



Saanich Peninsula
Chamber of Commerce

News Release

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- For Immediate Release -

Chamber Launches FREE Small Business Conference in Celebration of Small Business Month

In partnership with CIBC, Investors Group, and Viscount Aero Centre, the Saanich Peninsula Chamber of Commerce is proud to host a FREE workshop event for all Small Businesses on the Peninsula on Friday, October 28th, from 9:00 a.m. – 2:00 p.m. at the Mary Winspear Centre.

Not only do Small businesses with less than 50 employees contribute substantially to Canada's GDP, they also are a valuable community asset. They create jobs, they invest in employee training and development, they pay taxes, and they take risks. While it's obvious that the economic instability in recent times has created challenges for these risk-takers, there are also a number of opportunities that small businesses can capitalize on—if they are properly prepared.

“Canada continues to make positive headway in international markets, but only 9% of small companies export,” says Doug Taylor, a noted international business consultant and Executive Director of the Saanich Peninsula Chamber of Commerce, “There are many small business success stories from this region where small companies effectively get their products or services to foreign customers.”

Taylor, one of several presenters at this event, will focus his presentation on how small businesses can determine their export readiness to take advantage of emerging foreign markets.

A large percentage of small business owners are nearing retirement, but as many as 75% of these firms do not have succession plans. It will be essential for the future of the Saanich Peninsula that these firms are valued properly and that there are new leaders ready to take the reigns. Participants will learn these valuable insights from Mike Lenz, the first certified business intermediary on Vancouver Island and Principal of Vancouver Island Business Sales. It is essential for those on both sides of the buy/sell equation to value the firm accurately.

“Websites have been a necessity of small business for quite some time,” says Ryan Labelle, owner of Honeycomb Webworks, a local web hosting & development firm, “but what's now essential is how to drive customers to your site; and even more importantly, how to engage those customers and turn them into fans and advocates.” Labelle will present a workshop on how to drive customers to websites organically and will support this presentation with a video presentation from a local Google Professional who has helped many small businesses increase qualified traffic to their sites.

Other speakers include the likes of Milica Ivaz, a Certified Financial Planner and Division Director at Investors Group, who will discuss how to move finances out of the firm—a skill that many small business owners need. Pooja Sund, B.A., an established Business Financial Analyst at CIBC Securities Inc. in Saanichton, will discuss the key aspects that banks look for when securing a business loan, line of credit, or other forms of essential financing.

Stonestreet Café & Catering in Sidney is proud to sponsor the “network break” at the event as well as provide the lunch. An essential supporter to keep this event FREE for our important small firms.



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Business leaders do need to RSVP for this event since space will be limited. They can do this by calling 250.656.3616 or emailing info@peninsulachamber.ca.

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For more information, please contact:

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