

Your Dream, Your Business, Your Passion Small Business Week 2009

By Tim Tucker

October 18th to 24th is Small Business Week in Canada. The theme for this year is "Your Dream, Your Business, Your Passion." During this time, there will be many events across the country highlighting the contributions made by small businesses to our economy. This year's events are even more special as it will mark the 30th Anniversary of Small Business Week. It began in 1979 when Business Development Bank of Canada branches in B.C. pooled their resources to organize business management training sessions. Since that time, it has grown into a huge celebration.

For several years now, the Truro and District Chamber of Commerce has marked Small Business Week by handing out the "RBC New Small Business of the Year Award." Winners are picked by a committee of board members based on their success and their involvement in the local community which they serve. Past winners include very recognizable business names in the Colchester region, including Taggart Quality Hardwood, Hub Cycle, Babbling Brook Baskets, Bella Santé Holistic Health Care Centre and Spa and Sunrise Mercantile, just to name a few.

What all of these owners/operators have in common is drive, determination and a will to succeed. However, success is a term which is very much open to interpretation. Many outsiders would likely view success in the business world as turning a small business into a multi-million dollar enterprise that employs thousands of people. While any business owner would likely love the prospect of seeing their dream and their passion turn into something like this, most realize that isn't possible. In fact, many would never set something like this as their end goal. So, what makes a successful business?

Obviously, profit has to be involved, or the owner simply wouldn't be in business very long. But, the main ruler for

"A happy customer denotes a job well done for small business owners."

success for many small business owners would be customer satisfaction. A happy customer, in most cases, equals a loyal customer. There is more to it than that though. A happy customer denotes a job well done for small business owners. It's validation for the tremendously long hours they have dedicated to their operations. In many cases, those long hours are spent away from family, friends and the people you love all in an attempt to see their dream through to the end. Any small business owner would tell you it is virtually impossible to step away from the day-to-day operations of their businesses even for a few days' vacation. There are always chores that need to be done, correspondence that needs to be answered and orders to be filled. At the end of the day, most, if not all business owners will put the needs of the customer ahead of their own to ensure their reputation stays in tact and the customer remains happy.

Customer service isn't the only factor involved in the success of a business. Community service is also a huge aspect. Small businesses have been at the forefront in several community fund-raising initiatives. Ask the Colchester Community Workshop or the New Colchester Regional Hospital fund-raising campaign where they would be without the generosity of those running small businesses. Ask local sports teams how many games they would have played without the involvement and support of the local

small business community. Small business owners/operators give back to the community in dozens of ways as a way of saying thanks for their success and the support they've been given.

It is these factors that help the Truro and District Chamber of Commerce choose the "RBC New Small Business of the Year Award" winner. The recipient of this year's award will be announced at our Small Business Week Luncheon on October 21st at the Best Western Glengarry in Truro. Please join us as we celebrate the success of Colchester's small business community. For complete details, please visit our website at www.trurochamber.com.

You can also find nomination forms there for the "RBC New Small Business of the Year Award." Nominations are being accepted until October 2nd.

Tim Tucker is Executive Director, Truro and District Chamber of Commerce

Just a little mud on the tires...and everywhere else!



The Horse Power Mudbog was held in Masstown on September 19th. Shawn Purcell, driving a Supermodified 2005 Chev, made his way through the course with no problem. (Harrington Photo)

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2009 Annual Small Business Week Luncheon



**Featuring
Guest Speaker**

Bill Casey,
Senior Representative for
Nova Scotia's Office of
Intergovernmental Affairs in Ottawa

To register:
please email lori@trurochamber.com
or call 895-6328.

Deadline to register is October 16th.

Date: October 21st, 2009

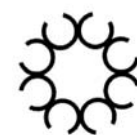
Time: 12:00 to 1:15 pm

Best Western Glengarry

\$25 for members,

\$30 for Potential Members

Presented by:



**Truro and District
Chamber of Commerce**

With Support from:



**Luncheon includes the presentation of
the RBC New Small Business of the
Year Award!**



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