

# Helping Small Business Stay Competitive

A Prince Edward County  
Success Story



**TheCounty™**

PRINCE EDWARD COUNTY ♦ ONTARIO

# Background

- Challenges facing small businesses in TheCounty.
  - Retail
  - Age and exit strategies
  - Tourism growth
  - Compliance with legislation

# Background

- Challenges facing service organizations
  - Outreach
  - Metrics and mandate
  - Duplication of efforts

# Outcomes

- 13 Workshops and counting with over 300 participants
- Annual County Job Fair  
(513 job seekers – 45 businesses)
- Minimal cost
- Tailored specifically to County needs
- Relationship Building & Partnership

# Session at a Glance

- What we will accomplish today
  1. How to identify business needs/challenges
  2. Identify potential partners and funding
  3. How to roll-out your workshop
  4. How to measure and improve
  5. Create a personalized template to suit your community



# WINTER SURVIVAL WORKSHOPS

— Don't Hibernate, Motivate! —



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# Identifying the needs of your small businesses & organizations

There are many factors that may prevent organizations from supporting small business as effectively as possible.

Despite the abundance of information available online, the small business community needs the help of our organizations to access **information that is vital to their business success.**



Traditional networking sessions where organizations meet to explore the needs and resources available to small business rarely produce the needed results.

Brought together to solve two distinct training needs, the **Small Business Centre** and the **Community Development Department**, began a partnership that developed into an effective model for organizational collaboration.

# Scenario 1

Businesses in the **Value Added Food Industry** needed answers to their questions on regulations which would impact business expansion.

They came to us for help.



# Scenario 2

Businesses of all sizes and types were unaware of the implications of the ***Occupational Health and Safety Act***.

We identified the need to inform them and help them achieve compliance.





**Why collaborate with other organizations that support small business in your community?**

Who to ask and what to expect from them?



# The Roll Out – Important!

There are many factors to consider when developing a workshop, from advertising and budgets to **who is going to do the work.**

Most importantly, **structure** is key to a successful workshop and successful outcomes.

# **What are the key messages you want businesses to take away from your workshop?**

- ✓ We're approachable.
- ✓ Our agencies are working together to help you succeed.
- ✓ Provide attendees with links, phone numbers and face to face meetings for the resources they need.
- ✓ Learn about other organizations and how they may be able to offer other solutions to your challenges.

# What is the ideal number of attendees per workshop?

Things to consider:

- ✓ The number to make it cost effective.
- ✓ The number to comfortably allow for interaction and dialogue with presenter.
- ✓ The number is not intimidating to attendees for dialogue.
- ✓ The number is sufficient for networking purposes.
- ✓ The size of the hall you are working with.
- ✓ The number of businesses you anticipate will attend.

# What is the ideal length of your workshop?

## A full day or half-day?

Things to consider:

- ✓ Topic of discussion such as Government legislation that employers must adhere to. Will the topic be sufficiently covered in the time allotted?
- ✓ Based on the topic, how much time would a business owner realistically give of his day to attend? Is the topic a necessity? Would they close the business or pay an employee to attend your workshop?

# What is the best time of year to hold your workshop?

Things to consider:

- ✓ Know your audience.
- ✓ If the workshop you are providing is geared to a certain sector, consider when their busiest season is.
- ✓ Chances are you will be most likely to fill the workshop you are offering during down time.

# What is the best day of the week for a workshop?

Things to consider:

- ✓ Interference with beginning of work week and staff organization.
- ✓ End of week wind-downs or wind-ups



# Who will present?

Things to consider:

- ✓ Do your homework. Research is key.
- ✓ Know first what information it is you wish your attendees to learn.
- ✓ Based on content of workshop, you may have to hire a qualified presenter.
- ✓ Some workshops may be suitable for local expertise.

# Cost of presenter?

Things to consider:

- ✓ Your decision to hire a presenter or use local expertise will determine the costs.
- ✓ Example: **Health & Safety Workshop** – a not-for-profit agency who works at arms length from Ministry of Labour with a mandate to help small business conducted the workshop at a cost much lower than hiring a private company.
- ✓ Example: **Succession Planning Workshop** – a local lawyer, banker and accountant conducted the workshop at no-charge. They saw it as a way for their business to connect with local businesses.

# Budget: Where is the money going to come from to put on the workshop?

Things to consider:

- ✓ It boils down to dollars and cents.
- ✓ Teamwork and cooperation with agencies is key.
- ✓ Pooling of resources to offset expenses.
- ✓ Resources could be expertise, financial, in-kind or time.

*At the end of the day everyone reaps the rewards.*  
= Results and Satisfaction

# Will you be charging to attend the workshop?

Things to consider:

- ✓ Whether attendees see your workshop as necessity or something they would like to learn eventually.
- ✓ If you paid the presenter you may have to offset costs by charging to attend.
- ✓ Charging to attend may help secure numbers. In some cases if there is no-charge, attendees don't feel obligated show up.
- ✓ Is the subject matter valuable enough for participants to pay?

# Budget

What are your logistical needs and expenses?

How will you accomplish and pay for these needs and expenses?

| Sample Workshop Budget  |            |
|---|------------|
| Income  | Budgeted   |
| Small Business Centre (cash & in-kind)  | \$250.00   |
| PELA CFDC (cash)  | \$1,000.00 |
| Community Development Department (in-kind)  | \$0.00     |
| Career Edge (in-kind)   | \$0.00     |
| Chamber of Tourism and Commerce (cash)  | \$200.00   |
| Attendee Charge -(no-Charge)  | \$0.00     |
| Total Income  | \$1,450.00 |
| Expenses  |            |
| Coordination (Est. 20 hours)<br>*research & set up of content and presenters<br>*logistical organization,<br>*advertising & media event & marketing to clients<br>*attendee registration and reminders,<br>*hall booking & setup etc. | \$0.00     |
| Hall Rental   | \$0.00     |
| Coffee & Snack Supplies   | \$200.00   |
| Presenter, Course materials, Certificates etc.  | \$450.00   |
| Pens, sticks, notepads  | \$0.00     |
| Office Supplies (photocopying, assembly of information, etc.)   | \$0.00     |
| Newspaper Ads - 3 newspapers  | \$800.00   |
| Total Expenses  | \$1,450.00 |
|   |            |
| Income/Deficit  | \$0.00     |

# Who will be the *champions* of your workshop?

Things to consider:

- ✓ All partner agencies come to table with different needs and abilities to contribute.
- ✓ But **success** is in everyone's interest
- ✓ When it comes to a champion, it's not about who CAN do it or sharing workload, it's about who **SHOULD** do it.



# What does a *champion* look like?

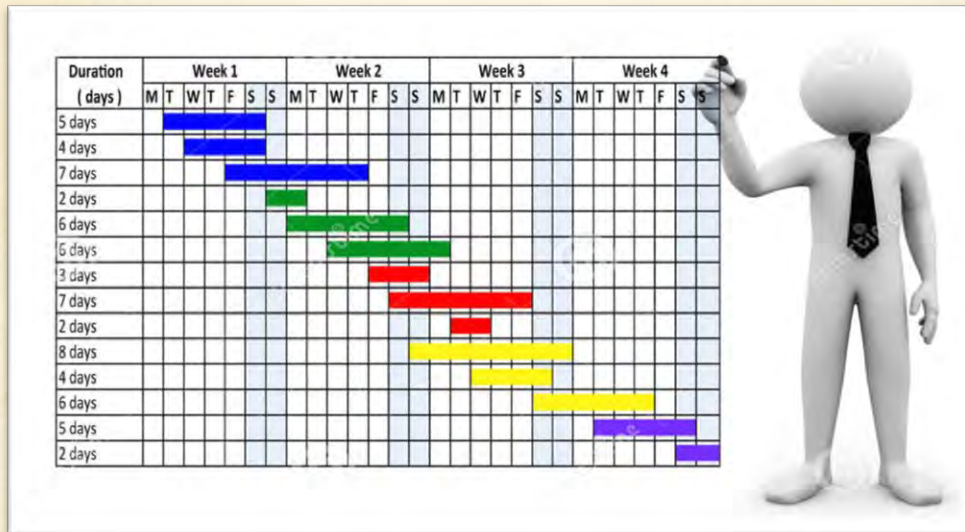
Things to consider:

- ✓ Well-known and invested in the community.
- ✓ Knows the area in which they work and live.
- ✓ Works with many of the local businesses.
- ✓ Known for follow-through and past successes.
- ✓ Is approachable, respected and trusted.

# What does the champion look after? ...Everything from soup to nuts!

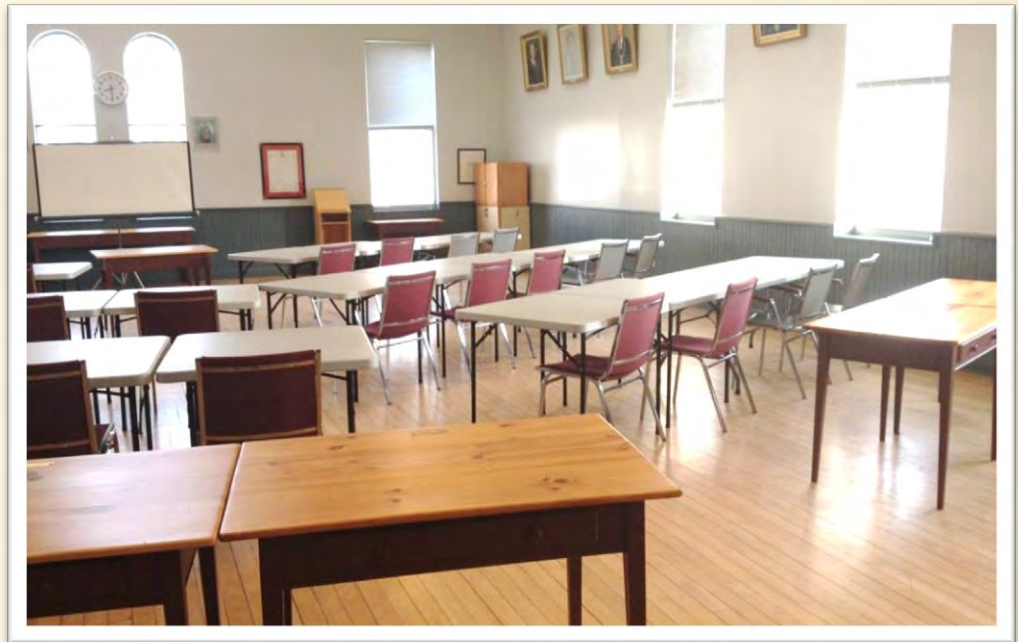
## Things to Consider:

- ✓ **Critical Path** - An organizational tool and a map for future workshops. Should be managed by one of your champions to avoid confusion but all agencies will contribute their input to its development.



- ✓ **Booking the hall** – consider location, size, accessibility, ample lighting, sound equipment, heating/air-conditioning, tables, chairs, etc.
- ✓ **Floor Plan** – consider size of room, workshop layout (classroom style, theatre style or round table).

Does it exude a learning atmosphere?



## Things to consider:

- ✓ **Set-up, take-down** – Ensure all elements for room are needed, help to put up tables/chairs and take them down again, sound & A/V equipment working, heat is turned up or air is on, coffee is dripping and you are there and ready to greet your guests.
- ✓ Be prepared!





- ✓ Registration – consider which agency has the ability to handle registration, money in-take and manage waiting lists and follow-ups with workshop attendees.



Don't Hibernate, Motivate!

### Workshop #1

#### **Value Chains in Agriculture, Food and Agri-Products, Food Safety and Traceability and We're Here to Help!**

*A one day workshop for farm and rural entrepreneurs presented by the Ontario Ministry of Agriculture, Food and Rural Affairs*

**Value Chains in Agriculture, Food and Agri-Products** What is a Value Chain? A Value Chain can be defined as a strategic partnership among inter-dependent businesses that collaborate to progressively create value for the final consumer resulting in a collective competitive advantage.

The basic characteristic of a Value Chain is market-focused collaboration; different business enterprises working together to produce and market products and services effectively and efficiently. Value Chains allow businesses to respond to the marketplace by linking production, processing and marketing activities to market demands.

Based on that understanding of a Value Chain you may now realize that you are already part of a value chain but have referred to it by a different name. No matter what term you prefer to use, if you are looking for information or considering whether to start, join or grow a value chain, then this is a good place to start!

**Food Safety and Traceability** Good Management Practices, Food Safety, Traceability...all buzz words we hear as we navigate the world of "Food Processing" but what does it mean to YOU! How do I implement the right processes for my business? Global Food Safety? What is that and do I need it? How do I get certified? Where do I get help? OMAFRA can assist you with resources and connections. This session will assist you to better understand GMP, HACCP, GFSI, ISO/9001, FSIS and what they mean to you?

**We're here to help!** Representatives from various government departments will present opportunities for businesses and information about where they can access the help they need for their business. You will take away resources for education and financial assistance from Prince Edward Lennox and Addington Community Futures Development Corporation (PELA CFDC), Federal Economic Development Agency of Ontario (FED DEV), Ontario Ministry of Agriculture Food and Rural Affairs (OMAFRA), Ontario Ministry of Economic Development and Innovation (MED), Industrial Research Assistance Program (IRAP), National Farmers Union (NFI), Small business Centre and County of Prince Edward Community Development Department.

**Date:** February 13, 2013  
**Location:** Macaulay Church, 23 Church Street, Picton  
**Time:** 10:00 am – 3:30 pm  
**Cost:** \$15.00 + HST Lunch and workshop materials included  
**Contact:** Grace Nyman, Community Development Coordinator  
613.476.2148 x 255 or [gnyman@pecounty.on.ca](mailto:gnyman@pecounty.on.ca)

**Register today. Space is limited to 25.**

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- ✓ **Advertising, Media Event** – consider your marketing strategy. Newspaper ads, posters, social media, agency contact lists and newsletters.

**WINTER SURVIVAL WORKSHOPS**  
— Don't Hibernate, Motivate! —




Workshops for farm and rural entrepreneurs presented by the Ontario Ministry of Agriculture, Food and Rural Affairs

**Workshop #1 of 3**  
\*Value Chains in Agriculture, Food and Agri-Products,  
\*Food Safety and Traceability  
\*We're Here to Help! - Gov't reps. on hand.

Full details on this and other workshops can be found at  
[pecounty.on.ca/government/community\\_development/index.php](http://pecounty.on.ca/government/community_development/index.php)

**February 13, 2013**  
10am-3:30pm - \$15 person  
Macauley Church, 23 Church St., Picton

Register soon! Limited to 25. Closes Feb.6, 2013.  
Grace Nyman, Community Development Coordinator  
613.476.2148 x 255 or [gnyman@pecounty.on.ca](mailto:gnyman@pecounty.on.ca)

## Agencies team up to launch workshops for small businesses

Jan 19, 2013



Happy there was no snow to shovel for the launch of the Winter Survival Workshops for business people were PEC mayor Peter Mertens, Community Development Co-ordinator Grace Nyman, PELA CFDC Executive Director Craig Desjardins and Small Business Consultant Sandy Abbott.



# Health & Safety Requirements for Small Business

November 5th or 19th, 2013  
Picton Town Hall, 2 Ross Street (corner of King St.), Picton  
9 am to noon - coffee's on at 8:30 am  
Noon to 1 pm (lunch & networking)

**LIMITED TO 20 PEOPLE PER CLASS - MUST REGISTER IN ADVANCE**

## WHO should attend?

—The Occupational Health and Safety Act applies to all businesses in Ontario, regardless of their size (even single person enterprises). All business owners, no matter how small, no matter what industry will benefit from this crucial information.

### COST:

- No-Charge to attend
- YOU MUST REGISTER IN ADVANCE
- Limited to 20 people per class

### REGISTER WITH:

Grace Nyman,  
Community Development Coordinator,  
613.476.2148 x709, cdd@pecounty.on.ca

### YOU WILL BE PROVIDED WITH:

- 3 hour class & Certificate upon completion
- Lunch & Networking Opportunity

## WHY should you attend?

—The Government of Ontario is proposing changes to Health & Safety regulations and increasing inspections in the new year.

—Be proactive! In the New Year, training will be mandatory for both employers and new workers.

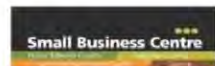
—Inspectors will be focusing on Vulnerable Workers, including Seasonal, New, and Young workers.

—Many employers are not aware of their obligations and may be in contravention of the legislation.

—Mandatory postings come from several government organizations and can be confusing to track down.

—Small Business owners don't have time to waste. This is a chance to get information in a "one-stop shopping" environment.

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# HARNESSING TECHNOLOGY WORKSHOP

## *39 Essential Apps for Small Business*

Tuesday, February 25, 2014 - 9 am to noon  
Picton Town Hall, 2 Ross Street, Picton

### WHO should attend?

- Any small business regardless of sector, wanting to leverage free or low cost technology.
- Those who have not yet taken advantage of technology for their business.
- And those who want to expand their use of technology even further.

### REGISTRATION

- No-Charge to attend
- You must register in advance
- Limited to 25 people per class

#### Register with:

Grace Nyman, Community Development  
Coordinator, County of Prince Edward  
613.476.2148 x255  
gnyman@pecounty.on.ca

### WHY should you attend?

—This workshop is an introduction to some of the most powerful and popular technology tools available for businesses. It is designed to raise awareness of the benefits of new technologies and make your business more efficient, effective and profitable.

—Learn how technology can help you in the following key areas of business management:

- Sales and Accounting
- Collaboration and Connection
- Market Research
- Design
- Logistics
- Funding
- Accessing New Markets

—This workshop is a chance to:

- See demonstrations of the apps in practice in the business world.
- Have a chance to ask related questions.
- Share experiences using these apps with other business owners.
- Obtain specific information on how to acquire the apps that are right for your business.



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# LGBT Travel Market Development, Networking and Diversity Training Workshops

The Ontario LGBT Tourism Development Initiative was launched in 2012 by Travel Gay Canada, in partnership with the Ontario Ministry of Tourism, to build LGBT travel market awareness and assist Ontario destinations with further LGBT market development, particularly in the lead up to WorldPride 2014 and the Pan Am Games 2015 in Toronto. The objective is to grow Ontario tourism receipts by cultivating and enhancing LGBT travel destinations and extending the stays of out-of-province visitors attending these international events.

## LGBT Travel Market Development & Networking Session

**Thursday, February 27, 2014**  
**1:00 pm to 4:00 pm**

Picton Town Hall, 2 Ross Street, Picton

**WHAT YOU WILL LEARN:** This interactive session will include information and research on the North American LGBT travel market, how to reach the LGBT traveller, and WorldPride program opportunities. The session will also feature a facilitated group discussion to identify future opportunities for LGBT market development in the region.

**WHO SHOULD ATTEND:** Tourism Industry stakeholders including local businesses, tourism operators, accommodations, attractions/events, economic development, community services and LGBT organizations.

**COST:** No-charge  
**CAPACITY:** All welcome

## LGBT Diversity Training Workshop

**Tuesday, April 8, 2014**  
**8:30 am to 12:30 pm**

Picton Town Hall, 2 Ross Street, Picton

**WHAT YOU WILL LEARN:** The workshop will help tourism businesses and stakeholders learn about diversity, and how to effectively understand, value and serve LGBT employees and customers. The 4-hour workshop, which is interactive and includes take-away workbooks, allows participants to create a personal and organizational plan to begin "walking the diversity talk."

**WHO SHOULD ATTEND:** Tourism Industry stakeholders including local businesses, tourism operators, accommodations, attractions/events, economic development, community services and LGBT organizations.

**COST:** No-charge  
**CAPACITY:** 25 people

### Register with:

Grace Nyman, Community Development Coordinator,  
613.476.2148 x255 gnyman@pecounty.on.ca



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# Small Business Centre

Prince Edward County

Hastings County

Lennox & Addington County

Quinte



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For release: Friday, September 27, 2013

## NEWS RELEASE

### **Community Partners to Offer Health and Safety Workshop for Small Businesses**

Picton, ON –The Prince Edward County Small Business Centre in partnership with the Prince Edward/Lennox and Addington Community Futures Development Corporation, Career Edge, the Chamber of Tourism and Commerce and the County of Prince Edward is pleased to announce that local small businesses will be provided with the opportunity to attend a free health and safety workshop with a focus on requirements and obligations.

## Things to consider:

- ✓ **Snacks, Coffee, Meals** – Understand that your budget will determine your approach to the provision of food. You may have to purchase a coffee maker and make your own coffee versus ordering in. Someone may have to donate cookies or at the very least pick them up.

- ✓ **Introduction of Speakers** – consider giving all agencies the opportunity to introduce a speaker as well as introduce their own agency and what they have to offer. This works well when you are hosting multiple workshops.





# **Feedback, Performance Measurement, Improvement and Success**

How did we do?  
and  
What can we do next?

# Attendance

Attendance will give a good indication if the workshops were needed and successful? Example of PEC selection:

- ✓ 5 Health & Safety Workshops – filled
- ✓ 3 Value Added Agriculture Workshops – filled
- ✓ 2 Harnessing Technology Workshops – filled
- ✓ 1 Succession Planning Workshop – filled
- ✓ 2 LGBT Workshops – filled
- ✓ 1 Employment Standards Act Workshop – filled

# Surveys

Things to consider:

- ✓ Surveys give insight as to whether workshop efforts were well-received or whether you missed the boat.
- ✓ Questions are important to determine future workshops and fill the needs of the business community. Questions such as...
  - ✓ Was the workshop worth your time?
  - ✓ Did you learn from it?
  - ✓ Did you make the connections you needed
  - ✓ Are there other workshops you would benefit from?
  - ✓ Was the room comfortable?

# Testimonials

Things to consider:

- ✓ Testimonials from attendees are a good indicator of the success of workshops and can be used for future marketing purposes. **Note:** *be sure to obtain approval before using.*
- ✓ Obtain testimonials through surveys, follow-up calls or emails.

# Stay Connected!

Things to consider:

- ✓ Build a database of all workshop attendees.
- ✓ Connect periodically with updates on information pertaining to past sessions.
- ✓ Advise of upcoming workshops and give opportunity to register before the workshops are advertised.

# Other Successes

- ✓ Provincial Recognition by Ministry of Labour
- ✓ Both Provincial organizations created workshops for us that they are now rolling out across the province.
- ✓ Businesses reached
- ✓ Continued engagement
- ✓ Opportunity for future workshops
- ✓ Birth of a Job Fair



# Recap/Summary

- Identify mutual challenges
  - of local business
  - of local/regional organizations
- Where's the overlap?
- How can you or others be the "connectors"?

# Recap/Summary

- Get partners involved!
  - What's in it for them?
  - Help them achieve their mandate.
  - Shared metrics
  - Contribute what they can
  - Relationship building & information sharing

# Recap/Summary

- Roll-out the Workshops
  - Tailor the workshop to the audience
    - Is it a need or a want?
    - Timing is everything
  - Identify Champion(s)
  - Sweat the small stuff

# Recap/Summary

- Monitor and Improve
  - Collect feedback
  - Report on your successes
  - Stay connected
  - Leverage your new contacts and their confidence in your ability to support them

# Small Business Initiative

# Background

- **Sandy Abbott (Small Business Cntr. Prince Ed. County) contacted Jeff Pajot & Ryan Adam (PSHSA) in May 2013**
- **Inquired about resources PSHSA had to support small businesses**
- **Met to review products and concluded current programs did not meet the needs of small businesses**



# Background

- **Brought together contacts from:**
  - ☐ Small Business Centre
  - ☐ Prince Edward Chamber of Commerce
  - ☐ County of Prince Edward
  - ☐ Community Futures Development Corp.
- **Developed a customized course:**
  - ☐ Contained information required
  - ☐ Short timeframe for small business (3 hrs)
  - ☐ General for all sectors

# Background

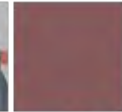
- The partners decided to pay for the sessions and offer to local small business free of charge
- Partners used existing resources to market session
  - ☐ E-Blast to their members
  - ☐ Article written in Picton Gazette
  - ☐ Advertisements in Picton Gazette

# The Success

- **5 sessions in Picton, 1 Bancroft**
  - ☐ All session full to capacity
  - ☐ Positive feedback
  - ☐ Waiting list of businesses wanting to attend
- **Advancing health & safety in Small Business!**

# Keys to Success

- Partnership with organization that assist small business
- Flexibility to meet the needs of the local small businesses
- Important to schedule sessions during slow periods
- Huge promotion (e-blasts, newspaper, word of mouth, newsletters etc.)



**Website: [www.pshsa.ca](http://www.pshsa.ca)**

**Twitter: @PSHSAca**

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# Thank You!

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