

Follow us on 

Join Our Mailing List!

June Workshop Schedule

Simply Accounting

Whether you want to set up bookkeeping for a new business, or want to manage your books for an existing business, register for Basic Simply Accounting training, Wednesday evenings in June.

- Overview of Simply Accounting
- Setting up a Company
- Navigating through the Program and Accessing Help
- General Ledger, Chart of Accounts and Journal Transactions
- Accounts Receivable, Accounts Payable

Where: Antigonish Career Centre, 50 James St.

When: Wednesday's (June 9th-30th) 6:00-8:00 pm

Cost: \$100 (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, attend this six hour session hosted by the Antigonish Regional Development Authority (ARDA). The day will be packed with ideas, resources and an engaging discussion about business succession planning.

When: Tuesday June 22/10 from 8:00 AM to 2:00 PM

Where: Keating Millenium Centre

Cost: \$79 + HST

For more information or to register for any of these workshops, email xedc@stfx.ca or call 867-5543

Announcements

IdeaCity - Streaming Live from Toronto

Canada's Premiere Meeting of Minds' - fifty of the planet's brightest minds (artists, authors, athletes, and scientists) speaking in Toronto and *streamed live via the internet to StFX*.

When: June 16, 17 and 18 (open house format)

Where: Nicholson Hall, Rm 154, StFX Campus

Cost: Free

To learn more about the exciting lineup of speakers, visit www.ideacityonline.com. For more information about the event on campus, contact us at xedc@stfx.ca or call 867-5543.

Antigonish Home Science

With over 25 years experience in the construction industry, Joe Fung saw a need for professional home inspection and energy assessment services in Northeastern Nova Scotia. A former building inspector with Antigonish County and a Certified NRCan Energy Advisor, Joe helps people reduce risk, save energy and save money.



Rising energy costs and climate change are on the minds of many Nova Scotians, so finding ways to reduce energy use makes good financial and environmental sense. Combining an energy assessment with a home inspection offers a clear picture of the condition of the home plus a better understanding of what it will cost to heat and cool. Antigonish Home Science helps home owners, home buyers and home sellers assess the condition of the home being inspected, while offering a clear indication of its energy efficiency and how that might be improved.

For more information, contact Joe at 870-3589, by email at joe@homescience.ca or visit the website www.homescience.ca



Becky Cameron

Becky Cameron is the owner and head stylist of Bliss Hair Boutique, a full service hair salon based in Antigonish, NS. Following her passion for helping people look their best, Becky went to NSCC Port Hawksbury, and then became a licensed member of the Cosmetology Association of Nova Scotia (CANS).



Becky Cameron
Bliss Hair Boutique

Relying on knowledge gained from business courses at St. Francis Xavier University, Becky was quickly able to expand her clientele by focusing on exceptional service at a reasonable price and recently opened her own hair salon on Sydney Street in downtown Antigonish. She has several years of experience in women's, men's and children's cuts and she has also worked extensively with coloring, foils, helping many brides look beautiful on their big day.

To contact Becky or for more information on her salon visit: blisshairboutique.webs.com or call  902-971-0280 .

In This Issue

[Local Entrepreneur Profile](#)

[Student Entrepreneur Profile](#)

[Featured Article](#)

Marketing on a Shoestring - Part I

One of the most common questions we hear is:

"How can I promote my business with little or no marketing budget?"

Here are a few ideas to get you started:

1. Put your logo, contact information, website and tag line on **every piece of business communication** (letterhead, email, business cards, newsletters, fax cover forms, envelopes, invoices, receipts, etc.)

2. Share your expertise by writing articles, writing a blog, or posting comments to online forums. **Aim to become known as an expert in your field.** One caution to remember - don't over promote yourself in online forums, and do remember to include your contact information when you post a comment.

3. Contact local TV and radio stations to see if they are looking for content. **These stations often interview local business people** or feature them as talk show guests.

4. If you've done something newsworthy (sponsored a charity event, expanded, launched a new product, etc.), **send out a press release to capture valuable, free media coverage.**

5. Offer free educational seminars to local service groups or for the general public. **Use your specific business expertise to help people solve problems** and they will remember you when they have need of your product or service.

6. Most of us drive every day, passing hundreds of potential customers in the process. Magnetic signs with your business name, number and website can **turn your vehicle into a mobile advertisement 24/7** - at a fraction of the cost of other methods.

These are just a few of the ways you can promote your business without spending a fortune.

Watch for **Marketing on a Shoestring - Part II** in the next XEDC Update.



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 and Antigonish Sustainable Development support Local Small Business at the Antigonish Farmer's market. Drop by our table on your next visit.

Additional Resources for Small Business

www.xedc.ca

<http://SmallBusinessNews.xedc.ca>

www.xedc.ca/elearning

Your XEDC Team
StFX Enterprise Development Centre