

SPRING 2012 Schedule

FEBRUARY

Day & Time	Session	Presenter	Cost
14 9:30am-11:00am	Payroll Basics	Canada Revenue Agency	\$10
15 1:30pm-4:30pm	Start Your Business!	Jay Kryslar, MBA – NAIT, JR Shaw School of Business	\$40
16 12:00pm-2:00pm	New Importers: What You Need to Know	Marwan Chehade, B.A.Sc. – Canada Border Services Agency	\$20
16 6:30pm-8:00pm	Incorporating in Alberta: What You Need to Know	Tom Carter, MA, LLB – Grant MacEwan University, School of Business	\$15
21 9:30am-11:30am	Income Tax Basics for the Incorporated Business	Canada Revenue Agency	\$10
22 1:30pm-3:00pm	Secrets of Successful Selling	Bob 'Idea Man' Hooey	\$15
23 12:00pm-2:00pm	Exploring International Markets through Trade Missions	Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre	\$20
23 6:30pm-8:00pm	Scoring Big Success with Your Financial Requirements	Patrick O'Meara, MBA, CFP – Red Deer College, Donald School of Business	\$15
28 9:30am-11:00am	Small Business Accounting Basics	Steve Bruns, CMA – Grant MacEwan University, School of Business	\$15
29 1:30pm-4:30pm	Preparing a Business Plan	Jim Ewing – The Business Link	\$40

MARCH

Day & Time	Session	Presenter	Cost
1 12:00pm-1:30pm	Ignite Innovation: The Art of Putting Ideas Into Action	David Saxby – Spark Communications Inc.	\$15
6 9:30am-11:30am	Income Tax Basics for Sole Proprietors & Partnerships	Canada Revenue Agency	\$10
7 12:00pm-1:30pm	Identifying and Protecting your Intellectual Property	Bonnie D. Headley – Bennett Jones LLP	\$15
8 12:00pm-2:30pm	How to Conduct Market Research	Eric Brant – The Business Link	\$30
8 6:30pm-7:30pm	Hiring Right – Effective Staffing for Small Businesses	Noel Bentley, B.Sc. Psychology and Certification in Human Resources	\$10
13 9:30am-11:00am	Getting to Know Your Industry	Statistics Canada	\$10

The Business Link Spring 2012 Learning Sessions

Scheduled as of January 16, 2012

14	1:30pm-4:00pm	Creating an Export Plan	Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre	\$20
15	12:00pm-2:00pm	How to Use Social Media for Business	Jeff Schneider – Marketing Ninjas	\$20
20	9:30am-11:30am	GST/HST Basics	Canada Revenue Agency	\$10
21	1:30pm-3:00pm	Negotiate Your Commercial Lease or Renewal	Dale Willerton – The Lease Coach	\$15
22	12:00pm-2:00pm	The 12 Steps of Succession Planning	Shauna Feth – Alberta Business Family Institute, University of Alberta School of Business	\$20
22	6:30pm-8:00pm	Is Franchise Ownership Right for You?	Ronald Lorne Smith – OPEN for Business/FranNet	\$15
27	9:30am-11:00am	Getting to Know Your Market	Statistics Canada	\$10
28	1:30pm-3:00pm	Starting a Food Business in Alberta	Nyall Hislop, M.Sc., CPHI – Alberta Health Services	\$15
29	12:00pm-2:00pm	Understanding Brand and Its Influence	Doug McLean – Incite	\$20

APRIL

<i>Day & Time</i>	<i>Session</i>	<i>Presenter</i>	<i>Cost</i>
3	9:30am-11:30am	Income Tax Basics for the Incorporated Business	Canada Revenue Agency \$10
4	1:30pm-4:00pm	Using Market Intelligence to Develop Your Markets	Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre \$20
5	12h à 13h	L'art de la négociation	Pascale Proteau – Conseil de développement économique de l'Alberta 10\$
5	6:30pm-8:00pm	How to Prepare for the Bank	Michael Yakymishen – ATB Financial \$15
10	9:30am-11:00am	Social Media – Next Steps	Brian Siddle and Trevor Tessier – SBX Media Inc. \$15
11	1:30pm-4:30pm	Start Your Business!	Jay Kryslar, MBA – NAIT, JR Shaw School of Business \$40
12	12:00pm-2:00pm	Export Requirements Seminar	Marwan Chehade, B.A.Sc. – Canada Border Services Agency \$20
17	9:30am-11:30am	Income Tax Basics for Sole Proprietors & Partnerships	Canada Revenue Agency \$10
18	1:30pm-3:30pm	Show Me the Money! (Practical Steps to Success)	Jim Spiers – Microbusiness Training Centre \$20
19	12:00pm-2:00pm	Working with Your International Partners	Marek Drywa, MPA, M.Sc. (Econ.) – Calgary Economic Development, Global Business Centre \$20
19	6:30pm-8:00pm	Create a Powerful Vision Statement that Works	Kamran Akbarzadeh, PhD – dreamachieversacademy.com \$15
24	9:30am-10:30am	Finding the Information You Need to Prepare Your Human Resources Plan	Statistics Canada \$10

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25	1:30pm-4:30pm	Preparing a Business Plan	Jim Ewing – The Business Link	\$40
26	12:00pm-1:30pm	Business Basics for Innovators and Inventors	Bernard Johnson – novaNAIT	\$15

MAY

Day & Time	Session	Presenter	Cost	
1	9:30am-11:30am	Income Tax Basics for the Incorporated Business	Canada Revenue Agency	\$10
2	1:30pm-2:30pm	Your Library Means Business	Patti Sherbaniuk, BA, MLIS and Louise Dorner, BA – Edmonton Public Library	\$10
3	12h à 13h	La bonne gestion interne d'une PME	Me Pierre C. Desrochers et Me Justin Kingston – McCuaig Desrochers LLP	10\$
3	6:30pm-8:00pm	Developing Online Content	Brian Siddle and Trevor Tessier – SBX Media Inc.	\$15
8	9:30am-10:30am	Finding Statistics for Your Financial Plan	Statistics Canada	\$10
9	1:30pm-2:30pm	What's in a Brand? Everything!	Jana Clarke, BA, PR – Grant MacEwan University, School of Business	\$10
10	12:00pm-1:30pm	Selling to the Alberta Government	Chelle Busch – Government of Alberta	\$10
15	9:30am-10:30am	Opening a Restaurant	Pamela Freeman, MBA, CMC, COO – TEC Edmonton	\$10
17	12:00pm-2:00pm	Tips for the Trusted Advisor or Consultant to Family-Owned Businesses	Gary Coskey – Alberta Business Family Institute, University of Alberta School of Business	\$20
17	6:30pm-8:00pm	Preparing Financial Statements	Michael Oli, MBA, CMA, P.Eng. – EB Vision Engineering & Business Consulting Inc.	\$15
22	11:30am-1:30pm	HR Basics	Don Schepens, MBA, CHRP, CCP – Grant MacEwan University, School of Business	\$20
23	1:30pm-3:30pm	Project Management	Scott Kennedy, MBA, BA – NorQuest College	\$20
24	12:00pm-1:00pm	How to Pitch your Product or Service	Randy Thompson, Entrepreneur in Residence – novaNAIT	\$10
29	9:30am-11:30am	Promotional Strategies: Creating Buzz for Your Biz	Greg Gazin – Gadget Guy/Parallel 2000 Corp.	\$20
30	1:30pm-4:00pm	Strategic Marketing Planning	Mark Loo, PhD – Concordia University College of Alberta, Mihalcheon School of Business	\$30
31	12:00pm-2:00pm	The Two Sentence Business Plan	Devesh Dwivedi, MBA – entrepreneurinmaking.com	\$20
31	6:30pm-8:00pm	Improve your Communication Skills, Improve your Bottom Line	Greg Gazin – Gadget Guy/Parallel 2000 Corp.	\$15