



Winter 2010 Learning Opportunities

| Series (Descriptions on back) | Location | Date(s) | Registration deadline | Choose your series |
|----------------------------------|------------------|--|--------------------------|-----------------------|
| Financial Series | Regina | Jan 25 | Jan 11 | |
| | Saskatoon | Jan 29 | Jan 15 | |
| Human Resources Series | Regina | Mar 1 | Jan 15 | |
| | Saskatoon | Evenings: Feb 25, Mar 4, Mar 11 | Feb 11 | |
| Marketing Series | Regina | Mar 3 | Feb 17 | |
| | Saskatoon | Mar 3 | Feb 17 | |
| Business Planning Series | Regina | Wednesday evenings Jan 20 to Mar 10 | Jan 6 | |
| | Saskatoon | Monday evenings Jan 18 to Mar 8 | Jan 4 | |
| Self-Assessment Seminar | To be determined | | | |

Time: Evening sessions: 6:30 pm – 9:30 pm Full day format: 8:30 am – 4:30 pm

Unable to attend in Regina or Saskatoon?

We will deliver courses throughout Saskatchewan to a minimum of eight registered and pre-paid participants. Please contact us if you would like to bring these courses to your area.

Registration Fees

| | | |
|----------------------------------|-------------|-------------------------------|
| Regular Series rate: | \$175 + GST | W.E. Full members \$105 + GST |
| Business Planning 8 week Series: | \$395 + GST | W.E. Full members \$305 + GST |
| Self-Assessment Seminar | \$40 + GST | |

REGISTRATION INFORMATION (please print):

First Name: _____

Last name: _____

Company Name: _____

Website: _____

Mailing Address: _____

City: _____ Postal Code: _____

Home ph: _____ Work ph: _____

E-mail: _____

Membership status:

Full Associate Non-member

METHOD OF PAYMENT

Cheque Visa MasterCard

Card #: _____

Exp date: ___/___ (mm/yy)

Cardholder Name: _____

Signature: _____

CANCELLATION POLICY

A full refund may be issued if written notice is received a minimum of seven (7) days prior to the scheduled course date. Alternately, a credit may be applied to any course scheduled at a later date. Within seven (7) days of the scheduled course no refunds will be given. (Non-attendance does not constitute cancellation.)

GST# 89997 6377

PLEASE RETURN YOUR REGISTRATION FORM AND FEES PAYABLE TO: Women Entrepreneurs of Saskatchewan Inc.

Regina: #100 – 1919 Rose St.; S4P 3P1 ♦ Phone: (306) 359-9732 ♦ Fax: (306) 359-9739
Saskatoon: #112 – 2100 Eighth St. E.; S7H 0V1 ♦ Phone: (306) 477-7173 ♦ Fax: (306) 477-7175



WOMEN ENTREPRENEURS OF SASKATCHEWAN INC.
Business Solutions For Success

2010 Learning Opportunities – Descriptions

Financial Series

Bookkeeping Basics

Do you know that bookkeeping is a useful management tool to help you make decisions? By stepping through the manual bookkeeping process, you will take away the structure and principles that set the foundation for preparing financial statements. There will be minimal discussion on computerized systems. There are various computer accounting software packages available to choose from, but without an understanding of what your systems should do for you, it is difficult to make an informed decision as to which package to use.

Understanding Financial Statements

Financial Statements are a valuable management tool for any business. This seminar will introduce the participant to the different types of financial statements and explore how they fit into your overall business strategy, and how to use them in day to day management decisions.

Preparing Cash Flow Projections

This is a critical area of every business, and as a business owner you must understand how cash inflows and outflows impact your operations. The Cash Flow Statement shows the sources and uses of cash for a specific time period. You may have a profitable business and still run into cash flow problems, especially if you are buying and selling on credit.

Human Resources Series

Recruitment

Recruitment is one of the most important things you will do as you grow your business - however, it can be very costly if your process is neither efficient nor effective. This seminar will provide you with the tools you need to develop a process. You will take away techniques for screening, interviewing, and hiring the successful candidate.

Retention and Compensation

Employee turnover is expensive and disruptive to your business. Once you have found that "perfect employee" it is critical to keep them. This seminar will help you understand the important role that successful retention strategies can play in your business. It will also explain the role of compensation in retention, how to build a pay system, and how to administer pay.

Coaching, Discipline and Termination

Experiencing difficulties with an employee? Although employee turnover can be costly, it is not a wise decision to employ someone who is not a good fit with you and your business. This seminar will provide you with basic tools to assist you in leading, coaching, and motivating your employees. If this does not remedy the situation, you will be in a better position to discipline and terminate those who are not helping you move forward.

Marketing Series

Fundamental Concepts of Marketing

Marketing is much more than just selling and advertising. This seminar provides participants with a basic understanding of marketing principles. Participants will then be better able to develop a strategic marketing plan for their business.

Market Research – Assessing Feasibility

This seminar demonstrates a step-by-step approach to determine whether or not a business idea has profit-generating potential. Participants are provided with assistance to determine what information they need to gather and potential information sources.

Developing a Marketing Plan

To successfully market a product or service, a company must first understand its customers' needs and then develop a strategy to meet those needs. Each part of the marketing plan - product, price, promotion and positioning - plays an important role in business development. This seminar provides participants with the basic tools they need to develop and implement their own marketing strategy.

Business Planning Series (8 weeks)

Business planning is one of the most critical aspects of starting and running a successful business. Make the business planning process manageable, timely and effective by taking this 8 week series. This training involves significant interaction between the facilitator and participants. Various methods and available resources for obtaining necessary information will be discussed. Participants are encouraged to share concerns and difficulties with completion of tasks, provide suggestions to overcome obstacles and to support each other. This training involves significant work outside of the classroom. Participants include: Women serious about business planning; and women that have a specific idea or an existing business.

Self-Assessment Seminar

Are you an entrepreneur? By the time you leave this seminar, you will have a self-assessment tool to help you decide.