

Region salutes small businesses with event

By DONNA DANIELI

The Halton Region Business Development Centre will hold its third annual *Bridges to Better Business* event on Thursday, October 23 as part of its Salute to Small Business month. "Bridges to Better Business is a unique event that allows entrepreneurs to exchange information on best management practices, learn from each others' experiences and make strategic business connections," explains John Ayling, Director of Business Development.

"Attendees will gain valuable information on current business trends, including state of the art technologies and practical e-business opportunities. It's definitely a cost effective investment for owners and operators of small to medium size enterprises," said Ayling.

The keynote speaker for the event will be Gene Luczkiw, an acknowledged global thought leader in the fields of small business development and enterprise education. His address, entitled

"Energizing Your Enterprise" is designed to help entrepreneurs understand how to grow a small business by getting the right people on their team and identifying and seizing opportunities.

Roundtable discussions will also hold a prominent place on the event's agenda. Topics for the discussions will include "Apply for a Small Business Loan and Get Results", "Use Innovation to Build Revenue", "Keep Your Employees for Life", "How to Find

Customers and Generate Sales", and "Discover the Power of Marketing".

Taking place from 11:30 am to 5:00 pm, in the Halton Regional Centre Auditorium, the event has a registration fee of \$50 which includes a hot buffet luncheon and a networking wine and cheese reception.

More information on the *Building Bridges to Better Business* event is available by contacting the Halton Region Business Development Centre.

Region one of Top 100 Employers

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Employers, indicated that competition to earn a spot on this coveted list was intense. Six thousand companies were invited to submit applications and each employer's application was reviewed in seven key areas including performance management and training and skills development.

"Our staff values the investment that has been made in their on-going training and development and in the tools and infrastructure that enable them to provide the very best service," said Brent Marshall, Chief Administrative Officer. "It is exciting to have Halton's position as a progressive employer recognized. This will help us to continue to attract the kind of employees who value a workplace where they are challenged

and given the support needed to serve to the very best of their abilities."

In today's announcement, Mediacorp Canada Inc., cites some of the research done by its academic partner on this project, The University of Toronto's Rotman School of Management. Particularly it indicates that research has confirmed the link between being an employer of choice and being a leader in performance.

Halton Region employs over 1700 staff in a wide variety of professions and occupations, from public health nurses to business development officers to child care workers to laboratory analysts. Information about existing job postings at Halton can be accessed at www.region.halton.on.ca

Mike Chong appointed to Commons' Committee

Michael Chong, MP for Wellington-Halton Hills has been appointed to the House of Commons' Standing Committee on Industry, Science and Technology, one of some nineteen standing committees currently established. There will be twelve members of the committee (down from sixteen members previously) with the makeup divided as five Liberals, four Conservatives and three others.

Mike says that he's "excited to work on a committee that concerns both the industrial and service side of Canada's economy. This is of particular importance since we have a number of large and small industries right here in Wellington-Halton Hills. In addition many people who live in Wellington-Halton Hills work in the high-tech sector's technology triangle in Waterloo Region. I want to help ensure a regulatory and economic framework that will attract business and jobs to Canada and Wellington-Halton Hills."

Mike intends to leverage his personal background in Information Technology to contribute to the work of this important committee.

The Regional Municipality of Halton

A Partnership That Works!



Supporting business in Halton... all year round.

The Halton Region Business Development Centre recognizes Halton's many business owners for their hard work and valuable contribution to the Region's economy.

The Business Development Centre provides Halton entrepreneurs with the information and tools they need to succeed in starting or expanding their businesses.

By using a consultative approach and holding various seminars, the Region offers entrepreneurs practical advice on topics like:

- Creating business and marketing plans
- Exporting
- Access to finding capital
- Halton's business environment
- Employment and training programs

Call the Business Development Centre today to speak to a consultant about your business needs.



Bridges to Better Business
event for small business owners
October 28, 11:30 a.m. - 5:00 p.m.
Visit www.haltonbusiness.com