



## April Workshop Schedule

### Workplace Health & Safety

All Canadians are entitled to work in a healthy and safe environment, yet every year work-related injuries and diseases cause nearly 1,000 deaths on the job. This workshop will address the following issues:

- [prevention](#) - how to protect yourself, what to do in the event of an accident, and hazardous substances;
- [employees](#) - rights, duties, and the complaint resolution process;
- [employers](#) - responsibilities, supervision and training, and health and safety committees

**When:** Thursday, April 22, 2010, 11:30 AM - 1:00 PM

**Where:** Keating Millennium Centre, Conference Room B

**Cost:** Free (registration required)

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

## Announcements

Congratulations to Paula Brophy on the birth of a beautiful baby girl. Paula will be away on maternity leave, with an anticipated return early in 2011. While she is away, please direct training and outreach inquiries to Melissa MacMaster by phone at 867-5162 or by email [mmacmast@stfx.ca](mailto:mmacmast@stfx.ca).

## Blacksmith, Welding & Fabrication

With a minor in Business Administration from StFX University, and a Boilermaker's Red Seal, Mike MacEachern, owner of Blacksmith Welding & Fabrication, has the education and experience to develop and run a successful business.

Mike has taken over a welding shop with a history of over 25 years in the same location on Old South River Road in Antigonish. The shop offers a variety of services, including; drill bit sharpening, blade sharpening, ornamental ironwork and stainless steel kitchen equipment repair. Most of his business, however, comes from heavy equipment repair, which his shop is more than adequately prepared to handle with two large equipment bays.

For all your stainless steel, cast metals and aluminum welding needs, contact Mike MacEachern at Blacksmith Welding & Fabrication, 4366 Old South River Road, 863-6220.

## Jeremy Flynn

Jeremy Flynn, a full time StFX business student and owner of Flynnweb, has been named the 2010 Student Entrepreneur Nova Scotia Champion by Advancing Canadian Entrepreneurs (ACE).

Jeremy has owned and operated [Flynnweb](#), a web and graphic design firm, specializing in building brands and affordable marketing material for small business owners since 2008.



ACE Student Entrepreneur NS Champion

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### Branding - Know What You Stand For!

Your brand is not your corporate color scheme, or your logo, or your jingle.

***Your brand is the way people think and feel about your company when they encounter it in the market place.***

Sir Richard Branson includes "fun and a sense of competitive challenge" when he describes what the Virgin brand means and what he wants it to project in the marketplace. His business activities and overall approach reflect this mindset in everything from brand name selection, to off-the-wall publicity stunts and guerrilla marketing tactics.

Before you put a lot of money and time into your branding efforts, take the time to determine what you want your brand to be. Your brand, like your reputation, will be built on what you do and how you behave in the market place.

Decide what you want your brand to stand for, and then make sure your advertising, marketing, customer interactions, and internal policies all clearly reflect that intent.

Only then will customers and potential customers react the way you want them to when your company hits their radar.



### Program of the Month - N.S. Business Idea Explorer

With start-up basics, market information, and helpful advice on fifty different kinds of businesses, not to mention a wealth of small business information and lots of useful links, the Nova Scotia Business Idea Explorer is a valuable resource for entrepreneurs. Click on the Explorer Entrepreneur image on the left to find out more.

*The Nova Scotia Business Idea Explorer is supported by the Government of Nova Scotia and the Centre for Entrepreneurship Education and Development (CEED)*

## Additional Resources and Services for Small Business

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

<http://SmallBusinessNews.xedc.ca>

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

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