

# Leadership Tactics for Challenging Times

*Business forum offers tips on  
navigating through good times and bad*

There are signs that the economy may be starting to turn around, but for many, things are still sluggish. What better time for businesses in the Cowichan Region to hone their skills and get ready to take advantage of new opportunities around the corner? And experienced, successful business owners can help you navigate through those challenging times. That's the message from business owner Kari Yuers, President and CEO of Kryton International Inc. (<http://www.kryton.com/>) and Chair of the Leadership and Management Development Council of B.C.



Ms. Yuers (left), an Ernst & Young Entrepreneur of the Year award winner and Mr. Bob Meggy (below, right), President and CEO of The Great Little Box Company ([www.greatlittlebox.com](http://www.greatlittlebox.com)), will be two of the keynote speakers at an upcoming business forum on "Leadership Tactics for Challenging Times" that will be held October 28<sup>th</sup> at Duncan Meadows Golf Course. The forum, sponsored by the Duncan-Cowichan Chamber of Commerce and Community Futures Cowichan, will provide business owners and managers with practical advice and information to help them guide their companies through the current economic downturn and recovery.

Participants will also hear from other successful business owners on how they've grown their companies and some of the lessons they've learned along the way, including:

- Marketing on a tight budget
- Recruiting, training and retaining employees
- Getting the most out of your team
- Building a strong network to help guide your company

Ms. Yuers and Mr. Meggy will be joined by a panel of local guest speakers who will meet business owners and managers to discuss specific topics, including how to access the tools they need to strengthen their organizations.



with local  
and information

*"The Chamber and Community Futures are very excited to be able to bring an international calibre event to Cowichan, through our partnership with the Leadership and Management Development Council," says Cathy Mailhot, Manager of the Duncan-Cowichan Chamber of Commerce. "In the past any local business wishing to participate in such a high quality event, one which has such an immense positive impact on day to day operations, and one that offers such a phenomenal opportunity to contribute to their professional development, would have to travel out of the area. That speakers of such a high standard of accomplishment chose to share their experience in an interactive format with businesses in Cowichan demonstrates that our local potential is being recognized far afield."*

The forum is an initiative of the Leadership and Management Development Council of BC (LMDC) and the BC Chamber of Commerce in partnership with Community Futures Cowichan and the Duncan-Cowichan Chamber of Commerce. It is sponsored by the BC Ministry of Small Business, Technology and Economic Development.

## Event information:

Event: **Leadership Tactics for Challenging Times**  
Date: Wednesday, October 28, 2009  
Time: 9am – 3pm  
Location: Duncan Meadows Golf Course  
Cost: \$50 per person (includes lunch)

## For tickets or more information contact:

Duncan-Cowichan Chamber of Commerce  
250 748 1111 [chamber@duncancc.bc.ca](mailto:chamber@duncancc.bc.ca)

Community Futures Cowichan  
250 746 1004 [info@cfcowichan.ca](mailto:info@cfcowichan.ca)