

TURN OVER A NEW LEAF EVERY WEDNESDAY IN OCTOBER GLOW AND GROW AT PARO

Bookkeeping II

October 6, 2010 - 11:00 a.m. to 12:00 p.m.

with Christine Sikerbol, PARO Centre

Essentials for any Business!

- Business types and business bookkeeping
- Developing your business' chart of accounts
- Cash Basis Accounting
- Single and Double Entry Accounting
- Debits and Credits
- The Accounting Cycle

Face-to-Face: Facebook Basics

October 6, 2010 - 12:15 p.m. to 1:15 p.m.

with Jesse Roberts, Thunder Bay Public Library

Discover the benefits of having a business presence on the "social web", and learn how easy it is to set up and manage your own page.

Financial Planning for Your Business

October 13, 2010 - 12:00 p.m. to 1:15 p.m.

with Vonnie Cheng, Sunlife Financial

Learn about the importance of planning for the financial success of your business.

Action Planning

October 20, 2010 - 11:00 a.m. to 12:00 p.m.

with Christine Sikerbol, PARO Centre

- Developing a Business Action Plan to reach your goals
- Defining measurable goals
- Prioritizing and setting target dates
- Measuring and evaluating progress

Sales Strategies for Small Business

October 20, 2010 - 12:15 p.m. - 1:15 p.m.

with Lisa Vescio, PARO Centre

- What is the Sales Process?
- The steps toward making a successful sale
- How to close the sale

Industry and Target Market Research

October 27, 2010 - 10:00 a.m. - 12:00 p.m.

with Jesse Roberts, Thunder Bay Public Library & Christine Sikerbol, PARO Centre

Industry Research

- Where to find information to conduct Industry Research
- Online research
- Gathering Canadian business information through trade publications & news media
- InfoTrac Small Business E Collection

Target Market Research

- 3 C's of market research
- Market trends and market share
- Formulating a survey for target market research

It's No Accident!

WSIB - Small Business Basics

October 27, 2010 - 12:15 p.m. - 1:15 p.m.

with Randi Monteith, Workplace Safety and Insurance Board of Ontario

Ready to Hire? Need a Plan? How to get started and the resources available to you.

To register for any of the workshops, e-mail placement@paro.ca. Please indicate which Contact North/elearnnetwork.ca location you wish to attend. **No fee to participate!**

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