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## Ask an Airdrie Expert Program Launches

AIRDRIE, ALBERTA – This Small Business Week, Airdrie Economic Development will launch a new program designed to connect local businesses with professional services.

The Ask an Airdrie Expert program will be introduced Tuesday, October 16 at the Connect for Success: Small Business Expo, the flagship event of this year's Small Business Week.

The program is intended to connect Airdrie businesses with volunteer local experts to:

- Provide opportunities for businesses to ask topic-specific questions in a safe, welcoming, no cost and no obligation environment
- Introduce businesses to the professional resources available locally
- Educate business owners about how working with business professionals can benefit their business

“We have created a made-in-Airdrie version of The Business Link’s popular Guest Advisor program,” explains Sara Chamberlain, Economic Development Officer. “It’s essential businesses access professional assistance when they need it. From the research we’ve done, we identified there is a gap in Airdrie between businesses and professional services. Our new Ask an Airdrie Expert program has been designed to help bridge that gap.”

Ask an Airdrie Expert will be held at specific times throughout the year, with each session focusing on different professions. Businesses can pre-register for a free 20-minute confidential consultation with a local expert in a specific profession.

A call for “Airdrie Experts” volunteers was issued earlier this fall. While the first Ask an Airdrie Expert focuses on accounting, law, banking/finance, and commercial real estate, more professions will be added in the future.

To pre-book a 20-minute Ask an Airdrie Expert consultation on October 16 at Connect for Success: Small Business Expo or to learn more about the program, visit [www.airdrienow.ca](http://www.airdrienow.ca).

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