

# SEPTEMBER NEWSLETTER

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## EXTREME ENTREPRENEURSHIP

Extreme Entrepreneurship is coming. It is being held at the Delta Beausejeur Moncton from November 20-22 2003.

Extreme Entrepreneurship will be a combination of discussion panels, conferences, workshops and networking meetings to assist business owners in a variety of areas. Just some to the topics to be

covered will be Workshops on marketing, sales and business planning. Operating a business in a rural area and growing your business are also highlighted events. From E-commerce to Mentorship and women in business to human resource management , this event will cover it all. As an independent business owner there is a great

deal to be reaped from this two day event. Registration Fees include meals and activities and already include HST. Pre-registration \$125 Registration\$175

For more details and contact information please visit: [www.xentrepreneurship.org](http://www.xentrepreneurship.org)

Win at the Tuesday After 5 Social at Dooleys

- WIN FREE TICKETS!! To entrepreneurship event. \$125 Value Each.
- 2 Tickets available
- Come and place your business card or name in the draw.
- October 14th, 5-7 at Dooleys in the Pine Glen Plaza



## RIVERVIEW BUSINESS PROFILE

As a new regular feature to the newsletter we would like to profile local businesses in Riverview. Profiles for your business may contain photos and stories and any other items of interest that you feel may be of appeal to the general public. This is an excel-

lent opportunity to inform others of what you offer and an opportunity for some free advertising too! Every issue will highlight one business so get your profile ready and send it to our email address NOW.

[downtownriverview.ba@nb.aibn.com](mailto:downtownriverview.ba@nb.aibn.com)

SCHEDULE OF EVENTS

- Town Council meetings are held the first and third Monday of the month at town hall and are open to the public to stay informed about your town
- All Committee meetings, unless otherwise posted, will be at the Boardroom in Coverdale Square at Noon.
- Business After 5 is an informal gathering of any members of the business association to chat and network and have fun. Held at Dooley's in Pine Glen Plaza 5-7pm Every second Tuesday.
- The Monthly General Meeting is held at the Boardroom in Coverdale Square at Noon and is open to all members of the business association to address issues or concerns they may have and to stay abreast of current events within the business community. Held every second Tuesday of the month.

<i>September 2003</i>						
SUN	MON	TUE	WED	THU	FRI	SAT
	1 Town Council Meeting	2 Social Committee	3	4	5	6
7	8	9 General Meeting After 5 Social	10	11	12	13
14	15 Town Council Meeting	16 Project Committee	17	18	19	20
21	22	23 Business Committee	24	25	26	27
28	29	30				

## SUMMER STUDENT EXCELLENCE

This summer Downtown Riverview had two excellent summer students. They worked at a great deal of different tasks that aided the association and helped keep the town clean and neat, especially in the business area of Coverdale Road. They assisted Communities in Bloom and kept a number of plant beds in bright and weed free order.

Jamie and Sarah were both very nice individuals and showed a great deal of enthusiasm for helping keep their home town clean. In addition to their outdoor work the two also worked in the office to help organize and assist the office with logistical work. This photo to the right is a picture taken by a writer from the Times & Transcript. The cap-

tion read : Sarah and Jamie. Summer students with the Downtown Riverview Business Association, tend to flowers along Coverdale Road. You have may have seen them yourself with a large green question mark on the back—to indicate that they where there to aid in answering question for tourists stopping in Riverview, they proved knowledgeable and friendly in this task as well. As they move of to school we wish



them both the best and thank them once again for a summer job well done.

## FROM THE COUNSILERS CORNER

I am looking forward to working with the Downtown Riverview Business Association. Riverview Town Council is committed to helping the business community succeed. We have a number of new initiatives in the works for the coming year including the Mentorship Program (being funded jointly by the Town and Training and Employment Development) and a Retail Marketing Study (being funded solely by the Town).

We all know that Riverview will see a lot of growth over the next few years. The new Gunningsville Bridge and the proposed East/West Corridor will have a positive impact on our community. Town Council is looking forward to working with your

Association to make the most of these opportunities. The Downtown Riverview Business Association itself has made a lot of positive changes over the past year. I would like to commend you on your initiative and commitment to helping support the business community of Riverview. Your President Sherry Wilson has represented you well.

We recognize that your association is working hard to develop networking and educational opportunities for business owners. The Town would certainly like to assist in any way possible. We thought we would have some fun with your Business After Five event and offer a prize to a lucky partici-

pant of the October Business After Five. ACOA is organizing a conference on entrepreneurship entitled Extreme Entrepreneurship in November (you can read more about the conference in the body of the newsletter). We will draw a business card from a box on the evening of the October networking session and the lucky business owner will have their registration (a value of \$175.00) paid for by the Town. Good Luck !

I am always available to discuss concerns and suggestions from business owners. I can be reached at 386-6838. Lets work together and have a prosperous year!

***Please note: Starting October 1st the agenda for the upcoming general meetings will be emailed or faxed to you one week prior to the meeting. Along with the agenda will be any motions or proposals to be tabled. This will give all members of the Association ample time to consider and plan to attend the meeting to have their opinions heard.***

## EXTREME ENTRAPENEURSHIP SECOND TICKET GIVEAWAY!

In addition to the person the Town of Riverview will send to the Extreme Entrepreneurship event. The Downtown Riverview Business Association will also draw one name for another business owner to attend. This event promises to be very good with entrepreneurs from a wide variety of fields, businesses and inter-

ests in attendance. Make it a point to show up at the Business After 5 at Dooley's at the Pine Glen Plaza for a chance to win one of these tickets.



## MENTORSHIP PROGRAM UPDATE

Participants (protégés) are reminded that their **mentorship progress reports** are now due. Please forward a fax copy (386-4231) to Mike Ogburn no later than September 25<sup>th</sup>, 2003.

This fall and winter we are planning to supplement the

Mentorship program by offering business educational seminars that will be of interest to you and your enterprise. We hope to bring in subject matter experts covering topics such as, marketing, inventory control, cash management, employee relations,

understanding your balance sheet, working with lenders, etc. However, we need your input and suggestions as to the type of business topic to cover.

Please write down and tell us what you would like in the way of business educational seminars. Please fax the information back to us at (506) 386-6285 or mail to 509 Blythwood Ave. Riverview, New Brunswick, E1B 2H3

- BUSINESS TOPICS THAT WOULD HELP YOU IMPROVE YOUR BUSINESS SUCCESS.
- Do-It-Yourself Marketing and Promotion
  - Customer Service
  - Success Strategies for Business

## Downtown Riverview Business Association

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www.  
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org

The new website for the Downtown Riverview Business Association is underway and will be ready later this year. Business profiles, submitted for the newsletter will also be added to the website so prospective businesses or residence can see what we have to offer as a town. Please consider sending in your business profile along with pictures and text to out email address or call Jeffrey at 387-4215 if you have any questions.

## ANNUAL MEETING UPDATE

The annual meeting for the Downtown Riverview Business Association was held on June 26th 2003 at the Lions Center on Coverdale Road. There was a great turn out for the presentation by Mr. Russ Mallard—Mr. Mallard addressed some of the highlights of his personal business experience and supplemented his presentation with humor and wit.

The business of the day was brief and included the election of the officers for the upcoming year for Downtown Riverview. With no new nominations being made, and with their consent, the executive for 2003 will remain the same through the 2004 term. They are: President: Sherry Wilson of Appear-

ances Hair Design, Vice President: Peter Davidson of The Covered Bridge Quiltery, Secretary Treasurer, and Dan Cormier of Teknion Furniture,

The business agenda and presentation was followed by a Steak dinner that was done excellently by the team at the Lions Center.

The tone for the entire meeting was started with a presentation by Sherry Wilson and Jeffrey Devos on Albert County Rednecks, which, without offending many, served as a light hearted look at the



Above: President Sherry Wilson and fellow Albert County Rednecks Pat & Peter Tye.

county in which we all live, and as a reminder to ourselves not to take things too seriously.

## PRESIDENTS MESSAGE

I hope that everyone has enjoyed their summer and are already going into another year as Downtown Riverview Business Association meets new challenges and sets new goals.

I am pleased to be able to serve as president for the Downtown Riverview Business Association once again this year. With the changes that have been made this past year, I am looking forward to the challenge of finding better means to serve the businesses that we represent. It is by working together that these goals are achieved so everyone in the community reaps the benefits and all our businesses will become even more successful.

I sincerely welcome your ideas and any concerns that you may have.

Thank you for your support.  
Sherry Wilson