



Media Release

Targeted Support for Businesses in Northumberland County

November 26, 2010 –Northumberland County business owners now have support available through a unique new program. The *Business Success Program*, launched by the *Business Advisory Centre Northumberland*, invites business owners to apply for coaching assistance which focuses on areas of their business to create growth or address a challenge. Once accepted into the Program, business owners receive assistance in analyzing their business needs and identifying strategies for business development. Owners are matched with suitable coaches and results are closely monitored by a coordinator from the Business Advisory Centre.

For the past several months, eight businesses have been participating in the pilot project and the feedback is very uplifting. "Going forward is what the Business Success Program is all about and with the help of their team, we have tapped into resources that will help us succeed" says Donald J. Roy of Kraemer Tool & Mfg. Co. Inc.. Patricia Randall of Spice of Life Wine Bar & Bistro explains that "The Business Success Program made us stop and reevaluate our business. As a result, we shifted our focus which reduced our costs and increased our profits."

The structure of the program was developed with the help of several experienced people within our small business community along with participating economic development professionals and other partners. County Warden Peter Delanty says "I am blown away by the level of commitment that the committee members and coaches have invested into developing this program. This type of business support will have a significant impact on those involved."

"What makes this program so special is that it's truly a community based program which creates a culture of business helping business," states Rob Day, Business Consultant, Business Advisory Centre Northumberland.

Central to the success of the program is a group of volunteer coaches. Coach John Stalker sees the benefits too. The program provides an opportunity to network and share your knowledge. He explains that "helping people succeed is in itself its own reward." Coach Bill Patchett says "it has given me great satisfaction to be part of the team."

Northumberland - Quinte West MPP, Lou Rinaldi acknowledges that "Small business represents one of the most important facets of our economy and this exciting business to business coaching program is already proving to be a great tool to those in the program."

Please join us on November 29, 2010 at Victoria Hall in Cobourg (55 King St. W.) for the official program launch event. There will be a reception beginning at 10:00 am, followed by announcements at 10:30 am.

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For more information, please contact the Business Advisory Centre:

Rob Day - 905.372. 2731 bizhelp@cobourg.ca www.bizdevelopment.ca

