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# LAKE SIMCOE MANAGER

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A PUBLICATION OF THE LAKE SIMCOE BRANCH OF THE CANADIAN INSTITUTE OF MANAGEMENT

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## President's Message

I would like to extend to each and every member a warm Happy New Year. I would like to thank Lorraine Boisvert and those who organized and participated in our Christmas party. Unfortunately, I was unable to join you due to a family emergency. A special thank you to our sponsors: Grand & Toy, Bayfield Mall, Claudia & Nick Unitt, CIM National, Georgian Downs, and Pyper Unitt, who donated the wonderful gifts.

The year 2004 was a busy year one with continued success for Lake Simcoe. Our Education program is continuing and our winter classes are underway. Even though we do not have a full complement in each class, we are determined to continue and to improve our efficiency in communications and student satisfaction. I would like to thank the Student reps from last semester and encourage the new ones to get involved.

Christine, our Editor, advised me that her theme for this edition is: "Out with the old and in with the New". That made me think of our upcoming year and the need for more volunteers. I believe that when we become members of an organization, we have an obligation to make sure it thrives. I ask you, then, to take a more active role as members of the Canadian Institute of Management. The annual election of officers will be coming up in May and we need more enthusiastic members to continue the work that is being done. We need expertise in Marketing, Publicity, Membership and would like extra people to enhance our Program activities. We need to continue with an active and vibrant Board.

Ask yourself this question - What does the word Volunteer mean?

## **Vitality Opportunity Leadership Unity Networking Trust Education Experience Resources**

So rather than dwelling on the past, let us bring in the New Year with a spirit of looking forward with a positive and optimistic attitude. Remember this quote: "The important things in life are not our achievements, but what we did on the way to get there."

Ann M. Keating-Morrison, MMM,CD, P.Mgr.

# LAKE SIMCOE GRADUATES

## Introduction To Management

Nancy Cardwell  
Steve Cassidy  
Gwen Crampton  
Bill German  
Karen German  
Nancy Mitchell  
Rick Reid  
\*Patrick Watkin\*

## Managerial Accounting

Michael Allen  
Yvonne Guppy  
Gary Hutton  
\*Joanne Jackson\*

\*(top of the class)\*

## Strategic Policy Analysis

Tina Andros Caron  
Christine Bergsma  
John Beribakovski  
Sherri Ann Fournier  
Alrafik Pabani  
Ingrid Trombley  
Mark Van Ryswyck  
Eric Van Wesenbeeck  
\*Philippa Pottage\*

# STUDENT NEWS

## CIM Members, Students and Executive

**It was a recommendation from my Human Resources Director that initiated my first call to CIM Lake Simcoe Branch. Looking to improve my chances for a dream job at my company, I was willing to do anything recommended to me.**

**At first I had no idea what I was getting myself into. So, I boldly (or should I say blindly) went to my first class, which was actually the second class. And turning up at Dan Dooley's Business Law Class "textless", was a little more intimidating than I was expecting. But I made the through the first class, and the second. And, by the third class I was enjoying it. My husband and friends got used to me being glued to my text books, and my life as a night student began.**

**So, here I am two and a half years later, with one exam left, almost tasting graduation. Itching to put CIM. Certificate in Management COMPLETED on my resume. and planning my next move.**

**That first day I entered Dan's class I had no idea how much I would gain. Everyone I met on my journey, students, tutors and executive members, have enriched my life in so many unexpected ways. CIM is not just about learning some "new stuff" for your job, it's about learning new skills, meeting great people and challenging yourself to be better.**

**Philippa Pottage**



# NEWS FROM NATIONAL

## President's Message

It is hard to believe that the summer is long gone and fall is more than half over as I write these notes. By the time that you receive this magazine and read my thoughts, the first snows of the year will have fallen and everyone will be preparing for the Holiday season.

The summer and early fall is a very busy time for anyone involved with the Institute. For many of our branches and members, September was a time for starting classes. For some students, this would have been the first class in many years. For others, it provided the chance to meet with other students and friends to exchange stories and information on summer adventures.

I have been able to get out to a number of branches and three different regions during the last couple of months.

In the Ontario West Region, the Branch Presidents and many members of their Boards of Directors were able to spend two days working their way through an extensive orientation package and elements of a strategic planning process. This will provide the local Boards with the tools that they need to better plan the organization and administration of their Branches and maintain/improve on their already high level of service to their members.

The Ontario East region is working towards improving communications and coordination of ideas between the Branches in that region. This will reduce duplication of effort and improve the flow of information to their members.

The Atlantic Region has now signed agreements with experienced and knowledgeable education providers. The branches are determined to be sure that our current and prospective members have access to the quality providers that are needed so that they complete our courses and attain our certificates and designations.

Although these branches and regions are many miles apart, I found the same high level of energy and enthusiasm at every stop. There are a great number of committed volunteers out there that are working very hard to help us move ahead.

I would like to take this opportunity to wish each and every one of you a wonderful Holiday season filled with family, good friends, and good cheer.

Sincerely

Mike Cook, C.I.M., P.Mgr., F.C.I.M., MBA  
National President

◆ CANADIAN INSTITUTE OF MANAGEMENT PACE ◆



**THE GREEN FLASH**  
RACE 2  
GEORGIAN DOWNS - NOVEMBER 19, 2004

The Lake Simcoe Branch held their annual Christmas Social on November 19, 2004 at Georgian Downs Race Track in Barrie. 30 members and 10 guests enjoyed a fabulous buffet dinner and dessert table that included a chocolate fountain. The real excitement of the evening came when CIM presented the winner of race two, a CIM blanket. During the fifth race the owner Jane Reese lead the group with an exciting tour of the stables as well as the main building. In addition to this 15 prizes were won by CIM members and guests.

Thank you to Georgian Downs for a fabulous meal and to the Lake Simcoe Branch Executive for preparations of such a wonderful and enjoyable evening.

## 10 Ways to Reduce Test Anxiety

**Tests are inevitable. We all have to take them. Quite a few of us dread them. How are you going to keep from getting your nerves in a knot over tests? Follow these suggestions:**

- 1. Attend all classes leading up to the test. It makes sense to learn as much of the material as you can and besides, teachers drop hints about what is on tests all the time.**
- 2. Study, study, study. And not just the night before the test. Study for a short period of time each day leading up to the test.**
- 3. Ask for help if you are confused. Maybe your teacher will give you some extra help after school, or you could find a tutor.**
- 4. Make sure you have the required pens, pencils, erasers, calculators, and anything else you will need, and that they are all in working order.**
- 5. Get enough sleep the night before the exam. Your brain needs to rest and recharge itself, so try for at least eight hours of shut-eye.**
- 6. Eat a good breakfast. Just like sleep, your body needs food to fuel itself. Your energy and concentration levels will be down if you don't it, and your growling stomach will be somewhat disturbing.**
- 7. Know what the test is going to be on. Ask your teacher for specifics. Usually they will tell you it is on the material covered in chapters 10, 11, and 12, for example, or that it is on a certain topic..**
- 8. Ask what form and length the test will take. Will there be multiple choice or short answer questions? Will it be one page or ten?**
- 9. Don't dwell too much on how much of your final mark the test is worth. Every test is important. You should approach a quiz worth 10% of your final mark with the same seriousness as you approach a test worth 60% of your final mark.**
- 10 When you start to write your test, take a deep breath and push everything else our of your mind.**

### Lake Simcoe Branch Newsletter

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## The Long and Winding Road

If you don't know where you're going, how are you going to get there and, come to think of it, how are you going to know you're there if you arrive?

The business plan. Okay, okay. I can hear your sighs and groans already. But a business plan needn't be boring and dry. Gaining insights into your target market, learning about your competition and projecting income can be kind of exciting. Yes, I'm a bit of an "information freak" but you, too, can find many interesting details when researching for your plan.

Many of us just plain don't know where to start. It's no surprise - they sure didn't teach it to us in high school, which was a real disservice, if you ask me. Did you know that 99% of all businesses in Canada are small businesses (companies comprised of fewer than 100 employees)? It's beyond me why we don't better educate our young students in entrepreneurial activities, but then, I digress. Let's get back to your business plan.

A traditional business plan is made of up a number of topics such as, the executive summary, company fact sheet, company overview, market overview, target market, competitive research, a marketing plan, financial projections, break-even analysis, S.W.O.T. analysis (strengths, weaknesses, opportunities, and threats), and worst-case-scenario. Think of it as the roadmap guiding your business toward the goals you have defined in your plan.

How, exactly, does one go about preparing a business plan? Well, the best place to begin just may be your local library or your computer, to use the vast array of resources on the Internet. Research your target market and competitors. Utilize resources available through banks and trust companies to predict your income and expenses. Be creative!

I know it sounds a little daunting, but if you take it in bite-sized pieces, it can be accomplished in a few weeks. "A few weeks?!" you moan. Well Rome wasn't built in a day, was it? A pretty important piece of real estate - and your company is just as important to you. You don't really want to rush through the planning of something as critical as your business, your livelihood, your dream, do you? I didn't think so. So take the time, do your homework and celebrate your business' success!

*Pam Ivey is a student member of C.I.M., a graduate of Mohawk College's acclaimed Small Business Management program, Office Manager of On Command Canada, a leading edge provider of entertainment and business solutions to the hospitality industry, and partner of Visual Persuasions Canada, a marketing consulting and web design boutique agency specializing in small to medium-sized businesses. You can reach her at [pivey@visualpersuasions.ca](mailto:pivey@visualpersuasions.ca) with questions or comments.*



### **A special thank you to Jackson's Toyota!!**

Due to low enrollement numbers our Financial Management Course came close to being cancelled. Without sufficient student enrollment it is not possible for CIM to run courses due to overhead costs. We at CIM try to accommodate students in everyway but sometimes it is the strength of community involvement that makes things happen. Jackson's Toyota offered a space to run this class free of charge.

We are grateful for this service and for all the dedicated volunteers at CIM.



## LAKE SIMCOE BRANCH 2005 EXECUTIVE TEAM

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