

CBO - In Touch Newsletter



MESSAGE FROM THE CBO DIRECTOR

I am pleased to share with you this edition of our newly resurrected tri-annual newsletter.

We think this will be a terrific way to highlight some recent changes and useful resources from Canada Business Ontario. You, our community partners, are important to us as you provide vital on the ground support to entrepreneurs. We want to keep in touch and help in any way we can. In this edition, you will learn of changes to our telephone hours, updates to your regional CBO contacts, recent changes to our guides, CBN social media resources and more.

Please feel free to highlight the items found in this newsletter to your partners and clients along with the other free government services available to entrepreneurs. We are always interested in your feedback. Let us know your thoughts or suggestions on our service, or ideas on what you would like to see in future issues of the newsletter.

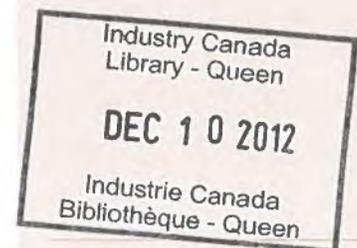
I look forward to continue working with you and know that together we are helping provide Ontario businesses with the information they need to succeed.

All the best,

Sarah Powell-Smith
A/Director
Canada Business Ontario

Issue 1 August 2012

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CBO HIGHLIGHTS

Staff Area Contacts

Wondering which CBO Regional Business Officer to contact? Effective Aug. 1st, we've made a few changes to our staffing areas to serve you better.

Call your CBO Regional Business Officer for more information on our services, to order CBO business cards, brochures, or collateral, to inform us about an event, or to let us know what is happening in your region. We love to hear from you!

With the exception of Northern Ontario, most of our regional boundaries are quite similar to MEDI's.

Central Region

Sheila Litwin will be the key contact for the Central Ontario Region with the exception of the Enterprise Toronto centres. This region encompasses from Oshawa to Barrie, to Collingwood through Oakville. Sheila is also the key CBO contact for outreach specifically targeted to women entrepreneurs.

Sheila can be reached at Sheila.Litwin@canadabusiness.ca or 416-775-3459.

Northern Region

Jane Wang will be the new contact for the Northern Ontario Region, stretching from Muskoka to Kenora. Jane will also continue to be the key contact for the Enterprise Toronto centres. Jane will also be the key CBO contact for targeted outreach for start-up clients.

Jane can be reached at Jane.Wang@canadabusiness.ca or 416-775-3451.

Eastern Region

While Dan Humphries remains on assignment with MEDI, **Mai Djalal** will continue to be the key contact for the Eastern Ontario Region, stretching from Cobourg and the Kawartha Lakes Region, to Rockland. Mai is also the key CBO contact for francophone outreach.

You can reach Mai at Maimouna.Djalal@canadabusiness.ca or 416-775-3446.

Western Region

Vincent Yang remains the key contact for the Western Ontario Region from St. Catharines and Niagara Falls to Owen Sound through Windsor and Essex County. Vincent is also the key CBO contact for outreach to newcomer or immigrant entrepreneurs.

You can reach Vincent at Vincent.Yang@canadabusiness.ca or 416-775-3445.

Changes to CBO Hours

Starting **Wed. Aug. 1st**, 2012, CBO will be changing the hours for our phone service from 8:30 a.m. – 6:00 p.m., to **8:30 a.m. – 5:00 p.m. Mondays to Fridays.**

The new hours will affect the Business Info Line (1-888-745-8888) as well as calls received through our Canada Business national number (1-888-576-4444), and our Community Partners Line (1-877-553-5507).

These changes will allow us to schedule our phone agents so that they can best serve clients and handle a higher volume of calls during busy periods.

Did You Know?

More than 80% of calls to CBO are picked up by our Business Information Officers in 20 seconds or less.



CBO GUIDE UPDATES

As you know, CBO has an extensive list of **Info-Guides** and **"How-to" Guides** to help your clients. The Info-Guides give clients more general information about federal and provincial government programs, services and regulations that may apply to entrepreneurs in a specific sector. The "How-to" Guides aim to cover step-by-step the main points that clients need to consider when starting a specific type of businesses in Ontario.

For our full list of guides, see:
<http://www.cbo-eco.ca/en/index.cfm/guides/>.

New or Revamped Guides

CBO has recently re-vamped some of our guides to make them even more helpful.

- [How to Start a Technology or Innovation Business in Ontario](#): New to the collection! Whether your clients are interested in new technologies, product innovation or research and development, this guide will help them learn what is needed to start their business.
- [Technology and Innovation: Financial Support](#) and [Technology and Innovation: Non-Financial Support](#): Previously titled "[Financial Support - Science and Technology](#)" and "[Non-Financial Support - Science and Technology](#)", these two updated guides now provide an even clearer picture of the most popular programs and services and major funding organizations for this sector.
- [How to Start a Senior's Care Business in Ontario](#): Completely rewritten and revised. The guide includes information on new legislation for retirement homes that was put into place earlier this year.

- [Corporate Taxation Guide](#): Although no major changes to legislation at this time, the content and style of the guide have been updated to help incorporated organization better understand their rights and responsibilities under the tax system.

Recent Guide Removals

We've also recently removed the following guides as information is available from other sources or the content is out of date:

- [Emergency Preparedness for Your Business](#)
- [Your Business and the Environment Guide](#)
- [Intellectual Property Guide](#)
- [How to Start an Eco-Tourism Business in Ontario](#)
- [New Media Guide](#)

Additional Changes

- [Government Procurement Guide](#): Removed from the CBO website as content is available on the canadabusiness.ca [Selling to Governments](#) page.
- [Grants, Subsidies and Contributions - Agriculture](#): Removed from the CBO website until a rewritten version is completed.

Government Website Changes

You will notice that many Government of Canada websites are changing. In November 2011, the Federal Government launched [new standards on web accessibility and usability](#). All Government of Canada websites will be changing in order to meet the new standards.

In April 2012, Canada Business launched changes to canadabusiness.ca. Web link re-directs are in place, but if you still need the specific new url to replace the old url on your website, just contact us.

CLIENT FAVOURITES

What are the most popular guides on our [Canada Business Ontario website](http://www.cbo-eco.ca/en/ml/docs.cfm)? Here's the Top 10 Guides.

Top 10 Info-Guides & How-to Guides (Fiscal Year 2011-2012)

	Document Title	Page views
1.	Business Start-Up Guide	19,239
2.	Not-for-Profit Guide	13,646
3.	Taxation Guide	8,159
4.	Financing for Starting a Business Guide	7,190
5.	Importing Guide	7,181
6.	How to Start a Restaurant or Catering Business in Ontario	6,411
7.	Business Regulations Guide	5,740
8.	Employment Regulations Guide: Hiring	5,577
9.	How to Start a Consulting Business in Ontario	5,455
10.	Retail Business Guide	5,409

We regularly update these guides to keep them as current as possible, so make sure you have the most recent versions.

Top 5 Call Topics

What are the most popular types of calls to our phone line?
Here are some average breakdowns.



Our multilingual documents are also popular.

On our CBO website, there are translations of some of our most popular documents into Arabic, Farsi, Italian, Korean, Simplified or Traditional Chinese, Polish, Punjabi, Russian, Spanish, Tagalog, and Urdu.

Find them here:
<http://www.cbo-eco.ca/en/ml/docs.cfm>

SOME USEFUL RESOURCES

Social Media

Expand your social media network by following the national Canada Business blog, Twitter feed, or Facebook page. Canada Business is active in social media and offers several blog posts each week on topics for new and established business owners. Our Twitter feed and Facebook page are also full of activity, linking businesses to organizations, events and current information.

Our friends could be your friends! Follow us and “like,” “share” or “re-tweet” any of our social media posts that will interest your clients. It’s a quick and easy way for you to get current, accurate content for your own social media feeds.

Follow the Canada Business Network on:

- **Facebook:**
Login and search for “Canada Business Network” or click through to:
<http://www.facebook.com/pages/Canada-Business-Network/244892072221776>
- **Twitter:**
<https://twitter.com/CanadaBusiness>
- **Blog (Ontario view):**
<http://www.canadabusiness.ca/eng/blog/sgc-35>
- **Blog (RSS feed):**
<http://www.canadabusiness.ca/eng/rss/blog/>

Haven't viewed our CBO videos yet?

See: <http://www.cbo-eco.ca/en/videos.cfm>

Next: *A Canada Business YouTube channel!*

CBO Community Partner Help Line

Did you know we have a special dedicated phone line for you, our community partners? Much like the *Business Info Line* is dedicated to serving small and medium-sized businesses and potential entrepreneurs, our **Community Partner Help Line (1-877-553-5507)** is dedicated to serving you, our partners. This line is not for the general public, it is specifically for you. It lets you quickly get in touch with one of our knowledgeable telephone agents to answer any questions you may have.

CBO Secondary Market Research

Your clients can take advantage of CBO’s free secondary market research services, including:

- Information about business associations, manufacturers, suppliers and competitors
- Articles about consumer, business and industry trends
- Canadian consumer spending statistics and demographic data for market research
- Sample business plans
- International trade data

Access this service by having clients call CBO on the Business Info Line at 1-888-745-8888 or emailing us at: ontario@canadabusiness.ca. Research may take up to five business days to complete.

A Few Restrictions

The secondary market research service is a terrific service we offer, but we do have a few restrictions. CBO provides company records from three databases - Hoovers, Reference Canada, and Scott's Online - for clients who are seeking suppliers of products or services, or want to identify competitors. Please note that due to licensing restrictions, we are not permitted to provide research through a third party. In order for us to abide by our licensing agreements, we need to send any research requests directly to the client.

Coming Soon...

We are in the process of creating an online market research request form that will make it easy for clients to send their requests. Look for it soon!

Want a list of free online market research resources you or your clients can easily access? Contact your CBO Regional Business Officer for a list of resources, or look for the “Business Information Resources List” from CBO on SBEC Connect.

OTHER INFORMATION

Resources or Information for Growth Firms

We know some centres are starting to deal more with companies that are interested in growth. If you are looking for what type of information may be of use to them, we recently put together a list of resources that may be of help. Contact our Deputy Director, Outreach & Partnerships, Sharon O'Flaherty at Sharon.OFlaherty@canadabusiness.ca for more information on this.



Southern Ontario Fund for Investment in Innovation (SOFII)

As many of you are aware, the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) recently launched a new program through its [Prosperity Initiative](#). This program will support high-growth, innovative Small and Medium-sized Enterprises (SMEs) in rural and urban communities by offering loans of usually \$150,000 to \$500,000 to support all aspects of growth challenges facing them.

The loans are intended to help finance:

- Late stage commercialization;
- New product or service development;
- New applications or markets; or
- Development or implementation of new processes or technologies.

For those needing more information, or to see what type of business venture is eligible, visit this link to read [MORE](#), or contact FedDev Ontario's public telephone line at 1-866-593-5505.

Seminars and Workshops

Canada Business Ontario

At CBO, we conduct regular outreach across Ontario promoting services and resources for entrepreneurs. For a list of upcoming events we will be attending, or to request a presentation, contact your CBO Regional Business Officer.

Doing business with the Government of Canada

For clients interested in selling their goods or services to the federal government, Public Works and Government Services Canada's Office of Small and Medium Enterprises offers free seminars to businesses interested in learning about the procurement process and how to sell goods and services to the Government of Canada. For their list of upcoming events and seminars, see:

<https://buyandsell.gc.ca/seminars>

Canada Revenue Agency

The Canada Revenue Agency offers tax seminars which give important information about starting a small business, registering for a GST/HST account, payroll requirements, T4 slip preparation, and more. They also offer the [Scientific Research and Experimental Development \(SR&ED\) program information seminars](#) which give a general overview of the program, explaining applicant and expenditure eligibility and how to file an SR&ED claim. For their upcoming seminars in Ontario, see: <http://www.cra-arc.gc.ca/vnts/on/menu-eng.html>

You can also find their tax information videos online on topics such as [payroll](#), [starting a business](#), [keeping records](#), [reporting business income and expenses](#), and [preparing an income tax and benefit return](#).