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From the President

By Jean-Marie Nkongolo-Bakenda, PhD

I am pleased to share with you key actions that are being developed by the CCSBE in recent months. As these actions are part of the implementation of CCSBE's long term strategic plan formulated during the meeting held in Waterloo (January 7-8, 2005), let me first remind you of the major axes of that plan. The Waterloo meeting founded its plan on the CCSBE mission of being the leading national membership organization promoting and advancing the development of small business & entrepreneurship in Canada through research, education and training, networking and dissemination of scholarly and policy-oriented information. It clarified the CCSBE vision as being the recognized expert on entrepreneurial thinking, respected regionally, nationally and internationally by policy-makers, academics and practitioners. The strategic plan identified the following actions as priorities:

1. Run the best conference possible. Although this was a short-term action for the Waterloo conference, I believe that suggestions made should apply to all our conferences.
2. Local chapter structure
3. Translate academic articles in laymen's terms
4. Develop a public relation's plan
5. Create, market, and deliver the CCSBE experience
6. Relationships with other affiliates (we can extend this to all like-minded organizations in Canada and abroad).

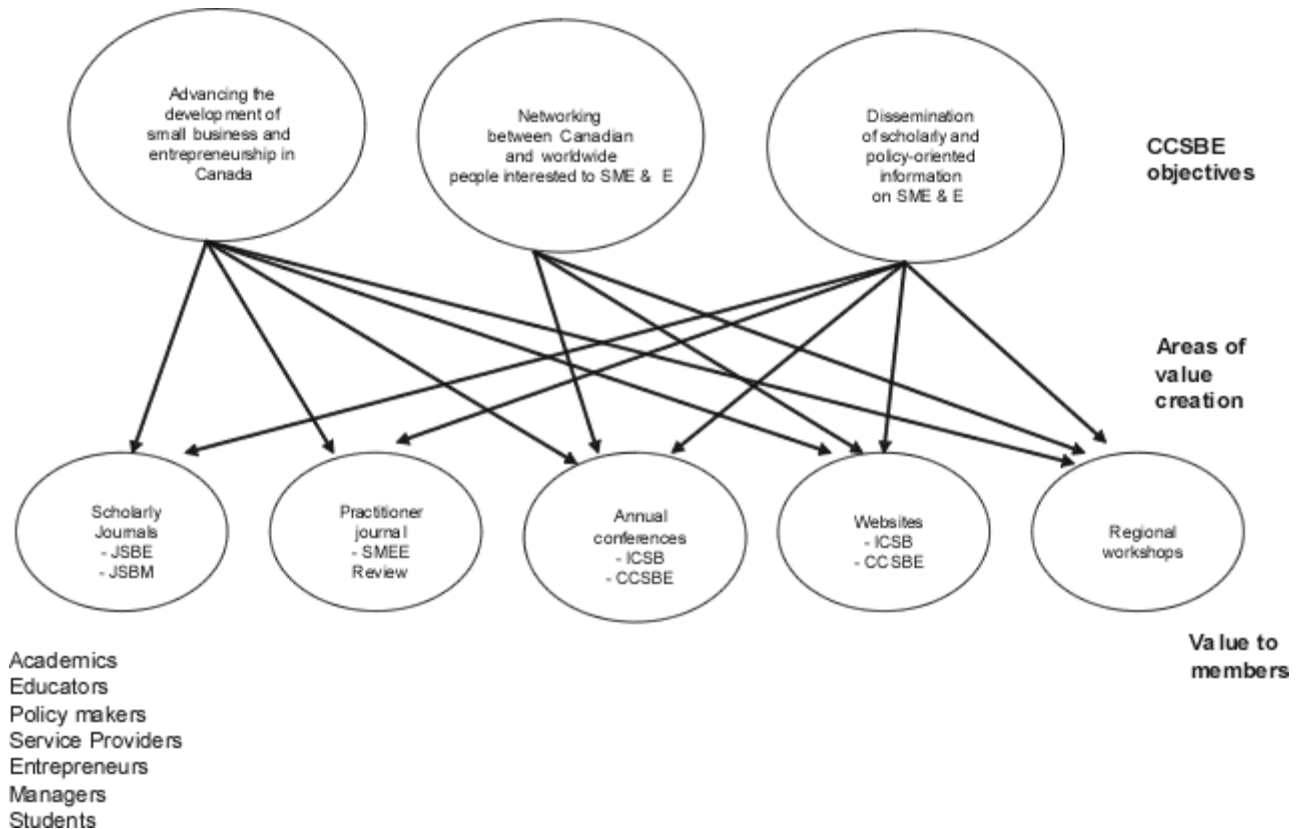
Some of the actions in this plan have already been realized, others are in the process of being realized, and a few will be realized in the future. The actions underway go across the identified priorities and intend mainly to increase the value to CCSBE members. The structure of value to members can be drawn as shown in Figure 1. The question the Board tried to answer was: how may the CCSBE achieve its mission and increase the value to its four traditional pillars (academics and educators, policy-makers, students, and, finally, entrepreneurs, SME managers, and service

providers)?

To increase the value to members, the following actions were/are undertaken this year:

1. **Scholarly journals:** These journals mainly serve academics, educators, and students. From this year: the JSBE will be posted online in the EBSCO database for the three recent years and in the Google database for the earlier years. Our members will have access to these databases even if their institutions and libraries do not subscribe to EBSCO and Google. Also, papers published will be submitted to a larger audience than the one currently available with hard copies through subscription by individuals and institutions (libraries).

Figure 1: Structure of the value to CCSBE members



2. **Practitioner Journal:** This is an innovation to serve practitioner members. The current name of the journal is "The SMEE Review: A Journal for Practitioners". This journal will be dedicated to providing entrepreneurs and managers of small and medium-sized enterprises with advice on different aspects of their businesses and activities. To this end, it will deliver in a practitioner language and practical manner: current developments in management theory, best practices, and useful information to carry out activities. In addition, a strong emphasis will be put on providing a voice for managers to exchange what they have learned from their experience in different marketplaces both among themselves and with those in the academic community.

The journal will be edited by the CCSBE in partnership with the Center for Management Development, Faculty of Business Administration, at the University of Regina. Currently CCSBE is in negotiations with the Faculty of Business Administration, University of Regina, but we expect to edit the first issue of the journal before the end of the year. The journal targets managers of SMEs, entrepreneurs, organizations and consultants supporting SMEs and entrepreneurship, students in entrepreneurship, people thinking of starting a new business, government and other policy makers interested in the development of SMEs and entrepreneurship, and banks and other financial institutions supporting SMEs and entrepreneurship. We believe this journal will give more value to practitioners and drive them to become active members of CCSBE.

3. **Annual conferences:** the organizing committee of the 2007 CCSBE annual conference is encouraged to pay attention to the inclusion of specific activities for practitioners in the program. Also, it is encouraged to organize fundraising activities during the conference. The organizing committee for the 2008 ICSB conference (Halifax) will continue with the preparations for this worldwide targeted event.

4. **Websites:** The website will be restructured and organized to give more value to members. The website should provide value to members to search for information (find quickly needed information), evaluate different options (for example comparing different alternatives with respect to places to invest), to solve problems (for example how to write a business plan, a research project etc), and to make transactions (for example how to pay the membership fee online, setting group discussions by theme, initiating a blog etc.). The CCSBE will not necessarily recreate services already available on other websites, but with hyperlinks, it will allow peoples to know where to find needed information. The Board of Directors has suggested an increase of the membership fee from \$125.00 to \$135.00. The amount from this increase will be entirely dedicated to the website improvements.
5. **Regional workshops:** This innovation will enable practitioners and other CCSBE members who cannot attend the annual conference to have regional workshops (1 or 2 days) for professional development. The organization of these workshops will necessitate some modifications to our by-laws. This work is underway and will probably be finalized at the 2007 annual meeting.

In addition to actions related to the different areas of value creations outlined above, the Board has decided to explore other areas for improvements. It has created a task force to this end. Also, it has created a committee to explore different databases for new member recruitment. As well, a committee will develop a contract between the CCSBE and the annual conference organizing committee. This will allow CCSBE to ensure continuity between conferences organized each year.

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Development of ENTRE-NET THE DOBSON ONLINE COMMUNITY FOR ENTREPRENEURSHIP

By Benson Honig

Entre-net is a new program being initiated by the John Dobson Foundation, in association with four founding Universities, Wilfrid Laurier, Waterloo, McGill and Acadia, who will work together to create the Dobson Entrepreneurship Community until its launch in September, 2007. We have the goal of "Creating a new culture of global collaboration for the advancement of entrepreneurship". We aim to establish a network of leaders in the field of entrepreneurship, to foster collaboration and knowledge exchange among researchers, educators and students to develop current and future entrepreneurs. We hope to host programming of interest to CCSBE members, and possibly develop a special linkage on the site.

Entre-net uses a new advanced programming backbone developed by IGLOO, A public policy NGO supported by the founder of Research In Motion. Millions of dollars were spent in development, and we are fortunate to begin having access to this important resource. Key Features of the Dobson Online Entrepreneurship Community will include a centralized searching of information from all institutions about teaching and research programs, where students and administrators can compare programs across the various institutions. Each institution will have a branded community, including a searchable student and faculty directory. Members will have a personal space where they can organize and share their academic work, research interests, ongoing projects and teaching or study material. They can create their own communities, bringing researchers and/or students together to work on a particular topic. Community facilitators can add content and design elements using IGLOO's rich online editing tools

Our goals with Entre-net are various, but can be summed up as follows:

- Develop the best practices for teaching and training
- Encourage entrepreneurial activity
- Span geographical boundaries and time zones

The site will provide a number of features, including the following:

- Members can discuss issues in forums and blogs.
- Schools and members can plan and promote events using the announcement and event calendar tools.

- Centralized searching
- Project Summary
- Blogs
- Forums
- Content Management
- Announcements
- Galleries
- News
- Search engine
- Administration Panel
- Member Directory
- Sub-communities
- User and Group Management

We plan to present our initiative at the next CCSBE conference. Please stay tuned!

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Call for papers for a practitioner-oriented journal on small business and entrepreneurship

Dear Colleague,

We would like to invite you to submit a paper to a journal oriented to practitioners: The Small and Medium-sized Enterprises and Entrepreneurship Review (SMEE Review). The SMEE Review is a new journal created by the Canadian Council for Small Business and entrepreneurship (CCSBE-CCPME) and will publish articles and information directly useful to practitioners. Without being simplistic recipes, the SMEE articles will be theoretically and/or empirically grounded, but written in the practitioner's language. They will address subjects that are important to SME managers and entrepreneurs such as: innovation, start-up, financing, internationalization, succession, market information, leadership, corporate social responsibility, ethics, alliances, e-business, government relations, etc. Also, will be published articles profiling the experiences of other SME managers and entrepreneurs as well as those popularizing recent theories on SMEs and entrepreneurship or providing information on markets and best practices for these areas.

When writing your paper for submission, please ensure that esoteric terminology, acronyms, and academic language are replaced by more accessible language and presentation. To this end, the following eight principles will be useful:

- i) Aggregate findings into as few key concepts as possible
- ii) Turn key concepts from words into pictures
- iii) Link key process instructions directly to key concepts
- iv) Provide application scenarios that are indicative but not prescriptive
- v) Keep guidelines broad, allowing room for provision of detail dependent upon resources and circumstances
- vi) Give the source of information, but keep in mind that practitioners are more interested in how to do rather than in what Aristotle and Plato have said.
- vii) The methodology must be an appendix to the article to assist reviewers in article assessment. If the article is accepted, the editorial board will help reduce the methodology to a short sidebar relevant to practitioners.
- viii) If possible, the editorial board will help you to rewrite your article in order to adapt its style and content to the journal's primary audience

For more details on some of these principles, please see, *Journal of Small Business and Entrepreneurship*, 2004, 17(4): pp. 261-266 and pp. 267-276.

Submission guidelines

Format

- SMEE Review encourages electronic submission (e-mail SMEE.Review@uregina.ca). Manuscript should be submitted in Microsoft Word Format (doc or rtf).
- Article should have 2000-2500 words (including references and notes)
- Manuscript submissions should include the mailing and e-mailing addresses and one paragraph summary of the

article

- Notes, citations and references should be numbered in the text and compiled at the end of the text following the Academy of management style. In the case of uncertainty, follow recommendations by Turabian, Kate L. A Manual for Writers of Term Papers, Theses, and Dissertations. Sixth edition. University of Chicago Press. Chicago. 1996.
- SMEE Review is bilingual and accepts English and French articles. However, articles will be published in the language of their submission with a summary in the two languages.

Style:

- Articles should be as jargon-free as possible
- Three descending levels of headings should be used consistently throughout the article
- Tables, charts, diagrams, and other graphics should be used for providing necessary information or clarification of central concepts.

Please note that your paper will be reviewed by an editorial board composed of academics, practitioners, and service providers in the area of SMEs and entrepreneurship. **The deadline for submission for the next issue of the SMEE Review is August 15, 2007.**

I look forward to hearing from you. If you have any questions, please feel free to contact us.

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24th Annual CCSBE-CCPME Conference

November 1-3, 2007 in Kelowna BC

By Committee Co-chairs: Dr. Heather C. Banham, CGA; Dr. Sherry L. Price, CHRP

This year's theme, **Connecting... Policy, Practice and Research**, highlights our members' accomplishments. We invite you to share your concepts, best practices, and solutions for supporting the goals of entrepreneurs and enhancing the success of small business.

The program features peer-reviewed paper presentations, workshops and topical symposia, all of which promote the integration of members' experiences. A significant effort is being made to broaden and deepen the participation of members and to encourage opportunities for connecting with each other – networking reception, gala dinner with wine tasting and a silent auction. Inspiring plenary and guest speakers promise to enrich the conference theme.

The 2007 conference is booked at the Grand Okanagan Lakefront Resort and Conference Centre in Kelowna. It offers full conference facilities as well as extra amenities from a fully equipped business centre to a European-styled spa. Its location is within walking distance of the cultural district, fine dining and boutiques. Special rates have been arranged for CCSBE conference participants.

You are encouraged to meet with colleagues who share your interests in small business and entrepreneurship. Plan to connect and invite your associates to join you at the 24th annual CCSBE-CCPME conference. Visit the website for details <http://www.ccsbe.org/2007/>.

We look forward to seeing you at the conference in November.

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Memorial University of Newfoundland named 2007 SIFE National Champion

Submitted by Shelley Meldrum

TORONTO, ON (Thursday May 10, 2007) – Advancing Canadian Entrepreneurship (ACE), celebrating their 20th Anniversary in 2007, is proud to announce the 2007 Students In Free Enterprise (SIFE) National Champion – Memorial University of Newfoundland

After an opening, semi-final and final round of competition, Memorial University of Newfoundland stood victorious as the most enterprising campus in Canada, beating out over 45 other University and College student teams from every province of Canada at the 2007 ACE National Exposition.

The National Exposition brought together over 900 top student leaders, faculty, business professionals and supporters from across Canada to showcase and honour the amazing work that SIFE teams are doing to advance Canadian entrepreneurship across the country.

The team had to present the community based and entrepreneurial operated projects they have implemented over the past year to multiple panels of distinguished judges including many of Canada's leading CEO's and top executives. Memorial stood out amongst their competition because of their sheer determination and dedication to student business owners, new Canadians and social responsibility.

One example of their work is "Launch Pad", the first student-run student incubation centre which hosts four full time clients and eleven associate clients. The SIFE Memorial team provides these dedicated student entrepreneurs with the tangible and intangible resources needed to start their business while still attending a post secondary institution.

"Now celebrating ACE's 20th Anniversary in 2007, it is absolutely amazing to see the growth and scope of the program and students involved", explained ACE President, Amy Harder. "ACE has and will continue to be built on the belief that a free enterprise system provides the best environment for individuals to realize their full potential and that entrepreneurial activity fuels economic and social progress in Canada."

The 2007 National Champions will now move on to the ultimate global level of competition, the SIFE World Cup, to be held in New York City this fall.

ABOUT ACE

Founded in the mid-1980s, ACE is a national, not-for-profit organization that is teaching and igniting young Canadians to create brighter futures for themselves and their communities. Working in partnership with business and higher education, ACE operates a team-based program, Students In Free Enterprise, and an individual-based program, Student Entrepreneur. Both are achieving ACE's vision to advance Canadian entrepreneurship through the direct involvement of University and college students, including those who are entrepreneurial-minded and those who are currently operating full-time businesses.

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Volunteers for 2008 ICSB World Conference



by Shelley Hessian

Memorial University of Newfoundland named 2007 SIFE National Champion
The 2008 International Council for Small Business (ICSB) World Conference will be held in Halifax, Nova Scotia. The event will run from June 22, 2008 – June 25, 2008.

As host affiliate, we encourage all members to participate. A call for papers/invitation will be distributed in June 2007. The program committee is looking for additional members; you can contact Lois Stevenson at l Stevenson@idrc.org.eg if you are interested.

Check the conference website at www.icsb2008.org for updates beginning June 1st.

Any questions can be directed to Shelley Hessian, Conference Manager, at shelley.hessian@smu.ca.

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How specialized standards and programs can improve your operations

[\(Website Link\)](#)

Does your businesses have very high requirements in terms of export, safety, hygiene or quality? This BDC article discusses the standards and programs that target these specific areas. Includes the benefits and costs of adhering to specialized standards for health and safety (OHSAS 18000), Canada-US border compliance (CSA, FAST, PIP and C-TPAT), and the food and beverage industry (HACCP, . Canada's FESP and ISO 22000).

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From Quebec. . .

Let's strengthen our economies with Rendez-vous Acadie-Québec

Fondation de l'entrepreneurship and Conseil économique du Nouveau-Brunswick invite you to participate in Rendez-vous Acadie-Québec 2007, which will be held on next June 13th, 14th and 15th. Five provinces will attend this important business conference: Quebec, New-Brunswick, Prince-Edward Island, Nova Scotia and Newfoundland Labrador.

A "must see" event! More than 45 speakers and specialists from Quebec and the Atlantic Provinces will share their

expertise on various matters including:

- Tourism;
- Forestry;
- Fuel-replacement energy;
- Information technology;
- Labour force;
- Transformation alternatives;
- Retail business;
- Fisheries and agroprocessing industry;
- Entrepreneurship.

Participate in great number to this second business conference, which will be held at the Hotel Universel in Rivière-du-Loup. Simply click on http://www.entrepreneurship.qc.ca/fr/accueil/RDVAO_2007.ASP to easily access the information available. Judge for yourself: the program schedule reflects the interplay between Quebec and the Atlantic Provinces.

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International Recognition for Canadian Business Counsellors

The APEC Training and Certification Program for Small Business Counsellors continues to expand its national network. Through professional learning opportunities and portfolio development Canadian Small Business Counsellors are raising the bar for the profession.

Canada is one of 15 APEC economies delivering the program and is recognized as a world leader in small business development programming. The program was developed to sustain the competitiveness of small and medium sized enterprises in the Asia Pacific region. It has been operational in Canada since early 2001 and currently has enrolment of over 440 counsellors. Completion of a certification process grants successful candidates the internationally recognized designation, APEC CBC (APEC Certified Business Counsellor). In Canada 68 counsellors have been awarded the APEC CBC designation and internationally there are in total 133 APEC CBC's from countries including Korea, Australia, Mexico, Philippians, China, and the US.

The 2007 program delivery for Western Canada will be offered in conjunction with the CCSBE Annual Conference, in Kelowna, BC, November 1-3, 2007. To encourage new potential members for CCSBE, the week long training session will be offered prior to the conference, with participants invited to attend the conference's opening reception the evening of November 1st. The training will run from October 29th to November 2nd, with alternative arrangements for those who plan to attend CCSBE conference sessions on November 2nd. The combination of these events in Kelowna is intended to increase attendance for both events and also provide opportunity to familiarize practitioners with the CCSBE organization. Additional program deliveries will be held in Ontario and Newfoundland in the Fall of 2007.

The APEC Training and Certification Program is delivered by the Acadia Centre for Social & Business Entrepreneurship, based at Acadia University in Nova Scotia. For more information on the program in Canada visit www.growsmallbusiness.ca.

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