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WAYNE EMMERSON: Mayor says businesses with 20 or less employees are town's backbone

Sales pitches, social media big with small business

BY SANDRA BOLAN
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Small businesses are the backbone of our economy and you can't do without them, according to Mayor Wayne Emmerson, who helped launch the Whitchurch-Stouffville Un-Conference Monday morning.

Approximately 80 per cent of the municipality's businesses have 20 employees or less, he said.

One of the conference's goals was to get people out of their comfort zones and to have control over the topics of discussion, which ended up centring around cold-calling sales pitches and how to utilize social media.

The topics were determined by those in attendance.

'AMAZING WHAT HAPPENS'

The approximately 50 attendees from across York Region also discussed why customer service is weak in Canada and government support and services for small business.

"It seems scattered but it's amazing what happens," said veteran Un-Conference attendee Cathy Nesbitt, owner/operator of Cathy's Crawly Composters.

The conference kicked off small business week, which concludes Oct. 20 with Small Business Saturday.

Small businesses are responsible for 42 per cent of Canada's private sector gross domestic product; approximately five million Canadians are employed by small businesses, which is about 48 per cent of the country's private sector labour force and between 2001 and 2010, more than 47 per cent of new jobs were created by small businesses, according to the Canadian Federation of Independent Business.

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(SiriusXM)