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XEDC Update

November, 2011

Issue: 30



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## Workshop & Event Schedule

### **Customer Service: Getting Ready for the Holiday Season**

Wednesday November 9, 2011 11:30am-1:00pm

People's Place, Antigonish Library

Facilitator: XEDC

Cost: Free

[Workshop & Event Schedule](#)

### **Social Media vs Traditional Marketing**

Wednesday November 16, 2011, 11:30am-1:00pm

People's Place, Antigonish Library

Facilitator: Crispin Cornect, Simply Ducky Web Design & Professional Services

Cost: Free

### **How to File Your HST Remittance**

Wednesday November 23 2011, 11:30am-1:00pm

People's Place, Antigonish Library

Facilitator: Michelle Deon, East Coast Bookkeeping

Cost: Free

***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)

## Focus on Financials Workshop

Focus on Financials will provide participants with an understanding of the importance of financial statements to the health of a business: why they shouldn't be left solely to external accountants.

Participants will practice calculating margins, and will learn the value of margins and why they should never be compromised. With this new found knowledge participants will be able to understand

### **In This Issue**

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[Youth Entrepreneur Profile](#)

### **Getting organized for the holiday season**

Believe it or not, Christmas day is only a few weeks away! Is your online business ready for the fast-approaching holiday shopping season? To help you prepare, we've put together a list of tips, best practices, and store tools you can use to help get your online business and your marketing campaigns in shape for the holiday season. Today's tips are all about getting organized.

To ensure a smooth experience for both you and your customers during what is likely to be your busiest time of the year, you'll need to do some careful planning.

Be sure to:

**-Have enough inventory to keep up with the demand.** Know what your best-selling items are likely to be, and make sure that the inventory you have for these items and the items

how to conduct basic financial analysis and industry average comparisons.

When: Tuesday November 8th from 9:30 am-4:00 pm  
Location: Antigonish Career Resource Centre  
Cost: \$75+hst/person

Facilitator: Ron Robichaud, Executive Director of ACSBE

**Registration and advanced payment is required for this workshop. To register, or for more information contact Jackie at [xedc@stfx.ca](mailto:xedc@stfx.ca), or call 867-5543.**

## XEDC Young Entrepreneurship Award

The StFX Enterprise Development Centre presented the XEDC Young Entrepreneur award for the first time at the recent Antigonish Chamber of Commerce AGM. The purpose of this award is to recognize young entrepreneurs for their hard work and success in operating their own businesses in the Town and County of Antigonish. Nominees included Warren Robertson- Scope Digital Media, Becky Cameron-Bliss Hair Boutique, Eileen Curry-Justamere Café and Bistro, Nathan VanderLinden- Nathans Pens and Kelly MacDonald- Creekside Equestrian Inc.

The Justamere Café and Bistro and owner Eileen Curry took home the award. Curry recognized her customers when talking about her entrepreneur award. "I have so many regular customers," she said. "It's great to see people come in again and again. They obviously enjoy our food and it's an indication we're doing something right, so it's great." She added the award is inspirational and affirming that they are "going in the right direction." "And there is certainly more I would like to do with it (the business), so we will see what happens," Curry said.



Warren Robertson, Becky Cameron, Eileen Curry, Melissa MacMaster (Youth Entrepreneurship Coordinator), and Nathan VanderLinden.

## Hand Crafted by Heather Polson

Heather Polson is truly passionate about what she does. She provides a wide variety of unique costume designs, custom hats, fairy wings and accessories, sock monsters and monkeys. Costumes come naturally to her as well as design. She loves to create beautiful fun pieces that make her customers smile and want to play dress up. Becoming a mom has really opened her eyes to the world of imagination. Heather Polson currently has a booth at the Antigonish Farmers Market and will be opening a



you plan to promote is sufficient. Don't lose out on sales by running out of stock.

**-Stock up on shipping supplies.** Running out of boxes and other packing and shipping materials is the last thing you'll want to worry about when shipping orders. Review what materials you fell short on last year and stock up to make sure you're in good shape for the holiday rush this year.

**-Staff appropriately for the season, and set your staff schedule well in advance.** If you were in business during the last holiday season, revisit any issues you may have encountered with staffing then to prepare for the busy weeks ahead.

**-Plan your marketing campaigns.** Your holiday campaigns should launch by early November, if not earlier. Remember to integrate seasonal keywords into your product pages and campaign landing pages, as well as your pay-per-click (PPC) campaigns.



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Contact us today if you have questions about starting or growing your business.

**[xedc@stfx.ca](mailto:xedc@stfx.ca) or  
867-5543**

store very soon in Monastery, just off of exit 37. Phone 902 872 4006  
or e-mail Heather at [hpolsoncreative@gmail.com](mailto:hpolsoncreative@gmail.com).

## Program of the Month: Kid Entrepreneurs Workshop //



The workshop will give children the chance to brainstorm, think of new ideas and discuss what it would be like to be their own boss.

The one day Kidpreneurs workshop will bring together 24 youth (8-13 years) and will be held on November 19th, 2011 at People's Place Antigonish Library from 9am-3pm.

For a copy of the schedule and to register online for the workshop visit <http://xedc.ca/kidentrepreneurs>

## More Resources for Small Business

[XEDC Website Resources](#)

[CheckYourTech Online Assessment](#)

[XEDC eLearning Centre](#)

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