur, April 16 CEL, Goderich \$15</p>
<p>The Blyth Festival hosts #3; Setting effective goals and balancing both the artistic and business persona. Eric Coates will share his own successful recipe for achieving this balance! For a backstage tour of the Theatre, join us for dinner at an additional fee of just \$25. Come at 7 pm for the speakers only and pay \$15.</p>	<p>Wed, May 6 Blyth Festival, Blyth \$15 Dinner, \$25 (5:30 pm)</p>

<p>Our Fall Lineup is READY Now! Plan on Attending ALL of Them!</p>		
Selling Non-Stop: Live it and LOVE it!	Kerry Dunn	Wed September 2
24 hours to Get Everything Done!	Michael Lewis	Wed September 9
Mixed Mediums and Muddled Messages!	Tina Heathers	Wed September 30
Feng Shui: Ancient Merchandising Made Easy!	Helen Varekamp	Wed October 7
The Way of the 'Bay: Selling it All on E-Bay!	Syd Bolton	Thur October 22
Ten Thousand Used Washing Machines!	Michael Lewis	Thur October 29
Cutting the Crap: QuickBooks Done Quickly!	Alison Lobb	Thur November 5
Laughter is Contagious: The Humour Card!	Gabe del Bianco	Thur November 19
The Income Tax 2-Step: Sanctioned by CRA!	Alison Lobb	Wed December 2
<p>For Additional Information Visit: www.smallbusinesshuron.ca</p>		