

# The Boss



## Highlights:

Dec 25 - 31 College Closed

### 2009

#### January

1 - 4

College Closed

5 - 9

Business Basics

6

How to Manage Your Business Records Workshop

15

How to Boost Your Sales Results Workshop

22

Networking Café – The Tax Man Commeth

#### February

2 - 6

Business Basics

3

How to Manage Your Business Records Workshop

12

How to Boost Your Sales Results Workshop

19

Networking Café – A Stitch in Time

#### March

2 - 6

Business Basics

3

How to Manage Your Business Records Workshop

12

How to Boost Your Sales Results Workshop

19

Networking Café – Location, Location...

For more information about any of these events, contact Mary Ann Martin at 905-641-2252 x 4456.



**December Café:** Between recessions, proroging, coalitions and cold weather, what's a person to do?? Join us each month for our informative and fun Networking Cafés!! On December 18th we're serving up holiday cheer and a special jazzed up coffee & chai tea bar! Our guest speaker is Anne Pederson from Workplace Development Services, a project at the College that provides free assistance to area businesses to maximize their human resources. Contact Mary Ann Martin at 905-641-2252 x 4456 for more information and to register.

## News

### • New Workshops

#### **We're introducing a new series of workshops in 2009!**

Topics will include: Time Management, Business Websites, Marketing to Women, Retail Operations, Debt Collection and more. Check our website for updates ([www.mybdc.biz/Training.html](http://www.mybdc.biz/Training.html)).

### • Online Business Card Exchange

List your business for **free** on our new online Business Card Exchange. You'll need to submit a copy of your business card (either in jpeg by email or in hard copy), a brief description of your business (2-3 sentences), and contact information. Contact Erica Jurus at [ejurus@niagarac.on.ca](mailto:ejurus@niagarac.on.ca) or 905-641-2252 x 4435 for more information. Visit our Business Card Exchange at [www.mybdc.biz/BusCardExchange.html](http://www.mybdc.biz/BusCardExchange.html).

### • Send Us Your News!

Are you moving, opening up a second location, hosting an event...?

We're happy to post our clients' news on our website. Contact Erica Jurus at [ejurus@niagarac.on.ca](mailto:ejurus@niagarac.on.ca) or 905-641-2252 ext. 4435.

## Success Story

### Fit Together

Rhegan Favell practices what she teaches in her fitness classes: "strengthening minds, bodies and relationships". She's faced her adversities with true entrepreneurial grit, and her experiences have helped her create classes that allow couples and families to integrate body wellness into their busy lives.

Read her story on our website:

[www.mybdc.biz/Success.html](http://www.mybdc.biz/Success.html).

# Great Resources for Entrepreneurs



## Free Human Resource Consulting for Your Business

If you already have employees in your business or are contemplating hiring some, Workplace Development Services (WDS) can help you make the most of that resource.

WDS is designed to promote and facilitate improved human resource practices and innovative approaches to workplace development. The WDS team provides **no-cost** consulting to the Region's small and medium-sized businesses across a wide spectrum of industry sectors.

The WDS approach is collaborative and results-oriented. Their mission is to build better workplaces and a stronger community by developing the capacities of employers to attract the right employees, improve business performance and create a great place to work. Let them help you become an **Employer of Choice!**

[www.ncwds.com](http://www.ncwds.com)  
905-374-7454 ext. 3640

Need some information about running your business? Check out our online Resource page, where we've done the research for you! We have Articles of the Week (throughout December and January we're posting 3 articles each week on how to survive in our current economy) and a Featured Resource each month. We've posted links to:

- small business resources in the Niagara Region
- articles written by our knowledgeable Business Advisors
- a complete online collection of reference websites that can help you with everything from grammar to business glossaries
- Hundreds of online articles of relevance to entrepreneurs like you, organized by topic!

[www.mybdc.biz/Resources](http://www.mybdc.biz/Resources)

## BDC Staff Profile



### Karen Martin

- Business Advisor & Development Officer

Karen Martin is a business advisor, instructor and Business Development Officer for the Business Development Centre, where she assists entrepreneurs starting new businesses. She is also an APEC Certified Business Counsellor.

Karen holds a Bachelor of Journalism Degree from Carleton University in Ottawa and has worked as a reporter and editor for a variety of newspapers and magazines in northern and southern Ontario. She is an expert at building good relations with the press,

and has delivered a very popular Networking Café session on that topic. She's an established writer, having written regular business columns for a daily newspaper, as well as writing professionally for a Toronto-based company that publishes guides to topics ranging from First Aid to iPods.

On behalf of the BDC, Karen teaches subjects ranging from marketing, to business communications, to business plan development. She also delivers seminars outside the college, and is a founding partner of a business called JustPlay Sport Services, which delivers behaviour and risk management programs in youth sports. Karen sits as a director on the non-profit arm of the company, the Civic Sport Group.

**"Have you got a problem? Do what you  
can where you are with what you've got."**

*Theodore Roosevelt*

## Business Tips

### A good website is a great asset

USA Today discusses how important a good website is for your business, particularly during these tough times:

"Every now and then I feel compelled to remind you of how important maintaining a website can be to your business. If you have a site that's not giving a return on your investment then perhaps it's time to rework it. If you have been procrastinating about having a website, now is the time to get one..."

Find the complete article at:  
[http://www.usatoday.com/money/smallbusiness/columnist/edmunds/2008-10-15-get-a-good-website\\_N.htm](http://www.usatoday.com/money/smallbusiness/columnist/edmunds/2008-10-15-get-a-good-website_N.htm)

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