

CBO - In Touch Newsletter

Message from the CBO Director

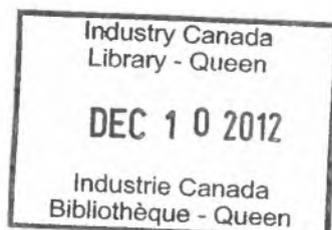
I am pleased to share the second installment of our tri-annual CBO newsletter with you.

In this edition, we celebrate entrepreneurship and look back at the last few months. With the help of our partners, we were able to support Ontario entrepreneurs through events, small business articles, content updates and more.

We are always interested in your feedback and invite you to contact us with thoughts on this issue and your suggestions for future issues.

All the best,

Sarah Powell-Smith
A/Director
Canada Business Ontario



Issue 2

November 2012

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CELEBRATING ENTREPRENEURSHIP!

There are many reasons to celebrate Canadian entrepreneurship. Perhaps most importantly, small and medium sized businesses contribute to Canada's ongoing economic success.

Business, Government Services and You

You may already know that CBO co-hosted a "**Business, Government Services and You**" (BGSY) event with Industry Canada in Ottawa on Oct. 18th and with the Halton Region Small Business Centre on Nov. 19th. Both events were successful with over 100 entrepreneurs attending each and numerous exhibitors from all levels of government and not for profits.

Over the past three years, CBO hosted over 25 BGSY events in communities across Ontario, including Sault Ste. Marie, Timmins, Sudbury, Windsor, London, Brampton and Midland.

If you are interested in participating in a BGSY event for your region or if you would like more information about the events, speak to your CBO regional business officer.

Bridges to Better Business

Every year, we work with the Ministry of Economic Development and Innovation (MEDI) to fund Bridges to Better Business events across Ontario. This year, we committed our support to 36 Bridges events, and many of them took place around Small Business Week in October to celebrate Canadian entrepreneurship. Once again, we received great proposals for these events and know that they continue to be highlights within your communities.

CBO on the Road

From August – November we took part in 55 events across the province, speaking one-on-one with over 3,000 people. Here are some of our big highlights:

We participated in **three [Startup Canada Town Halls](#)** across Ontario including Sudbury, Ottawa, and Kingston. Startup Canada is a grass roots-led, national movement that aims to support and celebrate Canadian entrepreneurship.

We exhibited at the **SMB Exchange** event hosted by the Toronto Board of Trade. This one day event addressed the needs of small and medium businesses and identified solutions that enhanced the effectiveness of businesses.

We participated in **Enterprise Toronto's Small Business Forum 2012**. More than 2,000 small business owners gathered to learn from veteran entrepreneurs, investors, marketers, social media service providers and government funders. The event included a keynote address from Dani Reiss, President and CEO of Canada Goose.

Business, Government Services and You

BUSINESS ARTICLES

CBO News Canada Articles

As part of a News Canada campaign, we recently modified three of our Business Basics titles to be published as business articles. The articles feature topics for entrepreneurs, particularly those who are at the Start-up phase. Please feel free to link the articles on your website, and share them with your clients and stakeholders. We expect the articles to be available on the News Canada website until the end of December, and are happy to provide electronic copies by email at any time.

[Which Business Structure is Right for You?](#)

Learn about the main differences between sole-proprietorships and partnerships, corporations and co-operatives.

[Resources for Starting a Business](#)

Get a quick introduction to the idea, the plan and the process of business start-up

[Information for Starting a Home-based Business](#)

Explore some benefits, challenges and tips for starting a home-based.

Our CBO quarterly scorecards are available electronically. Contact your regional business officer to request a copy.

Canada Business Media Articles

The Canada Business Network has developed a series of articles for the purpose of publishing in a variety of partner newsletters. Feel free to make use of these articles.

- **Can e-Business Boost Your Business?**
- **Protect your name and brand equity**
- **Turning passion into profit**
- **How to start a business by bootstrapping**
- **Be 'pitcher perfect' to woo angel investors**

Please contact your regional business officer to request an electronic copy of the articles.

*FYI – We've posted our latest SME media scan to SBEC Connect at:
<http://ontariosbec.igloobusiness.net/?signin>*

You can also contact your regional business officer and we will forward an electronic copy to you.



CONTENT FAVOURITES

What are the most popular guides on the Canada Business Ontario website? Our Start-Up guide and How-to guides usually take the lead, but you may be surprised to see some of the other titles that make our top 10 list.

Top 10 Business & How-to Guides (August 2012 to Present)

	Document Title
1.	Business Start-Up Guide
2.	How to Start A Daycare
3.	How Start a Restaurant
4.	Importing Guide
5.	Not For Profit Guide
6.	How Start a Seniors Care Business
7.	How to Start a Consulting Business
8.	How to Start an Alternative and Complementary Healthcare Business
9.	Business Regulations Guide
10.	How Start A Spa or Salon

Our [Business Basics](#) documents are also popular, and many of the titles are available in the following languages: *Arabic, Farsi, Italian, Korean Simplified or Traditional Chinese, Polish, Punjabi, Russian, Spanish, Tagalog, and Urdu.*

What type of content do your clients need?

We're always looking for suggestions and ways to improve our collection. Please send us your comments and feedback on information that you would like to see in our collection.

CBO CONTENT MAKEOVER

You may have noticed some changes to our guides lately. Over the past few months, our information management team has been working hard to give our collection a makeover. The links to our guides stay the same, but our document formatting and style are being updated. The CBO content makeover will not affect the type of information that you are used to seeing in our guides, and we will continue to review and update the content regularly.

The following content is included in the makeover project:

- [Business Basics](#)
- [Multilingual Documents](#)
- [Business Guides & How-To Guides](#)

Please take a moment to update any printed guides or old PDFs. We will continue the makeover project and guide updates throughout the coming months.

Thank you for your patience and understanding as we make these improvements.