



## Be In the Know

A periodic newsletter regarding the business training and development opportunities in the Community Futures White Horse Plains and Central Plains regions.



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### Be in the know!

Well Thanksgiving has just recently past, and we are moving towards the Goblin, Warlock, and Witching hour. Our office has definitely noticed that our region's businesses, non-profits, and communities are suffering from the turkey hangover just like us. But we are well nourished, and the energy level is increasing. Although we try to stay on top of things in the region we may miss something. If you have a learning or networking event that we missed that fits within the scope of "Be in the know" do not hesitate to contact our team.

Just one more thing before you view this Fall's exciting line up. We have to tell you a secret; it is really cool so listen closely. If your schedule does not allow for you to attend a session we have subject matter experts in our office that can share their knowledge with you, and all it takes is a phone call to our office.

### What are we up to?

**October 26 – "It's all about business"** our in house speciality. This **3 hour session** is for folks that are thinking about business, getting ready to start a business or maybe self-employed, and that veteran business owner looking to give a boost to their business. This is an interactive seminar that will cover **18 key areas of business and business planning** from goal setting to financial management. You can get all of this for just \$20. Join us in **Headingley at the Phoenix Recreational Center at 1pm, and we will do our best to get done by 4pm.**

**November 23** - Hey guess what we are also offering "**It's all about business**" in **our office in Portage la Prairie**. It will cost you some cash and a lot of time to go out and get this knowledge, so come hang out with us from **5pm to 8pm**, and let us bring it to you for just \$20. **NEW**

**November 2** – Do you have dreams of your future, but not sure how to make them a reality? If so the **Dreams to Reality lunch and learn** session is probably what you are looking for. The Royal Bank and Central Plains Inc. have come together to offer you an opportunity to discover the resources available to you while having a little lunch at the PCU Center. You will be introduced to subject matter experts in the fields of financial management, money management, investment, business management, business planning, economic development, business growth, and succession planning. These are key areas of focus when taking "Dreams to Reality", whether they are personal or professional dreams. Having access to these experts in one room is priceless, and guess what there will be no charge for this great event. Seats are limited so be sure to register early. **NEW**

**November 3** – Risk, risk everywhere. Do I dare? Not long ago we were confronted with the threat of shutting down our businesses, and hoped that the river waters would not wash them away. Well we cannot plan Mother Nature, but we can plan for business disruption, and many other business risks. It's a fact that successful businesses work in the world of proactive rather than reactive. This session will introduce you to **risk planning for your business**. Join us at our **Portage la Prairie office from 3:30pm to 6:30pm**, and we will share with you our knowledge about the common risks every business faces, what questions to ask to find out your unique business risks, and get you started on writing or updating your risk plan. All of that for just \$20. **Changed**

**November 8** – The world of **marketing your business** has drastically changed. First, with the World Wide Web, and now this social media creature that is taking over the world. We dare to say marketing your business has not changed; just the marketing tools in your tool box have changed. You still need a clear, concise, and consistent message your customers can identify with. You don't have time or the money to use every single marketing tool out there, and you want to make sure you are targeting people who will spend their hard earned dollars with you. The only way to make sure you stay on track and not get distracted with all the sparkly tools out there is to have a strong marketing strategy. Bringing in an expert to help you with a strategy will cost you some cash, what if we said we will bring you this knowledge for \$20. **An expert from the Women's Enterprise Centre** of Manitoba has agreed to join us in **Portage la Prairie at the Canad Inns at 8:30 am** (yes there will be coffee) to share the secrets of the almighty **Marketing Strategy**.

**November 24** – There is a new buzz in the region, and if you listen carefully to the wind you can here **Central Plains Women in Business** is here to stay. The WIB event just keeps growing and getting better. No one who has attended ever said don't you dare do that again, actually they say may we have more please. If you looking for networking and learning opportunities? This is an excellent place to be for any woman to get together and share their knowledge and energy. These types of opportunities are priceless, but we are going to give it to you for \$25. Why not **join us for lunch between 11:30am and 1:30pm at the Portage la Prairie Canad Inns**? You will get to learn about **marketing and promoting your business or maybe your community group or initiative** from a Women's Enterprise Center subject matter expert. We just found out that that Joelle Foster from Canada Youth Business Foundation (CYBF) will be there. We have another secret to share with you, although the focus of this session is on business, you can take the tools, and skills that you learn at these sessions and apply them to your professional and personal life.

**December 8** – Okay, I guess we can't call Social Media a creature without causing fear and resistance, so the best way to combat this is to provide you with knowledge about Social Media. Hey, even here at the office we are working on wrapping our heads around social media, and just when we think we have it something changes or something new comes out. Technology, and social media are moving at warp speed, and it might make you feel like you better jump on board or you will get left behind in the dust. But where do I jump on? What tools should I use? What is this new language "Catch you on FB", "Just tweet me" (sorry I don't know bird calls), "Link in" to me (sounds like some kind of weird science experiment)? A **social media expert from the Manitoba Marketing Network** has been kind enough to offer assistance in **taking the mystery out of this social media creature**. If you are interested in figuring out this mystery join us for **lunch at the Portage la Prairie Canad Inns from 11:30am to 1:30pm**. We know the \$20 dollars we spend to attend this will be well worth it, and you won't be disappointed with what you get for your \$20.

**Did you know that we have figured out how you can watch T.V. and learn at the same time**, and we made our T.V. smart so you can interact with the instructor and participants across Manitoba? Technology is amazing, come check out this cool T.V. in our office, and take advantage of the learning opportunities for **free**. Click the session you are interested in and it will take you to the Canada Manitoba Business Service Centre site, which will tell you all about the session and the presenter. Don't get confused it says the location is in Winnipeg, but remember we have a magic T.V. that can bring it right to our office in Portage just call us.

**October line up**

18 <sup>th</sup>	3:00 – 5:00	<a href="#">Profit from your Kitchen Creation</a>
20 <sup>th</sup>	1:00 – 3:00	<a href="#">Common Business Mistakes &amp; How to Avoid Them</a>
21 <sup>st</sup>	1:00 – 3:00	<a href="#">Canadian SMEs Going Global: Challenges and Opportunities</a>
25 <sup>th</sup>	1:00 – 3:00	<a href="#">Business Opportunities and Ideas – Choosing the Right One!</a>
27 <sup>th</sup>	1:00 – 4:30	<a href="#">CBSA Customs Workshop</a>

**November line up** **NEW**

1	1:00 – 4:30	<a href="#">CBSA – Customs Workshop</a>
2	12:30 – 3:30	<a href="#">Your Business Plan – The Home Stretch: Operations &amp; Financial Summary</a>

3	10:00 – 12:00	<a href="#">Introduction to Income Statements</a>
3	1:00 – 3:00	<a href="#">Starting a Home Based Business</a>
4	10:30 – 12:00	<a href="#">Financial Literacy Learning Resources</a>
8	1:00 – 4:00	<a href="#">Understanding Yourself, Your Coworkers, and Stress</a>
9	10:00 – 12:00	<a href="#">Microsoft Office Word 2007 – Tips for Small Business</a>
9	1:00 – 3:00	<a href="#">Microsoft Office Excel 2007 – Tips for Small Business</a>
10	10:00 – 12:00	<a href="#">PowerPoint 2007 – Tips for Powerful Professional Presentations</a>
10	1:00 – 3:00	<a href="#">Starting a Home Based Business</a>
16	10:30 – 12:00	<a href="#">PST: An Introduction to Provincial Sales Tax</a>
16	12:30 – 3:30	<a href="#">GST/HST Seminar – New HST Rules and Information Seminar for New Registrants</a>
17	5:30 – 7:30	<a href="#">Facebook for Business</a>
22	5:30 – 9:30	<a href="#">Recruitment and Selection</a>
23	1:00 – 3:00	<a href="#">How to Buy a Franchise</a>
24	10:00 – 1:00	<a href="#">Are You Ready to Be an Entrepreneur</a>
30	2:00 – 4:00	<a href="#">Your Small Business Website - How to Write for the Web</a>

**For ALL of our sessions you need to register with Jacki, please give her a call at 856-5000 or send her an e-mail at [jacki@centralplains.ca](mailto:jacki@centralplains.ca)  
Seats fill up fast so register now.**

Not another secret for you! There all kinds of good things on our websites check them out:

[www.whpcfcd.ca](http://www.whpcfcd.ca) and [www.centralplains.ca](http://www.centralplains.ca)

### **What is everyone else up to?**

We will give you a small sampling of what these other great service providers are offering, and leave it to you to decide whether you want to go to their websites and check out more of their great events. Remember these are not our sessions so if you want more info or to register you have to contact them.

**October 18 & 20** – Women’s Enterprise Centre of Manitoba (WECM) is offering Facebook for Business on the 18<sup>th</sup>, and Blogging for Business on the 20<sup>th</sup>. Follow the pink ribbon path to check out what else WECM offers [www.wecm.ca](http://www.wecm.ca)

**October 19** – MTEC & SAFE Hospitality are pleased to present a one day conference & exhibition, Turning Training into Success: Keeping Your Business Profitable in Any Economy. MTEC offers other great training sessions check out their website for more info [www.mtec.mb.ca](http://www.mtec.mb.ca)

**October 20** – Portage Chamber of Commerce Best Business Awards. Rumor is Dianne Buckner, Host of CBC’s Dragon’s Den will be the guest speaker. Follow this fire trail for more info about Portage Chamber, why it is great to be a member, and their other events [www.portagechamber.com](http://www.portagechamber.com)

**October 21** – Canadian CED network of Manitoba is holding the 9th Annual Manitoba CED/CD Gathering - "Enough for All, Forever". Follow the equality path to find out more [www.ccednet-rcdec.ca/en/gathering2011](http://www.ccednet-rcdec.ca/en/gathering2011)

**October 26** - Don't miss this Fall's Western Canada Technology Growth Initiative (TGI), hosted by the Trade Commissioner Service (TCS). A program that fast-tracks success for technology start-ups. To find out more about what this great international group does follow the path to doing business with the world [www.tradecommissioner.gc.ca/eng/home.jsp](http://www.tradecommissioner.gc.ca/eng/home.jsp)

**October 27** – Aboriginal Business Forum and Trade Show. Meet business service providers that can grow and start your business. Follow the natural path to find out more [www.lrcc.mb.ca/news\\_details.php?news\\_id=14](http://www.lrcc.mb.ca/news_details.php?news_id=14)

**October 27** – Volunteer Manitoba is offering 10 Steps for Managing a Successful Event. All business seminars are great to attend for non-profit and charitable organizations, but Volunteer Manitoba offer some of the best for these folks. Follow this path of giving to find out more [www.volunteermanitoba.ca](http://www.volunteermanitoba.ca)

**Starting November 1 – Planning for your Organization’s Financial Sustainability.** Achieving your mission in the community depends on your ability to find the resources to meet your goals. Create a sound financial plan that will help your organization in the long run. Most non-profits face the challenge of long-term financial sustainability, both in terms of how to do this kind of planning and where to look for these resources. This is for people in charge of planning and budgets for their organization (EDs or program managers). For more information contact Lindsey McBain [lmcbain@ccednet-rcdec.ca](mailto:lmcbain@ccednet-rcdec.ca) or 837-7275 **NEW**

**Sorry if we missed you, like we said before there is so much out there so please contact our office if you would like to “Be in the know” and the event falls within the scope of “Be in the know”**

### **Special Stuff like funding programs, and competitions?**

Hey here’s something, 2011 is the year of the entrepreneur, that is pretty cool, and did you also know that October has a week (October 16 to 22) dedicated to Small Business. Check out BDC’s small business week website you won’t be disappointed. [www.bdc.ca/sbw](http://www.bdc.ca/sbw)

Canadian Youth Business Foundation (CYBF) is challenging Canadians to create as much value as they can out of an everyday household object. What’s it worth to you, how about your share of \$25,000 and a trip to Liverpool, England. For more info follow the creative thinking path to [www.cybf.ca](http://www.cybf.ca) . **Deadline to enter October 18**

Just Watch Me! video contest. Grab a camera and tell your entrepreneurial story and you could win \$1000. Follow this film reel for more information [www.communityfuturespanwest.ca/contest](http://www.communityfuturespanwest.ca/contest)

The Excess Moisture Economic Stimulus Program (EMESP) provides immediate economic stimulus to the areas adversely affected by excess moisture levels in rural Manitoba. Funding will support projects that offset the economic impact of excess moisture levels on communities Applicants are eligible to receive up to \$100,000 per organization. For more info go to [www.masc.mb.ca/masc.nsf/floodrecovery.html](http://www.masc.mb.ca/masc.nsf/floodrecovery.html)

Commercialization Support for Business Program (CSB) supports entrepreneurs and businesses seeking to start-up, expand, or modernize a business in Manitoba. For more info go to [www.Manitoba.ca/business](http://www.Manitoba.ca/business)

**Stay tuned for the next “Be in the Know” which we will send out in a few weeks.**