



PREPARING BUSINESS FOR TOUGH TIMES

Learn how to turn your darkest hour into happy hour

**WEDNESDAY NOVEMBER 24TH 2010
7:30AM TO 8:30AM
STRATHCONA COMMUNITY CENTRE
601 KEEFER STREET**



Strathcona
Business Improvement Association (BIA)

Are you prepared for the next storm?

If your business is to succeed in current markets, you must begin to think about your business strategy in new ways. Traditional competitive approaches that rely on product differentiation do not produce optimal results, nor do they take advantage of new sources of profitability that the connectivity of a networked economy offers. Too often, traditional steps focus your attention in the wrong place.

Join us on November 24th to learn proven strategies that you can implement to minimize negative effects the economy has on your business. Each of these strategies takes little or no money and will offer you the ability to enter new markets, entrench yourself with existing clients, and show to the market that you are ready for anything.

**\$49 VALUE
STRATHCONA
BIA MEMBERS
FREE!**

This session will be facilitated by business development coach Felicia Lee of Ghost CEO. Skilled in creative problem solving, Felicia has a natural ability in inspiring her clients to take their business and professional development to the next level. Her experience includes building and bringing new services and products into markets, developing business opportunities for entrepreneurs, creating networks and connections.

PLEASE RSVP BY NOVEMBER 18TH TO SAVE A SPOT
ONLINE <http://strathconabia.com/eventRegistration.php>
PHONE 604.258.2720