



# Better 2013 Business Workshop Series



*Once again, our workshops are an excellent way to hone business skills and better the bottom line!*

- ☑ Register – it’s required! Call **519-527-0305** or email us at [infohbc@smallbusinesshuron.ca](mailto:infohbc@smallbusinesshuron.ca).
- ☑ Location: **REACH** – Regional Equine and Agricultural Centre of Huron, 169 Beech Street, Clinton.
- ☑ Purchase a Spring pass for \$30 (HST included), valid until July 31<sup>st</sup>, and attend any (or all) of the regular Spring series workshops! **Note: Several special events are highlighted and priced separately.**

<p><b>Summer Company Student Orientation:</b> Your career direction needn’t be defined by others. Why not take a test run at building your own path? Students between 15 and 29 can receive up to \$3,000 to start and operate their own businesses for the summer. Open to everyone with or without a workshop pass. So bring your kids! Or bring your parents! And learn for yourself how running your own enterprise might be your best option. <b>Alison Lobb.</b></p>	<p style="text-align: center;"><b>Thu. Mar 28</b> 7:00 – 9:30 pm <b>At the Huron Business Centre, Seaforth!</b></p>
<p><b>\$30</b> <b>Business Excellence Series – Share The Power Of Social Media:</b> But first, enjoy the benefits of a hot breakfast at 8:30am. You’ll need it because at 9:00am on the dot, Melissa Dawn Lierman, of Lierman Digital Strategy Development, will lead a discussion of 2013’s top social media platforms – some of which you may not have even heard of yet. At 10:45am, learn how 3 Huron businesses have integrated social media into a strategy to engage, sell, and enhance their customers’ experience. Truly, a one-of-a-kind opportunity to learn from entrepreneurs just like you; who have been there, and done it for themselves with tremendous success!</p>	<p style="text-align: center;"><b>Wed. Apr. 3</b> 8:30am-11:30am <b>At the Knights of Columbus, Goderich!</b></p>
<p><b>Facts Tell But Stories Sell: Jeremy Tracey</b> illustrates how to engage your customers with real-life stories and amusing anecdotes about your products and services. Come to this workshop with a tale of your own; let Jeremy add a little spit and polish; and you’ll come away with a literary gem that will make selling as easy as 1-2-3!</p>	<p style="text-align: center;"><b>Thu. Apr 4</b> 7:00 – 9:30 pm</p>
<p><b>You Are Not A Hat Shop (Unless You Are!):</b> This workshop offering features <b>Michael Lewis</b> delivering one of his patented presentations entitled, ‘<b>Too Many Hats: Beyond Time Management</b>’. Get what you need to become a more productive business owner every day! Hint: Wearing more of your hats for shorter periods of time is job number 1!</p>	<p style="text-align: center;"><b>Wed. Apr. 10</b> 7:00 – 9:30 pm</p>
<p><b>QuickBasics For Quickbooks Users:</b> An introductory primer to this popular accounting software program given by our own expert, <b>Alison Lobb</b>. Learning about data entry for receipts and expenses, as well as customization of reports for understanding and comprehension, this hands-on workshop will have you loving accounting before you know it! If you’ve already tinkered with Quickbooks, don’t forget to bring your own challenge questions to share with the group – it will help everyone’s understanding. Spaces limited!</p>	<p style="text-align: center;"><b>Wed. Apr. 24</b> 7:00 – 9:30 pm</p>
<p><b>\$30</b> <b>Huron Women In Networking (HWIN) Dinner Event:</b> An evening for the women of Huron to exchange ideas, experiences, and best practices over a hot dinner and in a supportive and respectful environment. Join us for a truly memorable evening that will help you raise your profile and who knows? You may even win a door prize or two from one of our many benefactors and sponsors.</p>	<p style="text-align: center;"><b>Thu. Apr. 25</b> 6:00pm-9:00pm <b>At the White Carnation, Holmesville!</b></p>
<p><b>Flipping The Iceberg:</b> Like an iceberg with about 90% of its mass submerged under water, <b>Gregory Smith</b> will show you how to expose the hidden you for all the world to see! Double entendre aside, this workshop is designed to help you identify those personal strengths that are taken for granted or denied because of some misplaced sense of modesty. Let yourself go! We all have it within us to succeed! And it will happen once we release unfettered to the world, the best of ourselves and what we have to offer!</p>	<p style="text-align: center;"><b>Wed. May 8</b> 7:00 – 9:30 pm</p>
<p><b>The Online Neon Sign:</b> Your webpage is up! Your social media feeds are poised! Maybe you’ve even posted a YouTube video! Now you’re braced for the onslaught of customers that is about to begin. Or is it? How are your customers going to find these wonderful touch-points you’ve created? What’s going to drive them to visit you online? Why will they stop at YOUR digital destinations? Thankfully, <b>Teresa Renee</b> has the answers to these questions and a whole lot more!</p>	<p style="text-align: center;"><b>Thu. May 16</b> 7:00 – 9:30 pm</p>

<p><b>Dances With Heathers:</b> Yes! There is a Santa Claus! Tina Heathers returns once more to our workshop series with an exciting new title, <b>'The Sales Dance'</b>. Sales is an effective, tricky, and mandatory part of owning a small business. The big problem? It's seldom done correctly! The other big problem? It's usually a task reluctantly embraced by the business owner. The BIGGEST problem? Everything you've learned about sales, cold-calling, and closing is probably wrong! (Unless you've learned it from us!) However, if you're not in sales, you're overhead so I'd make time to attend and hear Tina's advice on selling well!</p>	<p><b>Thu. May 30</b> 7:00 – 9:30 pm</p>
<p><b>Simplify!</b> With <b>Alison Lobb</b>. One of the best things a business owner can do to run a more effective and profitable business is to ORGANIZE. Of course, you can't replace marketing and selling with organization. However, through a simple system of prioritizing important information and eliminating the clutter, you become a much more capable manager. No longer will you be putting out fires on a daily basis, but like Smokey The Bear, you'll prevent them in the first place. And this takes a whole lot less time, effort and expense.</p>	<p><b>Wed. Jun. 5</b> 7:00 – 9:30 pm</p>
<p><b>Customer Service Excellence:</b> You recognize bad service when it happens to you don't you? Would you recognize it if you were delivering it instead? Don't bank on that! As human beings we have an incredible ability to see the faults in others but at the same time, allow our ego to hide our own short-comings from plain view (ours!). Join <b>Lisa Harper</b> for this critical workshop and learn to deliver on the one thing which customers consistently agree causes them to modify their buying habits – Excellent Customer Service.</p>	<p><b>Wed. Jun. 12</b> 7:00 – 9:30 pm</p>
<p><b>Your Personal Image Consultant:</b> <b>Jeremy Tracey</b> shows you how to build a professional image that conveys charisma, rapport, clarity and confidence to your customers. From the way you dress, to the way you talk, to the way you slouch, everything about you says something to the customer you're speaking with. Are you absolutely sure that they are receiving the desired information about and from you? Or do you come across as a phony fibbing snake-oil peddler who is only interested in separating them from their hard-earned money? If you don't know, plan to free some time for Jeremy this evening.</p>	<p><b>Thu. Jun. 27</b> 7:00 – 9:30 pm</p>
<p><b>Featured Seminar - Business By Design:</b> This seminar is geared towards people who haven't yet taken the plunge to run their own business yet, but have often wondered if it's the right path for them.</p> <p>Well wonder that no more! If you've ever considered whether starting a small business is right for you and don't quite know the answer, plan to attend this day-long seminar. It's offered on the last working Friday of every month except for August and December. Starting at 10:00am, <b>Jim Niesen</b> will take you on a journey to the self-employment side until about 4:00pm!</p> <p>This is not a seminar on the steps one takes to start a small business. It is an intensive course on what it takes to succeed in small business. Steps are easy! The question is, are you willing and able to do what is necessary to run your own venture with success? Warning: One of the hardest parts is unlearning what you are certain you already know! The easiest part is attending because this seminar is FREE!</p>	

<p> <b>We're planning the Fall already! Have a Look Below!</b></p>	
<p><i>The Search Engine Tune-Up To Optimize Your Website.</i> <b>Liz Gray</b></p>	<p><b>Wed. Sep. 11</b></p>
<p><i>Quickbooks – Part Deux!</i> <b>Alison Lobb</b></p>	<p><b>Wed. Sep. 25</b></p>
<p><i>Making The Connection: Networking For Success.</i> <b>Michael Lewis</b></p>	<p><b>Wed. Oct. 2</b></p>
<p><i>Marketing Mosaics.</i> <b>Tina Heathers</b></p>	<p><b>Thu. Oct. 24</b></p>
<p><i>Setting Goals And Planning Succuss.</i> <b>Tina Heathers</b></p>	<p><b>Thu. Nov. 7</b></p>
<p><i>A Dynamite Website That Will Blow You Away.</i> <b>Kerri Gingerich</b></p>	<p><b>Thu. Nov. 21</b></p>
<p><i>Making Taxes Less Taxing.</i> <b>Alison Lobb</b></p>	<p><b>Wed. Dec. 4</b></p>

Call us anytime at (519) 527-0305 for more information or with suggestions!