

The Year of the Entrepreneur

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February 2011

Canada Designates 2011 as the Year of the Entrepreneur

Last November, more than 100 countries celebrated Global Entrepreneurship Week and now 2011 has been recognized as the Year of the Entrepreneur in Canada.

There are a number of reasons to celebrate Canadian entrepreneurship. For one, small and medium-sized businesses contribute to Canada's ongoing economic success. Resilient and innovative Canadian entrepreneurs help create jobs, strengthen communities and encourage competitiveness.

If you are wondering how you can grow your business, how to start a business or many other issues, the web site www.canadabusiness.ca is a great resource. If you are already putting your entrepreneurial skills to use, you might want to further

share your leadership skills and business expertise by becoming a mentor – inspiring others to pursue entrepreneurship.

Why does Canada need a Year of the Entrepreneur?

Being an entrepreneur is hard work. Many entrepreneurs work longer hours than salaried workers. Just the paperwork involved can be a daunting task. Government regulations, managing employees, dealing with suppliers all add to the stress of ownership.

Having a Year of the Entrepreneur will bring attention to the relevant views and issues around being an entrepreneur in Canada. So, yes, having a Canadian Year of the Entrepreneur is important!

Think Global ...
Buy Local

Pontiac Job Fair

Emploi-Québec and the Chamber are organizing the Salon Accès Emploi at the Pontiac High School on Friday, March 11th. A day of networking between employers and job seekers to help your business fill available jobs. Kiosk space is available.

This is a major event that attracts hundreds of visitors each year. It is a key forum to promote your business – offering jobs available and explaining human resources you need.

Details:

- Friday, March 11 from 10 am - 4 pm;
- Business Breakfast with guest speakers – 7:30 am to 10 am;
- kiosks prices starting at \$40;
- ability to recruit students for the summer.

Visit the chamber web site for more details and the required forms. The number of booths is limited. To advertise job opportunities, please download the appropriate form.

Together, we can contribute to the success of this event.

Events

Job Fair – Salon Accès Emploi Friday, March 11, 2011

10 am – 4 pm

Pontiac High School

455 Maple Street, Shawville

Day of networking between employers and job seekers that will help fill available jobs within your company, as well as be a key forum to promote your business.

Chamber Business Breakfast Friday, March 11, 2011

7:30 am to 10 am – \$5 per person

Guest Speakers

Registration deadline March 7th

Pontiac High School – Library

Pontiac Days – Lusville Dragway June 18-19, 2011

10,000 free entrance tickets

More info to come.

Monthly SADC Business Breakfast First Wednesday of the month

7:30 am – \$2.50

SADC Office – Campbell's Bay

If you have a business event you would like advertised, please contact the chamber.

Pontiac Chamber of Commerce

www.pontiacchamberofcommerce.ca

info@pontiacchamberofcommerce.ca

bizdev@pontiacchamberofcommerce.ca

819-648-5174 or 1-866-861-0509

What is intellectual property?

Intellectual property refers to the legal rights to ideas, inventions and creations in the industrial, scientific, literary and artistic fields. It also covers symbols, names, images, designs and models used in business. You may not realize it, but your business may be creating intellectual property assets that should be protected.

Benefits to Business

Establishing intellectual property protection for your goods, services or brand names is important to business for a variety of reasons. Intellectual property can:

- establish a right to and ownership of an intellectual creation. This enables the intellectual property owners to profit from their creative efforts.
- prevent competitors from copying or closely imitating a business' product or service.
- protect a business' distinct identity, image and ultimately its reputation.
- build customer trust and loyalty by establishing a unique brand name or image.

As a business person, you should consider formally identifying your intellectual property assets as part of your strategic planning. Learn more about what intellectual property is and its importance to business.

The Government of Canada web site – www.canadabusiness.ca – provides a concise and clear introduction to intellectual property, the Canadian Intellectual Property Office and types

of intellectual property. It also covers strategies for protecting and exploiting intellectual property.

On the web site there is an Intellectual Property Toolkit which provides information, tutorials and links that answer most intellectual property questions asked by business people. The Canadian Intellectual Property Office is the organization that will provide you with what you need to know and do to protect your intellectual property rights.

Forms of Intellectual Property

On the web site you will find sub-topics to learn about the types of intellectual property protection that may apply to your intellectual activity:

- Patents cover inventions or improvements to an existing invention.
- Trade-marks are words, symbols or designs used to distinguish a product or service.
- Copyrights provide protection for artistic, dramatic, musical and literary creations.
- Industrial designs are the visual features, such as shape, configuration and pattern, applied to a finished article.
- Integrated circuit topography is the three-dimensional electronic circuit designs used in technology.

For more information on intellectual property and how it affects your business, visit www.canadabusiness.ca

Welcome to the Chamber!

Businesses who have joined the chamber or renewed their membership since the last newsletter.
Green Investment Group, Inc.
Chutes Coulonge

Check the chamber web site for links to these businesses.

Support your local businesses!

Would Like to Join the Chamber?

Membership fee of \$100 entitles you to all chamber benefits. Membership valid from April 1st to March 31st.

Contact info:

The Pontiac Chamber of Commerce
PO Box 119
Campbell's Bay, Quebec, J0X 1K0
1-866-861-0509 or 819-648-5174
www.pontiacchamberofcommerce.ca
info@pontiacchamberofcommerce.ca

Chamber Benefits

Being a member of the Pontiac Chamber of Commerce means that you are also affiliated with the Canadian Chamber of Commerce (CCC) – www.chamber.ca and the Quebec Chamber of Commerce (FCCQ) – www.fccq.ca

You and your business can take advantage of benefits listed on their web sites.



Think Global ...

Buy Local

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News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community to be published free of charge.

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If you received this newsletter via regular mail and would like to receive it via email, please let us know a valid email address. We do not share our lists.

March is Chamber Membership Month. Watch your mail for your renewal form with details on current benefits.

Think Global ... Buy Local
Support Those Who Support You
Small Businesses Make Small Towns Work!
Consider this when you're buying ...
As business operators, our actions shape our communities.