



Community Business Development Corporation

**WESTMORLAND ALBERT**

Corporation au bénéfice du développement communautaire

## **Business Development Seminar**

### **Presentation Summaries and Presenter Biographies**

#### **1. Business Planning / Spirit of Entrepreneurship - Wendy Keats**

Wendy Keats is an organizational and business development consultant with over 40 years of experience working with 400+ small and medium-sized enterprises in virtually every sector of the economy. She has been recognized nationally for her work in economic development and known for her expertise in training, coaching, and supporting the development of new businesses. She is also a certified mediator and spent a decade at the University of Prince Edward Island teaching interest-based skills to business owners, senior managers, lawyers, and others seeking to prevent and resolve conflict in the workplace. Wendy is also a prolific writer and has taught hundreds of emerging entrepreneurs how to prepare business plans.

#### **Summary:**

This workshop walks through building a business plan, from idea to execution, with sections on company overview, market opportunity, competitive advantage, operations, staffing, sales, marketing, and financial projections. It emphasizes market research, realistic financials, and keeping the plan updated. The executive summary and elevator pitch are highlighted as critical tools to capture the attention of investors and stakeholders.

#### **2. Cashflow / Accounting, Bookkeeping & Taxes - Cecil Parks**

With over 35 years of experience in accounting and business development, Cecil has dedicated his career to helping small businesses grow and succeed. After working five years with national accounting firms KPMG and Grant Thornton, Cecil joined the CBDC in Shediac as a Loans Officer and Project Analyst, supporting entrepreneurs across southeastern New Brunswick.

For the past 30 years, he has been self-employed as a business consultant, specializing in start-ups, financial planning, and accounting system implementation using Sage 50, QuickBooks, Zoho Books, and Wave Accounting. In addition to his consulting work, Cecil has been teaching bookkeeping, accounting basics, and cash flow management to small business owners for over 12 years.

Cecil holds an MBA from l'Université de Moncton and brings a practical, real-world approach to helping entrepreneurs understand their numbers and achieve sustainable growth.

## **Summaries:**

### **Cash Flow**

This presentation stresses that poor cash flow management is the top reason small businesses fail. It explains common mistakes, compares cash vs. profit, and introduces accrual accounting concepts like the matching principle. It also highlights the importance of cash flow forecasting to anticipate shortages, pay bills, and stay profitable, while reviewing key financial reports (balance sheet and income statement).

### **Accounting, Bookkeeping & Taxes**

This session covers recordkeeping requirements, CRA rules, and GST/HST registration. It introduces accounting basics: assets, liabilities, revenues, expenses, equity, along with double-entry bookkeeping, accrual accounting, depreciation, and financial statements. It also explains business structures (sole proprietorship, partnership, corporation), deductible expenses, and special rules for vehicles, home offices, and meals, finishing with tips on organizing receipts and setting up bookkeeping systems.

### **3. Increase your Visibility / Branding & Marketing - Rick Nicholson**

Rick is a seasoned entrepreneur, having owned and operated seven restaurants. Prior to that he was an Account Manager working on marketing initiatives for Atlantic Lottery, Spielo, Bell Canada (formerly Aliant). He was director of marketing for a restaurant franchisor for three years before going out on his own in 2006.

Today, he helps SME's in marketing, pricing strategies and overarching business strategies by getting to the brand's essence and core values. He has been consulting clients in both Canada and the US since 2011.

### **Summary:**

The presentation emphasizes that successful marketing stems from authentic storytelling, strong beliefs, and remarkable customer experiences rather than traditional advertising. Drawing on insights from experts like Roy H. Williams and Seth Godin, it argues that word-of-mouth, fueled by generosity, energy, and emotional connection. It discusses the most powerful yet slowest form of marketing. Businesses should define what they stand for, craft a brand story that resonates, and focus on building relationships rather than selling commodities. By prioritizing customer experience and retention, companies can create loyal advocates, increase lifetime value, and differentiate themselves in competitive markets.

### **4. Sales - Randy Sears**

Randy Sears, a 33-year auto executive, worked in both the corporate and retail sectors of the automotive industry. He was the first President and CEO of Mitsubishi Motor Sales of Canada and the VP of Operations for a Maritime Auto Group.

Randy delivers a suite of training products to SMEs in New Brunswick.

Randy utilizes his experience and knowledge by offering profit solutions, focusing on top-line growth strategies and business planning process.

## **Summary:**

This workshop focuses on boosting revenue through marketing and sales, stressing that marketing creates opportunities while sales convert them. It introduces sales math (opportunity × conversion = units sold) and the importance of forecasts and planning. The presentation outlines the steps of a sale: introduction, discovery, presentation, demonstration, handling objections, closing, and follow-up. It emphasizes trust, needs analysis, and customer connection. Finally, it highlights three key strategies for growth: gaining new customers, selling more to existing ones, and increasing purchase frequency, supported by tactics like referrals, upselling, loyalty programs, and digital marketing.

## **5. Digital Marketing - Alessandro Corazza**

Alessandro Corazza is a marketer with over 20 years' experience. A Moncton native, he has worked in-house as a marketing manager and as account director in a leading local ad agency, then founded his consulting practice in 2016 to provide small businesses with services usually reserved for those with full-time marketing staff.

His specialty is the technological side of marketing where strategy meets the digital world, and has been delivering monthly workshops for CBDC since 2021.

## **Summary:**

This presentation introduces digital marketing as a flexible, measurable, and cost-effective way to reach customers. It explains the importance of defining goals, understanding your target audience, and focusing on outcomes rather than just features. Key topics include setting up a Google Business Profile, building and optimizing websites, search engine optimization (SEO), and content marketing. It reviews major social media platforms, paid advertising strategies, retargeting, and best practices for online ads. Email marketing, anti-spam regulations, and drip campaigns are also covered, along with search engine marketing (SEM) and display ads.

Overall, the focus is on using the right digital tools efficiently (especially for small businesses in their first years) to maximize visibility, customer engagement, and return on investment.

## **6. Legal - Shawn Dempsey**

A native of Jacquet River, Shawn has resided in Moncton since 1994. After several years of practice, he joined Actus Law Droit as a partner in 2007.

His practice is mainly in the areas of corporate/commercial (incorporations, reorganizations, asset/share purchases/sales, etc.), residential/commercial real estate and estate/succession planning.

Shawn currently chairs the Law Society of New Brunswick's Property Law Advisory Committee (PLAC) and sits on its Implementation Committee. He previously was the chair of the Law Society's (Real Property) Practice Review Committee and sat on its Title Insurance Liaison Committee. As well, Shawn previously lectured in the areas of corporate/commercial law and wills/probate for the Law Society's bar admission course. In the past, he has also served as the chair of the Wills, Estates and Trusts section of the Canadian Bar Association (New Brunswick Branch).

Shawn presents on a variety of legal issues related to his areas of practice.

Shawn is a recipient of the Queen Elizabeth II Diamond Jubilee Medal, honouring significant contributions and achievements by Canadians.

**Summary:**

This presentation outlines the main legal structures for doing business in New Brunswick: sole proprietorship, partnership, and incorporation. It reviews their advantages and disadvantages. Sole proprietorships offer control and low costs but expose personal assets; partnerships share risks and resources but create liability for each partner's decisions; and incorporations provide limited liability, perpetual existence, share transferability, and financing options but involve higher costs and formalities. The session stresses that choosing the right structure depends on business risk, size, and growth goals, and should be carefully planned with professional advice.