



FOR IMMEDIATE RELEASE

Tuesday, February 25, 2014

**SOURCING NEW BUSINESS OPPORTUNITIES – THE THEME AT TODAY’S CHANGE
MANAGEMENT WORKSHOP**

PRESENTED BY THE ECONOMIC DEVELOPMENT CORPORATION

Windsor-Essex County, Ontario, - Tuesday, February 25, 2014 – Throughout the day over 40 businesses from the Leamington and surrounding areas attended a free workshop organized by the WindsorEssex Economic Development Corporation that focused on how to protect their business in a changing economy.

The sessions were tailored to small business owners or managers whose company may be impacted by the impending Heinz closure in Leamington. The day consisted of a series of four workshops addressing the common challenges facing small business owners such as: Financing options during times of transition, business planning, web presence, e-commerce solutions, and increasing sales including expanding to new markets.

Sandra Papatello, CEO of the WindsorEssex Economic Development Corporation stated, “It is always the right time for business to rethink their plan to source new business opportunities. The current Heinz activity just moved this to the front burner. We hope many businesses, not just those that supply Heinz took full advantage of the good information provided today and we are interested on whether they need more or is this enough?”

The programs were facilitated by representatives from the WindsorEssex Economic Development Corporation, Business Development Bank of Canada, Essex Community Futures Development Corporation, the WindsorEssex Small Business Centre and Mainstream Marketing & Trained by Pros.

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