

ACCESS

ALBERTA

October - December 2001

WD ALBERTA WELCOMES NEW ASSISTANT DEPUTY MINISTER

Western Economic Diversification Canada (WD) is pleased to announce that Doug Maley has joined Alberta Region as the new Assistant Deputy Minister.

Maley joined WD in 1988 in the Edmonton headquarters office. As a Director General, his responsibilities included agriculture, transition planning and implementation, and economic development and strategic initiatives. In December 1997, he was appointed the Acting Assistant Deputy Minister in WD's Saskatchewan Region, and in August 2001 took over the reins of Alberta Region.

"Doug brings to his new assignment a record of success and achievement, both within WD and previously with the Saskatchewan public service," indicated WD's Deputy Minister Oryssia Lennie.

"I am looking forward to building on the strong relationships with the provincial government, the business community and our federal colleagues," said Maley. "Alberta offers many opportunities to build collaborative approaches with all economic development players to further the growth of our knowledge economy. I think it's important to remember the diversification roots of our Department and find new ways to create opportunities for all Albertans."

Much of Maley's extensive experience is the agricultural field, as a member of the Board of Directors of the Agri-Food Innovation Fund and the Advisory Board for the National

Research Council's Plant Biotechnology Institute. Prior to joining the federal government, he held a number of senior positions with Saskatchewan Agriculture in Regina.

He holds a Master of Science degree (Agriculture Economics) and Bachelor of Arts (Honors) Economics degree from the University of Saskatchewan.

Since the departure of former ADM Gary Webster in September 2000, Jim Fleury has acted as the Alberta Region ADM. "I'd like to thank Jim for his leadership in moving the Alberta Region forward over the past year," said Maley.



*Doug Maley,
WD Alberta Region's new
Assistant Deputy Minister*

B.C. and Saskatchewan Regions also have new ADMs. In B.C., Ms. Ardath Paxton Mann is joining WD after an impressive senior management career with the Government of B.C. In Saskatchewan, Terry Gibson is rejoining WD after five years as a Regional Director with Transport Canada. Beginning in 1987, Gibson was an original member of WD's headquarters management team, holding the positions of DG of Operations, and later Policy and Programs. ♣

THE SWEET TASTE OF CANDY BOUQUET'S SUCCESS



Arthur and Anne Bell, owners of Medicine Hat's Candy Bouquet, were recipients of Entre-Corp BDC's New Business of the Year 2000.

Retirement didn't hold appeal for Arthur and Anne Bell, instead they searched the Internet for a business opportunity that would keep them busy. They learned about a franchise opportunity, obtained information and did market research to ensure they would get their business off to a sweet start.

Candy Bouquet became a reality for the Bell's after taking part in **Entre-Corp Business Development Centre's** Self-Employment Benefit Program. The program helped Arthur focus on the essentials of business – a good business plan, cash flow, marketing and identifying the market. After completing the courses, the Bell's were approved for a business start-up loan through Entre-Corp. "Entre-Corp was invaluable to us and to any small business who want to be viable," indicated Arthur. Anne added that they have been very supportive and their feedback helped to determine the location of the business.

With a storefront location in downtown Medicine Hat, the Bell's are enjoying the sweet taste of success. Walking in the doors, customers are greeted by rich bouquets of sweets...literally. The store looks more like a florist shop, than a candy store. The candy bouquets are a delicious alternative to flowers, perfect for anyone of any age. Each bouquet is unique and homemade, and created with the finest candies and chocolates from around the world. Arthur credits Anne's artistic talents, saying that many of the bouquets are some of the best available and customers often don't want to eat them.

The Bell's make bouquets for special occasions such as birthdays, anniversaries, babies and over the hill. Recently they did the bridal bouquets, boutonnieres and other traditionally floral requirements for a wedding. "People love what they get. It's a happy business," indicated Arthur.

Candy Bouquet was the recipient of Entre-Corp's 2000 New Business of the Year Award that is presented to a newly established business that shows potential to be a contributor to the community.

Entre-Corp BDC is a partner in Western Economic Diversification Canada's business service network. For information about the closest Community Futures office in your area, contact WD at 1-888-338-WEST (9378) or visit our Web site at: <http://www.wd.gc.ca/eng/pos/cfdc/xalberta.asp> for a complete listing of Community Futures offices. ♣

TEAMWORK PROVIDES LOANS TO ALBERTA'S FRANCOPHONE BUSINESS COMMUNITY

by Kiran Bhatnagar

Earlier this year, Western Economic Diversification Canada (WD) welcomed **La Chambre économique de l'Alberta (CEA)** to the Western Canada Business Service Network, along with Francophone Economic Development Organizations (FEDOs) from the other western provinces. La CEA is an independent, not-for-profit organization governed by a volunteer board of directors representative of the province, with a mandate for Francophone community economic development.

The **Alberta Francophone Loan Fund** was recently launched in a cooperative effort between WD, La CEA and the **Beaumont Credit Union**. WD will provide up to \$400,000 over the next three years toward a loan loss reserve to leverage a \$2 million loan program for Francophone entrepreneurs across Alberta.

Beaumont Credit Union has a strong interest in helping to develop Francophone businesses in its business area. The credit union administers this program on behalf of itself and other allied credit unions that wish to participate in making these loans available throughout Alberta.

The program targets Francophone entrepreneurs who's projects and businesses are relatively high risk, or with relatively fewer tangible assets, than have traditionally

been financed by commercial lending institutions. Beaumont Credit Union, in cooperation with other allied credit unions, provide technical assistance and loans up to \$75,000 to qualified clients. La CEA will refer potential clients and work with the credit union to prepare a "due diligence" assessment and provide ongoing support. All final lending decisions will be the responsibility of the credit union.

WD recognizes that small businesses in Alberta often face increased difficulty in accessing financing, particularly upon start-up, and that addressing these needs can best be met by providing access to financing and other small business services. This program also helps WD to fulfill its commitment to ensure that such services are available to the minority Francophone community.

WD is also working with the other western FEDOs on similar provincial programs. Agreements are in place in B.C. with La Société de développement économique de la Colombie-britannique and VanCity Savings Credit Union, and in Saskatchewan with Conseil de la Coopération de la Saskatchewan and PAGE Credit Union.

For information about the Alberta Francophone Loan Fund, contact La CEA at (780) 414-6125 or 1-888-414-6123. ♣

erta

Is GOVERNMENT YOUR CUSTOMER?

Through careful research you have determined your client base and incorporated this information into your business and marketing plans. Whether you're a caterer or a high-tech professional, marketing your company's products and services is a challenge. Caterers will network with hall rental facilities and high-tech professionals with computing firms to market their products and services. But has your company considered government as a potential customer?

"InReach 2000 was a great venue for me to meet vendors and see what fantastic new products and services are available in the Edmonton area."

— Julie Alcock,
Edmonton Police
Services

Alberta municipalities alone are responsible for over 50% of all procurement dollars spent in the province, including academic institutions, school boards and health care institutions (MASSH sector). This does not include the \$16 billion spent by the federal government or \$26 million spent

by the provincial government annually. Just think of the huge market your company may be missing!

You don't need to be on the Fortune 500 list to take advantage of government purchasing opportunities. But is there one door that opens all the procurement opportunities, or do you need to open many? What you need is an opportunity to showcase your products and services to government.

Western Economic Diversification Canada (WD) and the Edmonton Chamber of Commerce provide an opportunity for Alberta businesses to display their products and promote their services to hundreds of buyers from all levels of government at **InReach: Rendez-vous 2001 Small Business Showcase.**

InReach has been hugely successful in the past and it's back again this year. Exhibitors from all types of companies will be showcasing their products and services in Canada Place, November 19-22nd. Plans are currently underway to expand InReach to Calgary as well from January 21-23rd at the Delta Bow Valley Hotel.



If your company is interested in meeting with buyers from all levels of government, major corporations and the MASSH sector and would like to exhibit in the Small Business Showcase, contact Norma Jean Oliver at (780) 434-2160 for more information. 🍁

BRENDA KNIGHT IS A FAT CAT IN EDMONTON SMALL BUSINESS



If you're in the Edmonton area and your company is looking for a specialist that has a thorough knowledge and understanding of the media and how to make it work for your company, then Brenda Knight may be just the person to call.

With 25 years experience, Knight opened **Fat Cat Media Relations** in 1993 and has been helping small business understand that working with the media means more than just exposure. As a media relations specialist, she is able to help companies tackle sensitive issues and build confidence by developing media skills like writing useable and effective news releases.

Helping small businesses grow prompted Knight to put together a mini media relations seminar. After attending one of these seminars, Western Economic Diversification Canada (WD) Client Service Officer Sherry Moir approached Knight to participate in a WD-sponsored seminar series together with three other local experts. Knight shared the secrets of how business can take advantage of opportunities in the local

media through her seminar, *Press Please!* Not only did she expand her mini seminar to a full day with WD support, but indicated that her association with WD added credibility to her business.

Knight's relationship with WD didn't end there, and she found it to be a wonderful support tool. Moir helped her write business proposals and offered valuable direction and advice when needed. "WD knows how small business works and understands business ethics," indicated Knight.

WD and Knight formed an *expert* association. When Client Services Officers are speaking with a client who needs media relations assistance, they gladly refer them to Fat Cat. Knight, in turn, says that when a client comes to her looking for assistance that WD is better suited to provide, she sends them to WD. "I tell them, your tax dollars are paying for their expertise. Why not take advantage of the free services they provide like I did to help you grow!"

Knight also took part in the inaugural InReach: Rendez-vous trade show in 1999 that provides small businesses with an opportunity to showcase their products and services to buyers from all levels of government. Today, Fat Cat Media Relations is involved in helping to organize the marketing and communications for the 2001 InReach event, taking place in Canada Place, November 19-22nd.

If your company is looking for a specialist to help educate the public about your products or services, launch a new product or organize a special event, give Fat Cat Media Relations a call at (780) 413-9440 or e-mail at fatcat@planet.eon.net. ♣

WD's FALL SCHEDULE

October 2001

Edmonton Woman's Show

October 13-14, Northlands Agricom, Edmonton

With over 12,000 attendees annually, this show provides a venue to connect with women from all walks of life. WD and the Alberta Women's Enterprise Initiative Association will jointly host a booth and provide four seminars on topics of interest to women entrepreneurs.

Business Planning Seminar

week of October 22-26, Medicine Hat

Small Business Week - a general awareness building session that addresses what it means to be an entrepreneur, how to take the first steps and where to find information needed to start and grow a small business, offered in conjunction with Entre-Corp Business Development Corporation in Medicine Hat.

e-Business Basics Seminar (French)

week of October 22-26, Rural location TBD

Small Business Week - an introduction to e-Business - what it is, what it isn't, and what you need to know to take advantage of opportunities in the world of e-Business. Call WD for more information.

Financing Your Small Business

October 23

1:00-3:00 p.m., Bonnyville, 7:00-9:00 p.m., Cold Lake
These seminars, hosted by the Lakeland Community Futures Development Corporation, will focus on understanding cash flows, what banks look for when financing small business, and how to prepare a successful small business loan application.

The Artisan as a Businessperson

9:00 a.m. - Noon, October 23, Lac La Biche

This business-planning seminar hosted by the Lac La Biche Regional Community Development will focus on the specific challenges that artisans encounter as businesspersons.

Marketing on a Shoestring Budget

October 24

1:00-3:00 p.m., Cold Lake

7:00-9:00 p.m., Bonnyville

These seminars, hosted by the Lakeland Community Futures Development Corporation, focus on marketing a small business on a shoestring budget.

November 2001

Technology for Success 2001

November 8, Shaw Conference Centre, Edmonton

WD will host an information booth at the 5th annual symposium and trade fair. The theme this year is "The Business of Technology" in 2001. The Technology for Success tradeshow offers opportunities to exchange information, to showcase products and services, and to network.

Edmonton Small Business Conference and Info-Fair

November 17, Shaw Conference Centre, Edmonton

The event includes a half-day conference featuring presentations by federal representatives and local entrepreneurs, a trade show featuring approximately 30 booths from federal departments and partners focused on helping small business, and a variety of seminars.

OF SEMINARS & EVENTS

**Northern Alberta Institute of Technology (NAIT)
Business Planning “Brown-Bag Session”***November 20, Business Tower, NAIT, Edmonton*

A general awareness building session that addresses what it means to be an entrepreneur, how to take the first steps and where to find information needed to start and grow a small business.

e-Business Boot Camp*Late Fall, Calgary*

An intensive primer for those who want to enter the e-Business world now. This session will cover a full range of topics from why you should join the e-Business world, to Internet security and handling on-line transactions.

Business Planning Seminar*Fall, Calgary*

A general awareness building session that addresses what it means to be an entrepreneur, how to take the first steps and where to find information needed to start and grow a small business, offered in conjunction with the Calgary Business Information Centre.

InReach: Rendez-vous 2001**Small Business Showcase***November 19-22, Canada Place Atrium, Edmonton*

InReach: Rendez-vous 2001 is a small business showcase offering the local business community the opportunity to display their products and services in Canada Place to buyers and employees from all levels of government and large corporations. Sponsored by WD and the Edmonton Chamber of Commerce, the show is open to the general public.

December 2001**Business Planning Seminar (French)***December 3, Edmonton – Location TBD*

A general awareness building session that addresses what it means to be an entrepreneur, how to take the first steps and where to find information needed to start and grow a small business. Offered in conjunction with la Chambre économique de l'Alberta.

InReach: Rendez-vous 2001**Small Business Showcase***Winter – Calgary - Location TBD*

InReach: Rendez-vous 2001 is a small business showcase offering the local business community the opportunity to display their products and services to buyers and employees from all levels of government and large corporations. Sponsored by WD, the show is open to the general public.



ONE-STOP SOURCE OF BUSINESS INFORMATION FOR SMALL BUSINESS: EDMONTON SMALL BUSINESS CONFERENCE AND INFO-FAIR

If you're looking for an opportunity to reach all the Government of Canada departments who provide assistance to business at one time, then drop by Edmonton's Shaw Conference Centre on Saturday, November 17th.

The Conference promotes business and entrepreneurship, and features local successful Alberta entrepreneurs who will highlight the challenges of starting their business and how they made them grow. The Conference, which starts at 8:30 a.m. and finishes at 10:00 a.m., is by invitation only and advanced registration is required.

At 10:30 a.m. the doors swing open at the Info-Fair that showcases over 30 federal government programs and services available to small and medium-sized businesses. Representatives will be available to explain program details.

Throughout the day, seminars will be offered on various business topics. Advanced registration is requested.

Insufficient registration may result in the cancellation or replacement of seminar topics. For up-to-date information on seminars and to register on-line, visit the WD Web site at www.wd.gc.ca, or call Beverley Grenier at (780) 495-4165.

The Info-Fair and seminars are open to the general public from 10:30 a.m. to 4:30 p.m. and are free-of-charge!

Mark your calendar and plan to attend the Edmonton Small Business Conference and Info-Fair on Saturday, November 17, 2001! ✱

11:00 a.m. - Noon

Getting Started and How The Business Link Can Help

The basic areas entrepreneurs need to access when beginning a new business venture.

Net Reality – A Small Business Perspective

The essential uses of the Internet and Web sites as a business tool for SOHO and small business.

12:30 – 1:30 p.m.

Is My Business Idea Feasible?

How to assess your business idea's viability and how to research potential markets.

Should You Incubate?

How to nurture your business in a cooperative business environment.

2:00 – 3:00 p.m.

Buying From or Selling to Government

Processes and regulations for selling products and services to government.

Financing Options

Various financing options to obtain start-up and working capital, and the types of information and differing levels of security required for each.

3:30 – 4:30 p.m.

Grabbing Customers and Keeping Them

Innovative ways to promote products and services to customers and improving your sales potential.

Tax Issues for Small Business

Strategies for small businesses to reduce their tax rate.