

# Small Business Matters



The Business Enterprise Centre-Owen Sound & Area staff.  
Jane Phillips, Janice Cahoon & Rebecca Ford.



## Upcoming Events

We are planning some very interesting seminars for the near future, watch for further details and specifics or call us and we can add you to our mailing list!

**E-Business Workshop Series** – February / March 2009, workshop topics:

- Intro to E-Business for SMEs
- E-Business – Getting Started
- E-Business Marketing Series
- E-Business & Your Current Systems
- Building Websites That Work

**Basic Bookkeeping** – Spring 2009; learn basic bookkeeping skills for small business

**The Basics of Intellectual Property** – Spring 2009, an introduction to trade secrets, patents, trade-marks, copyrights and industrial designs.

## Welcome!

Welcome to our first edition of "Small Business Matters". It's a great time to review what's been happening in our business community and to wish you all a peaceful, relaxing holiday time, spending special moments with family and friends and planning innovative forward thinking schemes for the New Year.

So what has the Enterprise Centre been up to in 2008? Here is a synopsis:

We continue to be involved each day with clients who are dreaming of starting, those who are in the process of starting, those who are in the thick of it and those who have now experienced so much and are sharing their expertise with others still planning and growing their own dreams.

Along with these clients we continue to run programs such as, Summer Company & the Ontario Secondary School Business Planning Competition. We administer The City of Owen Sound Business Directory, present workshops on PST/ GST, Business Start Up, the Business of the Arts, E-Business, Web Site Planning and culminating during Small Business Month, our Bridges to Better Business Event.

Managing the Ontario Self Employment Benefit program in Grey

Bruce, we bring EI eligible clients from the spark of an idea and move them into a full blown active business. You can't get much better than that!

The Ministry of Small Business and Consumer Services continues to be a very positive supportive partner and the City of Owen Sound continues to focus on business start up, retention and growth. Along with our partners, we see no end to the ideas and possibilities out in the community.

This vision of business development, growth, and job creation makes self employment a viable, exciting option for so many. Why else would they work an average of 60 hours a week?

Try it--- you may like it!! Spread the good news!

## Advisory Committee

The BEC would like to thank the members of our Advisory Committee for their assistance and dedication to small business and entrepreneurship.

- Paul Homer-Regional Advisor, Ministry of Small Business and Consumer Services
- Steve Furness-Manager of Economic Development and Tourism, The City of Owen Sound
- Bruce Price-Chartered Accountant, Bruce Price CA
- Cheryl Govier-Economic Development Consultant, Ministry of Agriculture, Food and Rural Affairs
- Tom Bovingdon-Owner, Infinity Network Solutions
- We'd like to welcome to the committee; Steve Holler-Senior Manager, Business Development Bank of Canada

*Would you like to ease the energy costs for your business? Contact Hydro One's Power Savings Blitz helpline at: 1-877-672-3747 and The Elora Centre for Environmental Excellence at: 519-846-0841 to see if you are eligible for current energy saving programs!*

# Youth Programs



Jamie Bond-Oliphant Outdoor Maintenance



Jamie Bond & Dave Moyer, The Sydenham Group-Sponsor of the Youth Entrepreneur Chamber of Commerce Award



Jane Phillips & Joanna McEwen-Local business plan competition winner

Each year, the Ministry of Small Business and Consumer Services supports and runs with the assistance of Enterprise Centre staff youth programs; Summer Company and the Ontario Secondary School Business Plan Competition.

Summer Company is a program designed to help enterprising young people start up and run their own small business. Accepted students may receive up to \$1500 to assist with their business start up costs, an additional \$1500 in the fall after successfully completing the program, at least 12 hours of business training to get them started and an opportunity to meet bi-

weekly with a business mentoring group.

The Ontario Secondary School Business Plan Competition is an opportunity for Ontario high school students to create a business plan and compete with their peers throughout the province for cash awards. Students must first compete at a local business plan competition organized by the Small Business Centre in their area and the winners will go on to compete in a regional competition and will then compete for a placement at the Provincial level.

Here are some success stories from our Enterprise Centre's Youth Programs for 2008.

## Success Stories

### Summer Company - Jamie Bond-Oliphant Outdoor Maintenance

Jamie understood that by starting his own business, there would be a lot of hard work involved. However, after learning about Summer Company, he realized that he would be able to have the support and guidance he needed. And, at just 16 years old, Jamie decided to open up Oliphant Outdoor Maintenance. Observing the needs in his small shoreline town, Oliphant Outdoor Maintenance offered many services for people that could not find the time, were not able, or simply did not want to do.

Pressure washing, lawn cutting, dump drops and island services are just a few of the many jobs Oliphant Outdoor Maintenance offered to clients. Jamie even partnered up with the local marina owner as a marketing tactic and gained more than 50% of his work through this approach. Jamie was able to surpass his projected sales amount and build strong working relationships for years to come. Walking away from this experience with "first hand knowledge, experience in business and by gaining independence" Jamie is looking forward to watching his company grow and continuing in the path of entrepreneurship.

### Ontario Secondary School Business Plan Competition – Joanna McEwen

Joanna McEwen showed with great strength her enthusiasm for fashion and business intellect through the business plan she submitted for the Ontario Secondary School Business Plan Competition this spring. Joanna was in her final year at West Hill Secondary School and was introduced to the competition by her business teacher Shirley Reinders-who consistently produces talented young business students for the annual competition. As the 1<sup>st</sup> place winner for 2008 Joanna received a \$750 cash prize as well as a ticket to the regional competition this fall. All regional competitors also received a cheque for \$100 from the Ministry of Small Business and Consumer Services as well as a congratulatory medal in appreciation for their dedication and the representation they give youth in the business community.

# Our Partners

Since its inception by the Ministry of Small Business and Consumer Services and the City of Owen Sound, in April 2000, The Business Enterprise Centre has been fortunate to have supportive, engaged partnerships with business and economic development organizations that serve and encourage the area business community. Today our partners continue to share space and expertise with us to better serve your needs and grow the local economy.

## Ontario Ministry of Agriculture and Rural Affairs

Our team is one of eight across the province assisting rural communities and businesses to prosper. Each regional team travels to your community or business to work with you to provide support or access resources.

Our team covers consists of an **Economic Development Consultant** – Cheryl Govier, **Business Development Consultant** – John Schut and **Rural Business Consultant** – Pat Kuntz.

As an **Economic Development Consultant** Cheryl trains community groups and municipal officials to find ways to strengthen the local economy. This may be accomplished through strategic planning, community economic analysis tools, downtown market analysis tools and downtown revitalization initiatives. The trade area covered by the Economic Development Consultant is Grey, Bruce and Simcoe Counties.

As a **Rural Business Consultant** Pat works with small business groups, and entrepreneurs to promote government programs and services. The delivery of workshops and seminars, the formation of business groups and addressing sector issues are also part of the duties to strengthen rural communities.

As a **Business Development Consultant** John works with food processing, bio-product and rural manufacturing companies in Grey, Bruce, Huron, Perth and Simcoe counties. Whether you need advice on implementing new energy efficient processes, accessing business incentive programs or navigating government regulations, give us a call. We have the knowledge, connections and resources to help you make better business decisions.



## The City of Owen Sound



### Steve Furness-Manager of Economic Development and Tourism

The City of Owen Sound plays a regional role for business, government and health care, and serves a broader market well outside its boundaries. Our dynamic, highly diversified local economy has shown remarkable stability. The most recent national and provincial economic downturn impacts local manufacturers as they pull back production. On the positive side, the City is seeing some expansion in other manufacturing firms, has seen new investment in the commercial sector and a number of housing developments edge forward. The new Georgian College International Marine Training and Research Centre (\$7.5 million), the Cobble Beach development north of the City or the newly completed Grey Bruce Public Health Unit on the east side of the City's harbour, all demonstrate continued investment, confidence and sense of pride that spills over into the broader business community. Our role within the City of Owen Sound is to foster and encourage new investment, either from existing businesses or from new ones. We want to help you succeed and we have a development team to assist you. Drop by for a coffee and let's discuss your plans.



## Bruce Community Futures Development Corporation

The Bruce Community Futures Development Corporation (Bruce CFDC) is a community based not for profit corporation, committed to small business and community economic development. Affiliated through Industry Canada's – Bruce CFDC is committed to developing and diversifying the local economy through: **a.** community strategic planning **b.** business counselling and **c.** investment in small business

A volunteer Board of Directors continues to govern the directions, priorities and policies of the Bruce CFDC. Board members are representative of a broad geographic area and bring a variety of skills including strong small business experience and expertise. Board meetings are held monthly, with a full review of operating matters as well as detailed consideration of eligible loan requests. All are dedicated to the health and prosperity of the area. A core staff of four manage the daily affairs of the corporation. Contract and/or part-time staff are hired as required to implement special projects.

## Business Development Bank of Canada

Steve Holler represents the Business Development Bank of Canada (BDC) for the entire Grey/Bruce area. The BDC provides both loans and consulting services for most types of small business enterprises. Financing for real estate, equipment, working capital and change of ownerships are common examples of BDC assistance. Consulting needs may include a marketing plan, lean manufacturing review, ISO certification or SRED tax recovery.

Call Steve today at 519-371-5666 to discuss how BDC can help grow your business. Many thanks!



## Ontario Self Employment Benefit Program

Not sure about your job options? Concerned about savings? Always wanted to be in charge of your destiny. Then perhaps this is the time to look into Self Employment.

The Business Enterprise Centre in Owen Sound not only assists **any** individual who wishes to start and grow their own business, but we assist individuals who are unemployed and have decided that self employment, the creation of their own job and potentially jobs for others, could be their next career choice. The time seems right, the opportunity has arisen, and now, how do they research, identify costs, and build a plan to carry out this idea? And, is there any financial support available?

The Ontario Self Employment Benefit program helps EI eligible unemployed people to develop and implement plans to start their own new business. The Self Employment Benefit Program is a project of Employment Ontario and is funded in part by the Government of Canada. The Business Enterprise Centre- Owen Sound and Area, delivers the business training and Bruce Community Futures Development Corporation supports and monitors the start ups once up and running.

Who is eligible to apply? Participants are unemployed people who meet the following conditions when they request assistance:

They are receiving Employment Insurance Benefits, had an EI claim in the past three years; or started a maternity or parental benefits claim in the past five years and are now seeking to re-enter the workforce after having cared for a newborn or adopted child.

The process consists of business plan training, advice and plan assessment you must clearly demonstrate your entrepreneurial skills, have a viable business concept with a "reasonable chance of success" in the region and be recommended by OSEB personnel for acceptance into this program.

You must be referred by a case manager. First, contact, VPI Complete Employment Solutions at Unit 3- 1450 1<sup>st</sup> Avenue West, Owen Sound or call 519-371-4707 or in Walkerton at 519-881-3995. They will determine your options and assist you with your career choices.

The next introductory session for the Self Employment Benefits program runs January 5<sup>th</sup> & 6<sup>th</sup> in Owen Sound and January 7<sup>th</sup> & 8<sup>th</sup> in Walkerton- Don't delay your investigation into this self-employment support opportunity.

What better time to "do your own thing?"

## Resources

Here's a website that if it's not already, should be added to your favourites:

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

This is the website for the Business Enterprise Centre. Visiting this site you will find:

- Information on upcoming events, seminars and programs
- An online 10 Steps to Growing a Business disk where you will find information and links related to every step of starting or running a business and includes a Business Resource Guide listing local business related contacts
- Links to the newly developed E-Business Resources developed by the Ministry of Small Business and Consumer Services
- Soon to be added, various business guides and business related information supplied by Canada Ontario Business Service Centre (COBSC)
- Much more, check it out!

## Season's greetings!

As the rocky economic future jolts us into 2009- we encourage you to access our services, to continue to network with your business community, to support local business and to give where and when you are able.

Have a safe, peaceful, healthy holiday and 2009...and beyond.

**Watch for our spring issue with new programs, workshops and ideas.**

## Did you know?

*- Microsoft made \$16 005 in revenue in its first year of operation.*

*- American Airlines saved over \$40 000 in 1987 by eliminating one olive from each salad in first class.*

*- When equity, achievement and camaraderie are all present in the workplace, employees are 15 times more enthusiastic.*

### The Business Enterprise Centre

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Owen Sound, Ontario  
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#### E-Mail:

businesshelp@e-owensound.com

#### Web Site:

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



Thanks for all you do.