

# Brazeau Business

Quarterly Business Newsletter  
ISSUE 01 Oct 2010



## Welcome To our First Newsletter!

One might ask, why are we doing a newsletter for our businesses within the County? Firstly, here at Brazeau County, business retention has always been the number one goal of our Economic Development Department. However, many businesses are not aware of the services that we can provide to them nor are they aware of the great services provided both provincially and federally to help them succeed.

Secondly, the Economic Development Department requires a good tool to communicate with our businesses the issues, opportunities and events that would be beneficial to them.

This newsletter will be sent out on a quarterly basis starting in October, 2010. Each newsletter will have a different theme – so enjoy.

“Some regard private enterprise as if it were a predatory tiger to be shot. Others look upon it as a cow that they can milk. Only a handful sees it for what it really is—the strong horse that pulls the whole cart.”

- Winston Churchill

“In the end, all business operations can be reduced to three words: people, product and profits. Unless you've got a good team, you can't do much with the other two.”

- Lee Iacocca



## Interested in Starting a Tourism Operation?

Turn your favorite pass time into a business

Tourism is the number one industry for growth. We get numerous inquiries from people wishing to start tourism operations in Brazeau County.

The County has a number of shelf ready tourism operation resource pamphlets for the following:

- Guide to ATV Rental Operation
- Guide to Guest Ranch Operation
- Guide to Campground Operation
- Guide to Fishing Tour Operation
- Guide to Trail Riding Operation
- Guide to Bed and Breakfast Operation
- Guide to a Hunting Guide Operation

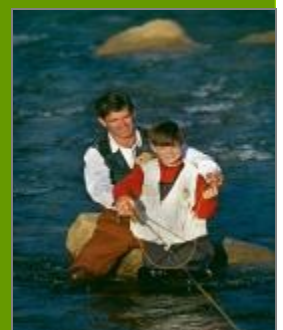
To receive a copy of any of the above please contact Angie at 780-542-7777.



BizPaL is an innovative project that provides entrepreneurs with simplified access to the information on permits and licenses that they require to establish and run their businesses. This unique partnership among federal, provincial, territorial, regional and local governments is designed to cut through the paperwork burden and red tape that small business owners encounter.

To access all the permits required within Brazeau County visit:

[www.brazeau.ab.ca/bizpal](http://www.brazeau.ab.ca/bizpal)



## Successful businesses that started as Home Based

Microsoft	Xerox
Apple	Heinz Ketchup
ATCO Structures	Readers Digest
Sun Ice	

## Home Based Businesses

In Brazeau County, we realize that Home Based and Agricultural Businesses are a great way for businesses to start and grow in a safe and inexpensive environment. Many Home Based Businesses grow into industrial and commercial business parks and eventually employ an impressive number of people.

We like to support our Home Based and Agricultural Businesses through the free advertising that we provide within our Home Based Business and Agricultural Directory which is distributed at our front counter and mailed to each new resident in Brazeau County. We also offer a free listing on our Brazeau County website business directory at <http://www.brazeau.ab.ca/departments/economic-development/business-directory>.

*"I was just pursuing what I enjoyed doing. I mean, I was pursuing my passion."*

*Pierre Omidyar  
eBay Founder and Internet Entrepreneur*

## What's new with you?

Let us know what exciting things are going on with your company. Perhaps you are manufacturing something new and exciting or you might be going through a name or ownership change. Don't leave it up to the coffee shop to spread the news. Let us know and we will print it in the next Brazeau Business News which is mailed to every business in Brazeau County, free of charge.

## Famous Canadian Started with a Home Based Business

Kevin' O'Leary's success story starts where most entrepreneurs begin: with a big idea and zero cash. From his basement he launched SoftKey Software Products. As sales took off, Kevin moved to headquarters in Cambridge, Massachusetts and went on an industry consolidating acquisition binge. From 1995 to 1999 he bought almost every one of his software competitors including, Mindscape, Broderbund and the Learning Company in the industry's first vicious public hostile battle. Shareholders love his 'take no prisoners' cost cutting style and fueled him with billions to do his deals. In 1999, Kevin sold his company to the Mattel Toy Company for a staggering 3.7 billion dollars, one of the largest deals completed in the consumer software industry.

Source: <http://www.cbc.ca/dragonsden/>



# Help for your business is....

## The Canadian Youth Business Foundation—be your own boss!



The Canadian Youth Business Foundation (CYBF) is a national charity providing pre-launch coaching, business resources, start-up financing and mentoring services to help you start your own successful business. If you are 18-34 and have a business idea...we can help!

When thinking of starting a new business or during the start-up process, entrepreneurs have lots of questions. CYBF helps young entrepreneurs through the planning stages by providing **Pre-Launch Coaching**. Through the assistance of our Community Partners and CYBF's Entrepreneur-in-Residence, direct support and guidance are available.

Along with your CYBF loan you will benefit from our mandatory **world-class mentoring program**. Every entrepreneur is hand-matched with an experienced business mentor for 2 years to allow knowledge sharing and ensure a higher business success rate. A mentor is an invaluable resource with years of business experience - and you get his or her assistance free for 2 years with your CYBF loan!

Entrepreneurs need money - that's no secret. **CYBF lends young entrepreneurs up to \$15,000\* for their start-up**. We support businesses of all kinds - skilled trades, retail stores, services, and everything in between. CYBF does not require security for its loans - CYBF lends based on character and a great business plan.

## Everywhere

The CYBF program is designed to support you from the beginning of your entrepreneurial journey right to the end.

\*CYBF lends up to \$15,000. However, additional financing may be available through the CYBF-BDC Start-Up Financing Program, where you can get up to an additional \$15,000. Plus, CYBF offers up to \$10,000 for Expansion Financing. For more details, please see [CYBF-BDC Start-Up Financing Program](#) and [CYBF Expansion Financing](#).

Visit their website at [www.cybf.ca](http://www.cybf.ca)

*As of September 31, 2009, CYBF has invested in more than 3,500 young people, whose businesses have generated CAD\$ 96 million in tax revenues, hundreds of millions in sales and export revenues, and created more than 16,900 new jobs.*

## Business Failure Statistics

Business failure statistics show that about 96 percent of small businesses (1-99 employees) that enter the marketplace survive for one full year, 85 percent survive for three years and 70 percent survive for five years (*Key Small Business Statistics - January 2009*, Industry Canada).

## The Seven Pitfalls of Business Failure

1. You start your business for the wrong reasons.
2. Poor Management
3. Insufficient Capital
4. Location, Location, Location
5. Lack of Planning
6. Overexpansion
7. No Marketing

Community Futures Capital Region (CFCR) is a federally sponsored program to help businesses across Canada. Our local Community Futures is located in Stony Plain and serves Brazeau County, Parkland County and the County of Leduc, including all the municipalities within their boundaries.

## Business Services

Community Futures Capital Region provides a variety of services for entrepreneurs. Their main purpose in the business community is to stimulate economic diversification by creating small businesses through the development of sound business plans, lending services, counseling, and technical assistance.

## Small Business Training

CFCR is active in the Small Business Seminars and Brown Bag Lunch program. Each month they offer a variety of learning sessions via video conference at their Stony Plain office. Designed to save you time and money the Brown Bag Presentations are held over the noon hour, are FREE of charge, and offer quick-to-learn business basics. The seminars, a value at \$35, are 3 hour sessions jam-packed with valuable information and ideas to assist in your business planning. Check their online training calendar for a list of these presentations.

## Your local Community Futures office has a number of loan programs to help you.

Every year Community Futures offices collectively complete hundreds of small business loans ranging from \$10,000 to \$150,000 and totaling over \$20 million which is a lot of money for a lot of small businesses.

**ReadyCash-** Quick turnaround short-term loans of up to \$10,000 - so you can react to a great opportunity.

**FlexLine-** Flexible line of credit loans from \$10,000 to \$50,000 - money that's there when you need it.

**TrailBlazer-** Loans for value-adding, innovation, enhancing productivity and developing new products and markets.

**GrowBiz-** Financing to help you expand, grow or update your existing business.

**BizBuyout-** Loans to assist with the purchase of an existing and successful rural business.

**NewBiz-** Financing to start a business in a community served by Community Futures.

**NextGen-** Loans for young entrepreneurs ages 18 to 29 with a great business idea.

**BusinessAble-** Loans for persons with a disability seeking to start or expand a business.

[www.cfcapitalregion.ca](http://www.cfcapitalregion.ca)

Or phone them at: 1 888 848 2285

## EMPLOYMENT FUNDING AVAILABLE

### Alberta Skills Network Project (ASNP)

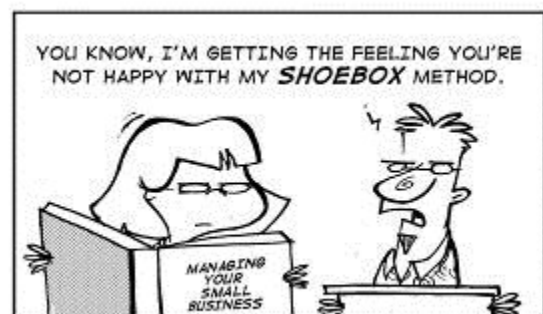
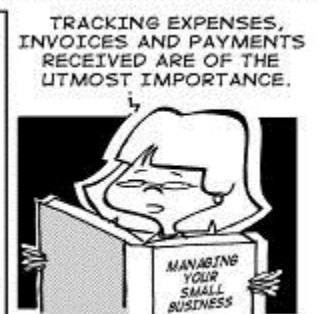
Alberta Skills Network Project is a new initiative being spearheaded by the Alberta Congress Board. This is a 24 week pilot project that allows skilled and enthusiastic post secondary graduates to gain valuable work experience. ASPN will help subsidize the salaries of interns to a maximum of \$4,950.00 for up to 15 weeks. Your organization can bring on an eager, educated young worker and at the end of the placement you will end up with a skilled candidate already oriented to your organization.

For more information on getting involved with this project contact:

Michelle Penner, Director Community Business Liaison

Affinity Group (403) 550-3492 or visit the website at:

[www.affinityservices.ca](http://www.affinityservices.ca)



## Fall 2010 Learning Sessions at the Business Link

### BUSINESS START UP

- Preparing a Business Plan—Sept 8, Dec 9, \$ 40.00
- Do it Yourself Incorporation—Sept 15, Oct 21, Nov 25, \$ 40.00
- Starting your Business—Sept 22, Nov 4, \$ 40.00
- Restaurant Entrepreneur—Nov 3, Free
- Becoming an Entrepreneur Part One—Nov 9, \$ 40.00
- Becoming an Entrepreneur Part two—Nov 23, \$ 40.00

How to start a Daycare—Nov 24, Free

Basic Market Research—Dec 16, \$ 40.00

### MARKETING AND SALES

- I have a Brand—Sept 16, October 27, Free
- Promotional Strategies: Create Buzz for your Business—Sept 29, Nov 18, \$ 40.00
- Doing Business with the Government—Oct 14, Free
- Bidding on Opportunities—Oct 26, Free
- Let's Get Ready for a Trade Show—Oct 28, Free
- Five Steps to Super Profits—Nov 16, Free
- Sales Rich—Dec 9, Free

### HUMAN RESOURCES

- Finding Balance at Home and at Work—Oct 22, Free
- Employment Standards: Getting it Right—Nov 4, Free

### FINANCE

- How to Prepare for the Bank—Sept 9, Nov 17, Free
- Accounting for your Small Business—Sept 28, Free

### TAXATION

- Income Tax basics for Sole Proprietors and Partnerships—Sept 7, Free

GST Basics—Oct 5, Nov 16, Free

Payroll Basics—October 19, Free

Entrepreneurs in Agriculture Tax/GST basics—Dec 14, Free

### E-BUSINESS

Web Design that Works! - Sept 9, Nov 10, Free

Social Media—Part of a Balanced Marketing Breakfast—Sept 16, Free

Small Business Search Engine Marketing—Oct 7, Dec 8, \$40.00

Setting up an Online Store—Dec 7, Free

Online Marketing for Local Businesses—Oct 20, Free

Market your Business through Facebook—Oct 28, Free

Writing Strategically for the Web—Nov 25, Free

Maximizing Web Success—Dec 1, Free

### BUSINESS DEVELOPMENT

Gadgets and tech tools for your Small Business—Sept 30, Dec 2, Free

Intellectual Property: What's in it for you? - Oct 12, Free

Greening your Business—Oct 16, Free

Green Graphic Design—Dec 2, Free

### BUSINESS TRANSITIONS

How to buy a Business—Sept 14, Free

How to sell your Family Business—Sept 21, Free

Passing the Torch—Oct 6, Dec 15, Free

*You can Register:*

*Online*

*[www.canadabusiness.ab.ca/sessions](http://www.canadabusiness.ab.ca/sessions)*

*Telephone: 1-800-272-9675*

*Business Link Service Centre*

*100-10237 104 St. N.W*

*Edmonton, AB*

*T5J 1B1*

You may be able to attend a session via video conference through the Community Futures office in Stony Plain. Please call them to see if the session that you are interested in is offered. Phone 780-968-7013

## Brazeau County Economic Development Department Services for Businesses

Brazeau County has always believed that our existing businesses are the backbone of our economy and have focused on helping them to grow and expand. Business retention has been our # 1 priority.

### What we CAN do for you:

Advertise your business for free on the Business Directory located on the Brazeau County Website—[www.brazeau.ab.ca](http://www.brazeau.ab.ca)

Advertise your business for free in the Home Based Business and Agricultural Directory (specifically for Home Based and Agricultural Businesses). This directory is distributed within the Welcome Packages that are sent out to every new resident and business in the County.

Provide information services from both provincial and federal organizations that are available to help your business grow.

Provide assistance to any Brazeau County business seeking information on exporting, importing, patents ,etc.

Recognition of new businesses in the Brazeau County News, Brazeau Business Newsletter and at the annual Celebration of Business which takes place in the spring of each year.

Workshops that are specific to the needs of the business community.

Along with our services to businesses, our Economic Development Department works on Business Attraction Initiatives, Industry Diversification Initiatives, and Strategic Partnerships.

### What we CAN'T do for you:

- Predict the economy
- Get your taxes lowered

## Welcome to the businesses that have started up in Brazeau County from January 2010—August 15, 2010

- Amigo Septic Services Ltd.
- Blue Rapids River Adventure
- Carmen Williams Photography
  - Cruise Holidays
- Momma Noah Animal Experience
  - Predator Plastics Inc.

For more information about these businesses please visit the Brazeau County online Business Directory at [www.brazeau.ab.ca](http://www.brazeau.ab.ca)

Did we miss you? Please call us and we will be happy to welcome you in the next edition.



"IMPLEMENTING THESE CHANGES WON'T BE EASY.  
WE'RE PRETTY SET IN DOING THINGS THE WRONG WAY."

# Upcoming Events

## Municipal Elections—October 18th

The world is ran by those who show up!

## Farming into the Future 2011

February 15, 2011

MacKenzie Conference Centre

## The 12 Steps of Family Business Succession Planning

February 17, 2011

To register contact Angie at 780-542-7777

### 9 Reasons why Brazeau County is a great place to do business

1. No annual business license
2. No municipal business tax
3. Competitive non-residential property tax
4. Open for business attitude
5. Free marketing services through our website and Home Based Business and Agricultural Directory
6. Economic Development Department to serve you
7. Industry Diversification Workshops
8. Facilitation of Federal and Provincial resources pertaining to foreign direct investment

## Brazeau County Economic Development Department

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780-542-7777