

Let's talk business

a monthly e-bulletin for entrepreneurs

Small Business Week

Power Up Your Business! Invest. Innovate. Grow.

October 16 - 22, 2011

For over 30 years small business week has paid tribute to Canadian entrepreneurs, creating a platform from which to:

- Share success stories;
- Talk to leading business experts; and
- Exchange innovative ideas.

As always, the **Canada/Manitoba Business Service Centre (C/MBSC)** is stepping up to help you grow your business; we are offering many **exciting workshops** during this year's Small Business Week.

Let the benefits begin! Below is just a taste of the **workshops** we have to offer:

• **Marketing Essentials:**

Positioning Your Business for Success - Two day power class.

• **Benefit from professional advise!**

Speak with lawyers, accountants, marketing experts and business advisors for free! Join us at **Speed GAP: 8 Minutes with an Expert.**

• **Learn how to pursue your**

passion, attend **Profit From Your Kitchen Creation.**

• **Get your website critiqued by**

pros who know...free! Attend **Web Crit: Panel on the Critique of Small Business Websites.**

To see our complete line-up of Small Business Week events, visit:
canadabusiness.mb.ca/smallbusinessweek

Did You **KNOW...**

Employers Rejoice! WCB Online registration for new employers coming soon.

This October new Manitoba employers will be able to register with the Workers Compensation Board (WCB) online at wcb.mb.ca/employer-registration-request. Convenient, quick, and now available anywhere with internet access!

Visit wcb.mb.ca or call **204.954.4505** or toll free **1.800.362.3340** for more information.

Free eReading for your business - anytime, anyplace!

The C/MBSC is growing too!

The C/MBSC is now a member of eLibraries Manitoba, a service that makes audio and eBook library resources available 24 hours a day, seven days a week, to anyone who holds a valid library card in all participating libraries across Manitoba. **Library patrons can transfer these resources to their smart phones or tablets.**

Download the following digital materials:

- Adobe EPUB eBooks
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- Mobipocket eBooks
- OverDrive WMA Audiobooks
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All you need:

- A valid library card
- Internet access
- A compatible computer, mobile device, smartphone or tablet
- Free software for your computer or device available at:

elm.lib.overdrive.com

C/MBSC eLibrary snapshot:

"10 simple secrets of the world's greatest business communicators"

"The accidental entrepreneur"

"Analyzing financial statements"

"The Small Business Start-up Guide"

For a list of available titles, visit canadabusiness.mb.ca/home_page/research_our_library/



A Small Business that's *Hot, Hot, Hot!*

C/MBSC assists in all stages of Business Start-Up.

IT MIGHT BE THE MOST AUTHENTIC SALSA YOU'VE EVER TASTED – IN MEXICO OR MANITOBA!

Las Salsas Corporation has created a brand of homestyle Mexican Hot Salsa that is currently being sold in Manitoba, with plans to expand its reach into North America and China where the company has already been invited to attend a major food show.



The journey began in 2005 when Ruben Marabotto, President of Las Salsas, attended a **3-day Business Planning Workshop** and has continued from there.

"C/MBSC was invaluable in helping me through the necessary steps of starting my business. I met with C/MBSC Business Information Officers to get advice on obtaining the proper permits and connecting with the necessary authorities such as Manitoba Agriculture, Food and Rural Initiatives; Manitoba Food Processors Association; and the Food Development Centre, where our product is currently being tested for shelf life."

~ Ruben Marabotto, President, Las Salsas Corporation

Ruben also visited the **C/MBSC Business Library** to find statistics on the Latin American population in Manitoba as potential customers, guidelines for food sampling demonstrations, and contact information on potential importers of ingredients into Manitoba.

If you have a food related business or are considering starting one, attend the C/MBSC's **"Profit From Your Kitchen Creation" workshop**, being held during Small Business Week on October 18, from 3:00 pm to 5:00 pm.

Register today! canadabusiness.mb.ca/smallbusinessweek.

Contact Us!

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