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## Did you know?

**SME Benchmarking Tool** offers industry-specific income statement and balance sheet data for small and medium sized businesses. SME Benchmarking Tool allows you to:

- Estimate the operating costs for your new business;
- View financial performance averages for your industry;
- Enter your own financial data to see how your business measures up to comparable sized firms.

2008 data is now available!

[www.ic.gc.ca/eic/site/pp-pp.nsf/eng/home](http://www.ic.gc.ca/eic/site/pp-pp.nsf/eng/home)

## Translating for International Markets

While attempting to cater to the needs of the global consumer, companies nowadays face a culturally diverse population. In order to make products and services accessible worldwide, many companies choose to have their website, product packaging and literature translated into various languages. If you are in the same shoes, you can relate! What does your company need to watch out for when embarking on translating for international markets? Here are three tips to get the job done right:

### Choose to work with a professional translation agency

It is a mistake to assume that just because a few people in your company can speak another language, that they have the ability to communicate appropriately and correctly in that language. Online translation tools also lure you in to offer an instant solution, but don't be fooled so quickly! Many studies have confirmed that these tools will help you to understand that letter sent by your long-lost friend from Italy, but will not provide you with the top-notch translations that your professional business requires. Instead you end up with literal translations that do not flow naturally in the target language. Translation agencies on the other hand hire native translators directly from the country that you are targeting with your marketing and carefully select translators that specialize in translating documents for your particular industry. They know what your requirements are ahead of time, are culturally aware and will guide you through the translation process every step of the way.

### Write a proper English document as a basis for your translation

An excellent translation not only reflects the content, but also the style of the source document. When you are writing English copy that is to be translated for your international clientele, ensure to write in a clear, succinct manner. Using short and clear sentences ensures ease of readability. Using an active instead of passive voice ensures that you convey a concise message. Avoiding ambiguities and acronyms wherever possible eliminates confusion from readers in other parts of the world.

### Create a company glossary to ensure consistency

Glossaries will help translators better understand your unique products and marketing concepts. If you compile an English glossary containing key corporate and marketing terms relating to your business, your translation agency can create multilingual equivalents that can be reviewed by your sales staff abroad. Such glossaries ensure the translation consistency and quality you require when presenting yourself abroad. Your translation agency will offer to update the glossaries for you while working on additional translations with you.

**Cambridge**  
50 Dickson St.  
1st Floor  
Cambridge, ON  
N1R 5W8  
T: 519 740 4615

**Kitchener**  
200 King St. W  
1st Floor  
Kitchener, ON  
N2G 4G7  
T: 519 741 2604

**Waterloo**  
100 Regina St. S  
1st Floor  
Waterloo, ON  
N2J 4A8  
T: 519 747 6265

Kerstin Kramer  
Premier Focus Inc.  
[www.PremierFocus.com](http://www.PremierFocus.com)

## Employment Insurance - Special Benefits for Self-Employed

Beginning in January 2011, self-employed Canadians will be able to access Employment Insurance (EI) special benefits. There are four types of EI special benefits:

1. Maternity Benefits
2. Parental Benefits
3. Sickness Benefits
4. Compassionate Care Benefits

### Eligibility Information

You can enter into an agreement, or register, with the Canada Employment Insurance Commission through Service Canada if you:

- Operate your own business, or if you work for a corporation but cannot access EI benefits because you control more than 40% of the corporation's voting shares; and
- Are either a Canadian citizen or a permanent resident of Canada

### Application Information

There are a few steps to take before being able to receive EI special benefits for self-employed people: You have to register with the Canada Employment Insurance Commission, complete a one-time 12 month waiting period (unless you registered on or before April 1, 2010), and finally, apply for EI special benefits and meet the eligibility criteria.

**Question: If my business continues to generate income while I am receiving EI special benefits, how will this affect me?** You have to report any self-employment income your business generates for you while you are receiving EI benefits. This can reduce your EI benefit amount.

For more information, frequently asked questions, detailed eligibility criteria or examples of individual situations, please visit: [www.servicecanada.gc.ca](http://www.servicecanada.gc.ca) or call 1-800-206-7218.

## CRA - January Reminders

- **Computer purchases:** The accelerated Capital Cost Allowance (CCA) for eligible computers announced in 2009 budget allows businesses to claim 100% of computer costs (including system software) purchased after January 27, 2009 and before midnight January 31, 2011.
- **Employers:** Don't forget to use the most current payroll deduction tables available from CRA. Deduction Tables or Formulas for Computer Programs are available for download, or you may use the re-designed Payroll Deductions Online Calculator.

For CRA information or updates, please visit: [www.cra-arc.gc.ca](http://www.cra-arc.gc.ca)



### Summer Company 2011 is now OPEN for applications!

Summer Company is an exciting opportunity for students 15 - 29 years old to start and run their own summer businesses! Participants receive business mentoring, training and are eligible to receive up to \$1500 to put towards start-up costs and up to \$1500 upon successful completion of the program.

The application deadline is May 9, 2011 or earlier if the local program reaches capacity. Space is limited. For more info or to apply, visit: [www.ontario.ca/summercompany](http://www.ontario.ca/summercompany)

## Marketing Buzzwords

In a recent study developed by the Creative Group and conducted by an independent research firm, advertising and marketing executives were asked what buzzwords were overused in the creative/marketing industry today. The top-ranked responses include:

1. Social Media/Social Networking	9. Think out of the Box
2. Synergy	10. Interactive
3. Innovative/Innovation	11. Proactive
4. Extra Value/Value Added	12. Social Media Expert
5. Going Green	13. Multi-tasking
6. Free	14. End of the Day
7. ROI/Return on Investment	15. Integrated/Integration
8. Culture Change	

“Certain buzzwords may be commonly used amongst marketing and advertising professionals, but when overused, they can quickly lose impact...”, said Lara Dodo, regional vice president of The Creative Group in Canada. “[A]im to keep your messages simple and direct.”

### Four tips for eliminating jargon in your communications:

1. **Translate your thoughts** - take time to explain the concepts in terms that your audience will understand
2. **Edit, edit, edit** - many buzzwords are unnecessary and do not add to what you're trying to say
3. **Break bad habits** - think of alternative words that convey the same meaning if you use certain words too often
4. **Show instead of tell** - use examples to convey your thoughts

For more information on The Creative Group, please visit: [www.creativegroup.com](http://www.creativegroup.com)

## Post-Recession Leadership Strategies

According to a recent Robert Half study, 45% of surveyed workers said they plan to change employers, careers or industries when the economy improves. If you are an employer, now is time to consider revamping your management practices so your company is well-positioned for growth as the business cycle shifts upward. Here are some suggestions:

1. **Consider surveying employees** so they can speak candidly about working for your company
2. **Give employees the room to grow** by grooming them for new responsibilities
3. **Keep the lines of communication open** by sharing information as freely and frequently as possible
4. **Build trust by being transparent** so that employees can understand the logic behind decisions
5. **Be flexible with rewards** and incentives based on what is important to the employee
6. **Recognize employee efforts** and achievements to help motivate them
7. **Make your office employee-friendly** by being creative with policies that allow work/life balance
8. **Sell employees on your strong points** to remind them why they choose to work for you in the first place
9. **Share your vision and ask for employee input** because your success depends on getting staff's buy-in
10. **Let employees know they can grow with you** by investing in ongoing professional development

Source: The Robert Half Small Business Series. Post-Recession Leadership Strategies. [www.roberthalf.com](http://www.roberthalf.com)

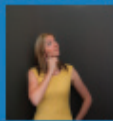
# HIGH IMPACT RETAILING

A retail focused seminar for small business operators looking to understand and develop strategies that address challenges and changes in competitive economic markets.

## TOPICS OF THE EVENT

### SocialMASTER Social Media Strategy for Small Business – Part 1 & 2

Presented by: **Natalie MacNeil, Imaginarius**



Natalie MacNeil specializes in online media and marketing. Her blog, "She Takes On The World", has received international attention and recognition in top media outlets including Forbes, Entrepreneur.com, Examiner.com, and Financial Post.

### Loss Prevention Tips and Techniques for Small and Medium business

Presented by: **Professor James Phillips, Conestoga College**

### Master The Marketplace...Expert Insights for Finding and Keeping Profitable Business...

Presented by: **Curt Skene**



Author, Business Expert and Sales Coach provides audiences with an "out of the box" approach to getting things done! His mission is to show retailers "how they really can improve their bottom line!" Curt is a dynamic coach known for interactive ways for motivating his audience.

For more information CALL 519-741-2604 or register online at: [www.waterlooregionsmallbusiness.ca](http://www.waterlooregionsmallbusiness.ca) and click on Seminars & Events or Calendar

## AGENDA

Thursday February 24, 2011  
8:30 am to 4:00 pm  
Walper Terrace Hotel  
1 King Street West  
Kitchener, ON N2G 1A1  
519.745.4321  
[www.walper.com](http://www.walper.com)

- 8:30 to 9:15 Registration & Continental Breakfast
- 9:15 to 9:30 Welcome, Opening Remarks & Introductions
- 9:30 to 10:45 Natalie MacNeil SocialMASTER Social Media Strategy for Small Business – Part 1
- 10:45 to 11:00 Break
- 11:00 to 12:00 Natalie MacNeil SocialMASTER Social Media Strategy for Small Business – Part 2
- 12:00 to 1:00 Lunch
- 1:00 to 1:45 Professor James Phillips, Conestoga College Loss Prevention tips and techniques for small and medium business
- 1:45 to 2:00 Break
- 2:00 to 3:45 Curt Skene Master The Marketplace

BIA members: \$90.00 (HST included) NON-members: \$113.00 (HST included)

Sponsors:



Sponsors



Cambridge: 519-740-4615

Kitchener: 519-741-2604

Waterloo: 519-747-6265