

## 'GLOW AND GROW at PARO'

Dream, Share, Succeed - February 2012



110 – 105 May St. North  
Thunder Bay, ON P7C 3N9  
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The PARO Centre for Women's Enterprise has helped thousands of women across Northern Ontario to start, grow or build new business opportunities.

Workshops are offered at the dates and times (EST) listed here. Attend at either the PARO centre or via Contact North | [elearnnetwork.ca](http://elearnnetwork.ca). To register, e-mail [makingadifference@paro.ca](mailto:makingadifference@paro.ca). No fee to participate!

### Getting the Money

#### Reading Between The Lines! Recognizing Your Skills

February 1, 9:30 am – 10:30 am

Brenda McDougall, PARO Centre for Women's Enterprise

Reading Between The Lines gives you the opportunity to look at all the things that you do and how they can relate to employment.

- Do you find your job search challenging?
- So many jobs that are advertised seem to include skills that you don't think you have
- What are transferable skills and which ones do you have?

### Managing the Money

#### Business Expenses & Budgeting

February 1, 11:00 am – 12:00 pm

Barbara Gauthier, PARO Centre for Women's Enterprise

Do business expenses and budgeting leave you confused?

We will help you make sense of it all...

- Variable vs. Fixed Expenses
- What is your reliable income?
- How to budget for your business

### What if You Don't Win the Lottery?

February 1, 12:15 pm – 1:15 pm

Northern Credit Union

Start building your financial muscles at this first instalment of our Budgeting Bootcamp!

- Isn't it time you started living and prospering by your own rules?
- Take matters into your own hands and start building a better financial future for yourself and your business

### Keeping the Money

#### The Good, The Bad, What Were You Thinking?

February 8, 9:30 am – 10:30 am

Brenda McDougall, PARO Centre for Women's Enterprise

Learn what you can do to enhance and grow a successful business

- Do you know what your business needs to succeed?
- How do you know what you are doing well?
- Can you recognize tasks that you may not do as well as others and you are spending too much time – perhaps hiring others for those tasks would be more profitable for your business

### Managing the Money

#### Bookkeeping Made Simple! Part I

February 8, 11:00 am – 12:00 pm

Lynn Evans, PARO Centre for Women's Enterprise

What are the basic tasks for Managing Your Money in business or in life?

- How to record your business transactions daily
- Who owes you money? (accounts receivable)
- Who do you owe money to? (accounts payable)
- How to keep your bank account in order? (bank reconciliations)

### Brainstorming For Marketing

February 8, 12:15 pm – 1:15 pm

Marcia Arpin, All the Daze

- Brainstorming exercises
- Collective energies and shared conversation gets results
- Share your ideas and generate idea to market your business or yourself

### Getting the Money

#### "I Spy" – Effective Job Search Strategies!

February 15, 9:30 am – 10:30 am

Brenda McDougall, PARO Centre for Women's Enterprise

- What's Hot, What's Not
- On-line resources
- Employment of Placement Agency Supports & Services

### Managing the Money

#### Bookkeeping Made Simple! Part II

February 15, 11:00 am – 12:00 pm

Suzanne Tighe, PARO Centre for Women's Enterprise

- Types of businesses and how the business may affect your bookkeeping process
- Develop your business chart of accounts

## Contact North | Contact Nord

Ontario's Distance Education & Training Network  
Le réseau d'éducation et de formation à distance de l'Ontario

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### How to Prepare for Your Next Tradeshow

February 15, 12:15 pm – 1:15 pm

Nancy Miliani, Thunder Bay Chamber of Commerce

- Why attend a tradeshow?
- Networking at a tradeshow
- Tradeshow presentation

### Getting the Money

#### Time To Shine – How to Ace Your Interview!

February 22, 9:30 am – 10:30 am

Brenda McDougall, PARO Centre for Women's Enterprise

- Getting Ready
- Interview Do's & Don'ts
- Less is More. How to stay on track during the interview

### How Much is it Worth?: Pricing Strategies for Your Business

February 22, 11:00 am – 12:00 pm

Suzanne Tighe, PARO Centre for Women's Enterprise

- Importance of pricing and factors overlooked when developing a pricing strategy for your business
- Quality, expertise and image of your business
- Intangible factors, consumer perception and value of Goods & Services
- Establishing price ranges to cover costs

### Getting the Money

#### Show Me The Money!

February 22, 12:15 pm – 1:15 pm

Kim Bird, Nishnawbe-Aski Development Fund

- How to make a successful funding application
- Quick overview of what NADF & ABC offer
- How to do a Competitive Analysis

### Managing the Money

#### Aspire to Hire!

February 29, 9:30 am – 10:30 am

Brenda McDougall, PARO Centre for Women's Enterprise

Are you overwhelmed? Did you know that one reason women's businesses have lower average sales than male entrepreneurs is because women are more reluctant to hire. Did you know that hiring a skilled person, whether an individual or another business, can bring you more profits? This workshop will provide you with some strategies on how to hire great employees

### Getting the Money

#### Action Planning for Success

February 29, 11:00 am – 12:00 pm

Barbara Gauthier, PARO Centre for Women's Enterprise

- Developing a Business Action Plan to reach your goals
- Defining measurable goals
- Prioritizing and setting targets for yourself and your business

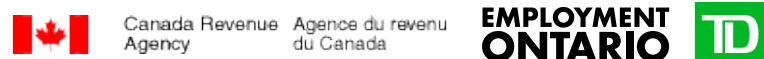
### Building Business Relationships

February 29, 12:15 pm – 1:15 pm

Thunder Bay Chamber of Commerce - Nancy Milani

Shift Young Professional Network - Dayna Bobrowski-Vogt

- The Benefits of Membership and Making Connections



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