

Small Business Summit can help prepare for the bigger leagues

Like baseball and October go together, so too does the annual celebration of all things business.

October is National Small Business Month and what better time to take advantage of the many opportunities to maximize business expertise and potential for exposure than now?

Many local communities are hosting events geared toward helping small business owners/managers and entrepreneurs take their business to the next level and beyond, but the Small Business Summit, Oct. 20, is knocking it out of the park.

It will be at Caledon Centre for Recreation and Wellness. There will be a show preview Oct. 19 from 5:30 to 8 p.m., with the Summit running the following day from 8 a.m. to 6 p.m.

Featuring global leaders, innovators and business builders including Bill Walsh (Powerteam International), Claudia Harvey (On The Verge), Dr. Lance Secretan (The Secretan Center) and a whole team of experts in a variety of fields, the Small Business Summit is the World Series of business events. Described as a "game-changer," the world-series analogy is perfect because the theme of the Small Business Summit is to "Think global/source local."

The small business entrepreneur is perhaps one of the bravest players to step up to the plate. Focused on the long-term prize, he/she risks everything to see their dream realized. Without a team behind them, like in baseball, however, they need all the advice, support and fans they can get. That's where the Small Business Summit comes in.

In addition to the guest speakers just mentioned, Canadian Entrepreneur of the Year Bassem Ghali (Green Lotus), will be there, as will Kim Speed (Purple Moon Creative), Justin Hartzman (Needs), Randy Drake (Randy Drake Team), Ryan Mitchell (Coach4CashFlow.com), Craig Dunkerley (Blackthorn Group), Bill Crawley (Metroland Media Group) and more.

Onsite social media training will be provided by Christine Gnass, WSI, to provide small businesses with the same level of expertise their big competition already has on staff. The trade show floor will feature basically everything a small business owner/manager or entrepreneur needs to propel their business to next level: E-commerce, customized software, SEO tricks, legal and financing options, government support programs, digital advertising, managing social media, customer optimization coaching and work-life balance experts.

Those who are ready to take their business to the next level and in the words of Bill Walsh "play big," need to attend the opening Show Preview and hear Walsh's keynote address: Success by Design: How Disruptive Innovation is Driving Massive Success.

Several government agencies will be on hand to answer all questions about operating a small or medium sized enterprise. Learn how to keep a "field of dreams" green as well by visiting booths hosted by HydroOne and Enbridge Gas.

For information and tickets, visit www.thesmallsbusinesssummit.ca