

Biz Link

presents

Your place, your opportunity 2017

A resource guide for your Okotoks business venture



Thank you for being part of our community!

We are thrilled you chose Okotoks as your business location and wish you great success. Our goal is to **assist businesses in the community to become greater than they already are**, and to **achieve greater results** that will not only benefit your organization, but our town and region as well.

Biz Link's working partnerships with the **Chamber of Commerce, Bow Valley College, Community Futures Highwood, and McBride Career Group**, adds to the Town's business-friendly and "can do" attitude. Our team members combine resources to plan workshops and events around employee retention, business expansion, networking, building partnerships, and much more. Through collaborative partnerships, we work to build and maintain relationships with the local business community and new or potential stakeholders.

Please use this guide as your ongoing resource and one-stop-shop for your business needs, and as your 2017 calendar of events for upcoming **Business Bootcamp** events.

The **Economic Development team** can be your conduit to business success. We provide free & confidential assistance to all businesses. We are here to assist with your business needs by providing tools, guidance, and connecting you to the proper resources.

Our assistance includes **knowledge exchange, referrals, education through workshops, research, coaching, and market intelligence**. Our goal is to create a collaborative, innovative, supportive, sustainable, and service-oriented environment so economic development can take place.

For more information, please visit www.okotoksventure.ca



Think business. Think Okotoks.



The **Okotoks & District Chamber of Commerce** plays a very important role in our community. It is the mandate of the Chamber to **promote and improve the awareness of businesses in our community**. As your advocate for business, we lobby government on all levels, to ensure your voice is heard.

Membership in the Chamber is a great business decision that gives you a competitive edge and a finger on the pulse of what's happening in the business community. Consumers are 63% more likely to buy from a Chamber member... the Chamber "brand" is not only strong, but valuable to your business.

Make connections with others through many networking opportunities that will help you expand your business; Learn and grow by attending valuable speaker breakfasts, luncheons, seminars and other events.

We host monthly networking & educational opportunities, as well as round tables with members of parliament, and council.

We also host the **Trade & Lifestyle Show**, the **Business Excellence Awards**, and a **Christmas social**.

These events are fun and are a great way to network with other business people in and around Okotoks. Members are encouraged to get involved.

You have access to great **savings** through our affinity programs such as the Chamber Group Insurance program (see brochure), merchant services, and member to member discounts.

Whether you join to have an impact in your community, or to gain more direct benefits, it seems that **belonging to your Chamber is simply good business**.

Join the Chamber today. A membership form is included for you. Should you have any questions, please call Cheryl @ **403-938-2848**

Or, visit our website at **www.okotokschamber.ca**



Bow Valley College is committed to **improving the educational and career opportunities for our learners**. We believe in providing an educational experience that is relevant, leading-edge, flexible, and focused on the needs of our learners. Education is more than just what happens in a classroom – it is about life-long learning and being meaningful contributors to our diverse communities.

Bow Valley College is mandated by the provincial government to **increase access to higher education and foster program completion**

and **successful transitions to the workforce** in rural communities. The college provides an increasingly wide range of adult career programs, high school upgrading and other skills programs at local campuses in the Foothills. The college works closely with employers, other post-secondary institutions and social agencies in the community to ensure the career programs available **meet the demands of both local employers and residents**.

For more information, visit bowvalleycollege.ca.



Community Futures

Serving Entrepreneurs

BUSINESS & AGRICULTURAL LOANS

• UP TO \$150,000

FREE BUSINESS IDEA CONSULTATION

FREE BUSINESS PLAN ASSISTANCE

• EDUCATIONAL & SUPPORT PROGRAMS

**YOUTH & STUDENT
ENTREPRENEURS**

- BUSINESS PROGRAMS & LOANS
- AB YOUTH ENTREPRENEURSHIP CAMP

ENTREPRENEURS WITH DISABILITIES

• BUSINESS PROGRAMS & LOANS

SHAREHOLDER REGIONS

Okotoks | High River | Black Diamond | Nanton | Turner Valley | Vulcan
MD of Willow Creek | MD of Foothills | Vulcan County



403-995-4151

info@cfhighwood.net

www.cfhighwood.net

14 McRae Street, Box 1599

Okotoks, AB T1S 1B5

McBride Career Group

McBride Career Group provides **Career and Employment Services** in the Foothills with **two Career and Employment Centres**, one in **Okotoks** and one in **High River**. We provide support to employers in the following ways:

1. **Post your job postings** in our centres and/or online. You may choose to post within the centre only if you want to attract employees from just the local area.
2. We can **host or arrange hiring events** in Okotoks or High River.
3. We hold a **large Career and Employment Expo every March** in Okotoks. No fee is charged to have a booth.
4. **Your business can be spotlighted** in one or both centres. You can bring in a small display to raise awareness that your business is opening; let job seekers know the best way to apply.
5. In our centres, we have **publications** from Alberta Learning Information Services such as *An Employer's Guide to Employment Rules* and *A Guide to Managing an Aging Workforce* plus many more.

All of this is provided at no cost to you; funding is provided by the Government of Alberta and the Government of Canada.



Alberta

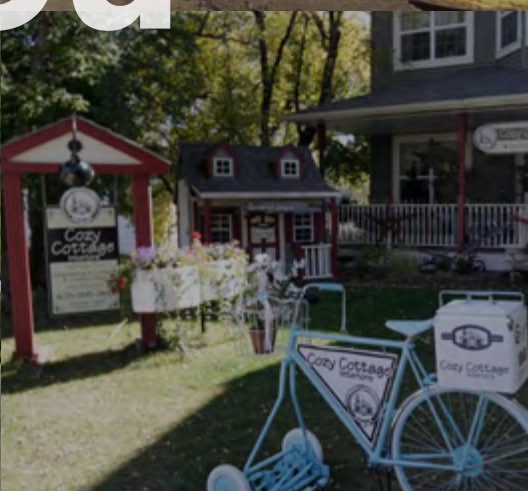
Canada



Town of
OKOTOKS
Municipal Centre

5 Elizabeth Street

Okotoks
supports
you





Business Bootcamps



**Stay up to date with
all the information you
need for your business
to succeed.**

Register at www.okotokschamber.ca

Okotoks Business Boot Camp

2017 Schedule

Boot Camps will be held from **6pm to 8pm** in the **Community Futures Highwood Boardroom**, Second Floor, 14 McRae Street.
Each session will be limited to 20 participants.

BUSINESS FINANCE

Jan. 9th

Understanding and planning for CRA Deductions (Taxes, GST, Source Deductions, WCB). Tackling budgeting. Tips on general financial management and information on financing options.

STRATEGIC PLANNING

Feb. 13th

Where do you want your business to be at in 5 years, 10 years? What do you want your life to look like? How are you going to get there? Includes succession planning.

HUMAN RESOURCES

Mar. 13th

How to hire, re, what to pay your employees; Benefits; Understanding and complying with employment laws and occupational health and safety; Government programs.

CUSTOMER SERVICE

Apr. 10th

What makes customer service great and how do you provide it? How to train your staff to provide excellent service.

SALES STRATEGIES

May 8th

What does it take to increase sales?

BUSINESS ORGANIZATION

Dec. 11th

How to organize a functional workspace, resulting in well-run operations. Includes required systems, software, time management and more.

RISK MANAGEMENT & INSURANCE

Nov. 13th

What happens when the unexpected takes place? How to plan for the unforeseen, including general operational considerations, systems, and the right amount and type of insurance.

SOCIAL MEDIA

Oct. 23rd

Social Media strategies for your business: do's and don'ts, platforms, time requirements, etc.

FINANCES

Sept. 11th

Understanding your numbers and how they can help you become more successful including Balance Sheets, Income Statements, Profit Margins, Markup, Cash Flow Management, and basic bookkeeping requirements.

MARKETING

June 12th

Marketing tips and strategies from the experts.

All Events Schedule

January

Register for Bow Valley College's locally delivered High School Upgrading and English Language Learning Services or online Business, Human Resources and Administrative programs

Jan 9: Business Boot Camp – Business Finance

Jan 18: Chamber AGM and Luncheon

Jan 23: Business Panel – Social Media

February

Feb 13: Business Boot Camp – Strategic Planning (Judy McMillan-Evans)

Feb 15: Chamber Luncheon

March

Mar 2: McBride Career Group's Annual Career and Employment Expo

Mar 13: Business Boot Camp – Human Resources (Donna Stratton)

Mar 15: Chamber Luncheon

Mar 27: Business Panel – Relationship Building & Management (Judy McMillan-Evans)

April

Register for Bow Valley College's locally delivered High School Upgrading and English Language Learning Services or online Business,

Human Resources and Administrative programs

Apr 10: Business Boot Camp – Customer Service

Apr 28 & 29: Okotoks Trade & Lifestyle Show

May

May 3: Start of Bow Valley College Business Administration Certificate and Human Resources Certificate online programs

May 8: Business Boot Camp – Sales Strategies

May 17: Chamber Luncheon

May 29: Business Panel – Tourism

June

June 5: Speed Networking

June 10: Lemonade Day

June 12: Business Boot Camp – Marketing

June 21: Chamber Luncheon

July & August

Business Excellence Awards Nominations (Chamber Website)

Register for Bow Valley College's locally delivered diploma and certificate programs or online Business, Human Resources and Administrative programs

September

Start of locally delivered Bow Valley College

Business Administration Diploma Program as well as High School Upgrading and English Language Learning Services

Sep 11: Business Boot Camp – Finances (Marnie Lockseth)

TBD: Chamber Golf Tournament

Sep 20: Chamber Luncheon

Sep 25: Business Panel – Merchandising & Retail

October

Oct 3: Candidates Forum hosted by the Chamber

Oct 18: Chamber Business Excellence Awards

Oct 23: Business Boot Camp – Social Media

TBD: Meet the Experts

November

Nov 13: Business Boot Camp – Insurance & Risk Management

Nov 15: Chamber Luncheon

Nov 27: Business Panel – Entrepreneur's Most Popular Choice

December

Dec 11: Business Boot Camp – Business Organization

TBD: Chamber Christmas Social

For more information visit www.okotoksventure.ca



For entrepreneurs with children

The Foothills Children's Wellness Network has been established to ensure access to all the local community resources devoted to giving our children the best possible start in life. Use us to find the information you need to support the growth of happy, healthy children.

www.foothillsnetwork.ca





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