

What's the Scoop?

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What's the Scoop?

is published by Community Futures Lac La Biche. Please forward any comments, suggestions, or story ideas by e-mail to contact@cfllb.com or call 780-623-2662.



Living in a small, rural community is not commonplace any longer. Living and working in large urban centres has become the norm for a higher percentage of Canadians, including those immigrating to our country. Because of this, many small towns are struggling to survive and are desperate to keep their businesses afloat and youth at home.

In spite of this, there are many advantages to living and working in a small community.

We love the lifestyle and values that come from living in a rural community. We know our neighbours. Our businesses have market access, know their customers, and have less local competition than those operating in an urban environment.

Given these advantages, it only makes sense that we fight hard to make our local businesses viable, keep jobs in our community, and work to sustain our population and economic growth. And I don't need to tell you that even though this might sound like the way to go, it's easier said than done. New strategies offered by technology, niche and specialty marketing, continuing education opportunities, and new industries like hemp and experiential tourism are just a few of the things we've been talking about in Lac La Biche. And like any success story, all of these efforts will take a combination (cont. P2)



Gene Wesley,
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Lac La Biche

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Power Up North - The Entrepreneurs Conference is back for another year!

This year's conference will be taking place at Portage College on October 8th & 9th 2019 for all Northeastern Alberta. Join us for an evening of networking, tasty treats, keynote speakers, and more on October 8th. Then enjoy an entire day of 12 break out workshops, 20 resource tables and even an escape room on October 9th.

Power up North has something for "All Ages, Stages and Phases of Business."

If you have a new idea, if you have a new start-up whether it's a home-based, on-line or a side-gig, if you are looking to expand or diversify or if you are looking towards selling or retirement - there is something for you at this fantastic conference.

Pick the energy stream that works for you!

1. Supporting the Underground Economy – this is geared for start ups and home-based businesses. It is highly encouraged that youth and entrepreneurs participate in this stream.

2. Tourism and Agri-tourism – this stream will identify the reality of tourism and how to get creative in finding unique offerings and experiences to be profitable.

3. Future Planning – this stream will explore succession planning, be it closing, expanding, downsizing, or taking an arms-length approach through other avenues.

Keynote Speakers:

Graham Sherman, Owner of the Tool Shed Brewing Company will share his inspiring story of how he transitioned from rolling around the war zone in Afghanistan to being nominated as Canadian Entrepreneur of the Year and recognized as one of the "40 under 40" He will share a message about going after your dreams - at all costs.

Q Rasi of ATB will be speaking on Entrepreneurship and Alberta's ecosystem support programs.

2 Pre-Conference sessions from Community Futures Tawatinaw -

1. Leadership and Influence
2. Social Media for Business

12 Breakout sessions include:

Travel Alberta - Building tourism experiences for your region.

Business Link - Business Model Canvas 1 & 2.

Shauna Feth - Strategies for Successful Transition Planning.

A full list of Speakers and Breakout Sessions can be found on our website.

www.powerupnorth.com

Get ideas, find supports, hear success stories and get energized at Power Up North!



(from P1)

of time, money, innovation, cooperation, and community champions.

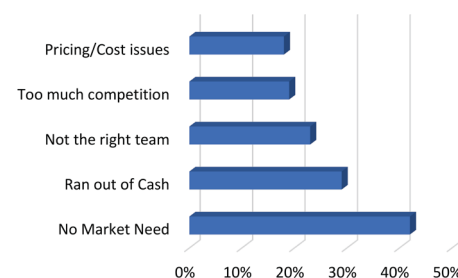
While we get support from our local politicians, it's really up to us, the local business leaders to step-up to make a difference. Whether you have a company that has 50 employees or you work by yourself at a home-based operation, your opinion is important, your leadership matters, your participation in business activities in the area is crucial, and your success will lead to the success of our entire community.



Although the challenges ahead may seem daunting, we can succeed if we work together. Our Business Leaders Breakfast that takes place on the third Thursday of each month is a great place to start. Be part of the discussion and become part of the solution. I look forward to seeing you there. ■

Didja KNOW?

5 Reasons Businesses Fail



Given these statistics, it is important that new and existing businesses know their market, understand pricing and the competition, hire the right people, and not over-extend. If you are starting a new business or would like to review the operation of one that you already have, Community Futures is here to help. Call 780-623-2662 for more information and FREE BUSINESS ADVICE. ■

Most Common Business Mistakes #3

Mistakes? We all make them; even the most experienced business people. The trick is to know when you've slipped-up and to learn from your error. Over the next several months, Community Futures will highlight the most common mistakes in business made by new entrepreneurs and veterans alike.

Mistake #3: Thinking that you can do it all by yourself.

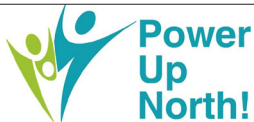
New entrepreneurs often think that they don't need any help; that they are capable of pretty much handling every aspect of their business on their own. And while this might sound quite noble at the get-go, all businesses need other people. Customers, advisors, mentors, suppliers, a host of service providers, and yes, even your competition are important people that must be considered or consulted before, and while you are operating a business.

New and veteran entrepreneurs alike should consider themselves part of larger business community. More often than not, when one business succeeds there is a greater chance of other business becoming successful too.

The more connected you are to your customers and other business owners in your area, the more likely you are to succeed in business and the likelier that everyone else will be a success as well. There are several ways to make these kinds of connections in Lac La Biche. Being active in the Chamber of Commerce, ROABA, and attending our Business Leaders Breakfasts are just a few of the ways to connect with others, and to share ideas, concerns, and solutions to common issues.

And if these types of meetings aren't your cup of tea, why not meet the owner or manager of a neighboring business for a coffee once a month. You might be surprised how much you have in common, and how much you are able to learn from each other. ■

mark your **CALENDAR**



Power Up North Conference

Oct. 8 & 9, 2019 Portage College LLB Campus
www.powerupnorth.com



Business Leaders Breakfast 2.0

Oct 17, 2019 8:00 AM Almac Hotel
(Breakfast available for purchase)



General Membership Meeting will be held on Monday, October 28, 2019 to determine the future of the Lac La Biche & District Chamber of Commerce. Ramada Meeting Room, 7:00 PM



Experience Essentials Workshop

Nov 8 - Community Futures, Call 780-623-2662 or visit: <http://bit.ly/ee2019workshop>



ROABA AGM/General Meeting

Nov 21 - McArthur Place
Call 780-623-3144 for more information

KEEP YOUR WEBSITE AND SOCIAL MEDIA UP-TO-DATE



After investing some valuable time looking for a business website, there is nothing more frustrating than not finding current contact information. Make sure that your company's website includes your phone number, address and location, hours of operation, and a list of services provided.

If you use social media to promote your business, make sure that it does just that and does not become your personal forum to vet opinions and communicate to your friends. BUSINESS IS BUSINESS - especially when it comes to Facebook, LinkedIn, and Twitter.



While there is a growing trend to use instant messaging rather than email, the latter is still a very important and slightly more formal communication tool. When using email make sure that you include your full name, phone number, website, and address in the closing of every email message as a convenience to those who may need it.

By keeping your website and social media up-to-date you will reduce the frustration of both potential and existing customers. The convenience and accessibility that you provide on-line will reflect well on your business and go along way to demonstrate your concern for providing the very best customer service. ■

Schedule a regular time in your calendar each month to review your website and social media. The more often you do this, the easier it will become.

11 WAYS TO WIN

Community Futures is excited to launch its new theme, "11 Ways to Win." We hope this initiative will provide you with some easy ways to make positive, incremental improvements to your business or job. Each month we will feature one of the ways to win in "What's the Scoop?" and provide an opportunity to discuss it further at our Business Leaders Breakfast later that month.

1	Dress for success
2	Offer value
3	Remember: Youth will surprise you
4	Network and cooperate
5	Embrace change
6	Think of seniors as the forgotten gold
7	Look through your customer's eyes
8	Sell what you have
9	Invite your customers
10	Don't settle
11	Shout loud, far, and wide

Dressing for Success - invest in your business

It used to be said that you should dress for the job you want. Look like a million dollars and you will get there faster, so to speak. But what does that saying mean now? Choosing your attire has in many ways changed. Those working in industry often have strict clothing requirements related to matters of safety, but for the rest of us it's different. For example, especially in rural areas bankers now often don't wear a tie because they are more interested in relationship building and don't want to make their clients who may be hard-working clients feel uncomfortable. That's a recent change. In much the same way, businesses have changed too. We now have websites, social media and even shopping from your phone. This is true of big multi-nationals, but also of local stores. The point is that

things change with time. The concern is that you don't get left behind. Do you know the preferences of the new shoppers? Did you know that some of them will not shop in your store unless they can find out on their phone? Or, that they will actually spend more to buy a product if the company is doing social good, giving back, or helping the world or a cause they feel strongly about?

This saying is also true when it comes to your business. If your storefront or business appearance is outdated or needs some maintenance then the first impression people have (and perhaps a lingering lasting impression) is that things aren't kept up, and perhaps in decline. This is the reason that fast food chains make their franchisees re-do their buildings and décor and systems every few years. It's a huge investment, but they know that if it isn't done then the chain will not exist much

longer. You may even be able to think of some businesses that never updated and are no longer around. More often, those that re-in-vent themselves are still relevant, profitable and in some cases growing consistently even with the exorbitant cost of renovating.



But you can't afford to buy a new set of clothes, you say? Maybe you can't afford not to. Some elbow grease, Windex, paint, and spit and polish are relatively low in cost, as is re-arranging stock and clearing out clutter. A few small things like this might make all the difference to your staff and customers alike. Lastly, it's important to realize how you feel in a nice set of clothes and how people react differently to you. This is also true of your business. You are sending the message that you are dressed for success when you pay attention to how you look. Look like you are a multi-national, with a professional uniform, logo, website, letterhead and you send the message that you are credible even before you've made your first sale. Do what you can to your existing business within your budget and people will notice. People like to be associated with success. Put your best foot forward, no matter how you feel. Smile and you will eventually feel like smiling. ■