



The Maria A. Shchuka Library at 1745 Eglinton Avenue West is presenting a series of fall business seminars that provide essential information for small business owners and people who are thinking of starting a business. Space is limited and advance registration is recommended. For more information, or to register by phone, call 416-394-1000. Click here to download the flyer.

The York-Eglinton BIA will also be on hand with information on the Business Improvement Area and its benefits for business owners in the area.

Refreshments will be served at the seminars courtesy of Verdi Produce and the BIA.

How to Find Business Information in Toronto Public Library

Learn how to search and locate business information from both print and online resources including databases and government websites.

Date: Thursday, October 8 **Time:** 7:00 pm - 8:30 pm **Location:** Learning Centre
Presenter: Maria A. Shchuka Library Staff

Buying a Business or Franchise: Look Before You Leap!

Most would think that buying or franchising is the easy and secure way to go. Gabriella Zoltan-Johan focuses on the crucial areas you should consider reviewing and investigating before you purchase a business or franchise. Learn how to develop a good framework and practical ideas for your quest to secure a "soft landing".

Date: Wednesday, October 14 **Time:** 6:30 pm - 8 pm **Location:** Auditorium



Presenter: Gabriella Zoltan-Johan is the Program Coordinator for the Centre of Entrepreneurship at Centennial College. She has over 20 years work experience as coordinator and manager in a variety of industries spanning from agricultural to high technology sectors in Europe, US and Canada. Her areas of expertise, including business and management consulting, research, marketing, project management and international business.

How to Develop a Successful Business Plan

Sally Wilkie presents the key components of a business plan and the information required for each section.

Date: Thursday, October 22 **Time:** 7 pm – 8:30 pm **Location:** Auditorium

Presenter: Sally Wilkie is a business advisor with the Toronto Business Development Centre. She has over 15 years experience assisting entrepreneurs to start and grow their businesses. She also works with young entrepreneurs to prepare them to apply for the Canadian Youth Business Foundation loan program. For information on the Toronto Business Development Centre visit www.tbdc.com.

Building Media Relations

Join Susan Sommers, one of Canada's leading experts in marketing and media relations, to learn the basics of working with the media, how to build a story that will elicit a response and ultimately get you and your company profiled. Learn the dos and don'ts of working with print and broadcast media.

Date: Wednesday, October 28

Time: 7 pm - 8:30 pm

Location: Auditorium



Presenter: Susan Sommers is an award-winning journalist, speaker and trainer, marketing consultant, educator, and coach with over thirty years of experience in business communications. Since 1982, her company Susan Sommers + Associates has developed marketing and media relations programs for hundreds of companies and organizations across North America. Susan also teaches Marketing and Media Relations at the University of Toronto and Carleton University.