

Press Release

For Immediate Release

The Rural Alberta Business Centre (RABC) Cold Lake collaborates with Portage College

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Cold Lake, AB - The Rural Alberta Business Centre (RABC) Cold Lake is pleased to be collaborating with Portage College in the administration of their Marketing course.

Seven businesses have been matched with seventeen students of Portage College's Business program. The students will complete a marketing report which will include a SWOT and PEST analysis, demographic evaluation, and promotional programs for participating businesses. The collaboration agreement will permit business owners to utilize all findings and recommendations to assist the owners in completing a comprehensive marketing plan.

"This is a great opportunity for both students and businesses, it's a win-win for both sides," said Kathryn Hotte, the RABC Cold Lake Small Business Advisor.

"When I sent the request for participation to local businesses I had an overwhelming response, many businesses were eager to be a part of the program. It was difficult to select just seven businesses however, I think I was able to get a diverse selection so the students had the opportunity to work with different sectors." Continued Kathryn.

Portage College Business Department supports community-based experiential learning as an alternative for students to practice and develop their knowledge and critical thinking skills. For several years, Business Administration students have linked with local ventures not only to challenge their skills and understanding of marketing, but to also invest themselves to make a positive impact in the community.

"Balancing formal instruction with the opportunity to serve local businesses is a service-learning approach that benefits our students and our community. Working with local businesses and agencies provides business students with an opportunity to apply classroom learning to practical, real world situations. I look forward to seeing the positive results stemming from this exciting collaboration," said Guy Gervais, Portage College Associate Vice President Academic.

About the Rural Alberta Business Centre (RABC)

The Rural Alberta Business Centre (RABC) is a partnership between the Government of Alberta and the Northeast Alberta Information HUB (Alberta HUB).

The RABC provides advice and free information services to entrepreneurs and small businesses throughout the Alberta HUB region to assist them in making informed business decisions.

The four Rural Alberta Business Centres set up throughout the province provide services to entrepreneurs, small business owners, and managers at all stages of the business life cycle from start-up to expansion to succession planning.

Each RABC is staffed by a small business advisor who assists in providing one-on-one business advice, seminars, workshops, and access to relevant information about small businesses and business opportunities. Information and materials will be tailored to the specific needs of the communities served by each RABC.

The RABC office is located in Cold Lake, and Kathryn can be reached at 780-594-1090 or email – advisor@northeastrabc.ca. Website: www.northeastrabc.com

Bob Bezpalko, Executive Director, Northeast Alberta Information HUB (Alberta HUB) 780-645-1155