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## YOUR OPINION COUNTS!

Please help us to serve  
Halton small businesses  
better by answering the  
survey questions found  
on the link below.

Your email address will  
automatically be entered  
in a **draw for a \$100  
Staples/Office Depot  
gift certificate.**

[Small Business Survey](#)

## Spotlight on Halton Entrepreneur

Sarah Simpson, Yorkshire Enterprises Inc.:

*"Stress-free Bookkeeping and Tax Preparation"*

Sarah Simpson used the experience and contacts she gained through several years as an office manager and controller to start and grow a successful bookkeeping business in Georgetown. Yorkshire Enterprises Inc. provides a complete range of bookkeeping services on a contract basis, either at the client's premises or from her office.

"During the very busy tax season, I have three experienced tax consultants, Joanne Close, Marion Murchison and Christine Vale, who provide personal income tax preparation services," says Sarah.

Sarah started as a sole proprietor in 2000, and incorporated in 2001 as Yorkshire Enterprises Inc. Her bookkeeping client base has grown from two to 32 businesses.

To grow her business, Sarah joined several organizations and took advantage of any opportunity to promote her services. She advertised in local newspapers and joined the Halton Hills Chamber of Commerce and Welcome Wagon for New Business, as well as the Association of Professional Accounting and Tax Consultants Inc. As a Simply Accounting Certified Consultant, Sarah advertises on the Simply Accounting website.

Sarah's business required little start-up capital. When she expanded the business to include personal tax preparation in 2005, she acquired funds by increasing the overdraft on her business account, cashing in some RRSPs, taking out a small loan and borrowing from family members.

According to Sarah, the best part of running her own businesses has been growing the business one step at a time and watching the bottom line move from red to black. And the worst? "I haven't made the time to take a vacation since our honeymoon in 1995! I intend to change that if I can find the right bookkeeper to join me to grow the company."

Sarah offers several pieces of advice for aspiring entrepreneurs.

"I was lucky enough to win the 10-week Up and Running BizLaunch course through Halton Region—what a wonderful course it was!" exclaims Sarah. "I recommend that any new entrepreneur take these classes. It's money well spent and will start you on the path to success." More information on the BizLaunch Up and Running program can be found on [www.bizlaunch.ca](http://www.bizlaunch.ca).

"It's okay to admit to clients that their request is beyond the scope of your knowledge or time availability, and to offer suggestions to point them in the right direction," says Sarah. Her advice is to never stop networking. "Join organizations that will help you grow."

Sarah invites readers to visit her website, [www.yorkshirent.com](http://www.yorkshirent.com), where she provides a comprehensive checklist of information slips and receipts to compile to make tax time easier and to ensure maximum tax savings.



# Who's New in Halton

Please contact our office if you have registered your business within the last year and would like to be listed in "Who's New".

## Digital Heirlooms - Sharing Yesterday with Tomorrow

Family photography and home video editing services, all designed to reflect how unique each family is, and how special every memory can be. Serving Milton, and Halton Region.

**Contact:** Karina Sinclair Tel: 905-878-0822

[www.digitalheirlooms.ca](http://www.digitalheirlooms.ca) [info@digitalheirlooms.ca](mailto:info@digitalheirlooms.ca)

## Centricity360 Software Consulting Customer-Focused Strategies. Simplified.

At Centricity360 Software Consulting we specialize in Customer Relationship Management (CRM) software strategies that help our clients create a more customer-focused organization. Is your CRM driving business value?

**Contact:** Richard Bolton Owner/Consultant

82 Millside Drive, Unit 1107, Milton Tel: 905-691-0652

[www.centricity360.com](http://www.centricity360.com) [rbolton@centricity360.com](mailto:rbolton@centricity360.com)

## Dream Catcher Stables

We are a small family-owned and operated Horse & Carriage Company, specializing in East Indian Weddings. Also providing corporations a place to hold company picnics. We teach Draught Horse Driving, catering to troubled teens.

**Contact:** Brad Brosseau, Operations Manager, Dream Catcher Stables, Milton

Location: 5440 First Line / Milton Tel: 905-878-7536

[www.dreamcatcherstables.ca](http://www.dreamcatcherstables.ca)

## Precision Home Inspections

I do residential home inspections in the Halton and surrounding areas. I am a fully certified graduate of Humber College and an Associate member of the Ontario Association of Home Inspectors.

**Contact:** Bruce Laing, Oakville Tel: 905-466-4305

[www.precisionhi.ca](http://www.precisionhi.ca)

## Bonnie's Best "Organic Vegan Snacks for Your Canine Companion"

Bonnie's Best is an organic, vegan dog biscuit company. Every batch of healthy snacks is home-baked in the village of Millgrove using fresh, wholesome ingredients. We have a variety of flavours and sizes to suit the tastes of your canine companion.

**Contact:** 905-379-6765 [bonniesbest@gmail.com](mailto:bonniesbest@gmail.com)

## Jet Airships

Advertising using Blimps at Tradeshows, Hockey Arenas, and Shopping Malls.

Operations in Canada and the USA

Tel: 647-299-7244 Web: [www.jetairships.com](http://www.jetairships.com)

## The Body Mechanix

We aim to make you feel comfortable in your own skin by training in the privacy of your own home.

No equipment, no problem--we bring the gym to you. Call today for your free fitness consultation.

We were ready to help you yesterday.

**Contact:** Anitra Moodie Tel: 416-473-TONE (8663)

[www.thebodymechanix.ca](http://www.thebodymechanix.ca)

## Leave It To Us!

Leave It To Us! is the ultimate stress reliever. A lifestyle management and corporate concierge service that helps you manage your "to do" list, coordinate corporate activities and errands, or create a perfectly planned event.

Contact: Jacqui Cronin & Sue Robillard, Owners

Tel: 905-467-5488 [info@leaveittous.ca](mailto:info@leaveittous.ca) [www.leaveittous.ca](http://www.leaveittous.ca)

## Canadian Sports Magazines

871 Equestrian Court # 8 Oakville, Ontario Canada L6L6L7

**Contact:** Bob McKenna - Publisher

Tel: 905-335-4760 fax 905-337-0882

[www.canadiansportsmagazine.com](http://www.canadiansportsmagazine.com)

## TouchPoll Toronto

TouchPoll is the touch screen survey system that anonymously collects vital business intelligence under just about any circumstance. Let TouchPoll's professional business solutions help your business. TouchPoll is fast, it's fun, it's affordable and it gets results!

6-1500 Upper Middle Road West, Suite # 345, Oakville

Tel: 905-618-0041 [touchpoll@cogeco.ca](mailto:touchpoll@cogeco.ca)

## Absolute Motivation

Absolute Motivation focuses on Incentive, Loyalty and Rewards; we develop the concept, design and provide full management of these programs.

**Contact:** Edward Thompson Tel: 905-618-0310

[www.absolutemotivation.com](http://www.absolutemotivation.com)

# Business Seminars and Workshops

## PST – GST/HST Seminar

Presenters from Revenue Canada and the Ministry of Finance will explain the Provincial Sales Tax (PST) and the Federal Goods and Services Tax and what they mean to small and medium-sized business.

- January 28 1:00 – 3:00 p.m. **Free!**

## Fundamentals of eBusiness Seminar Series

These seminars are held from 6:30 – 9:30 p.m. at the Burlington Central Library, 2331 New Street. Participants can choose to attend any or all seminars.

Cost: \$30.00/person/seminar

- February 19 – Creating a Website
- February 25 – Marketing Your Site and Services
- March 4 – Selling Goods and Services Online

## Business Essentials Seminar Series – Burlington Central Library

These seminars are held from 6:30 – 8:30 p.m. at the Burlington Central Library, 2331 New Street. Participants can choose to attend any or all seminars.

Cost: \$20.00/person/seminar

- January 15 – Sales and Cold Calling
- January 29 – Bookkeeping 101
- February 12 – Canada Revenue Agency: Tax Essentials for Small Business – **Bonus: No fee for this seminar!**
- February 26 – Networking Basics
- March 18 – Online Tools and Information for Small Business

## Essentials of Entrepreneurship Seminar Series – Halton Hills Public Library

These seminars are held from 6:30 – 8:30 p.m. at the Halton Hills Public Library, Georgetown Branch, 9 Church Street. Participants can choose to attend any or all seminars.

- January 30 – Low Cost Marketing Tools
- February 27 – Canada Revenue Agency: Tax Essentials for Small Business – Bonus: No fee for this Seminar!
- March 26 – “Ask the Expert” Panel Discussion, Cost: \$20/person

# Biz Tip – Search Engine Optimization

## To Blog or Not To Blog: That is the question!

Blogging is a hot topic! According to the results of a new Ipsos Reid survey published in Marketing Magazine, Canadian consumers seem iffy about the content of corporate blogs.

- 51% of Canadians feel information in a corporate blog is reliable in helping them form an opinion about a company.
- 49% believe it is not reliable.

Buying decisions of Canadians are influenced by both positive and negative blog comments, but there isn't an overwhelming majority either way. So what's a potential-blogger to do?

Here are a few ideas to clear away the blog fog:

1. Treat a blog as any other marketing tactic in your promotional arsenal. Business cards, networking, promotional product giveaways and websites are important tactics too.
2. Research each segment of your target market carefully. Blogging presents the opportunity to share and learn in a non-sales, non-threatening environment. Does your target market want to learn and share? Why?

3. What's the goal for creating a blog? What's your strategy? What do you want to get out of it? What are you prepared to invest in it in terms of time and money?
4. How often will your blog be monitored and by whom? How will you know if you're getting the results you're looking for?

This reminds me of a similar situation when I started my business back in 1999. There was tremendous “buzz” about websites for small business. Did we really need one? Who could possibly gain from having information and products available on the internet? Who would actually read all that stuff? Suddenly I think I've been here before.

*Wendy Marlow provides focus and direction for small business owners. Wendy is a marketing and sales specialist, certified sales professional, and president of The Art of Marketing Inc. The Art of Marketing was awarded the Business Excellence Award for Small Business by the Burlington Chamber of Commerce in 2005.*

Contact: 905-331-4777

[www.artofmarketing.ca](http://www.artofmarketing.ca)

[wendy.marlow@artofmarketing.ca](mailto:wendy.marlow@artofmarketing.ca)

## Goods and Services Rate Reduction

The rate for the Goods and Services Tax will be dropping by one percentage point to 5% from 6% effective January 1, 2008. The reduction means business owners will have to revisit their processes for sales, billing, purchasing and accounting. Working with the Canada Revenue Agency, the Canadian Federation of Independent Business (CFIB) has compiled a GST checklist that includes general rules and helpful tips.

[GST/HST Rate Reduction Checklist for SMEs.](#)  
CFIB, November 2007.

## Welcome New Staff

Four new staff recently joined the Business Development Division on a permanent basis.

“Our new staff have impressive work experience and customer service orientation, and take a team approach,” said John Davidson, Director, Business Development. “We will be going into 2008 with a full team and the capacity to implement our Comprehensive Economic Development Strategy—from services to small businesses and entrepreneurs, to planning for new employment lands in Halton, to ensuring our competitiveness as a location of choice for business.”

Please meet our new staff below:

### **Bill Anderson** – Business Development Officer

Bill is responsible for developing and implementing Regional employment land strategies, managing investment projects, developing communications materials reflecting Halton’s core strengths, and working with strategic partners on workforce initiatives.

### **Christine Carrington** – Business Development Research Analyst

Christine is responsible for the undertaking of all economic and economic development research activities at Halton Region.

### **Yolanda Fitzpatrick** – Small Business Consultant

Yolanda will be responsible for providing counselling services to start-up and established small businesses in Halton in accordance with our Comprehensive Economic Development Strategy direction for supporting entrepreneurialism.

### **Stephanie Mazhari** – Business Development Coordinator

Stephanie is responsible for the preparation and roll-out of Business Development marketing and presentation materials, including quarterly reports, developing and maintaining the Division’s website content and overseeing the Division’s business database and customer relationship management systems.

# Halton Business Development Staff

Our experienced team members are able to assist you with all of your business needs. Please feel free to contact us at 905-825-6000 or toll free 1-866-442-5866.

John Davidson, Director  
[John.davidson@halton.ca](mailto:John.davidson@halton.ca) ext. 7828

Sandra Nuhn, Manager Entrepreneurship & Strategic Partnerships  
[Sandra.Nuhn@halton.ca](mailto:Sandra.Nuhn@halton.ca) ext. 7228

Bill Anderson, Business Development Officer  
[Bill.anderson@halton.ca](mailto:Bill.anderson@halton.ca) ext. 7955

Christine Carrington, Business Development Research Analyst  
[Christine.carrington@halton.ca](mailto:Christine.carrington@halton.ca) ext. 7132

Marianne Crawford, Business Consultant  
[Marianne.crawford@halton.ca](mailto:Marianne.crawford@halton.ca) ext. 7740

Yolanda Fitzpatrick, Business Consultant  
[Yolanda.fitzpatrick@halton.ca](mailto:Yolanda.fitzpatrick@halton.ca) ext. 7732

Margaret Gaskell, Program Assistant  
[Margaret.gaskell@halton.ca](mailto:Margaret.gaskell@halton.ca) ext. 7826

Nancy Malloy, Admin Assistant  
[Nancy.malloy@halton.ca](mailto:Nancy.malloy@halton.ca) ext. 7514

Stephanie Mazhari  
[Stephanie.mazhari@halton.ca](mailto:Stephanie.mazhari@halton.ca) ext. 7229

Thank you to our partners, RBC and the Ministry of Small Business and Entrepreneurship



For more information, please contact Halton Region’s Business Development Centre:

**Halton Region**

905-825-6000

Toll free: 1-866-4HALTON (1-866-442-5866)

TTY: 905-827-9833

[www.halton.ca](http://www.halton.ca)

Email: [busdev@halton.ca](mailto:busdev@halton.ca)



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