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XEDC Update

May, 2011

Issue: 24



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## Workshop & Event Schedule

### Social Media

Wednesday May 11, 2011, 11:30am-1:00pm  
Antigonish Career Resource Centre  
Facilitator: Anne Toner Fung, XEDC

### Collaborative Marketing

Wednesday May 18, 2011, 11:30am-1:00pm  
Antigonish Superstore Community Room  
Facilitator: Paula Brophy, XEDC

### Grow your Business with Video Marketing

Wednesday May 25, 2011, 11:30am-1:00pm  
Antigonish Superstore Community Room

### Simply Accounting Series

June 1,8,15,22, 6:00pm-8:00pm  
Antigonish Career Resource Centre  
Facilitator: Derek Verge, CA, Loosen MacIntosh Inc

**Registration required for all workshops. To register, or for more information contact Jackie at [xedc@stfx.ca](mailto:xedc@stfx.ca), or call 867-5543.**

### Small Business Networking Group

Meets the last Monday of each month at the Antigonish Career Resource Centre (ACRC), from 8:30-10:00am

For future events check [www.xedc.ca/events.php](http://www.xedc.ca/events.php)

## Announcements

### The Atlantic Youth Entrepreneurship Summit - May 13-15, 2011

StFX Enterprise Development Centre is bringing together inspiring youth (age 16-29) entrepreneurs, innovators, change makers, and emerging leaders to exchange ideas and discuss strategies on how to create a culture of innovative entrepreneurship.

### In This Issue

[Local Entrepreneur Profile](#)

[Youth Entrepreneur Profile](#)

[Featured Article](#)

### Importance of Collaborative Marketing

Strategic partnerships are the key for your cross promotion success. A popular reason for companies to come together in their marketing efforts is to jointly promote one another. Ideas are as simple as a shoe store and clothing store promoting each other with coupons or specials. Collaborative marketing can be developed with competitors or between organizations from different industries. The key is simply this - do you have similar customers? In your effort to make cross promotion alliances work, develop your process by keeping the below in mind:

1. Be clear on what you want to create for your business.
2. Discover the "What's in it for me" for both partners.
3. Develop a list of "who does what"
4. Plan for the unexpected.

For more information or to register visit our website  
[www.xedc.ca/atlanticyes](http://www.xedc.ca/atlanticyes)

## Be the Change Consultant- Dana Pettipas



Do you ever feel like life is passing you by? That it is time for a career change but not sure if you are ready? Times are changing, so should the way we look at the world around us. Shifts in perspective and behavior led to positive change. When one person believes in what is possible and takes action, an entire family and community can transform.

Dana is passionate about helping people. Be the Change Consultants is committed to helping people learn and grow. With a strong belief in the power of community, Dana encourages people to open their minds and hearts to what's possible and how they can contribute to the world. Offering a solid reputation, an inquisitive spirit, and proven methods for helping motivate and inspire, Dana helps individuals make lasting change.

Dana is trained in tutoring Adult Learners in various subjects including Sciences, Communications, Psychology, Sociology, Aboriginal issues and computers as well as literacy training.

For more information, or to book a session, call Dana at (902) 232-2502.

## YOUiversity- Alex Dorward

YOUiversity Hub, or YOUhub, is a free online web portal that covers and uncovers the latest ideas, insights, and perspectives pertinent to young, optimistic, and enquiring minds.

YOUhub's articles and publications span a variety of topics, including Business, Health, Fitness, Politics, Life, University, Career, and Travel. YOUhub receives rich content from its in-house writers as well as through partners. These partners provide content in exchange for being listed as a "Partner Site" as well as being listed as a writer. Thus, the partnership is mutually beneficial.

The idea of YOUhub originated with Joel Nicholson (CEO) who then contacted Alex Dorward (CIO) to develop the website. The website now has over 70 unique articles, each presenting some information found nowhere else on the web. As well, YOUhub has 5 in-house writers and 4 partner writers, along with numerous Guest Writers.



5. Explain to your partner the value they will receive.
6. Encourage your partner to have an emotional ownership in the alliance.
7. Execute the promotion.
8. Debrief with partner the value received from the cross promotion.
9. Plan the next promotion.



XEDC - 54 St. Mary's St.  
Antigonish, NS

Contact us today if you have questions about starting or

Joel graduated from Queen's University's Commerce program in 2010 and currently is employed by a boutique management consulting firm in Perth, Australia. Alex is graduating from St.FX with a Bachelor of Information System in 2011 and will be working in Toronto for Accenture in September.

growing your business.

**xedc@stfx.ca or  
867-5543**

If you are interested in writing for YOUhub, please contact Alex at [alex.dorward@rogers.com](mailto:alex.dorward@rogers.com).

For more information, please visit <http://youuniversityhub.com>

## Program of the Month: Antigonish Farmer's Market



Come check out the Antigonish Farmer's Market. In the 4-H Building behind the Antigonish Arena, every Saturday morning throughout the summer from 8:00 AM to noon, you will find a wide variety of locally grown organic fruits and vegetables, organic meats, maple syrup, honey, preserves, wild mushrooms, heritage products, local handcrafts, and all kinds of mouth watering baked goods. **Buy local for a strong, sustainable community.**

*XEDC supports Local Small Business at the Antigonish Farmer's market.*

## More Resources for Small Business

[XEDC Website Resources](#)

[CheckYourTech Online Assessment](#)

[XEDC eLearning Centre](#)

**Your XEDC Team  
StFX Enterprise Development Centre**

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