

Centre for Innovation, Management and Enterprise Education presents:

Defining Measures of Success in a Family Business or Small-Medium Enterprise (SME)

This is the third seminar in the Family/Private Enterprise series, which may be taken alone or as part of the series. How do you determine if your family business or owner-operated small-medium enterprise is successful? Certainly, financial data will tell you if the business is making money, but there are others measures of success that you should be aware of. In this seminar we will discuss the importance and techniques of strategic planning and how to move your strategies from objectives to action. We will discuss how personal values and family differences can be accommodated in creating plans and actions, including tips on the creation of key performance indicators (KPIs) for your company.

Tues. Jan.14, 2014 9 a.m.- 4 p.m.

Chamber Education Centre, 1 St. Paul St., St. Catharines

\$299 plus HST (lunch included)

Instructors: Team of Tatyana Sokolyk, Rashmi Biswas, Janice Locke

Tatyana Sokolyk is an Assistant Professor of Finance at Brock University. Dr. Sokolyk's research in entrepreneurial finance focuses on ownership structure and the use of credit by young entrepreneurial firms. Her research papers have won the best paper awards at several academic conferences and have been mentioned in The Financial Times and Boston Globe. Dr. Sokolyk taught entrepreneurial finance at the University of Wyoming prior to joining Brock University's Goodman School of Business.

Rashmi Biswas is co-owner of Lake and Associates Canada Inc., an Ontario based Management Consulting firm. An accomplished business leader with experience in the travel, gaming, retail, and car rental industries, Rashmi has worked in corporate and academic arenas in Canada, the US, and the UK. Rashmi is particularly skilled in the diagnosis and development of workplace learning solutions to address operational and strategic business needs. An experienced coach, and exceptional facilitator, Rashmi holds an MSc in Human Resource Management, a BSc (HONS), a Postgraduate Certificate in Adult Education, Facilitation and Training, and is a certified Myers-Briggs© Practitioner. Rashmi is the author of Rash Decisions: Accept where you are, and then...Be Amazing published by Balboa Press in January 2012.

Janice Locke, CPA, CA is a senior executive, entrepreneur and educator who has held the positions of CEO, COO and CFO for a variety of companies ranging from \$40 to \$225 million in North America and Europe. She is the recipient of both the Women of Influence and Women of Distinction Award for Business Leadership and Community Involvement. In addition to teaching at McMaster University and the Rotman School of Business, Janice partners with private and not-for profit organizations in all aspects of business leadership and success.

To register for any seminar, please call the Greater Niagara Chamber of Commerce Office: 905 684-2361 OR e-mail admin@gncc.ca.