

CLARESHOLM BUSINESS CONFERENCE 2018

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SEPTEMBER 21/22

Claresholm Community Centre
Willow Creek Composite High School

Friday, Sept. 21

Cocktails 6 p.m. • Speaker 7 p.m.
Claresholm Community Centre

keynote speaker:

Doug Griffiths

*Author: 13 Ways to Kill Your Community
Everything is About To Change*



Saturday, Sept. 22

Welcome 8:30 a.m. • Sessions 9 a.m. - 5:30 p.m.

Willow Creek Composite High School



Alex Carnio

*Simplified Social
Social Media and Branding*

Herky Cutler

*Training & Coaching
Inspiring Employee Engagement*

Plus sessions on Planning for Growth,
Fraud and Prevention, Website Maintenance,
Succession Planning, Mental Health and more!

TICKETS ON SALE NOW

at claresholmchamber.ca

Claresholm Local Press and at the

Economic Development Office

- Whole Conference \$75
- Doug Griffiths only \$25
- Saturday only \$65

CDCC Members Get a \$5 Discount!

For more information contact us at president@claresholmchamber.ca or edo@claresholm.ca

Sponsored by the Claresholm Chamber of Commerce and Economic Development Committee



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FRIDAY, SEPTEMBER 21

Doors Open • Cash Bar - 6 p.m.

Doug Griffiths - Everything is About to Change - 7 p.m.

- Claresholm Community Centre

SATURDAY, SEPTEMBER 22

- Willow Creek Composite High School

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|--------------------------------------|--|--|
| 8:30 | Welcome, Coffee, Muffins | Visit the Service Fair Booths |
| 9:00-11:00 | Alex Carnio <i>Simplified Social</i> Building and Communicating Your Brand in the Common Area | |
| 11:05 - 12:05 Choose Your Session | Business Development Bank of Canada Financing & Succession Planning Classroom 1 | Alberta Women Entrepreneurs <i>Speaker: Bev Latter</i> Planning for Growth Classroom 2 |
| 12:05-12:50 LUNCH | Business Link <i>Angela Groeneveld</i> During catered lunch in the Common Area Visit the Service Fair Booths | |
| 12:55-1:40 Choose Your Session | Sabey & Co <i>Speaker: Dahlin Sabey</i> Small Business Taxes Classroom 1 | Simplified Social <i>Speaker: Alex Carnio</i> Tools to Gain Exposure for Your Business Classroom 3 |
| 1:45-2:30 Choose Your Session | Mental Health <i>Speaker: Mike Cutler</i> How Identify Stress in the Workplace Classroom 4 | Avail, CPA <i>Speaker: Jennifer Kalegaric</i> Fraud and Prevention Classroom 2 |
| 2:35-3:05 Choose Your Session | Development/Bylaws <i>Speakers: Tara VanDellen/Jason Hemmaway</i> Available Tools & Common Misconceptions Classroom 1 | Community Futures <i>Speaker: Tony Walker</i> Financial Resources for Small Businesses Classroom 3 |
| 10 min | Stretch & Coffee Break | Visit the Service Fair Booths |
| 3:15-5:00 | Herky Cutler <i>How to Engage Employees: Solving Your Organization's Biggest Problem</i> • Find out why employees disengage in the Common Area | |



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Doug Griffiths

Doug Griffiths is the President and CEO of 13 Ways, Inc., a company he founded to provide consultation to struggling North American communities. He is co-author of the book *13 Ways to Kill Your Community*, now in its 2nd edition. This book has become the go-to manual for community building in North America. He is an instructor with the Executive Education program at the University of Alberta School of Business.

Griffiths is a former Canadian politician and Member of the Legislative Assembly of Alberta representing the constituency of Battle River-Wainwright as a Progressive Conservative. He has since taken a step back from municipal politics, in favour of his role with 13 Ways and his teaching duties, where he has found an ability to make profound change in communities across North America.

EVERYTHING IS ABOUT TO CHANGE

Doug offers a knowledgeable look at changing technology, global economics, cultural shifts, and what these developments mean for communities and their leadership.



Simplified Social, Alex Carnio

Alex Carnio (Kulas) is the Founder and Lead Consultant of Simplified Social, an Edmonton-based digital communications agency with a focus on content creation, social media management and training programs for business owners.

Alex graduated with her Diploma in Business Administration from Lethbridge College and Bachelor of Commerce in Entrepreneurial Management from Royal Roads University. After graduating, Alex pursued a career with Alberta Women Entrepreneurs where she travelled the province of Alberta training over 2200 business owners on business plan creation, marketing and social media. This is where her passion for entrepreneurship sparked and in 2015, Simplified Social was born.

Alex has worked with many organizations on developing their brand presence. Some of these organizations include West Edmonton Mall, Alberta Women Entrepreneurs, Startup Canada, UTV Canada and more. Simplified Social is now a company of four employees and is currently expanding their presence across Western Canada.

Alex was born and raised in Claresholm and is excited about the opportunity to present at the Claresholm Business Conference this year.

Event

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Herky Cutler

Herky has developed a passion for helping people and organizations come to terms with the issues that create barriers for them, develop skills to remove those barriers, and move towards personal and organizational fitness.

His wife Riesah Prock says that the reason Herky has developed such passion for this work is because he himself is a "misfit." Herky doesn't always admit his wife is right but in this case, she is! "I've spent most of my life trying to 'fit in' with family, friends, work, and society at large. The simple reality is, however, that I often don't," Herky says.



Herky believes that organizations play a key role in shaping the present and the future, in terms of how we do business, how we live, how we treat each other, and how we serve others. Herky also believes that organizations would like to do a better job at engaging their employees, providing exceptional customer service, and building more cohesive teams. Herky helps organizations achieve these goals so they become more F.I.T.

Herky focuses on Organizational Fitness, Organizational Development, Issues in the Workplace and Career Development. Herky says...

"I bring a wealth of experience to the table with a background in business, education, and career development. From my work with at-risk youth to my work with at-risk organizations, I have learned that 'fitting in' is not necessarily a good thing, nor is being a "misfit" a bad one. Organizational 'fitness' has less to do with people 'fitting in' and maintaining the status quo, and more to do with them developing skills and attitudes that move the organization forward."



Alberta Women Entrepreneurs, Bev Latter, MBA

Bev brings over 20 years experience providing expertise in economic development, business development, and business start-ups. This work has covered working with small to medium businesses. This work has involved Strategic Planning as the key to taking a concept, an idea from a vision to reality. Over the years, she has worked within First Nation's communities, industry and governments to build plans to implementation.

Within Alberta Women Entrepreneurs as an Business advisor she continues to work with all women to take their dreams to reality.

Alberta Women Entrepreneurs (AWE) presents Strategic Planning for Growth.

After this working session you will be able to:

- Define strategy
- Understand how values drive strategy
- Understand the value of strategic planning and how to develop the plan.
- Using the strategy to grow your business.
- Practical tactics to apply.



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Business Development Bank of Canada, Pamela Pilsner & Brooke Winarski

The Business Development Bank of Canada presents you with options to maximize the growth potential of your business!

Pamela Pilsner, Sr. Account Manager, Business Development Bank of Canada :

"Pamela Pilsner is a catalyst. She challenges entrepreneurs and industry status quo with her own years of entrepreneurial drive, energy, optimism, and client care. She utilizes a strong business acumen to best position companies for success and has close partnership alliances to best serve her clients and the business community in Southern Alberta."



Brooke Winarski, Account Manager, Business Development Bank of Canada : "As a BDC Account Manager, Brooke supports entrepreneurs in Southern Alberta by providing financing and advisory solutions that preserve cash flow and encourage growth at every stage of the business cycle. Brooke aims to assist in making Canadian entrepreneurs the most competitive in the world!"

Business Link, Angela Groeneveld



HAVE AN IDEA FOR A BUSINESS? ALREADY IN BUSINESS?

We're here to help your business succeed. We are part of a network serving Alberta entrepreneurs.

Business Link is Alberta's entrepreneurial hub. We are a non-profit organization that helps Alberta entrepreneurs start their own businesses. We're a small but mighty team that has a passion for small business.

Angela is passionate about seeing and seizing opportunities for entrepreneurs to increase their performance. As an entrepreneur herself, she has an extensive history of running small businesses in rural Alberta and British Columbia and generating results. From the Agriculture industry to the fashion industry and the health & wellness industry, she has firsthand knowledge of the things that can make businesses successful and the obstacles that can get in the way. Angela and her team won a prestige award for Canadian Franchise of the year with over 4000 applications and recently was part of a team winning one of Alberta's Business Investment Attraction Awards. She loves putting her knowledge, passion and expertise into action to help businesses and their communities succeed through her presentations and coaching services.

Angela is professionally trained in Economic Development and coaching. Her PASSION is growing rural business communities. She lives with her husband and three kids south of Calgary on a ranch.

Mental Health, Mike Cutler LPN



Mike has worked in the Mental Health Field for 15yrs. He provides services and educational presentations on topics ranging from Anxiety, Depression, Stress, Boundaries and communication styles in many communities including Claresholm, Nanton, High River and Okotoks. Mike has a passion for education and mental health as a belief if you have knowledge you have power. If we become more informed of the causes of our symptoms we can treat our symptoms more holistically.

Managing Stress Wisely is an education session that provides an understanding of what and how stress affects us internally and provides some awareness of the effects of chronic stress in our lives and in our workplace. The session is to provide understanding awareness and provide some quick easy ways to manage stress.



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Sabey & Co, Dahlin Sabey



Sabey & Co. Certified General Accountants, Financial Consultants and Licensed Insurance Advisers. We see the big picture, plan your life, live your plan. Compliance Services, Bookkeeping, Financial Planning, Investment Products, Financial Statements, Insurance Products, Data Processing, Accounting, Income Tax.



Running a small business can be taxing in so many ways. Taxing on your time, taxing on your sanity, taxing on your relationships and taxing on your finances. In this quick seminar we will talk about some tips to make navigating your small business less taxing.

Community Futures, Tony Walker



We get rural small business like no one else.

The Community Futures Network of Alberta (CFNA) is community driven, non-profit business loan and business development organization made up of 27 Community Futures offices throughout rural Alberta.

From the outside it may seem like we are a lot like other lenders and business development agencies. The truth is we're very different: we understand small business in rural Alberta like nobody else. We live and work in the communities that you do, and know that rural communities thrive when small businesses do. When you succeed, we all succeed.

The mandate of the Community Futures Network of Alberta is to support small business development and rural economic diversification in Alberta. We actively work with community and business leaders to foster rural economic growth, and are partners in building vibrant and sustainable communities. We are funded by the Government of Canada through Western Economic Diversification Canada and have been supporting rural entrepreneurs for over 30 years.

Each Community Futures office provides flexible and affordable small business loans, business coaching/training services and business management tools for people wanting to start, expand, franchise or sell a rural business.

Avail CPA

Fraud Prevention – presented by Jennifer Kalegaric, CPA

Is your business vulnerable to fraud? Research suggests that almost half of Canadian small business experience fraud at an estimated average cost \$6,200 per business per year. Don't let your business suffer a loss like this. Avail CPA Fraud prevention specialist Jennifer Kalegaric, CPA will teach you what the most common types of fraud are, how to determine where your organization's risk is, and then what internal controls you need in place to protect your business.

Development/Bylaws - Tara VanDellen/Jason Hemmaway

Available tools and common misconceptions

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