

THERE'S NO PLACE LIKE HOME to do business



AGM 2009 & Beyond

On May 13, 11:30-1:30 at the Canada Manitoba Business Service Centre, The MHBAC held its first Association General Meeting or AGM. Originally slated for April 18th the AGM and a day of informational seminars was scaled back and postponed in view of the worsening spring flooding situation in Manitoba.



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The AGM was a first for the MHBAC in that the recently created category of general membership was invited to attend the meeting along with the Council's Board and Advisors. This involvement of members reflects the MHBAC's forward vision of growing a large and active home business organization with extensive input from the community at large.

With growth comes change and an informal meeting of the Council was held in June to discuss another looming challenge. Due to business, career and life circumstances several of the Board and Advisory members had indicated that they would have to scale back their roles in the MHBAC and its activities. Furthermore it was felt that some new blood was needed to provide some much deserved relief to dedicated long serving volunteers. Consequently the Council concluded that 2009-2010 would be a year of recruiting new Council Board Members and Advisors.

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What Is MHBAC?

The Manitoba Home Business Advisory Council, formed in September 2003, was established as "a voice" for home business owners in Manitoba. The organization provides education, awareness, advocacy and networking opportunities for home business owners. The mandate is accomplished through active advocacy, the presentation of workshops, annual tradeshow, public speaking engagements, mentoring, and the



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dissemination of home business resource information through the website, brochures, newsletter, Canada/Manitoba Business Service Centre library and its regional access centers. The Canada/Manitoba Business Service Centre will form the Council's secretariat and play a major supporting role in recognition of the large number of home business people who use the Centre or have indicated they would welcome the opportunity to connect with others like themselves.

Board Members Required

The MHBAC is looking for registered home business owners to fill several seats on the Board. The Council would like to see participation from a variety of business sectors such as Aboriginal, youth, immigrant and more. Home business owners that sell a product (as opposed to a service) are also in demand. Interested parties can email MHBAC@homebusinessmanitoba.ca

Trade Exchange Barter

The non-cash exchange of goods and services between two parties is one of the earliest forms of commerce known to man. Organized trade exchange bartering has been a method of conducting commerce around the world since the first exchange was established in the early 1970's. Since that time more than

400,000 companies in North America alone have become members of more than 1200 barter exchanges with an estimated \$10.2 billion (US) in products and services. The growth in this sector was in part due to the advent of the personal computer and software to allow exchanges to record and track their members' accounts in an affordable manner.

The barter industry is somewhat self-regulating but operates within the governing frameworks of two

organizations, the International Reciprocal Trade Association (IRTA) and the National Association of Trade Exchanges (NATE.) IRTA and NATE establish guidelines for barter, issue accreditation for trade brokers and facilitate the growth of reciprocal trading among individual trade exchanges, linking member businesses to markets around the world.

Watch the next edition of our newsletter for the second article in a series of five. If you have any questions please email kurt.refvik@news4u.ca

MEMBERS WANTED – Have a Say, Join Today!

In keeping with its expanding role as the voice for home based business in Manitoba, the MHBAC is seeking members that are starting or operating a legitimate home based business in the province. Applicants must be approved by the Council Board and the cost to join is \$50/year. New members will be entitled to a number of benefits such as reduced advertising rates in our newsletter, listings and links in our online directory, 50% discount on future MHBAC events such as the fall 2009 Conference, use of the MHBAC logo on your own letterhead, business cards and other collateral, and an opportunity to voice your views with an invitation to the AGM, voting privileges for board elections and participation in Council Committees. For membership information and registration visit our website at www.HomeBusinessManitoba.ca



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Online Social Networking to Grow Your Business?

There's a lot of buzz about online social networks to help you in your business. I'm talking about Facebook, Twitter, Ning, Myspace, LinkedIn, Stumble It, Digg, Reddit, NewsVine and so on and so on. Google the topic and you'll find many people that use these sites to expand their market, source vendors, find new employees or develop partnerships. What is often glossed over is the time that goes into making these sites work for you. It's not enough to register and get a page on the network. You have to participate. The more you participate the more you'll benefit.

Having said that I'd like to share an example of one of the many ways they can hurt your business. To find this example I looked for a local business that linked to a social network from their business website. The first one I found was a restaurant that sent me to their Myspace page. Once there I found out that the restaurant is a 40 year old male with only 18 friends. Apparently it's not very well liked. I also didn't realize that restaurants could be male.

You also have to wonder why anyone would invite a visitor on their own business website to leave. Visitors on your website need to be motivated to contact you with an order or information request not sent to wander off online and be distracted by another website where you have a page. Social

network site member pages were never designed or intended to be a place that businesses could interact with their potential customers.

Any use of an online social network has to direct traffic one way and one way only...to your website. There's never a good reason to send people to the social network site. In the next issue of There's No Place Like Home To Do Business I'll discuss effective use of social networks.

HOME BUSINESS SPOTLIGHT - Shirley Tillett 12 Years & Counting



Shirley Tillett's passion for home-based business has lasted longer than most marriages. In addition to owning and operating S.T.A. and Associates, she is a tireless advocate for home based entrepreneurship and was instrumental in establishing the Manitoba Home Business Advisory Council, which she currently chairs.

Prior to finding her dream job, she taught school and was involved in commercial real estate management. After being laid off, fired, re-engineered and downsized she decided in January of 1997 to take control and start her own home based business. In her own words she "wanted to be her own boss, manager her own time, work for herself and no one else, be in charge and not rely on anyone else." Shirley knew what she wanted. In her past careers she had found herself getting involved in event management such as golf tournaments, annual meetings and conferences for her employers and chose this as a business. After taking a course at the Business Development Bank and enrolling in the YMCA Self Employment Assistance program she emerged with a solid business plan for an event management with a secondary service in association management.

Shirley attributes her success to several factors. Networking wherever and whenever possible. More importantly never stop learning about your business. Take courses,

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attend workshops, acquire industry designations and always pursue professional development.

Shirley has found that the end result of teaching, speaking and training is an ongoing supply of new clients through word of mouth advertising and referrals from clients. This "engine" of her business has allowed her to go through several grow stages taking on more projects and using more contract employees. When asked how this affected her residence she said "I just love it. I have moved four times starting with a 600 sq ft apartment to progressively larger digs until the present 1400 sq ft apartment."

Shirley's home based business continues to thrive with past and present clients the likes of Consulting Engineers of Manitoba, Professional Property Managers Association, Building Owners and Managers Association and many award ceremonies, gala events and of course golf tournaments.

As she continues to move forward as a homepreneur, Shirley believes that "diversification," and the ability to handle a wide array of events and projects, possible in part to her ongoing learning, will keep her business successful and enjoyable for years to come.

Upcoming Events

CMBSC Business Service Centre 204-984-2272
www.canadabusiness.ca/manitoba

- September 17 Dynamic Sales Presentation 10:00 am-12 noon

"There's No Place Like Home... to do business"

Trade Show & Conference
The Victoria Hotel and Convention Centre, 1808 Wellington Avenue
Call 984-0037

- Friday October 16, 2009
- 8:00 am - 4:00 pm
- www.HomeBusinessManitoba.ca

Upcoming Articles

"There's No Place Like Home... to do business" Trade Show & Conference


Home Business & the CMBSC Business Service Centre

"There's No Place Like Home To Do Business" is a newsletter of The Manitoba Home Business Advisory Council (MHBAC) published ten times yearly by News4U.ca to share information of interest with MHBAC members.

MHBAC invites articles of interest to the membership to be submitted by individuals or organizations.

Newsletter display advertising for suppliers of goods and services to the home based business market is available by contacting the publisher News4U.ca at 228.3968 or by email: Kurt.Refvik@News4U.ca.

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