

# ThinkBIG

WINTER 2006



## Salute to Small Business



Keynote Speaker Paul Meisner

Our **Energize!** event held in late October brought together 100 small business owners for a morning of motivation. We wish to thank the following volunteers for sharing their expertise and facilitating the round table sessions:

**Jeff Bowman**, Bowman Training Initiatives  
**Neil Beattie**, Sheridan College  
**Christine Porter**, X-Tine Promotions  
**Janet Proctor**, City of Brampton Public Relations  
**Emma Duncan**, Brampton Library  
**Marcia Barhydt**, Willowtree Customer Service  
**Donna Cragg**, Tonus Business Solutions  
**Gosta Isakson**, The Viking Enterprise  
**Raj Sharda**, Sharda Law  
**Glenn Williams**, Williams Financial  
**Lavern Mahoney**, RBC Financial  
**Kerrie George**, myhrtoolkit.com  
**Luciano Borsato**, brampton.com  
**Maralyn Cale**, Lifecycle Coaching

We also want to thank Paul Meisner of Tonus Business Growth Solutions for his inspiring keynote address.

## Join our Group Mentoring Program

**Purpose:** To provide training, business solutions, strategic direction and personal coaching to established small business owners in a peer-to-peer setting.

**Content:** Each three-hour session will consist of one hour of peer-to-peer problem solving, one hour of training, and one hour of consulting with three professionals. All content is in a group format of 4-6 small business owners.

**Approx. Length:** 5 monthly, 3-hour meetings (total: 15 hours), January to May 2006.

**Target Participants:** Established small businesses, 1 to 5 years old, \$30,000-\$300,000 annual sales, all sectors (others may benefit as well).

**Consultants:**  
**Neil Beattie**, Sheridan College  
**Jeff Bowman**, Bowman Training Initiatives  
**Nick Hunking**, Sheridan College

**Fee:** \$250.00

**Dates:** to be determined by the group

Contact the Enterprise Centre for details right away – program begins in January.



## Youth Opportunities

Surveys and studies conducted in the past few years reveal that while one in three young people age 18-34 cite entrepreneurship as the most desirable profession, they face a number of barriers to becoming successful entrepreneurs. These barriers include a lack of:

- Recognition of entrepreneurship as a viable career option on the part of parents, educators and the corporate world;
- Awareness and access to programs/services available to young entrepreneurs;
- Start-up financing.

Ontario's young entrepreneurs programs aim to remove these barriers by:

- Promoting entrepreneurship as an excellent and desirable career option
- Providing a continuum of support through secondary and post-secondary outreach
- Improving access to programs and services
- Improving access to business financing

The Brampton Enterprise Centre runs two youth programs in partnership with the Ontario provincial government:

### SummerCompany

For the sixth exciting year, The Brampton Small Business Enterprise Centre will deliver the SummerCompany (2006) program in Brampton. SummerCompany is a student entrepreneurship program that will provide hands-on business training, mentoring – and awards of up to \$3000 – to help enterprising young people start and run their own summer businesses. It's a great opportunity for young adults, aged 15-29 and full-time students, to develop entrepreneurial skills and build the experience that comes with running a small business.

For Eligibility, Guidelines and an Application, visit [www.ontariocanada.com/summercompany](http://www.ontariocanada.com/summercompany) or call Jennifer at the Enterprise Centre 905-874-3630. **Deadline is April 10th.**

### Business Plan Competition

This unique learning opportunity is open to all secondary school students within Ontario. Small Business Enterprise Centres across the province hold local business plan competitions in the communities they serve. Plans can be completed independently of school curriculum, or as part of the business course requirements (participating teachers only). Full details are available on the required content of the written plan by contacting our office. The business plans are then judged by a local panel, made up of business leaders and local sponsors. Winners and finalists receive awards at a local ceremony at the end of the school year. Corporate sponsorship in Brampton is being garnered now.

The top winner of each local competition then becomes a finalist in the Ontario Secondary School Business Plan Competition and will compete first among students in his/her region to become the Regional Champion. Four Regional Champions compete to become the provincial winner.

Interested? Become a corporate sponsor, or encourage your favourite teen to enter the competition! **Deadline is May 1st.**

## - Ask the Expert - Ask a Marketing Expert

### Should You Be Advertising Online?

Does your marketing mix include an online component? If not, then it may be time to reconsider your marketing strategy. Spending on online advertising has continued to grow at a rate much higher than that of traditional media, with experts predicting that online advertising will grow by 25 to 30 percent in 2005. Local online advertising is expected to rise at an even greater rate of more than 40 percent over last year, as localized search engines and business directories have grown in popularity, meaning that advertisers can effectively, and cost effectively reach their specific target market.

Online advertising opportunities include banner ads, search engine advertising, directory listings and e-mail marketing.

**How can online advertising work for you? Here are some of the ways that online advertising has been proven effective:**

- **Online advertising boosts website traffic.** Of course you have a company website. But simply having a website is not enough – in order to get your message to your target audience, they need to visit your site. If your website is intended to be an acquisition tool to attract new customers, online advertising is a great way to get potential customers to your site. For companies that sell directly online, advertising online is essential, as without some method of getting traffic to the site you will not be able to make the sale.
- **Online advertising can boost offline sales.** As more and more consumers are using the internet to research products and services and are making purchase decisions based on that research, smart advertisers have learned that they need to be in the right place at the right time. One example of an industry that has used online marketing to their advantage is the auto industry. According to J.D. Power & Associates, websites generated 22 percent of all new car sales in 2004. People are not actually purchasing a car online, they are simply reviewing the available information and making a decision on that basis. Not surprisingly, online advertising by the auto industry increased by more than 50% in 2004.
- **Online advertising is an effective branding vehicle.** If you want to become a household name, online advertising can help. Studies have shown that viewing online ads has resulted in increased brand awareness. As in offline advertising, the more times the consumer sees the ad, the greater their brand recognition.
- **Online advertising helps retain and grow current customers.** The internet is often recognized as an acquisition tool, but studies have shown that online advertising can actually increase the lifetime value of customers, with viewers being more likely to click on an ad for a company they are already familiar with. E-mail marketing is also a great way to build relationships with current customers.

brampton.com is Brampton's web portal, offering a comprehensive directory of businesses, local events, movies, classified ads, real estate listings and more. Brampton Media Corp, owner of brampton.com, is a full service media company offering marketing and internet services. Visit us online at [www.bramptonmedia.com](http://www.bramptonmedia.com) or give us a call at 905.794.0841

## Entrepreneurs likely to be repeat owners: RBC survey



According to a recent RBC survey, 41 per cent of Canada's aspiring entrepreneurs have previously owned a business.

The RBC survey, which compared the responses of aspiring entrepreneurs to existing small-and-medium-size business owners, shows that current business owners aren't the only ones with small business experience.

The survey also shows that 31 per cent of Canada's existing business owners have previously owned at least one other business: 15 per cent have previously owned one other business, nine per cent have owned two other businesses, and six per cent have owned three or more businesses prior to the operation they are running now. Repeat owners are more likely to be male (59 per cent versus 41 per cent). They are also more likely to be older (47 per cent of repeat owners are 55 or older while only 35 per cent of first time owners fall into this age group).

Drawing from their own pasts, 39 per cent of repeat entrepreneurs (compared to 32 per cent of first-time owners) identified long working hours as a principle challenge in starting a

business. As for the benefits of owning their own business, 71 per cent cite being their own boss, while 65 per cent say they are interested in or like the work they do.

### Some other facts about repeat entrepreneurs:

- A clear majority (59 per cent) of Canada's repeat entrepreneurs started their own businesses because they wanted to be their own boss again.
- Repeat owners are more likely to have a history of entrepreneurship in their family (52 per cent) versus other owners (41 per cent).
- Almost half (49 per cent) of repeat owners have owned their current business for five years or more.
- Forty-six per cent of repeat entrepreneurs expect to continue to own their businesses for more than 10 years.
- The survey also found that they were more likely (29 per cent) to promote their business through a website than first-timers (24 per cent).

Entrepreneurs - existing and aspiring - can visit [www.rbcroyalbank.com/business/resources.html](http://www.rbcroyalbank.com/business/resources.html) for practical advice and information about starting, owning and managing a small business.

## \* New \* Seminars and Workshops for Winter 2006

### Start Up Budget Workshop

Are you afraid to tackle the financial section of your business plan? Do phrases like "gross margin" and "profit and loss statement" make you feel squeamish? Unsure how to price your service or estimate your first year's sales? Join our new 2-hour workshop for first time business owners where we take you step-by-step through your start up budget as well as first year cash flow projections and income statement. At the end of the workshop, you'll have a good first draft of your financial plan that you understand! Free.

### Personal Changes for Business Growth

At this workshop you will be offered practical and theoretical tools for dealing with those occasional (or perhaps repetitive) uncomfortable situations you find yourself in. The workshop leader will discuss insightful tactics for noticing more quickly that you're 'stuck', and options available to you to become 'unstuck'. Learn how to look inward for positive changes that could lead to both personal and business growth. Conducted by personal coach Maralyn Cale of [www.lifecyclocoaching.com](http://www.lifecyclocoaching.com).

### Year End & Tax Planning Q&A

Take the stress out of tax season by preparing in advance. Drop in to our lunchtime question-and-answer sessions to ask about your burning tax issues. Suitable for incorporated as well as home-based businesses. Facilitated by financial management and business coach, Sunil Aneja, CGA. Free.

### See our calendar of events for dates and times this winter.

## Calendar of Events Winter 2006

All events held at the Brampton Enterprise Centre, 33 Queen St. West

### January

Mon. 2nd	Office Re-Opens after Holidays	
Thurs. 12th	Introduction to Entrepreneurship 9:30am-11:00am	Free
Wed. 18th	How to Write a Business Plan 12:00pm-1:30pm	\$10
Thurs. 19th	Personal Changes for Business Growth 9:30am-11:30am	\$10
Thurs. 26th	Maximize Your Marketing 9:30am-11:30am	\$10
Mon. 30th	Year-End and Tax Planning 12:30pm-1:30 pm	Free
Tues. 31st	Strategic Planning for Beginners 12:00pm-1:00pm	\$10

### February

Wed. 1st	SummerCompany Orientation 3:30pm - 4:30pm	Free
Thurs. 2nd	Introduction to Entrepreneurship 9:30am - 11:00am	Free
Thurs. 2nd	SummerCompany Orientation 3:30pm - 4:30pm	Free
Mon. 6th	Start-up Financial Plan Workshop 2:00pm - 4:00pm	Free
Wed. 8th	Year-End and Tax Planning 12:30pm - 1:30pm	Free
Wed. 15th	How to Write a Business Plan 12:00pm - 1:30pm	\$10
Thurs. 16th	Year-End and Tax Planning 12:30pm - 1:30pm	Free
Mon. 20th	Small Business Start Up 6:00pm - 9:00pm	\$25
Tues. 21st	Year-End and Tax Planning 12:30pm - 1:30pm	Free

### March

Thurs. 2nd	Introduction to Entrepreneurship 9:30am-11:00am	Free
Wed. 8th	Start-up Financial Plan Workshop 9:00am-11:00am	Free
Thurs. 16th	How to Write a Business Plan 12:00pm-1:30pm	\$10
Thurs. 23rd	Maximize Your Marketing 9:30am-11:30am	\$10
Wed. 29th	Networking 4:00pm-6:00pm	Free

### Caledon Business Centre, Bolton

Thurs. March 9th	Planning & Launching Your Business 9:30pm - 1:30pm Lunch provided	\$25
Looking Ahead:		
April 10th	SummerCompany Program Submission Deadline	
May 1st	Ontario Secondary School Business Plan Competition Submission Deadline (Brampton/Caledon area)	

## Brampton Library Business Workshops Winter 2006

Free

### Marketing Resources

Tuesday January 17, 7-8:30 p.m.  
Chinguacousy Branch

### Import/Export Resources

Saturday February 4, 10-11:30 a.m.  
Chinguacousy Branch

### Business Plan Resources

Wednesday February 15, 9-11 a.m.  
Four Corners

### Networking 101

Tuesday March 7, 7-8:30 p.m.  
Chinguacousy Branch

### Marketing Resources

Monday March 27, 7-8:30 p.m.  
Chinguacousy Branch

### All Workshops are Free

Call **905-793-4636** to register or visit any library branch [www.bramlib.on.ca](http://www.bramlib.on.ca)

## Quotes

*Whenever you see a successful business, someone once made a courageous decision.* – Peter Drucker

*What I do best is share my enthusiasm.* – Bill Gates

*You always pass failure on the way to success.* – Mickey Rooney

## Thank You to our Sponsors:

- City of Brampton
- Ministry of Economic Development and Trade
- Brampton Business Executive Suites (BBES)
- Canada Ontario Business Service Centre
- The Brampton Board of Trade
- Caledon Chamber of Commerce
- RBC Financial
- Town of Caledon



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