

THERE'S NO PLACE LIKE HOME to do business



In This Issue

Oct 2009 Conference	p1
Small Business Week	p1
Thank You	p1
Trade Exchange Barter	p2
Small Business Law Clinic	p2
Online Social Networking	p3
MHBAC News	p3
Upcoming Events	p4
Upcoming Articles	p4

There's No Place Like Home 2009 Conference

The MHBAC's flagship event, the annual "There's No Place Like Home – To Do Business" Conference and Trade Show is now in the books. This year's event was held Friday October 16 at the Victoria Inn and Conference Centre. Attendance at the conference was down slightly from previous years and



opinions explaining this drop ranged from the state of the economy overall to the need for new and different forms of marketing. On the whole both delegates and exhibitors in attendance were pleased with the event. Exit surveys and comments made to organizers suggested that booth exhibitors benefited from the high "quality" of attendees, many of whom were actively engaged in launching and operating home business. Delegates indicated that the information provided by presenters and exhibitors was well worth the investment and all agreed that the additional opportunities for networking provided by organizers contributed to the overall success of the day.

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Small Business Week 2009 Kick Off. Shannon Coughlin, General Manager of the Canada Manitoba Business Service Centre was Master of Ceremonies providing opening remarks and welcoming dignitaries. The Honourable Steven Fletcher and the Honourable Jim Rondeau brought greetings on behalf of the Governments' of Canada and Manitoba respectively with Allison Pell also bringing greetings on behalf of Business Development Canada. Sandra Altner, CEO, Women's Enterprise Centre was welcomed to the podium to speak about "Women in The Economy" and Shirley Tillett, Chairperson of the Manitoba Home Business Advisory Council spoke on the home business sector in Manitoba.



Thank You To Our Financial Supporters. The MHBAC "There's No Place Like HomeFor Business!" event would have been possible without this year's generous financial supporters. Major

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supporters were the Canada Manitoba Business Service Centre and the Province of Manitoba, Department of Competitiveness, Training and Trade (now Entrepreneurship, Training and Trade.) Other supporters included Luncheon sponsor Meyers Norris Penny, breakfast sponsor BIZ Coach, coffee sponsors Business Development Canada and RBC , advertising sponsor Coffee News, in kind sponsors TheWebGuy.ca and Victoria Inn Hotel & Convention Centre and "Friend of MHBAC" the Small Business Law Clinic.

For more information on the 2009 Conference visit our web site at www.HomeBusinessManitoba.ca The 2010 date has yet to be decided and will be posted on our site when confirmed.

Trade Exchange Barter - Part Two

Kurt Refvik - NEWS4U.ca

The first of five articles set out the history and growth of the trade exchange industry. In our modern economy the word "barter" conjures up images of the under ground economy and a tax dodge. This is certainly not the case. In Canada trade exchanges must register with the government and in the US there is actually a separate tax form that must be issued every year by exchanges to their members. Member trade accounts are tracked and

processed electronically through custom software. Recently many exchanges have established themselves on the internet offering real time buying and selling. As transactions are submitted "trade credits," or barter dollars are debited from the buyer's account and credited to the seller's account. A monthly statement is issued to each member reflecting their buying and selling activity.

Tax treatment of barter dollars is straightforward. The taxes (GST, PST or QST) and any gratuity (in a restaurant for

example,) are paid in cash. The value of goods and services must be treated as equivalent to cash prices for revenue and expense reporting for income tax purposes. Revenue Canada recognizes organized trade exchange barter as a legitimate means of commerce in its Interpretation Bulletin IT-490 (July 5, 1982.)

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

Small Business Law Clinic

Reek Taylor - Director

The Small Business Law Clinic started life as an adjunct of the Faculty of Law at the University of Manitoba. The Faculty of Law now runs a similar clinic of its own, involving senior students under the guidance of a professor, so the present Clinic now operates under the aegis of the law firm of Taylor McCaffrey LLP. Its purpose is to offer guidance to community-based entrepreneurs and innovative small business owners - men and women who are either thinking of starting a new business or, being owners of small businesses already, have some questions about the legal aspects of their work.

The Clinic is able to give information about a wide spectrum of legal issues, including (but not limited to) sole proprietorships, partnerships, incorporation and joint ventures; product liability and personal exposure of the owners of small businesses; employment issues;

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commercial contracts; commercial leases, bankruptcy and insolvency, franchises; most forms of intellectual property (trade-marks, copyrights, industrial designs, but not patents) and the selection of a lawyer. Attendances at the Clinic are always made by appointment. For that purpose the Director of the Clinic, Mr. J.F. Reeh Taylor Q.C., may be reached at 988-0318.

The Clinic operates at a convenient location in downtown Winnipeg five days each week throughout the year, except when the Director is away. Each client will be able to meet in a private setting with the Director. Appointments are usually expected to last between one half-hour to a maximum of an hour. There is a nominal charge of \$45.00.

The Clinic does not draw documents nor does it become engaged in or give advice about disputes in which its clients may be involved. Its mandate is to give information and basic advice, with a view to creating an informed client. In each case; it will enable the client to make decisions and to know why those decisions are being made.

When professional, legal work seems called for, the client will be encouraged to consult his/her own lawyer but will then know what is needed and why.

For further information, you are invited to call the Director at 988-0318.

Use Online Social Networks Effectively!

Steve Loney - theWebGuy.ca

The vast majority of business owners are much better off not investing time to create and maintain their own page on Facebook, Twitter, Ning, Myspace, LinkedIn, Stumble It, Digg, Reddit, NewsVine and so on and so on. I'm not saying there's no benefit... I'm just saying that your time is better spent elsewhere in your marketing efforts.

A more effective use of the social networking sites is to ensure that your website visitors find it really easy to use their own social networks to share what they find interesting about your business by putting it on their Facebook "Wall", or Tweeting their Twitter "Followers".

Some of the more popular free tools for this are AddThis, AddToAny, ShareThis and Tell-a-Friend. AddThis seems to be the leader in this group and they have excellent support and simple directions. In just a few minutes you'll have the tool running on every page of your website. Part of the free service is a stats package so you'll be able to see when and where your content is being shared. Another feature is that you can specify the link and image that is shared.

MHBAC News

Shirley Tillett Resigns from MHBAC Board - On November 10 Shirley Tillett resigned as Chair and Board Member of the Manitoba Home Business Advisory Council due to the business growth of Shirley Tillett & Associates Inc. Shirley was a founding member of the Council and has been a devoted and driving force in the organization holding the position of Chairperson for more than six years. Shirley remains a committed home business operator and her presence will be missed. The Board and Advisers of the Council would like to thank Shirley for her years of enthusiastic service and wish her the best. Thanks Shirley!

New MHBAC Advisors - The MHBAC would like to welcome Sandra Altner, CEO, Women's Enterprise Centre and Jason

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Denbow, Executive Director, Community Futures Manitoba as advisers bringing the Council valuable representation and experience from the rural and women's business community.

New Board Member - Sheri Glugosh, President of Prairie Ideas, her own home based business has joined the MHBAC as a Board Member. With extensive project management, marketing and public sector experience Sheri will be a valuable asset to Council, its membership and the home business community in Manitoba.

New MHBAC Officers - Chairperson - Kurt Refvik, Vice-Chair – Jacquie Nagy, Secretary – Steve Loney, Treasurer – Sheri Glugosh.

MHBAC Meeting - The MHBAC monthly meeting in December, 2009 was set aside as a Strategic Planning Session for 2010. The goal was to come up with a Guide for new and enhanced programs and marketing initiatives to promote the interests of home based business in Manitoba. The Council is looking forward to the input from new Board Members and Advisors. There are still openings available in the MHBAC for Board Members (Home Based Business Owners) and Advisors (In particular representing physically challenged entrepreneurs.) Anyone interested in participating at these levels is asked to contact the Council by email.

“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:

Upcoming Events

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

February 18
Business Opportunities and Ideas—Choosing the Right One!

February 22
Microsoft Office Excel 2003 - Tips for Small Business

Upcoming Articles

- Home Based Business Accountability Groups ? ? ?
- Taxation & Accounting - Annual Planning
- CMBSC Tools & Resources for Home Based Business Owners



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