



Professor Myra Tawfik has been a member of the University of Windsor's Faculty of Law for 17 years and is a former Associate Dean of that Faculty. She specializes in intellectual property law and has published widely in the areas of intellectual property and innovation law. She teaches copyright law, trademark law, international IP law, and the law of confidential information. She received both

civil law (B.C.L.) and common law (LL.B.) degrees from McGill University and her LL.M. degree from the University of London.



Building upon 15 years of business experience in auditing, logistics, and business development, **Dr. Francine Schlosser** received her M.B.A. at the University of Windsor (1992) and her Ph.D. at the University of Waterloo (2004). Dr. Schlosser's teaching career has taken her to several universities in Southwestern Ontario, and she chose to join the

Odette School of Business in 2004. She researches individual and interpersonal factors influencing strategy related to marketing, human resources, entrepreneurship, and the adoption of technology. She has consulted and conducted workshops in creativity, group dynamics, and communication with a wide variety of Canadian organizations.



Working with immigrant entrepreneurs in Windsor-Essex to help make their businesses successful



Who are CBAR and IPLIN?

CBAR was founded in 2006 by twenty senior Odette Business undergraduate and graduate students and their faculty advisor, Dr. Francine Schlosser. CBAR encourages innovation and entrepreneurship in Windsor and Essex County through its collaboration with local industry, community organizations, and academia. From fall 2008 to spring 2009, CBAR will be jointly directed by Professor Jim Marsh and Dr. Francine Schlosser.

IPLIN is a public legal information project of the University of Windsor's Faculty of Law. Founded and supervised by Professor Myra Tawfik, IPLIN operates through the generous support of the Law Foundation of Ontario and the Faculty of Law. IPLIN is dedicated to providing public legal education and other information resources to individuals and groups within the Windsor-Essex County community who have questions regarding Intellectual Property or Innovation Law.



CBAR and IPLIN students conduct their weekly meetings.

The New Canadian Business Workshops (September – February 2008-2009)

The Centre for Business Advancement and Research (CBAR) and the Intellectual Property Legal Information Network (IPLIN) are pleased to announce a series of workshops aimed at immigrant entrepreneurs, funded by the Social Sciences Humanities Research Council (SSHRC). The workshops will cover a wide variety of topics to help new Canadians establish businesses in the Windsor-Essex community. The workshops will begin in September 2008 and are free of charge.

The New Canadian Entrepreneurship Mentoring Forum March 28, 2009

The New Canadian Business Workshops series will culminate in a one day Mentoring Forum, which participants who have attended most or all of the workshops will be invited to attend. This capstone event is designed to provide mentoring and networking opportunities for participants who will be matched with leading entrepreneurs from Windsor and Toronto. The Forum will consist of roundtable and plenary sessions, as well as presentations by experts. The Forum is free of charge and is by invitation.

WORKSHOP TOPICS AND DATES

All workshops will be held at the University of Windsor's Faculty of Law, in the Ron W. Ianni Law Building, located at the corner of University and Sunset Avenues.

Doing Business in Canada:

September 25, 2008, 6:00-9:00 p.m.

- Learn about the cultural expectations of doing business in Canada
- Understand consumer expectations
- Recognize your opportunities and build a business plan
- Learn about liabilities and the interconnectedness of law and business

Business Organization:

October 16, 2008, 6:00-9:00 p.m.

- Learn about the implications of Canadian immigration laws
- Understand the different types of businesses and their organizational structures
- Learn about the common contracts involved in starting and running a business
- Plan for the lifecycle of your business

Market Research, Marketing, and Sales:

November 6, 2008, 6:00 - 9:00 p.m.

- Conduct and understand market research
- Build a solid marketing plan
- Learn how trademarks and domain names can impact your business and marketing plans

Team Development and Product Development:

November 27, 2008, 6:00-9:00 p.m.

- How to build the right team
- Become informed about labour law in Ontario and the Ontario Human Rights Code
- Understand how trademarks and patents work and how to protect your trade secrets and other valuable confidential business information
- Learn how to go from planning to production

Financing the Venture:

January 29, 2009, 6:00-9:00 p.m.

- Find out about sources of financing
- Learn how to develop strategy and business plans in relation to financing the venture
- Understand tax law and its implications on financing

Doing Business Online:

February 12, 2009, 6:00-9:00 p.m.

- Learn about key issues in electronic commerce including virtual warehousing, electronic payment systems, and online contracting.
- Learn about the legal aspects of your online business presence including website development,
- Learn about the legal implications of conducting business with customers outside of Ontario
- Understand privacy law and its implications for doing business in Canada

HOW TO REGISTER

To register for the workshop series or for individual workshops, please visit our website at www.cbar-iplin.ca and fill out our online registration form. Or, you can fill out the form below and send it to:

Centre for Business Advancement & Research
Odette School of Business,
University of Windsor
360 Sunset Avenue
Windsor, Ontario N9B 3P4
(519) 253-3000 ext. 4627

Name: _____

Address: _____

City/Province: _____

Postal Code: _____

Telephone: _____

Email: _____

How long have you been living in Canada? _____

Are you fluent in English? _____

Have you completed ESL training? _____

Have you ever owned a business before? _____

What kind of business are you thinking of starting? _____

Which workshop(s) are you interested in attending? _____

Please be assured that we are collecting your personal information for the purposes of this program and related academic research only. We will not use or disclose your personal information for any other purposes.

