

SPOTLIGHT ON SMALL BUSINESS 2010

11th Annual Bridges to Better Business Event
A Learning and Networking Opportunity



TUESDAY, NOVEMBER 16TH – 4:00 PM TO 8:00 PM
Holiday Inn and Conference Centre, Cambridge, ON

ADMISSION:

4:00 – 4:30 pm
Early Registration

4:30 – 5:30 pm
Workshop (complimentary)
Limited Seats Available

5:00 – 5:30 pm
Late registration
Skip the WORKSHOP
but don't miss
NETWORKING BUFFET
& SPEAKERS

5:30 – 6:40 pm
Networking, Live Music,
Cash Bar Station to Station
Buffet

6:40 – 6:45 pm
Welcome

6:45 – 7:00 pm
Spotlight on Young
Entrepreneurs Awards

7:00 – 8:00 pm
Spotlight on Speakers

Register online at
waterloosmallbusiness.ca
or call 519 741-2984
for details

GENERAL AGENDA

Doors open at 4:00 pm early registration for workshop

SPOTLIGHT on LEARNING for Small Business - 4:30 pm - 5:30 pm Workshop: The Power of Email Marketing

Did you know that repeat customers spend 67% more than new customers? Learn to be a professional communicator not a spammer, build relationships with your current customers and create appropriate content for maximum email engagement. Reaching your customers with professional email communications makes you look great and saves you precious time and money. In this session we use examples from successful email campaigns to demonstrate how they were set up, built customer loyalty and improved sales.

Presenter: Lisa Kember : Regional Development Director; Constant Contact

SPOTLIGHT ON SUCCESS



You've seen PropertyGuys.com, founded in Moncton NB, now meet Walter Melanson, Director of Partnerships. In less than 10 years, 3 young entrepreneurs expanded this company to over 100 franchises across Canada. This forward thinking company has received the Canadian Franchise Association Award of Excellence, Marketer of the Year Award and Young Entrepreneur Award. Walter shares the PropertyGuys expansion experience, strategies for building corporate and customer relationships and explains how disruptive marketing methods paid off for this company.

propertyguys.com

SPOTLIGHT ON SUCCESS



Tricia Mumby, one of the 4 founding partners of Mabel's Labels, talks about this .com company's humble beginnings to its outstanding accomplishments including recognition: Canadian Woman Entrepreneur Award, "Mompreneur" of the Year Award and Best Products Awards. Tricia shares her journey from the kitchen table to worldwide sales. A strong believer in creating a corporate culture that advocates flexibility in the working world. Learn how this responsive business is able to adapt to competitive and rapidly changing market environments.

mabel.ca

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Corporate Sponsors



Tuesday Nov 16, 2010 – 4:00 pm to 8:00 pm
Holiday Inn, CAMBRIDGE

STEP 1: Workshop - The Power of Email Marketing

Yes No

STEP 2: Contact information

(ALL fields must be completed in order to process)

NAME: _____

BUSINESS NAME: _____

STEP 3: Payment information

\$45 Networking, Buffet Dinner, Speakers (+HST total 50.85)

STEP 4: Method of payment*

- Cheque payable to Waterloo Region Small Business Centre.
No postdated cheques please.
- VISA
- MasterCard

*For VISA or MasterCard, please provide complete information where your credit card statement is mailed to.

All fields must be completed for processing.

CREDIT CARD NUMBER: _____

EXPIRY DATE: _____

NAME: _____
(as it appears on card)

ADDRESS: _____

CITY: _____ POSTAL CODE: _____

PHONE/CELL: _____

E-MAIL: _____

Signature: _____

STEP 5: Please **FAX** completed form to 519-745-1522
or **E-MAIL** bernadette.lowry@kitchener.ca by November 11.

For questions regarding registration please call
Bernadette at 519-741-2984

NOTE:

You will receive a confirmation number when your registration has been processed.

Cheques can be mailed to:

Waterloo Region Small Business Centre,

200 King St. W., First Floor,

Kitchener, ON, N2G 4G7

Refund Policy:

No refunds after November 11th, 2010. Refunds will be issued to credit cards used for original payment.

Waterloo Region Small Business Centre Privacy Policy Statement

Our Commitment

Our organization is committed to protecting the privacy of the personal information of its employees, members, customers and other stakeholders. We value the trust of those we deal with, and of the public, and recognize that maintaining this trust requires that we be transparent and accountable in how we treat the information that you choose to share with us.

During the course of our various projects and activities, we frequently gather and use personal information. Anyone from whom we collect such information should expect that it will be carefully protected and that any use of or other dealing with this information is subject to consent. Our privacy practices are designed to achieve this.

Defining Personal Information

Personal information is any information that can be used to distinguish, identify or contact a specific individual. This information can include an individual's opinions or beliefs, as well as facts about, or related to, the individual.

Exceptions

Business contact information and certain publicly available information, such as names, addresses and telephone numbers as published in telephone directories, are not considered personal information.

Where an individual uses his or her home contact information as business contact information as well, we consider that the contact information provided is business contact information, and is not therefore subject to protection as personal information.

Use of Information

The information we collect helps us to maintain our contact/client lists and mailing lists, track business trends, and program usage and service ratings in order to evaluate and improve our service offering. The information also helps to ensure that we can advise individuals of news and upcoming events that may be of interest to them. In addition, we use our contact/client lists to generate a sample for our annual survey where we contact past clients of the Waterloo Region Small Business Centre to participate in an optional, anonymous survey about business trends and services used. We also gather information, such as credit card information, that is required for registering and paying for courses, seminars or events. Individual personal information is never disclosed, shared with a third party or used for any purposes other than described above.

Privacy Practices

Personal information gathered by our organization is kept in confidence. Our personnel are authorized to access personal information based only on their need to deal with the information for the reason(s) for which it was obtained. Safeguards are in place to ensure that the information is not

disclosed or shared more widely than is necessary to achieve the purpose for which it was gathered. We also take measures to ensure that the integrity of this information is maintained and that it is protected from loss or destruction.

We collect, use and disclose personal information only for purposes that a reasonable person would consider appropriate in light of the circumstances. We routinely offer individuals we deal with the opportunity to opt not to have their information shared for purposes beyond those for which it was explicitly collected.

Website and Electronic Commerce

We use password protocols and encryption software to protect personal and other information we receive when a product or service is requested and/or paid for online. Our software is routinely updated to maximize protection of such information.

Contact Information

Questions, concerns or complaints relating to WRSBC's privacy policy on the treatment of personal information should be e-mailed to: info@waterloosmallbusiness.com.