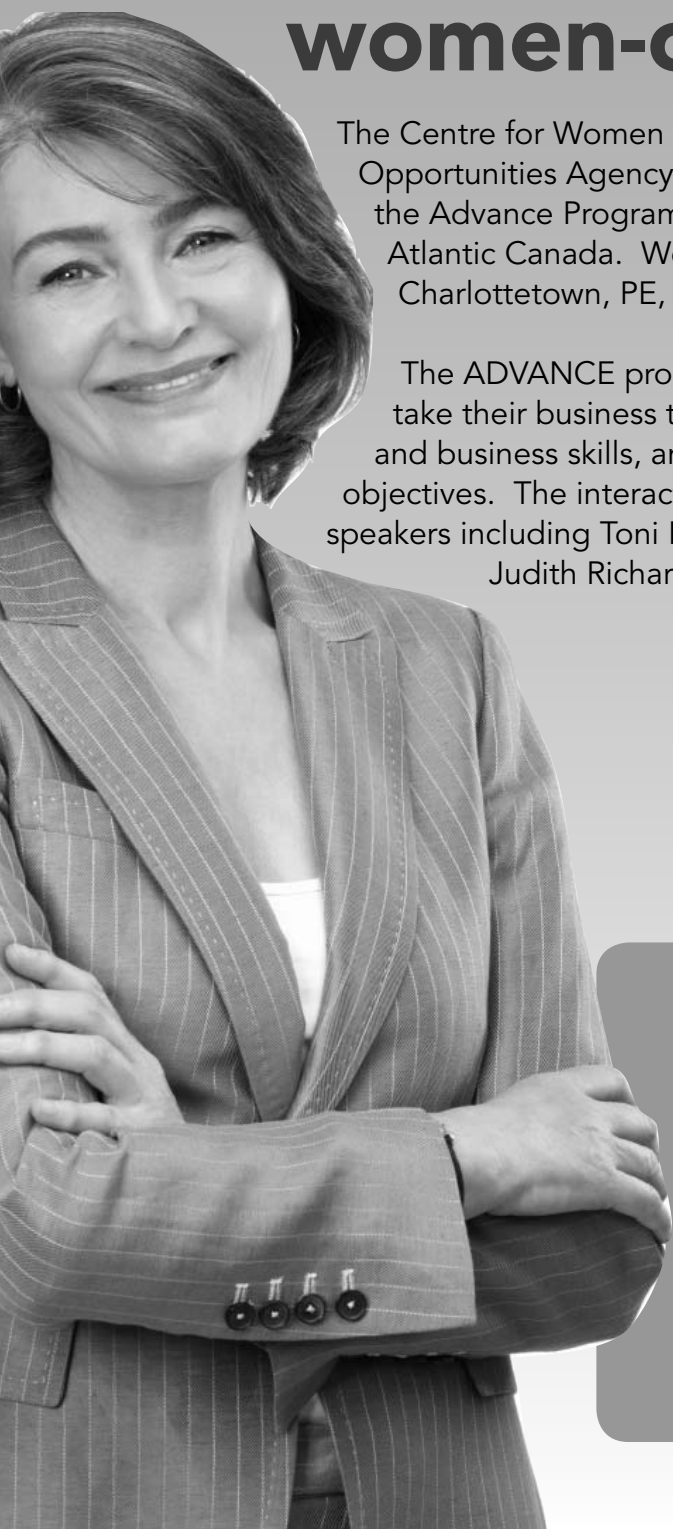


Advance *Business matters*
Cap sur les affaires **Avancer**

Fall 2009 Delivery

Advancing Atlantic Canadian, women-owned businesses



The Centre for Women in Business, with support from the Atlantic Canada Opportunities Agency and TD Canada Trust Small Business Banking, will offer the Advance Program to high-impact women business owners throughout Atlantic Canada. We are pleased to offer this program this fall in Sydney, NS, Charlottetown, PE, and St. John's, NL.

The ADVANCE program offers women business owners the opportunity to take their business to the next level of growth by strengthening management and business skills, and providing professional business support to reach their objectives. The interactive sessions will be facilitated by accomplished, dynamic speakers including Toni Newman, Susan Sweeney, Debi Peverill, Brenda Fair and Judith Richardson.

www.AdvanceProgram.ca

Project Supporters



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada



Canada Trust

Small Business Banking



Enterprise
Cape Breton
Corporation

Société
d'expansion
du Cap-Breton



PRINCE EDWARD ISLAND
BUSINESS WOMEN'S
ASSOCIATION

Support. Inspire. Succeed.



NEWFOUNDLAND & LABRADOR ORGANIZATION OF
WOMEN ENTREPRENEURS

Workshops

Develop Your Vision: *A half-day facilitated, introductory session with Judith Richardson of Pono Consultants International. Judith will guide participants through a variety of activities to help define what success looks like for you as an individual and as a team as you go through the group training sessions. You will articulate systems that need to be put into place for your success with action plans for the entire program and component parts.*

Sydney: Sept 14 Charlottetown: Sept 11 St. John's: Sept 8

Innovation as a Catalyst: *A full-day workshop with Toni Newman of Geffman Productions. Why are ideas today's most valuable currency? Is innovation your only sustainable competitive advantage? This is an opportunity to learn what being innovative really means and where innovation really comes from.*

Sydney: Sept 24 Charlottetown: Sept 23 St. John's: Sept 15

Support Human Capital in Your Business: *A full-day workshop with Brenda Fair, Fairwinds Training. All businesses rely on the performance of their people to succeed. As companies grow, it becomes necessary to develop systems and processes that support the human capital of the business. Brenda will explore techniques and systems for successful recruitment, boarding process, performance management and the use of a "balanced scorecard".*

Sydney: Oct 16 Charlottetown: Oct 5 St. John's: Oct 20

Financial Decision Making: *A full-day workshop with Debi Peverill, SBR Communications. If you think finance is a dry subject, you haven't had the opportunity to participate in one of Debi's workshops! This workshop will be customized to meet the participants needs and priorities. Debi will start with a financial inventory review and will teach you the techniques you require to evaluate financial options when growing your business.*

Sydney: Oct 7 Charlottetown: Oct 16 St. John's: Oct 5

Taking Your Internet Marketing to the Next Level: *A full-day, hands-on interactive workshop with Susan Sweeney. Susan, along with participants, will critique your website on a number of different criteria and look for the easiest and most cost effective ways to generate more revenue online. At the end of the session, you will decide the top three things you want to implement in the next 60 days. Susan will follow up with the group after that period in an on-line meeting to discuss your progress and next steps.*

Sydney: Oct 26 Charlottetown: Oct 28 St. John's: Oct 29

One-to-One Consulting

Twenty-five (25) hours of one-to-one consulting. From a list of qualified consultants, you will work with the ADVANCE project manager to choose a consultant that best matches your growth objectives. Your consultant will work with you to identify next steps to growth, whether they are challenges or opportunities. You will be provided with a report so you can implement any recommendations. All consultant-related expenses are included in your registration fee.

Wrap-Up and Final Evaluation of the Program

Prior to the program end date, the group will participate in a half-day, facilitated final evaluation and wrap-up session to summarize results. The participants will be introduced to the concept of developing a mastermind group in their area so that they can continue to build on the relationships developed through this program.

Detailed information about the workshop sessions, facilitator bios, and testimonials from past participants available online: www.AdvanceProgram.ca

Application details:

Cost: \$850 (plus applicable taxes) per participant to be paid in full upon acceptance into this program.

Please note, your registration fee does not include travel related expenses to attend these workshops.

The application deadline is **August 15, 2009**. A limited number of participants will be selected to participate in this program. Interested candidates must complete the application form for consideration. Business owners will be chosen on a first-come first-serve basis providing they meet the eligibility criteria. There is no guarantee you will be accepted into the program.

Do you meet the criteria?

This program is for women business owners from the Atlantic Canada region. The businesses deemed as "best suited" for this initiative will have the following characteristics:

- ▶ The business has been operating for at least five years;
- ▶ The business should be at least 51% owned by a woman or women. Preference will be given to businesses majority-owned by a woman or women.
- ▶ At least one of the women business owners must be actively involved in operating the business and hold authority to make major business decisions.
- ▶ Must be a registered business in one of the Atlantic provinces.
- ▶ Must be in good standing with CRA and ACOA. If it is determined a participant is not in good standing, they will be immediately removed from the program with no reimbursement;
- ▶ The business should have a well-developed business plan in place. Prior to final acceptance into the program, applicants will be required to submit a copy of their plan;
- ▶ The business must have a financial reporting system in place. Prior to final acceptance into the program, applicants will be required to submit a copy of their current financial statements.
- ▶ The business must have a functioning website.
- ▶ The business should have employees – preferably more than one, sub-contractors will be considered as employees;
- ▶ The business is a profitable operation and have the capital to invest in growth;
- ▶ The woman business owner must have identified opportunities for growth, or have specific growth objectives
- ▶ Participants must commit to 100% attendance
- ▶ Participants must commit to completion of a growth development objectives.

ADVANCE Program Application Form

Admission to this program is by a selection process where interested candidates must meet the specified criteria and complete the application form for consideration. Once complete, forward application form by **August 15, 2009**

Sydney, NS

By mail:

Centre for Women in Business
Mount Saint Vincent University
166 Bedford Highway
Halifax, NS B3M 2J6

OR Fax: (902) 443-4687

Charlottetown, PE

By mail:

PEIBWA
Attn: Melody Beck
191 University Avenue, Box 1903
Charlottetown, PE C1A 7K2

OR Fax: (902) 892-6050

StJohn's, NL

By mail:

NLOWE
Attn: Nena Abundo
2nd Floor, Regatta Plaza II,
84-85 Elizabeth Ave.

St. John's, NL A1A 1W7
OR Fax: (709) 754-0079

Name of applicant:

Business legal name:

Business operating name (if different):

Business address:

Mailing address (if different):

Business phone:

Cellular phone:

Fax:

Email:

Website address:

Business registration #:

% of ownership:

years in business:

Current # employees:

Do you have a current business plan you feel you are able to use to move your business forward?

YES NO If YES, how old is the plan?

Have you worked with a consultant before in your business?

If YES, what was the scope of work?

When was the last time you engaged a consultant to work with you?

ADVANCE Program Application Form

Do you have any specific areas of management skills you need to strengthen? YES NO

If YES, please explain.

Have you identified opportunities for growth for your business? YES NO

If YES, where do those opportunities lie (ie export, franchising, strengthening operations, etc.). Please explain.

At what stage are you with these objectives and what steps have you already taken towards implementation?

How do you think this program will benefit your business? (What effect do you anticipate this program to have on your business?)

Please indicate your language preference:

Workbooks/Literature	ENGLISH <input type="checkbox"/>	FRENCH <input type="checkbox"/>
Training Sessions (speakers)	ENGLISH <input type="checkbox"/>	FRENCH <input type="checkbox"/>
One-to-one Consulting	ENGLISH <input type="checkbox"/>	FRENCH <input type="checkbox"/>

Do you require any accessible media formats? YES NO If YES, please provide details.

Do you have any other special requirements for this program? YES NO If YES, please provide details.

Participant Responsibilities:

Upon acceptance to this Program, each participant agrees to pay a non-refundable participant registration fee of \$850.00 (plus applicable taxes). You also agree to 100% attendance throughout the program.

You hereby agree that all the information provided in this application is true and that your business is in good standing with the Canada Revenue Agency as well as ACOA. You also hereby agree, should false information be provided, immediate removal from the program is imminent and no refund will be issued. As a result, any reports or documentation provided by the consultant up to the time of removal from the program, will remain the sole property of the Centre for Women in Business.

You hereby authorize the taking and use of photographs and/or videotape for promotional purposes by the Centre for Women in Business.

Signature:

Date:

Aussi disponible en français