

Small Business Week Theme VERY TIMELY

By Tim Tucker

October 17-23 is Small Business Week; a time when people reflect on their businesses, what their successes are, where they could improve, etc. The theme for Small Business Week 2010 is "Power up Your Business. Invest, Innovate & Grow." Given the circumstances that businesses all across the country, or the entire world for that matter, had to endure over the last 2 years or so, this theme is very timely and, indeed, no accident.

While several reports have suggested that the economy is recovering from the global recession somewhat slower than expected, it is still recovering. And, that means opportunities for those businesses that managed to weather the storm. The theme of this year's Small Business Week is all about encouraging business owners to identify those opportunities and how to capitalize on them. The Business Development Bank of Canada's (BDC) website states "[Entrepreneurs] need to hone their competitive edge with dynamic plans and a renewed commitment to meeting the needs of a rapidly changing marketplace."

The term "rapidly changing marketplace" is one that many business owners are very familiar with. Let's be honest, it's probably been used for more than a century. However, the term is even more relevant today because "rapidly" no longer refers to years, but rather months or weeks. No one is being given years to catch up anymore.

If you cannot adapt to the "rapidly changing marketplace", chances are you will rapidly find yourself out of it. New pieces of technology, such as software, are being released and in a matter of weeks, they can be outdated and stale compared to new offerings. The ability to adapt is an absolute must in order to stay competitive.

Innovation can, however, turn the tide. The ability to offer a unique product or service, or to offer that product or service in a way that is new, creative and sustainable, means consumers now adapt to you rather than you adapting to them. As an example, when the iPod was first offered by Apple, digital music players weren't a big thing. The ability to store hundreds of hours of music on such a small device left many consumers wide-eyed and wondering how it worked and how they would learn to use it.

Once they found out the learning curve was small and that they no longer needed to cart around dozens of CDs in order to take their music with them, consumers bought the product in droves! In fact, it can now be difficult to find anyone under the age of 40 who doesn't own an iPod or some type of digital music player that they use on a daily or semi-daily basis.

Apple continues to pull in new customers, or repeat ones, by offering updated iPods with new and innovative features. (Think iPod Touch, iPhone or iPad. While these devices may not be used solely for listening to music, it is still a large selling feature and if the music component was not included in these devices, they wouldn't be nearly as successful)

The ability to be innovative and creative is most definitely a key component to success. Obviously, not every idea can be the next Windows or iPod, etc.

However, there are still lots of money to be made without measuring it in the millions or billions of dollars. A product or service can most certainly be innovative and unique without entirely changing the world's landscape. Sometimes, the most innovative ideas can seem simple and small.

Tim Tucker is Executive Director of Truro and District Chamber of Commerce and can be reached at: 902-895-6328 or tim@trurochamber.com



Andrea Leblanc, Truro, is the winner of the 2010 regional Canadian Federation of Independent Grocers (CFIG) Scholarship award for the Atlantic Canada/Quebec/Nunavut Region. Pictured above are: (L-R), Mike Bates, representing Pepsico, sponsor of the scholarship; Pete Lockett, CFIG Board member; proud mom, Andrea and Laurie Jennings, Masstown Market. Andrea is beginning her studies at St FX. (Submitted Photo)

Glooscap 4-H Club News

By Ian MacFarlane

It has been a very busy summer for 4-H members. Even though we had no project meetings to attend, there was plenty of work to do, getting ready for our Achievement Day in July and the Provincial Exhibition in August.

For a small club, we did very well at the exhibition and are will have quite a few members representing us at the Provincial Show. Pro Show, as it is known, will be held in Truro this year and I encourage everyone to come

out and see what the 4-H members across the province have been doing. The Pro Show will be held on October 3 and 4 at the Truro exhibition grounds.

Our next club meeting will be Tuesday, October 5, 2010 at 7:00 in the Bass River Community Hall. This will be our first meeting of the "new" season, when we will find out what projects will be offered.

Any children from ages 8 and up are welcome to attend.

We would love to see some new faces. Hope to see you at the hall.

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