

Brazeau Business

Quarterly Business Newsletter
ISSUE 02 January 2011



Are you in a family business?

Our Community has a high number of family owned and operated businesses. We have seen some of these grow to become some of our largest employers. We have also seen the demise of some once they were passed down to their children.

Our 2009 business visitation survey indicated that there are a number of business owners who are seeking retirement within the next 10 to 15 years. If you are one of these people—do you have a succession plan in place?

At Brazeau County we feel that it is important to help our businesses navigate through this very important time. Planning for succession is imperative to the future prosperity of you and your family. Fail to plan and you plan to fail. We will be focusing on delivering information to our businesses that will guide them and get them in touch with the expertise they need for this transition.

Baton passing in the business world can be a tricky affair. In any leadership succession, egos are at risk and legacies are on the line. Add familial blood, and the combination can be emotionally explosive. “Mishandling the succession process”, says John Ward at the Center for Family Enterprises at Northwestern’s Kellogg School of Management, “is the No. 1 issue facing family-business continuity and family-business harmony. It can be a tremendously painful life experience.”

Jenna MacGregor—
Businessweek

Workshops for Family Businesses

Creating Pathways for Entrepreneurial Families and the Alberta Business Family Institute are pleased to present Gary Coskey's workshop series in Brazeau County.

February 17th, 2011 - The 12 Steps of Succession Planning

Succession planning is a natural process in a successful business that can and should be positive and empowering. The main focus is to give an overview of the 12 steps of succession planning and to provide materials and templates that will enable business owners to confidently begin and get through the process. From Step 1, determining the Owner-Manager Commitment to Step 12, Final Review and Re-evaluation, this program is delivered with an interactive, informative approach to the succession planning process.

March 17th, 2011 - The Trusted Advisor

A trusted advisor is the person the family turns to at a time of crisis. They are accountants, lawyers, insurance brokers, investment advisors and many more. They are specialized in their fields of expertise and generalists in other areas that impact the family business. This program is designed to provide professionals with an in-depth understanding of the unique issues facing family business owners and the family circle. It will provide practical tools and checklists that add value to an advisor's technical expertise as they work alongside families in the development of a transition plan. In addition, the tools and checklists will assist the trusted advisor in providing the monitoring required, completing the transition plan and ensuring that the trusted advisor continues to develop strong relationships with the family and successors.

April 21st, 2011 Retirement, Philanthropy and Setting Up a Foundation

There are many ways to create a meaningful retirement. This program looks at financial, legacy and lifestyle planning. For many, retirement includes philanthropy and the involvement with or establishment of a foundation. This comprehensive and informative one day program will help the exiting generation through the retirement process and assist with the set up and implementation of the next phase of life.

Place: Lakeview Inns and Suites Oak Room

Time: 8:30 am – 4:30 pm

Cost: \$25.00 per workshop includes lunch and refreshments

To Register please contact Angie at Brazeau County 780-542-7777, Space is limited



Molson Canada, the oldest brewery in North America, is a family-run business

By Samantha Garner

July 31, 2010 Go Forth Institute

When you think of family-run business, do you picture the stereotypical “Mom and Pop operation,” with kids working weekends and evenings? Yes, many of Canada’s family-run small businesses are like this. But we wanted to share the story of a more prominent Canadian family-run business. Take some inspiration from the Molson family.



Even if you’re a teetotaler, you’re probably familiar with Molson. Did you know that Molson Canada is the nation’s second-oldest business?

This family-run business was founded in Montreal in 1786, by John Molson. This original Molson arrived in Montreal just four years earlier from England. He wasn’t the only British expat in town either, and he knew that his countrymen would be thirsty for good beer.

Today, members of the Molson family are still in charge of the business, though they have since diversified a bit so that non-family members can play key roles. It is this balance between “insiders” and “outsiders” that can help a family-run business move forward on a strong, healthy foundation. A drawback of family-run small businesses is the same as one of its perks: You get to work with your family. Giving yourself a little breathing room is always a good idea!

The Molson family were not just known for their beer, however. Their entrepreneurial spirit shone through in other areas of the community as well. Among other things, the family was responsible for Montreal’s first library, the creation of what

became the Bank of Montreal, the new Montreal General Hospital and was behind the creation of Canada’s first railway.

Lessons to be learned from the Molson family

Of course, we don’t expect your family-run small business to become the behemoth that Molson Canada is. We do think, though, that any family business can learn a thing or two from the Molson’s. This family-run business found a niche in the marketplace, played an active role in the community and – most importantly – struck the right balance to stay together both as a family and as business partners.

When Kids run the business

*An excerpt from the article from Profit 100 Magazine
May 2010*

For every family business that successfully blends the parent's and child's unique skills, there are many more that disintegrate over conflicts that plague intergenerational transitions. As kids enter a company that their parents built, bursting with their own ideas and ambitions, tensions rise, often unacknowledged, until they balloon into a crisis and someone, typically the offspring, threatens to walk out.

Facts of Family Owned Businesses

Consider the facts. Family-owned business:

- Generates approximately 60% of Canada’s Gross Domestic Product
- Employs 6 million workers in Canada (both full-time and part-time)
- Creates 70% of all new jobs in North America
- Provides 55% of all charitable donations

Staggering, isn’t it? Yet, 70% of family-owned businesses fail before they are passed on to the second generation.

That figure jumps to 88% for third-generation succession and 97% for fourth. (Family Business Institute)



"I want you to meet my son Edward. One day, this company will belong to him and I think it's time for all of you to get to know each other."

Technology 101

Tweets, Blogs, website, emails and more....

Although you may be of a generation that didn't have a computer when you were growing up, chances are very good that you will either be asked if you have a website or if you can email someone a quote.

Whether we like it or not, this is today's reality and it isn't going away. Your kids will text you, your employees will email you to say they are sick that day, and some very important potential client could be searching the internet for your specific product or service—and if you aren't there, or if your website is poor, they will not be emailing you for more information.

Here are some important things about keeping up with the age of technology.

Have a website, make it good and keep it up to date. It doesn't have to say anything more than what you do and how to get in contact with you. If you or someone in your organization has basic computer skills, then you will find websites are very simple to create on your own these days. Make sure that your website address is on all your business cards, promotional items, etc. Keep your site clean looking and remember photographs sell. Joomla is a great resource for building your own website without spending a lot of money. Check out www.joomla.ca or look at the websites on the Brazeau County Business Directory at www.brazeau.ab.ca and find one you like and ask that business who built their site.

What is a blog? A blog is like a computer conversation that someone who wants to communicate with other people starts. It is on a particular subject and participants on the blog get to comment on what the blogger has written on a certain subject by typing in their responses, examples of blogs to check out are:

- Alberta Ventures editors blog at: <http://albertaventure.com/bizbeat-editors-blog/>
- Oilweek's blog at <http://blog.oilweek.com/>
- 630 Ched's Dan Tencer on sports <http://www.630ched.com/Blogs/DanTencersBlog/Home.aspx>

Twitter is a social networking and micro-blogging service, owned and operated by Twitter Inc., that enables its users to send and read other user messages called 'tweets'. Tweets are text-based posts of up to 140 characters displayed on the author's profile page. Tweets are publicly visible by default, however senders can restrict message delivery to their friend's list. Users may subscribe to other author tweets—this is known as *following* and subscribers are known as *followers*. As of late 2009, users can follow lists of authors instead of following individual authors.

All users can send and receive tweets via the Twitter website, compatible external applications (such as smartphones), or by Short Message Service (SMS) available in certain countries. While the service is free, accessing it through SMS may incur phone service provider fees.

If you would like to check out Twitter, go to www.search.twitter.com, and type in the subject of your choice. Popular subjects are Celebrities, who often use Twitter to talk to their fans.

Do you need to blog or tweet? Not necessarily, and certainly not if you are in the oilfield service business. Leave the bloggers and tweeters to the movie stars.

What about Facebook,? Surprisingly Facebook is being used as a way to check out new employees beyond their resumes. If that very professional young lady is posting inappropriate photos on her Facebook page, then perhaps she won't portray the image for the company that you are looking for.

Email is very important. It is not enough to just have an account, you have to check it on a regular basis. Today's engineer can be as young as 25 years old and believe me they are on the email, not the phone. The easier you can make it for your client to communicate with you, the more likely they will become a loyal customer. No one likes it when their phone calls aren't returned—emails are the same thing.

For examples of websites from our Brazeau County Business Community, check out www.brazeau.ab.ca/departments/economic-development/business-directory



"You have seven phone messages telling you to check your e-mail, and thirteen e-mails telling you to answer your phone."

100^{km} KITCHEN PARTY

FARMING INTO THE FUTURE

February 15, 2011

Mackenzie Conference Centre

Drayton Valley Alberta

Conference Topics Include:

- *Operating a successful U-Pick operation*
- *Development of Industrial Hemp as a feedstock in Alberta*
 - *Direct marketing of quality meat—by a producer*
 - *The business of bio mass crop production*
 - *Manufacturing products from industrial hemp*
 - *Successful greenhouse growing as a business*
 - *Global agri-entrepreneurship*
- *Engaging Young Farmers: The Farm Masters Project*
 - *Farmer's Market Regulations*
- *Stop the Planning and Start the Business*
 - *What is the Bio-Mile and BIO-ARCC?*

Cost: \$30.00

(includes buffet breakfast and lunch)

For more information visit www.brazeaukitchenparty.ca

Or contact Angie at the Brazeau County Office at 780-542-7777

February 15, 2011

For more information
And to register, visit the site
www.brazeaukitchenparty.ca



Help for your business is

Everywhere

Productivity Assessment Tool

Measure your Organization



The Productivity Assessment Tool, from Productivity Alberta helps companies improve their growth potential and profitability. If you are a small-to-medium sized company in one of Alberta's producing sectors, the Tool will:

By completing the Assessment, you'll have a clearer picture of your productivity strengths and weaknesses. Then, with the help of Productivity Alberta, you'll be connected to specific tools and services tailored to improve your business' productivity and competitiveness.

- Identify where your organization or team is adding value;
- Indicate where opportunities exist to eliminate waste and increase your competitiveness;
- Connect you to tools, resources and services to help you improve your bottom line.

By completing the Assessment, you'll have a clearer picture of your productivity strengths and weaknesses. Then, with the help of Productivity Alberta, you'll be connected to specific tools and services tailored to improve your business' productivity and competitiveness.

Questions about the Tool

How long will the Tool take?

The Tool is available in both a short version (about 45 minutes to complete) and a long version (about 120 minutes to complete). Am I the right person within my organization to be completing the assessment?

- The Tool was developed for business owners and managers, as well as work teams and divisions.
- Every person within a company has a different perspective on the performance of the company as a whole, of their division, or their immediate work unit. There are no right or wrong assessments, but you may be best able to assess the part of the company in which you directly work.

The Tool is also a great instrument to assess variances between different people in the team or organization.

Some companies today are using it as a strategic planning instrument for their teams.

Do I complete the Tool on my own?

The Tool can be completed in a number of ways;

- On your own, or with your management group;
- With the help of an advisor at Productivity Alberta;
- With a third-party service provider;

The Tool shows its real power when completed across departments, divisions, or work teams.

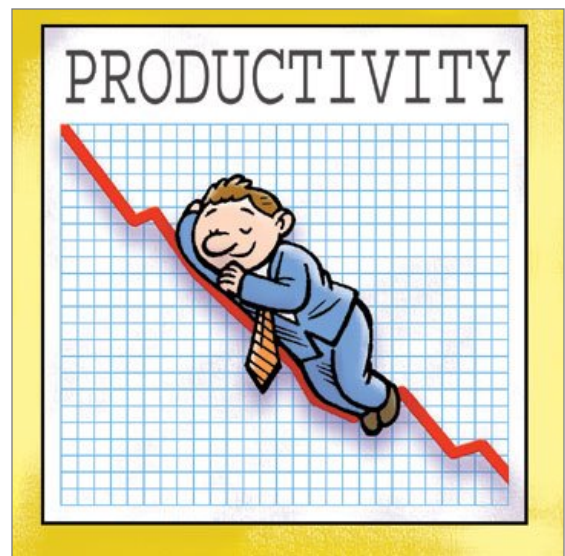
Working through the Productivity Assessment Tool will enable you to critically analyze your business and uncover the opportunities for improvement. It measures the relative strengths and weaknesses of your organization in its ability to compete and be more profitable. Specifically, the tool looks at the following areas:

- Leadership and management
- Operations
- Innovation

These are the key enablers of productivity growth within your organization. Measure your strength in these areas and start making improvements today.

To access the Productivity Assessment Tool visit:

<http://www.productivityalberta.ca/tools/assessment>



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 grow and expand. Business Retention has been our # 1 priority.

What we can do for you:

Advertise your business for free on the directory located on the Brazeau County Website—www.brazeau.ab.ca

Advertise your business for free in the Home Based Business and Agricultural Directory (specifically for home based and agricultural businesses) Which are distributed in the welcome packages that are given out to every new resident and business in the County.

Provide information services on organizations both provincially and federally that are available to help your business to grow.

Business assistance is given to any Brazeau County Business seeking information on exporting, importing, patents setc.

New businesses are recognized in the Brazeau News, this 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 August 15, 2010—December 15, 2010

Two Guys Trucking
Get 'R' Done Bookkeeping
Rocky Rapids Liquor Store



Drayton's Shop Automotive Services & Tires

Councillor Dawn Konelsky presents Gabriel and Christina McNeil from Drayton's Shop Automotive Services and Tires with a Welcome gift on behalf of Brazeau County.

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

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 are you going through a name or ownership change? Don't leave it up to the coffee shop to spread the news—sometimes they just don't get it right. Let us know and we will print it in the next Brazeau Business News which is mailed to every business in Brazeau County.

Upcoming Events

Farming into the Future—February 15, 2011

MacKenzie Conference Centre—to register contact Angie at 542-7777

Twelve Steps of Family Succession Planning—February 17, 2011

Lakeview Inn and Suites Oak Room

to register contact Angie at 542-7777

The Trusted Advisor—March 17, 2011

Lakeview Inn and Suites Oak Room—to register contact Angie at 542-7777

Retirement, Philanthropy and Setting Up a Foundation-April 21st, 2011

Lakeview Inn and Suites Oak Room—to register contact Angie at 542-7777

8 Reasons why Brazeau County is a great place to do business?

1. No Business licenses
2. No municipal business tax
3. Competitive non-residential property tax
4. Open for business attitude
5. Free marketing services through the Brazeau County 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

Director of Economic Development: Kelly Starling

kstarling@brazeau.ab.ca

Assistant: Angie Spence

aspence@brazeau.ab.ca

780-542-7777