



APEC-IBIZ News

The Program

The APEC-IBIZ program offers Business Counsellors at all levels of experience, opportunity to develop their professional counselling skills to an internationally recognized level. The program was developed to professionalize small business counselling in the Asia-Pacific region and, ultimately, sustain the growth and competitiveness of SMEs.

BENEFIT TO THE COUNSELLOR

- Enables counsellors to acquire 105 internationally recognized competencies for small business counselling.
- Provides the professional designation – APEC CBC which is recognized in 15 APEC economies worldwide.
- Gives access to the APEC-IBIZ International Network of Institutes of Small Business Counsellors.
- Promotes lifelong learning and professional development.
- Insures consistency among practitioners and standardization of the counselling profession.

The program consists of 10 modules. Each module is composed of self study/preparation, a workshop with networking and peer learning opportunities, and application practise. A breakdown of the Modules can be found on the reverse. The program provides counsellors with counselling tools, techniques, and a powerful network of resources.

BENEFIT TO THE SMALL BUSINESS CLIENT

- Enriches client counselling sessions.
- Increases client confidence due to counsellor's adherence to professional standards and code of ethics.
- Provides alignment of personal and business vision and values.
- Facilitates client development and independence.

BENEFIT TO THE COUNSELLOR'S ORGANIZATION

- Maximizes the success rate of small businesses counselled.
- Increases client satisfaction and results.



The Designation - APEC CBC

The Certification Process

Throughout the program, candidates develop a personal portfolio that demonstrates 105 Internationally recognized competencies for APEC Certified Business Counsellors. The portfolio includes a minimum of 10 written counselling reports, a resume, letters of support, and work samples. To receive certification with the APEC-IBIZ International Network of Institutes of Small Business Counsellors, the participant must complete an assessment process and provide evidence of 400 hours of counselling experience. A certified assessor reviews the portfolio of evidence, conducts a personal interview with the candidate and simulates a counselling

session/role play. This serves to evaluate the counsellor's ability to demonstrate the required competencies in various counselling settings.

What does it mean to be certified?

The designation APEC Certified Business Counsellor (APEC CBC) represents a dedication and commitment to the highest standard of professionalism in Business Counselling. APEC CBCs agree to adhere to the APEC-IBIZ Code of Ethics and become a member of a growing international network of Small Business Counsellors. Member services include quarterly newsletters and resource updates, regional and national networking opportunities, a member directory, and international links with other economy representatives.

Member Quotes

"This program will allow me to gain simple but effective tools needed to be a strong small business counsellor." – Angeli Jarvis, Trinity Conception CBDC

"The knowledge and skills I am acquiring through this program will bring more credibility and confidence with clients." – Susan Robichaud, Visual Image Communications, Inc.

"The workshops provide counsellors with a refresher on how clients feel and what they are facing. In the run of a day, week, etc., it's easy to forget what the clients are trying to really accomplish." – Margo Murphy, Northeast Avalon CFDC

"Has given me a sense of direction for my career." – Jennifer O'Quinn, Halifax Regional Development Association

"The certification program fills the need in the marketplace for a standard of professionalism and conduct for small business counsellors." – Luke Vorstermans, Business Dynamics

"The APEC-IBIZ program allows the small business counsellor to gain knowledge and insights in all areas of the counselling process!" – Daphne May, Women Entrepreneurs of Saskatchewan

"A great program to help provide structure to enable more effective client relations." – Aidan Moores, CBDC Nortip

"Very pertinent and crucial to business counselling!" – Simon Robichaud, Centre Jodrey

APEC Certified Business Counsellors in Canada

The following individuals have demonstrated their adherence to international standards, code of ethics, and their ability to apply internationally recognized competencies in their client interventions.

BRITISH COLUMBIA

Susan Adams CFDC Okanogan Similkameen
 Robert Cleo CFDC Nadina
 Stacey Corriveau CFDC South Fraser
 Tenley Dahlie CFDC Nadina
 Jim Smyth British Columbia Institute of Technology

ALBERTA

Lisa Fiest Self-Employed, Medicine Hatt

SASKATCHEWAN

Kim Deans Western Economic Diversification
 Tammy Forrester Acadia Centre for Small Business and Entrepreneurship
 Bill Hogan Visions North CFDC
 Debra Needham Women Entrepreneurs of Saskatchewan
 Terri Parent Women Entrepreneurs of Saskatchewan
 Jill Salamon Women Entrepreneurs of Saskatchewan

ONTARIO

Larry Bitner Niagara College Business Development Centre
 Heather Carter Niagara College Business Development Centre
 Sandie Heirwegh Niagara College Business Development Centre
 Gabriella Zoltan-Johnan Canada Business Resource Centre
 Karen Martin Niagara College Business Development Centre
 Michael Medina Canada Business Resource Centre
 Rena Posteraro Niagara College Business Development Centre
 John Young Niagara College Business Development Centre

NEW BRUNSWICK

Paula Belliveau Rural Secretariat, Agriculture and Agri-food Canada
 Bob Jewett B&P Business Management Services
 Stephen Kelly Business New Brunswick
 Micheline Lavoie Madawaska CBDC
 Benoit Ouellette Department of Agriculture, Fisheries, and Aquaculture
 Audrey Poitras ACOA, Women In Business Initiative

NOVA SCOTIA

Don Bureaux Nova Scotia Community College
 Jason Clark Grant Thornton
 Stephane Cyr Jodrey Centre, Université Ste. Anne
 Lenore Deveau Royal Bank
 Ann Hope APEC Assessor
 Lisa Lowthers Acadia Centre for Small Business and Entrepreneurship

Howard MacKinley Self Employed CA
 Chris Pelham Acadia Centre for Small Business and Entrepreneurship

Irvin Surette Nova Scotia Business Inc.
 Wanda MacDonald Guysborough CBDC
 Craig Williams Business Development Bank of Canada

NEWFOUNDLAND

Mark Kelly Humber Community Development Corporation
 Phyllis Keats Humber Community Development Corporation
 Mary Lambert Longrange CBDC
 Keith Osborne Burin Peninsula CBDC
 Juanita Organ South Coast CBDC
 Connie Penny Gander CBDC
 Karen Strickland Gateway CBDC

"[The APEC Program] provides an opportunity to sharpen one's skills and learn new approaches for assisting clients through personal, financial, and business issues that are critical to the success of their small business."

Denise Van Wychen, Business Development Officer
 Halifax Regional Development Agency

"The facilitators kept the workshops clear and concise but also kept them fun and enjoyable."

Carys Messinger, Program Coordinator/Business Analyst
 Cumberland CBDC

APEC-IBIZ Module Breakdown

- Module 1—Code of Ethics and Professional Conduct
- Module 2—Counselling and Interpersonal Skills
- Module 3—Counselling through Problem Solving and Decision Making
- Module 4—Counselling through Client Assessment
- Module 5—Counselling through the Business Planning Process
- Module 6—Counselling through the Marketing Process
- Module 7—Counselling through the Financial Planning Process
- Module 8—Counselling through Human Resources Management
- Module 9—Government Regulations and Legal Requirements
- Module 10—Counselling Through Information Technology

Program Component	# of days	Cost
Registration		\$ 150
1 & 2	3 days	\$ 975
3,4,5,6	4 days	\$1,300
7,8,9,10	3 days	\$ 975
Final Assessment		\$ 500
Total Program Costs		\$3,900



Participating Economies

Australia
 Brunei Darussalam
 Canada
 Chinese Taipei

Hong Kong, China
 Indonesia
 Korea
 Malaysia

Mexico
 Papua New Guinea
 Philippines
 Russia

Singapore
 Thailand
 United States

For more information, please contact:

APEC-IBIZ (Canada) Training and Certification Program for Small Business Counsellors

Western Canada: 1-866-466-7300 Ontario: 1-866-654-4499

Quebec: 1-418-656-2131 ext.4454 Eastern Canada: 1-866-654-4499

www.apeccbc.ca