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Founders Message

By *Dave Ockwell-Jenner*

We're a little late with The Hub this month, and for good reason. Firstly, you'll notice that it's me, and not Linda, that's starting off this issue. You may have heard that Linda had unfortunately broken her wrist just prior to our recent trip to Europe. However, you'll be pleased to know it didn't impact her ability to shop, and to network, whilst in Ireland and the UK!

In fact, we met a local entrepreneur in one of the towns we visited in England who shared some plans for an exciting project he's starting off. We've subsequently connected this gentleman to one of our SBCN UK members who has some expertise and connections that our entrepreneurial friend was looking for.

The message here is that we should be networking all the time, and with everyone we meet. You never know when the next person you speak to will turn out to be the newest great business connection!

We'll be back on our normal schedule soon. In the meantime I invite you to enjoy this month's issue!



Check out TELUSTalksBusiness.com

Upcoming Events

Monday June 18th

SBCN Young Networkers Summer Sizzler

Wednesday June 20th

Monthly Networking Waterloo Region

visit www.sbcncanada.org/events for more details

Business Education Series

By *Nikos Rentas*

Build The Partnership

What is a Business? Specifically, what is a business owner? Have you ever stopped and asked yourself this question since opening your business?

All too often people lose touch on what a business is or at least what they thought a business was before having jumped into the pot. We often think of running a business as something easy, an adventure where we can grow and be our own boss. Soon after opening our doors we realize that things are a little different. Instead of working a few hours a day, we end up working ten maybe fifteen hours. Our hourly rate of pay drops like a rock and we often over look it.

What is the end result we are looking for anyways? Is it taking that risk of making fifty dollars per hour to a low five dollars to eventually grow it to something big? To avoid the risk, my goal is to always limit my work to my specialty. My trick is to partner up with companies that are willing to grow.

Partnering up with another company or person, gives an advantage of allowing a specialist to take on work that you may not be specialized in. If you are doing everything, you are probably doing work that is not your specialty. If it's not your specialty, then it may not be top quality and it will take longer than a specialist. Bottom line, it will suffer.

But Nikos I don't trust anyone! That's great, start trusting... I'm pretty sure you see a lawyer, accountant, etc. They are smart people and are needed. They are specialists and these specialists charge a lot of money for the specific reason of making sure everything is done right and you are safe. So why can't this thinking happen with your web guy, marketing guy, graphics guy, security guy, etc.

The PowerPoint presentations from the 15 Minute Business Education Series have been added on the SBCN website as well as my personal website (nikosrentas.com) available for download and comments. I will also add more articles on points that were brought up during the presentation that had limited detail.

- *Nikos Rentas, SATNER Corp.*
www.satner.com

"My trick is to partner up with companies that are willing to grow."



A bit of a Bumpy Road

By *Brendan Waller* • SBCN Ambassador

When starting a business we're always told to go into a business venture one hundred percent. Being a business owner I feel that is sound advice. With the tasks such being the business owner, accountant, marketer and service provider, you have to believe in yourself to face some of the challenges you'll encounter.



One night I was catching up with Carol Glover, of Firehorse Consulting, and she threw an interesting question into the mix: "Do you ever notice that no one ever talks about the problems they're having in business? Everything is always 'great'". As business owners we often are out at networking events and meeting new people and business owners and when someone asks how are things, we all politely smile and say "Great!", "Never better!".

But what if we're not going so well?

When out networking, people tend to focus solely on if everyone can be a client, or a business that you can be of value. Never forget: People are more likely to do business with someone they trust, first. And like you, they're probably facing similar concerns and troubles in their own business. Start building a group of people from various aspects of business who you can rely on, and openly discuss issues going on with you business. Keeping those issues to yourself leads to a lot of frustration, wasted time and productivity. Admitting you're having a problem allows for a discussion to get beyond the issue and take your business further. I, myself have relied on the kind help of many local business owners and entrepreneurs. I'm a new business owner, and I definitely didn't have any idea of how to manage my business from an HR and accounting perspective. In my experience within marketing and design, I have been touched to provide some insight to some businesses myself.

Don't be afraid to ask for help. It's not a weakness in business. It shows that you want to succeed and acknowledge where you need assistance! As an entrepreneur you have to wear many hats in the pursuit of your dream and you're not alone in dealing with the challenges of starting and running a business.

So the next time you're out networking and someone asks how things are going; before you quickly respond "Absolutely amazing!" -- never forget that a friendly handshake can as easily be a helpful business colleague and advisor, as a client.

- *Brendan Waller, DSGN Network*
www.dsgnnetwork.com

"People are more likely to do business with someone they trust"

@MarketPlace Conference

Exploring the Future, Now.

On September 17th, the Small Business Community Network (SBCN) will be hosting the @MarketPlace Conference at THEMUSEUM in downtown Kitchener.

@marketplace 

This year's theme is Exploring the Future, Now. With the rapid pace of change in technology, community and business we're looking to see what the future holds. You're invited to join us and see how upcoming trends can help you build better businesses, communities, environments and lifestyles.

Vendor Village

If you're looking for great future-thinking businesses, you need look no further than the @MarketPlace Conference. We feature a number of exhibitors in our Vendor Village dedicated to bringing you creative and imaginative products and services.

If you would like to showcase your business at the conference we have a number of Vendor Village tickets available. You'll get an exhibition table in our Vendor Village, along with a full-day pass to the entire @MarketPlace Conference!

www.marketplaceconference.com

@marketplace 

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Power Questions

By Stewart R. Marsden

Chapter 5 – The Business Warrior Code

I'm upset, "Massage therapist, real estate, financial planner, broker ... these are the best businesses to start in the 21st century? I don't see it? There is no fun in any of these businesses!"

I've just finished reading the top 20-business list that my teacher has cribbed from a book titled, Best Businesses To Start In The 21st Century, by Dr. Noah Goods.*

Sally stares at her shoes, " 'Fun is never sought for in business. Fun is a byproduct of growing your business in the chaos of the marketplace. Fun happens when you tell your war stories after winning battles, and about your defeats long after when you still stand and they don't.' "

"What are you talking about?" I stare at Sally. She seems diminished somehow.

"**The Business Warrior Code.** My father told me it ... a few hundred times," says Sally.

"Well it's not true. I had lots of fun in my business. Well, not at the end, when it crashed. But, before that, it was really great." I'm feeling a bit defensive.

Sally looks into the distance. Her voice is solemn, "Me too. I mean, I've had plenty of fun times. Now my business is in real trouble and it is definitely ... definitely ... not fun."

"Uh ..." Downer. "Let's try to come up with a bright idea that turns one of Dr. Noah's 'dogs' into a moneymaker." Time to get back on track. We're in a business workshop after all.

"I've come up with twenty-five ideas so far. Here's my list." Sally hands me her notebook. Her writing is almost unreadable; but to be fair, she was writing while we are walking.

"Twenty-five!" I'm mega-impressed. "You did all this, in what? Four minutes?"

Read more at: <http://dl.dropbox.com/u/926219/PQ-Article.pdf>

- Stewart R. Marsden lives and writes about business topics in Kitchener, Ontario, Canada.

"Fun happens when you tell your war stories after winning battles"

Security Corner

By *Dave Ockwell-Jenner*

Think Like The Bad Guys!

Over the past few weeks, I've had a blast! I've been training software developers in a type of exercise called Threat Modeling. My opening line from the course is, "I'm going to teach you to think like evil bad guys and gals... without getting arrested!"

Many actors have said that it's often quite fun to play the 'bad guy' role, in fact some specialize in it. An actor I have long admired is a Canadian by the name of Michael Ironside. Google his name if you haven't heard it, I'll wait. You no doubt know that Mr. Ironside has played countless bad guys over the years, on stage and on screen. He is known to employ something called method acting; simplistically speaking, he immerses himself in the role and acts and behaves as the role would dictate - even when not in front of audience or camera.

I invite you to try a spot of method acting, and pretend that you are an evil hacker, the type you hear about in the news. Maybe you might like to invent an alter-ego (for the record, I brand myself as 'Evil Dave' when I'm doing this!)

Now, imagine that you are setting out to create as much damage or disruption to your business as you can. What would you do? Think about what you've read in the media--maybe you want to plant a virus on your computer; perhaps steal some important data and blackmail your good self to get it back? Don't worry about how to do this - in fact, don't be too concerned whether it's even possible or feasible, it's the imagining that's important.

If you jot some of these ideas down, what you have is essentially a to-do list of things you might want to check up on in your business. Sure, there is a little more to it than this (hence me running training classes) but it's a good start.

We don't often think like the bad guys, and it can be quite useful when we do to see where we need to work smarter!

- *Dave Ockwell-Jenner, Prime Information Security*
www.primeinfosec.com



Social Networking

Connect with the SBCN on our social networking channels.



sbcncanada.org/facebook



sbcncanada.org/linkedin



sbcncanada.org/twitter



sbcncanada.org/youtube

Do you have a story to tell?

We're always on the lookout for great reader-submitted content for **The Hub**. Find out how to contribute at <http://www.sbcncanada.org/the-hub/submissions>

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