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### Develop the Habit of Innovation

To be the kind of person who regularly comes up with innovative strategies for your business, you have to develop the habit of innovation....by doing the following seven things consistently.

#### *Talk to people with different perspectives.*

For example, bounce your idea off an engineer, a musician, a stay-at-home parent, a tradesperson, etc.

#### *Visit innovative start-ups and see what they do.*

Ask questions of their founders about what worked and what didn't.

#### *Be an early adopter who regularly tries new products and services.*

Think about what's good about them and what could be improved. Consider why they've been introduced and who makes up their target market.

#### *Once you have a prototype or business model defined...*

Show it to people who represent your target market, ask for (and pay attention to) feedback

#### *Regularly ask yourself*

"What if I tried this?"

#### *Regularly ask others*

"Why do you do that?"

Above all, make innovative thinking a habit by:

*Spending as much time as you can networking, observing and experimenting.*



### Access XEDC Business Support Services

Looking for help in starting, growing or substantially changing a business?

Make an appointment to speak with a business counselor or consultant today. Call 867-5543.

### May Workshop Schedule

#### **Customer Service: Going the Extra Mile (Series of 4 sessions)**

Small businesses that emphasize customer service are more likely to survive and succeed than competitors who focus on lower prices or type of product. This four week series will teach you how to: leverage customer service to improve small business operations, retain current customers and provide top quality customer service on a budget.

May 5th - Obstacles to Good Customer Service  
 May 12th - Communication and Customer Service  
 May 19th - How to WOW your Customer  
 May 26th - Three Perspectives of Customer Service

**When:** Wednesdays in May, from 6:00-8:30 PM

**Where:** Antigonish Career Resource Centre, 50 James St.

**Cost:** \$100 to the public (entire series)

#### **Succession Planning: Sell it, Pass it on or Shut it Down?**

If you are a business owner considering retirement, or just interested in exploring exit strategies, join us for an evening of ideas and discussion about business succession planning.

**When:** Wednesday, May 12 from 6:00-8:00 PM

**Where:** Guysborough CBDC Boardroom

**Cost:** Free

To register email [xedc@stfx.ca](mailto:xedc@stfx.ca) or call 867-5543

### Announcements

The Antigonish Farmers Market opens at 8:00 AM, Saturday May 8, 2010. Come out and support your fellow entrepreneurs and help build a sustainable community by buying local. For more information visit the website <http://antigonishfarmersmarket.com/>

### Flower Power Landscaping

With the fast paced life many people now live, everyday chores such as mowing the lawn, weeding the garden and trimming hedges often get overlooked and neglected. With the help of Flower Power Landscaping, residents of Antigonish now have a new option to help maintain a well-kept property.

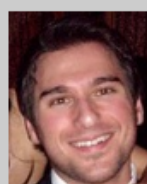


Along with being a certified Horticulturalist, Deidre is a graduate from the Nova Scotia Agricultural College with a Bachelor of Science degree with Honors where she majored in Environmental Biology and minored in Plant Science. Having a keen eye for attractive landscape designs with a touch of perfectionism will both contribute to the overall success of her business.

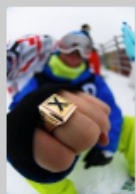
Whether you are a homeowner or a business owner and interested in having professional landscaping services call Deidre Graham of Flower Power Landscaping in Antigonish at (902) 318-1727 or by e-mail at [flowerpowerlandscaping@live.com](mailto:flowerpowerlandscaping@live.com)

### Jon Lerch

Jon Lerch is the Founder and Creative Design Director of [Pop Headwear](#), a snowboard and skateboard headwear company based in Canada's fashion capital, Montreal, QC. The company was founded in May of 2007 when Jon and his business partners, Dan Walfish and Max Rivest, all active participants in the snowboarding and skateboarding industries, saw a demand that was not being met. Together they set out to meet that demand, launching Pop Headwear with great success.



Jon Lerch  
 Founder Pop Headwear



While a student at StFX, Jon was able to integrate his passion for designing apparel with his student life. His contributions include designing shirts for fresh week and partnering with X's Union Store. He was even able to create X's very own custom Pop Headwear line which he continues to develop along with other X apparel for the Union Store.

According to Jon, his greatest achievement was completing his Bachelor of Arts Degree with a major in Canadian History and a minor in Studio Art. Now a proud member of the StFX alumni, Jon looks forward to pursuing a successful career in design. For fellow alumni he says stay tuned for more X gear from Pop Headwear.



### Program of the Month - S.E.B.

The self-employment benefit program allows participants to receive their employment insurance benefits while getting their business up and running. Qualified individuals receive income support and business counseling once accepted into the program. For more information about the S.E.B. program, contact XEDC by phone at 902.867.5543 or by email at [xedc@stfx.ca](mailto:xedc@stfx.ca).

*The Self Employment Benefit Program is administered in Antigonish County by the StFX Enterprise Development Centre (XEDC)*

### Additional Resources for Small Business

[www.xedc.ca](http://www.xedc.ca)

<http://SmallBusinessNews.xedc.ca>

[www.xedc.ca/elearning](http://www.xedc.ca/elearning)

Your XEDC Team

StFX Enterprise Development Centre