

# BUSINESS



GRAHAM PAINE / CANADIAN CHAMPION

**BE OUR GUEST:** Holiday Inn Express owner Barkat Ismail and wife Malek join Mayor Gord Krantz in cutting the ribbon to officially open the High Point Drive hotel recently. With them are staff associates and sons Arif (second from right) and Nad (far right), who are co-owners.

## Seminar on building marketing system

Local entrepreneurs can learn how to attract new customers at the Region's upcoming 'Building a Marketing System' workshop.

The one-day session on March 22 will show business owners, executives, marketing professionals and students how to develop a successful marketing system.

Participants will discover how to develop and execute marketing systems for their businesses that work to generate qualified leads, more prospects through the decision-making process, optimize close rates and leverage existing customers to generate more business.

"The key to any successful business is systemization," said John Ayling, director of the Region's Business Development Centre.

"Developing marketing systems that drive predictable, profitable revenue growth is a step-by-step process. There are no shortcuts. But, if it's done with commitment and discipline, results will happen."

The event takes entrepreneurs through the process of developing a marketing system focused first on a

company's growth objectives, and then on identifying any roadblocks to growth. It will also help participants identify target segments to make sure market opportunities support growth objectives.

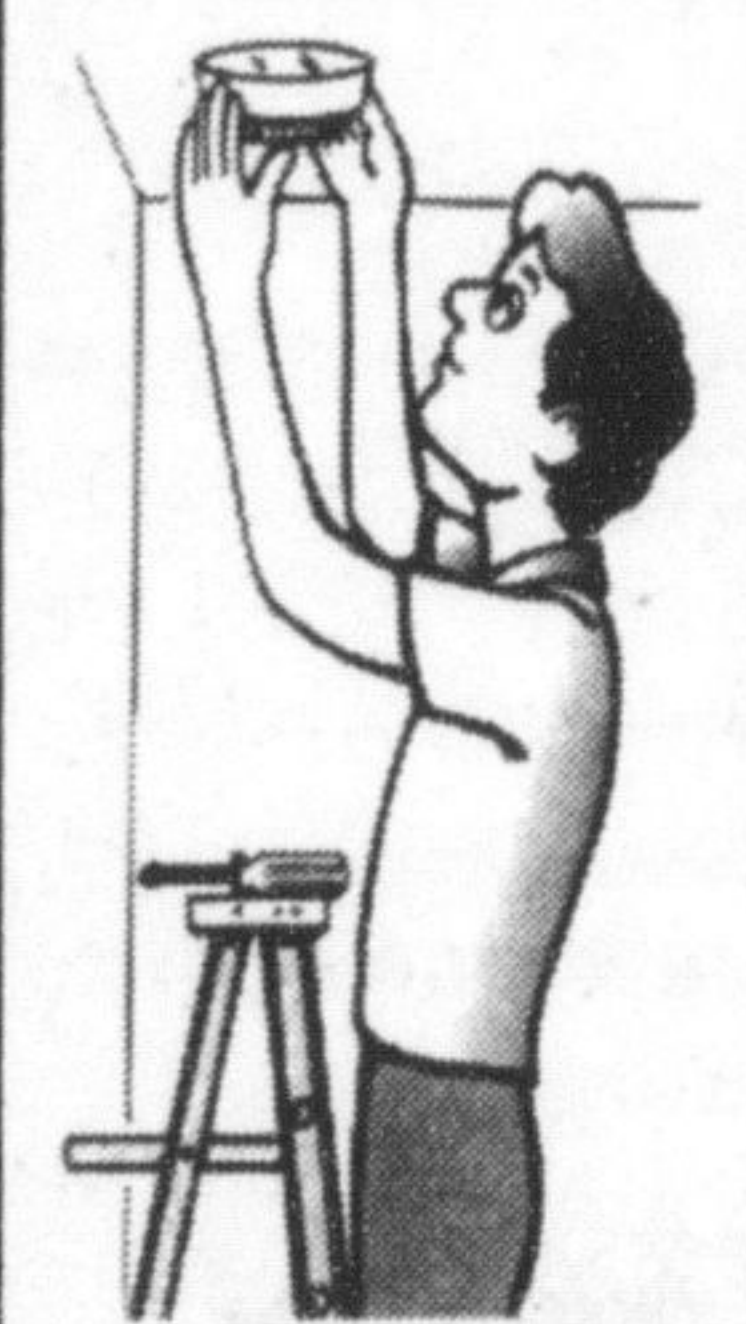
Finally, those in attendance will develop a marketing and sales process to systemize efforts and create a marketing communication plan to support the process.

The workshop will be held at the Halton Regional Centre, 1151 Bronte Rd., Oakville, from 8:30 a.m. to 5 p.m.

In addition to the upcoming session, the workshop will also be offered again in May, September and November. The regular registration fee is \$266.43, but for a limited time entrepreneurs are being offered a special discount price of \$99 plus GST to attend on March 22. Registration is limited for the special offer.

For more information or to register, contact the Halton Region Business Development Centre at (905) 825-6000 or visit [www.halton.ca](http://www.halton.ca).

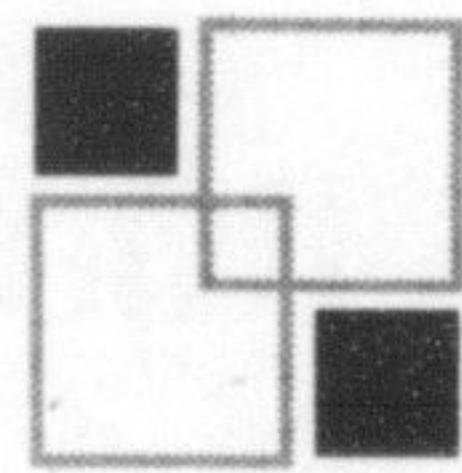
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### Beat The Tax Man (instalment #2)

What's the secret to not overpaying your taxes? Take advantage of the tax laws and use every deduction, credit or strategy available to you. Below I've listed a few of the credits and deductions available to individuals. Check and see if any might apply to you.

#### ADOPTION EXPENSES CREDIT

New for 2005 is a tax credit for adoption expenses for a child under age 18 at the time the Adoption Order is issued. The credit is 16% of the lesser of \$10,000 and eligible adoption expenses during the adoption period.

#### CAREGIVER TAX CREDIT

If you are living with a parent or grandparent aged 65 or older who is dependent on you for care because of a physical or mental infirmity, you may be eligible for a caregiver tax credit. This credit isn't available if you've already claimed an equivalent to spouse or dependant tax credit with respect to that person.

#### DISABILITY TAX CREDIT

If you have a "severe and prolonged" physical or mental impairment, you may qualify for a disability tax credit. To be eligible, you need a doctor to fill out Form T2201 that states that you have a disability that markedly restricts your ability to perform a daily activity such as hearing, walking, thinking, dressing or feeding yourself.

#### TUITION & EDUCATION TAX CREDITS

If you pay more than \$100 for tuition fees to a recognized post-secondary institution you can claim a tuition credit. Over and above this is an Education Tax Credit that allows you to claim \$400 for each full time month and \$120 for each part-time month that you are enrolled in a qualified institution. If a student can't use all of the tuition and education amount, the unused amount, up to \$5,000, can be transferred to a spouse, parent or grandparent.

#### MOVING EXPENSES

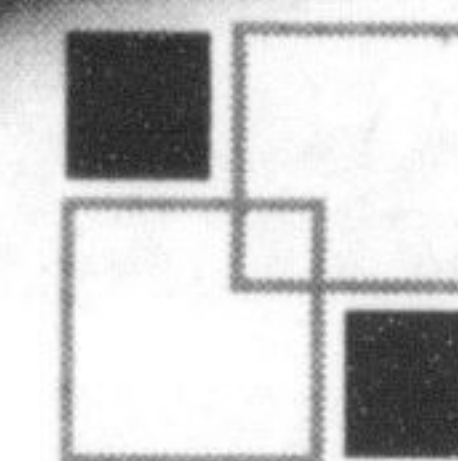
Claim moving expenses when you start a new job or business or go to school. All that is required is that you move at least 40 kilometers closer to your new place of work or school.

#### CHILD CARE

In order for many parents to go to work, they have to incur child care expenses. The lower income spouse can claim child care up to \$7,000 for each child under the age of seven and \$4,000 for other eligible children. Child care can include nursery school, day or overnight camp or sports school or an eligible person providing child care services.

(Please keep in mind that the following ideas are general in nature and are not intended to serve as a replacement for professional advice. You should consult with your chartered accountant regarding your particular set of circumstances.)

**ACCURATE QUALITY SERVICE IN A TIMELY, FRIENDLY MANNER.**



**Astrid Lakats**  
Chartered Accountant

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