

The ESSEX FREE PRESS BUSINESS

First Steps
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CRIME AND DECEPTION



Corporal Earl Bailey of the Royal Canadian Mounted Police examines a fifty dollar bill for signs of counterfeiting during a seminar hosted by the Essex Business Improvement Area April 10. About 20 representatives from the local business community attended the session to learn about design features in Canadian and U.S. paper money that are difficult to counterfeit. These include holographic stripes, fibres that become fluorescent under UV lights, hidden numbers and images, and raised printing. Cpl. Bailey cautioned business owners to use common sense when presented with large denominations for insignificant purchases. Counterfeiters typically attempt to realize a high cash return from every transaction.

New addition to Kingsway Kennels

Mary Jo Berrill, owner of "My Pets Business", has joined Kingsway Kennels as a dog trainer and animal behaviourist. With her background as a veterinary technician and trained animal behaviour modification specialist, Mary Jo brings a wealth of experience to her new role.

Mary Jo will offer Puppy Kindergarten seminars, Puppy Obedience and Socialization classes, household assessments when pets are exhibiting behaviour that is unacceptable to the owner, individual assessments on what kind of puppy to buy, and prenatal classes.

Prospering in a Big Box Retail World

The Amherstburg Chamber of Commerce will host a workshop on Wednesday, April 18 designed to coach small business in competing in a Big Box world.

Keynote speaker Roy Prevost is a management consultant, entrepreneur and futurist who forecasts trends on the "Future Consumer".

As an authority on Wal-Mart and Big Box Retail, Prevost gives small business the tools and techniques to thrive and prosper in the Big Box Retail environment.

A presentation by Wal-Mart will precede the workshop. For further information, call 519-736-2001 or 519-736-7262.

Small Business 101

Exporting basics and small business

Exporting can offer small businesses opportunities for growth and increased sales. But having a marketable product or service is only the beginning. Exporting takes time, effort and most of all money. It also takes a strong commitment to compete beyond your current border.

Preparation and a carefully researched plan is the key to export success. Before embarking on an international enterprise, ensure your domestic operations are running well and then do

your research!

Develop a solid export plan to guide you, but be flexible and prepared to make revisions. Make sure you are aware of potential differences when dealing with foreign customers. Before you ship your goods or open foreign locations it is vital that you are able to cope effectively with challenges like customer demands, financial issues and complex regulations. Rules and regulations are different in every market, ranging from health & safe-

ty issues to labelling and packaging. Knowing and understanding your rights and obligations are critical to success.

There are many sources of information available to help you:

- Export Source is an excellent source of information offering market and industry information, trade statistics and an on-line step-by-step guide to exporting <http://www.exportsource.ca>

- Located in every province, trade commis-

sioners in Canada can offer advice and assistance at no cost, for small and medium sized companies. Visit <http://www.infoexport.gc.ca> and click on Our Offices in Canada.

- You can also contact the Export Development Corporation for further exporting information <http://www.edc.ca/english/index.htm>

Seminars and business breakfasts can be excellent starting points to profit from other people's experience with exporting. Set-up a network of business contacts who can provide you with practical advice. Finally, contact your industry association to find names of successful exporting companies in your sector. Tips may be available to help you target your market.

Small Business 101 is an information service provided by the Canadian Federation of Independent Business. It is not intended to replace legal and/or accounting advice.

Operation CLEAN SWEEP Week

April 23 - 28th, 2007

The businesses of the Essex BIA will be doing a clean sweep of the town on Thursday, April 26th.
 The schools and clubs are welcome to join in.

Everyone who participates in our clean sweep day is welcome to a BBQ at Zehr's at 12 noon!
 Hot dog and drink compliments of Zehr's Essex!




Businesses can compete for the BIA Golden Broom Award!!

Residents, Businesses, Schools. Everyone is invited to PITCH IN!!

FIND OUT MORE INFO ON HOW YOU CAN HELP: 519-776-9811

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