

Spring is here! Well... we hope so anyways

“You can cut all the flowers but you cannot keep Spring from coming.”

April 2015 Newsletter

What else

What is a corporate seal, and why do you need one for your company?

A corporate seal is the official mark or signature of a corporation, and signifies that the document on which it is affixed is a formal, legally binding corporate act. Any legal or official document that emanated from the corporation requires a corporate seal without it you may delay important paperwork or incur extra costs

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“Stay away from negative people, they have a problem for every solution”



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Why are frogs so happy? They eat whatever bugs them

What do you want?

We want to make this newsletter attractive to all employers and employees.

Do you have any ideas? We will make it happen!

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Time to scrap the Winter blues, and prepare ourselves for the rest of the year.

Some say Alberta will sink into recession this year. Some say that we will be okay. However, the reality of it is that some businesses are hanging by a thread. The Lac La Biche County, as a community, should prepare for what is to come.

Attracting Customers:

Customers during recession are not only looking for discounts; they're looking for real value for their dollar. To simply discount every item you sell may not be financially prudent. Instead, what some savvy business owners have done is create a distinctive discount offering - a hook - that grabs consumers attention in its enticing appeal and value. Other product pricing often remains status quo, as the hook for the special offering pulls customers in. If done properly, it's a win-win for both businesses and consumers.

Retaining Employees:

So many workers feel under-appreciated. Going through a recession only heightens the intensity of those feelings. With hours being cut, no raises or bonuses being given, and very few other rewards being handed out, it's not hard for workers to feel as if they don't matter to the company.

Sometimes employees just want to know what's going on, and often not saying anything can lead to assumptions and gossip that might cause people to leave. If your workers are concerned about the future of the company and what it means for them, address their concerns. Pretending there is no issue is not the best choice at this time, especially when cutbacks come into play.

Track your finances daily:

Install a key indicator system to track your business and have daily, weekly, and monthly financial reports. Follow profitability per job, per week, per client or per product. Use these indicators to focus on your most profitable products or services. Do not focus on anything that does not profit.

It is pretty clear that our newsletters are super awesome. Thought we'd remind you again, but we know you didn't forget; Subscribe to our newsletters online to receive them at the beginning of the month!
www.cflb.com/community-futures-newsletter/

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"How to Retain Employees in a Recession." Everyday Life. N.p., n.d. Web. 20 Mar. 2015.

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