

# Small Business Matters



The Bridges to Better Business 2009 panel relax after giving advice and answering the tough questions related to business at this year's event. From left to right, Brad Locking-Locking Business Furnishings, Jeff Sziklai-BellWyck Packaging, Marsha Barrow-Butchart Estate Bed & Breakfast, Neale Kemp-Aspin Kemp & Associates, Susan White-European Bakery Café. To read more about Bridges 2009, see page 3.

## Upcoming Events

**How to Really Start a Business – November 19, 2009  
6:30pm-9:30pm**

Discover the basic steps involved in starting a business, determining your market, rules and regulations and how to be successful.

Call 519-371-3232 for registration. Pre-registration is required.

**E-Business Workshops – Spring 2010**

We are planning to once again offer our very popular E-Business Workshop series. This series of E-Business Workshops will provide participants with the information and tools necessary to help them get started or be more effective in the world of e-business. The five part workshop series will include the following topics: Intro to E-Business, Getting Started, Marketing Part 1, Marketing Part 2, Building Web Sites that Work. Watch for more information to follow!

## Let's Talk...

"We don't even want to talk about the "R" word- it is behind us and we need to focus on where to go and what to do." These are the words from our panel of entrepreneurs at our Bridges to Better Business Event. When I met with them about our topic, our questions, their positive, interested, inspiring thoughts were so typical of the successful business people that are absolutely everywhere in our area, and across this incredible country. Pockets of success, quietly and yes, sometimes noisily working away, the grease of the economic wheel locally, provincially, nationally and internationally.

Whether working by themselves, with one or two employees or working with a staff of many, the responsibility and the daring nature of their beliefs propels them forward.

They don't want to, in fact just cannot keep thinking about what is wrong with the economic readings of the stock market, the international markets nor the government predictors. If you really really want to know how to stimulate the economy, perhaps we all need to be better in touch with the people who are really creating a sustainable economy. Governments cannot and should not be responsible for business choices. This is free enterprise at its best. You are free to succeed and free to fail.

Daunting? I should say so. What a responsibility. Yet everyday in every way, people venture out on their own, ready to take on debt, take the leap, hire and

reward others with jobs, use others as suppliers, rent space, pay taxes and collect all provincial and federal consumer taxes on behalf of the governments.

So- when the panel said "Let's talk about what we do right, and what advice we would like to give others about what not to do"...that about summed up the theme of the day, "Review, Renew and Revitalize...your business and you.

Herbert Hoover had it right- "Economic depression cannot be cured by legislative action or executive pronouncement. Economic wounds must be healed by the action of the cells of the economic body- the producers and consumers themselves"

Let's continue to encourage and support business start ups and the retention and attraction of new business interests.

Let's be sure that everyone sees the value in this support, and puts their programs and funding into an environment where business thrives for as they do, so does the entire community.

Jane Phillips  
Manager & Business Consultant, The Business Enterprise Centre, Owen Sound & Area

## Community Futures Rural Development Fund

The Bruce Community Futures Development Corporation is pleased to invite applications to a new funding program to enable local Business and Community Economic Development.

The program contains 5 categories of funding and is now open for applications. You may apply to one or more of the following categories:

1. Internship Program
2. Skills Development
3. Business Development
4. Local Initiatives
5. Community Capacity

Please watch the website [www.bruce.on.ca](http://www.bruce.on.ca) or call 1-888-832-2232 for continual updates.

Projects must be completed by March 31, 2010 so we encourage you to make your applications soon. Decisions regarding funding will be made as quickly as possible.

# Enterprise Centre Success Stories

## Dr. Cobbler

Business Owner-Ron Cole

Ron Cole opened his new business with the realization that the Owen Sound area needed not only a shoe repair service, but also an upscale ladies' dress shoe shop. That's exactly what you'll find when you walk into Dr. Cobbler on 9<sup>th</sup> Street East downtown Owen Sound. Ron also fabricates and customizes orthotics as part of his daily routine.

One of Ron's biggest challenges so far has been determining which styles will be popular in the upcoming season. In most retail businesses, stock is ordered nearly a year ahead and can therefore be difficult choosing styles, colours and volume of stock.

Another challenge has been promoting the business and ensuring the word is out that Dr. Cobbler is open for business. Ron is aware of how important it is to reach your target client, that being, the working woman who wants to treat herself to stylish, high-quality footwear. Dr. Cobbler also adapts to clients who are in need of custom orthotics but lack health insurance, as it is offered at a reduced rate.

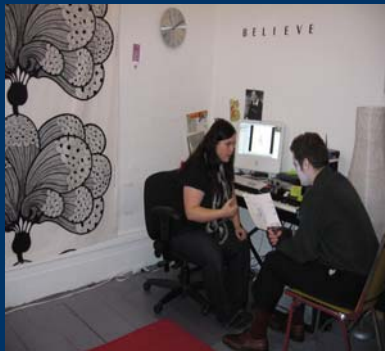
As most start up business owners agree; balancing of funds is a huge learning curve for Ron. Investing in the inventory feels like it takes a huge toll on your start up funds however the return comes when you know your business is becoming established.

A couple of pieces of advice Ron has for anyone interested in starting their own business is to anticipate more hidden costs involved and to be prepared and organized. Patience doesn't hurt either; Rome wasn't built in a day!



## MacKenzie Music Studio

Business Owner – Tara MacKenzie



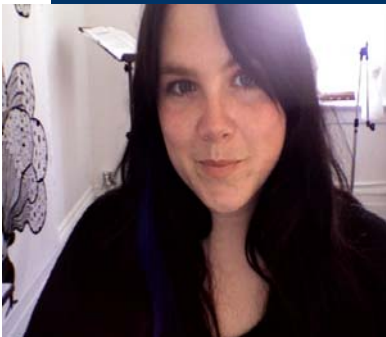
Tara MacKenzie did a test, to see if her business idea could really take off. 10 music students went to over 40 regular private students in a year...Her business seemed to have passed the test; as her music studio is now up and running full time in the Old Court House building on 3<sup>rd</sup> Avenue East, Owen Sound.

Tara participated in a co-op for a year as a primary school music assistant, then went on to study various styles and aspects of vocal training throughout her 20's. She was working as a professional musician at the same time. Now that she was established as an artist, she felt she was able to add something to the current market by opening up a full time studio.

Fortunately Tara's biggest challenge so far has been finding time to fit in additional clients. She has a waiting list she keeps as her after school hours are generally filled and space during the day fills up quickly with adults and high school students during their spares. She also finds it difficult to manage billing and adhering to a cancellation policy. When you run your own business it's your responsibility to help people to understand that cancellations without significant notice means lost revenue to the business owner and the client is responsible to cover those costs.

Tara wanted to share a piece of advice she follows; "check yourself, before you wreck yourself. Make sure to keep a clear head about your business vision and the practical reality of what kind of dollars you need to live on and how to achieve those goals. Keep to your business plan and look for ways to keep it healthy and realistic. Try not to be emotional about your business decisions."

As a new business owner, Tara is enthusiastic about her decision. "It took guts, and risk but is certainly benefiting my clients and giving me an opportunity to work full time doing what I love".



# Bridges to Better Business 2009



Bridges to Better Business participants participate in a "health break" led by Sharon Evans of Kinexions.

## The Seventh Annual Bridges to Better Business was better than ever!

The theme this year was "Review, Renew and Revitalize" and with over 75 participants, the luncheon, panel discussion, tradeshow and networking reception showed what an inspirational group of new and existing business people the community has to offer. While the panel discussed issues such as changing times to turning around a business from enormous debts the participants took everything in, afterwards discussing their own obstacles they have overcome, or expect to. Learning and sharing was what it was all about, and the buzz during the reception proved that that was just what the participants got out of it. And this day wasn't only for rookies;

experienced existing business people make Bridges an annual event on their calendar, with many of them having attended every year since 2003. Comments from our follow up survey produced encouraging statements. The following are just a few that stood out.

- "The Trade booths are fabulous. Registration was well-organized and very efficient. I always enjoy the entire event. Food was awesome!!"
- "I would have paid more - \$50 easily considering the meal and treats after the event." and lastly...
- "excellent show this year - possibly the best one yet... I've attended all 7 since the very beginning."

And on those notes...Watch for news for next year's event, always in the fall; and always a great business choice!



## Summer Company 2009 was a success!



Attending the final meeting for Summer Company 2009, a student business awards program for the Ministry of Economic Development and Trade are back; left to right; successful Summer Company recipients Kristopher Kriina and Harmony Weatherall, Mentorship Committee members Mark Ostland, Manager-Meridian Credit Union, Cliff Bilyea, Management Consultant, Cheryl Govier, Ministry of Agriculture Food and Rural Affairs, Rebecca Ford, Summer Company Coordinator and Jane Phillips, Manager-The Business Enterprise Centre. Front; left to right; successful Summer Company recipients Paige Phillips, Natalie Starr, Shelby Stryker and Dillon Sweeney. Missing is Mentorship Committee member Eliane Preiss, Owner- Dynamic Business Management. Each student operated their businesses full-time throughout the summer while receiving hands-on business training as well as \$3000 each in awards.

## Harmonized Sales Tax – Just the Facts

For those of you that weren't able to attend our Harmonized Sales Tax session presented by the Ministry of Revenue on Thursday October 8th, here's a brief summary of what was covered.

The 2009 Ontario Budget has proposed a comprehensive tax package. If approved, Ontario's Retail Sales Tax (RST or PST) will be replaced with a Harmonized Sales Tax (HST) combined with the federal Goods and Services Tax (GST). This change would come into effect on July 1, 2010.

The tax would be administered by Canada Revenue Agency and would use the same tax base and structure as the federal GST. The proposed combined tax rate would be 13%, Ontario's portion would be 8% and the federal portion would be 5%.

The 13% HST would apply to most goods and services. Prescription drugs, medical devices, basic groceries, certain agriculture and fishing products and exports would be taxable at 0%. Most rentals of residential housing, most educational services, most health care services, day care services, legal aid services, most supplies by charities, some supplies by public sector bodies and most financial services would be tax exempt. Point of sale rebates for the Ontario portion (8%) of the HST would be introduced for children's clothing and footwear, children's car seats, diapers, books and feminine hygiene products, the federal portion of the HST (5%) would still apply to these items.

For small businesses, Ontario would parallel the federal small supplier threshold. Businesses with sales under the threshold (those with taxable sales of \$30 000 or less in the last year) would not be required to register and collect the single tax.

To support small business with changes to their point-of-sale and accounting systems, Ontario will provide one-time transition assistance. Most businesses with less than \$2 million in annual revenue would be eligible for the Small Business Transition Credit of up to \$1000.

The current RST applies to many purchases made for business in the course of providing goods and services and becomes imbedded in the price. The good news for businesses is with the new single sales tax, businesses would generally be reimbursed for the tax they pay on their inputs. Registered businesses selling taxable or zero-rated goods and services could claim input tax credits on their purchases, as with the federal GST. These credits would reimburse businesses for the tax they pay in the course of commercial activities.

For more information please visit: [www.rev.gov.on.ca](http://www.rev.gov.on.ca)

Watch for information on our spring workshop focusing on the HST.

## Owen Sound Business Directory

### The Business Enterprise Centre

173 8<sup>th</sup> Street East  
Owen Sound, Ontario  
N4K 1K9  
519.371.3232

#### E-Mail:

[businesshelp@owensound.ca](mailto:businesshelp@owensound.ca)

#### Web Site:

[www.owensound.ca/business/enterprisecentre](http://www.owensound.ca/business/enterprisecentre)

Are you missing out on potential customers? Each and everyday local customers and those from outside the area use the City of Owen Sound Online Business Directory to locate businesses providing the goods or services they are seeking. If you're information isn't up to date or you're not listed you could be missing out on a lot of potential customers.

This is a free service provided by the City of Owen Sound; there is no cost to be listed. To edit or list your business, go to the link provided below, in the upper right hand corner of the page click "Edit/Add Your Listing". Follow the steps as directed and within a few days your listing will be live on the business directory website. Check your listing regularly to make sure all of the information is accurate and up to date. If you have difficulty adding or accessing your listing, call the BEC for help at 519-371-3232.

[www.owensound.ca/businessdirectory/](http://www.owensound.ca/businessdirectory/)

**Summer Company 2010 applications  
are now being accepted! Visit  
[www.ontario.ca/summercompany](http://www.ontario.ca/summercompany) for  
more information!**

## Did you know?

- The average and median age of company founders when they started their current companies was 40.
- The majority of the entrepreneurs in the sample were serial entrepreneurs. The average number of businesses launched by respondents was approximately 2.3.
- Entrepreneurship doesn't always run in the family. More than half (51.9 percent) of respondents were the first in their families to launch a business.

*Anatomy of an Entrepreneur-The Foundation of Entrepreneurship.*

© Original Artist  
Reproduction rights obtainable from  
[www.CartoonStock.com](http://www.CartoonStock.com)



"I want ideas so bold, so wildly innovative, so undeniably brilliant that they retain a shred of originality after everyone picks them to pieces."



search ID: cwh200