



# Small Business Matters



## What Are You Thinking?



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### Upcoming Events

#### • E-Marketing Series

November 10th and 17th, 2010

Part 1: So You Have a Website—  
Now What?

Part 2: Social Media—Time Waster  
or Business Booster?

#### • Get the Facts!

Thursday December 2nd, 2010

9:00-9:30am—Employment Insurance  
Benefit for Self-Employed  
People

9:45-12:00pm—Payroll Information  
for New Employers

1:00-4:00pm—Small Business Infor-  
mation Seminar

Call to register—(519) 371-3232



With small business month ending for 2010, two recent polls have shed light on what Canadian entrepreneurs and small business owners are saying.

Recession, what recession? Over half (56%) of Canadian entrepreneurs said that the recent recession had either no impact or a positive impact on their company, found an RBC poll. A majority (72%) said they are optimistic about their company for the next year, but 58% say they do not believe the recession is over yet. This may be the reason only 23% plan to add staff over the next year.

Here is what small business owners also say are at the top of their concerns:

- finding clients and developing their market (22%);
- keeping a steady workload (13%);
- maintaining sufficient cash flow and financing growth (11%).

So who are these entrepreneurs? An RBC poll found that 55% of business owners are over age 55, with 18 to 34 year old owners representing just seven per cent.

For many, day-to-day work life involves working for a company they do not own and living by that company's rules. This may be the

reason that 45% of respondents to an Intuit poll cited a desire to work for themselves as the main reason to start a business. Other factors cited were controlling own destiny (43%), means to better quality of life (35%), and starting something new (33%).

With all the uncertainty stated by many respondents, one-third still want to start their own business and 43% of those plan on doing it in next two years. In addition, 91% plan to hire their own staff and 82% will manage client service.

For those entrepreneurs who have been running a small business, 34% learned from their mistakes, as they would do things differently if they started over. They would:

- more networking (73%);
- soliciting more clients (67%);
- more advice (66%);
- started business younger (60%);
- and develop better business plan (54%).

Locally we are also very interested in what small business owners are thinking. Details on the Business Retention and Expansion program are noted in this issue. Tell us what you are experiencing.

**We are listening!**

## Advisory Board

The Advisory Board of the Enterprise Centre is a partnership between the business community and representatives of the organizations with which the operating agreement is struck. They meet quarterly to hear Enterprise Centre plans and projects, and to give their input to and feedback from community needs and options in support of business. Thank you to all of them for their expertise and time.



From left to right: Janice Cahoon, Jane Phillips, (both of The Business Enterprise Centre), Steve Furness (City of Owen Sound), Kelly Kurki (Salon Sisú), Bruce Price (Chartered Accountant), Cheryl Govier (Ministry of Agriculture, Food and Rural Affairs), Tom Bovingdon (Infinity Network Solutions), Elizabeth Cornish (Ministry of Economic Development and Trade)

## Business Retention and Expansion Program Begins!

**The City of Owen Sound and The Business Enterprise Centre are implementing a Business Retention & Expansion Program in partnership with OMAFRA and the Ministry of Training, Colleges and Universities.**

Business development and job creation are key factors in developing healthy and vibrant communities. Statistics have shown that anywhere from 40 to 90 per cent of new jobs come from existing businesses. The BR&E Program is an action-oriented and community based approach to listening and communicating with local businesses. It involves visiting businesses and undertaking research on their successes and challenges. It promotes job growth by helping businesses and communities learn about issues as well as opportu-

nities for growth. Ultimately, communities have a greater success in attracting new business if existing businesses are successful and supportive.

The BR&E Program starts community consultations and involves direct letters to businesses that will be randomly selected. Once the business owner has received the letter, the BR&E Coordinator will arrange a meeting to discuss and record the results of the survey interview. Understanding that the survey is quite lengthy and appreciating that business owner's time is valuable there will be flexibility in the interview process. Once the information is compiled there will be a public meeting to disclose the findings of the interviews.

Patty Sargent Gibson is the BR&E Coordinator working for the City of Owen Sound for the next 12 months. She was born and raised in Owen Sound and has extensive knowledge of the business community in capacity as a sales representative for over 12 years. Patty brings with her very strong customer service and communication skills which will make the survey process run efficiently. Patty is looking forward to renewing old acquaintances and making new ones through the BR&E program.



*Patty Sargent Gibson,  
BR&E Coordinator*

### **The Secrets Are Out!**

The Best Kept Secrets for Women Entrepreneurs workshop was delivered successfully. Fifty participants enjoyed networking with other local business woman while learning tips and tricks to grow and succeed their business. Attendees enjoyed the time to learn new ways to network and promote themselves and their business'.



*Susan Baka during her workshop for women entrepreneurs.*

## **Book Sale November 15th to November 19th**

Come in and enjoy discounts of **25%** and more on our wide selection of business books!

Enjoy a few new holiday reads such as **“Do the Web Write”** or **“Bookkeepers Boot Camp”**

## Summer Company 2010 Wraps Up

Celebrating the completion of Summer Company 2010, the student business awards program of the Ministry of Economic Development and Trade are; left to right; Jane Phillips, Manager-The Business Enterprise Centre, Mentorship committee members Eliane Preiss, Dynamic Business Management, Cheryl Govier, OMAFRA, Rebecca Ford, Summer Company Coordinator, Cliff Bilyea, Management Consultant, successful Summer Company recipients Cara Benninger, Zach Johnson, Alec McKay, Mack Thomson, and James Hawkins. Missing is Annie Ironmonger. Each student operated their business full-time throughout the summer while receiving hands-on business training as well as up to \$3000 each in awards. For more information on the Summer Company program for 2011 please contact The Business Enterprise Centre, Owen Sound & Area at 519-371-3232.



## Small Business Financing Options

The Business Development Bank of Canada (BDC) is pleased to provide both small business loans and consulting services to the Grey/Bruce area! The local BDC representative – Steve Holler – works out of the BDC office conveniently located in the Owen Sound Business Enterprise Centre.

The BDC is a Crown Corporation with the specific mandate to assist the growth of small and medium sized businesses. If your company requires funds for working capital,

equipment, marketing, inventory, an ownership change or for perhaps a building – the BDC may be a fit for your need. Starting at \$25,000, the BDC provides flexible term lending solutions which can be tailored to your cash flow and industry. In addition to loans, the Bank offers a wide variety of consulting advice – such as for business plans, market and product development advice, SRE&D tax recoveries, strategic plans and executive coaching.

The BDC often works with your existing banking relationship – providing you with funds and advice for items your current bank may not support. The only way to find out if the BDC is a fit for your business is to call Steve at (519) 371-5666 or visit [www.bdc.ca](http://www.bdc.ca)! Steve is looking forward to speaking to you about your business.



## Are You Unemployed and Thinking of Starting Your Own Business?

The Ontario Self Employment Benefit Program is an Employment Ontario Program that provides income and entrepreneurial support to eligible persons while developing and starting their own business.

To find out if you may be eligible contact our office,

VPI—Walkerton or Owen Sound Family YMCA.

### Grey County

1450 1st Avenue West, Suite 4A  
Owen Sound,  
519-371-3060  
[erc@ymcaowensound.on.ca](mailto:erc@ymcaowensound.on.ca)



### Bruce County

220 Kincardine Highway,  
Building 1, Suite 1,  
Walkerton,  
519-881-4900  
[Info.grey@vpi-inc.com](mailto:Info.grey@vpi-inc.com)



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our  
New Website!**



## Owen Sound Business Directory

**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 your 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)

## Show Me the Money!

On almost a daily basis the BEC is asked about government grants. It seems people are under the misconception that the government has pots of money that they are willing to give away to anyone interested in starting a business. This is not the case. Think about it for a moment, is that how you would like your tax dollars spent? That doesn't mean the government does not support small business.

While there are no programs that offer thousands of dollars in non-repayable funding, there are many other programs available. Programs offered by the government are typically targeted towards specific sectors or segments of the population. For example, the Ontario Self-Employment Benefit program provides assistance to individuals that are currently in receipt of EI benefits or have been in receipt of Employment Insurance benefits in the past three years. Through the OSEB program, participants receive training and a basic living allowance while they start their business thereby creating employment for themselves and as the business grows, employment for others. This is just one example. There are other programs for energy incentives, hiring subsidies, research and development and more.

The government is also supporting small business through initiatives such as Community Futures Development Corporations and Business Development Bank of Canada. Both BDC and CFDCs provide financing to small to medium businesses that are unable to access financing through traditional means. And the provincial Ministry of Economic Development and Trade provides support to small business through their network of 57 Small Business Enterprise Centre's throughout the province. While our centres do not provide financing of any sort, we are your number one stop for all things business related.

One final note on government programs, contrary to popular belief, the government does not "hide" information about their programs. Any information on government programs is public information and is available for free. Don't be swayed by a few deceptive businesses that will charge you \$500 or more for a book of all the government programs available. The information is available for free and the websites listed below are the best places to start looking for programs for which your business may be eligible. Plus they are up to date.

**Call us with any questions or concerns, anytime...no fee.**

**Ontario Business Program Guide**

[www.ontario.ca/  
businessprograms](http://www.ontario.ca/businessprograms)

**Canada Business Ontario –  
Business Guides**

[www.cbo-eco.ca/en/guides.cfm](http://www.cbo-eco.ca/en/guides.cfm)

**Industry Canada – Programs  
and Services**

<http://www.ic.gc.ca>

