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## Founders Message

By *Linda Ockwell-Jenner*

As all SMB's know you can do your best to plan for the unexpected, but ultimately there is always a chance plans will go wrong, and this is OK, as long as it is not a consistent challenge that may hold you back. My unexpected challenge was breaking my wrist in May, just 5 days before leaving for Europe. On that note I am happy to be back this month, with my cast removed and my broken wrist healing, slowly. There is a popular saying "patience is a virtue" very true but very frustrating for me as I am a motivated and on the go 24/7 person, but in order for my bones to heal I have to be patient and take things slowly.

June was the last regular monthly meeting for the SBCN and our last meeting was great fun and yielded many new connections for our members and guests. We hosted our 'Power Networking' evening (also known as speed networking). This gave everyone a chance to enjoy one-on-one with all of the attendees. We are now looking forward to our SBCN Summer Social which takes place at Caesar Martini's and is a wonderful way to wind down from a busy six months.



Check out [TELUSTalksBusiness.com](http://TELUSTalksBusiness.com)

## Upcoming Events

**Monday July 9<sup>th</sup>**

SBCN Summer Social

**Monday September 17<sup>th</sup>**

@MarketPlace Conference

visit [www.sbcncanada.org/events](http://www.sbcncanada.org/events) for more details

## How To: Social Media

By Linda Ockwell-Jenner

How many of you reading this article are saying to yourselves, “Not social media again?” I do understand but read on and you might be pleasantly surprised.

I believe that we should take the word ‘media’, which can mean many different things, but if we look at the word in simple terms it means ‘a form of communication’. Surely this communication involves the written and spoken word. This purely means there are a number of ways to reach out and share your information. Yes you can use all the social media platforms, such as Twitter, Facebook and even LinkedIn to share your communication. You can make a video and share your spoken words on YouTube, your own website and many other places.

Some of the ways to share written information could be:

- Typing a tweet limited to 140 characters
- Writing articles or blogs which can be emailed, printed and handed out to your contacts, shared on Facebook, Twitter, or LinkedIn, plus your own website—just to name a few examples.

If you are one of the many people using video to share your information you can give out videos to your contacts in person or use any of the above examples.

My point here is the term *social media* is in reality two words. This term is not unlike like networking, blogging, creating newspapers, taking photos, writing articles, etc. and people are forgetting that simple is always best. They’re getting confused and overwhelmed! People have been enjoying being social for hundreds of years, and through the social interactions they have discussed both business and personal aspects of their lives. Whether the social interactions were enjoyed at a ball, a mothers meeting, a chamber meeting, via the printed newspapers, or even over a telephone, it all leads back to the same word – *social*.

Media is exactly the same in the sense that for many years people have been using the word *media* and using television, newspapers, and radio as a form of communication to reach out to people. Ultimately whether you use the word social, media or join them together and call it social media, with the added advantage of the new technology today, you are doing the same as people have for centuries: reaching out and communicating with others in order to influence them in some way.

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“you are doing the same as people have for centuries: reaching out and communicating with others”

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Social media is not new if you think about it, it is just another way to reach out and be noticed. So why people get flustered, overwhelmed, stressed or even dislike social media is beyond me. Thinking simple and looking at the traditional forms of communication and influence will enable people who want to use social media effectively to think differently and be more successful in the process.

Words, that's all they are. Two words partnered to influence people: social media.

## Mobilize Your Marketing

By *Brendan Waller* • SBCN Ambassador



Many people ask me what is the “best” way to get value from their Marketing dollars and that is a hard question to answer. In many cases, what solution may work for one business is the completely wrong solution for another.

One trend which has become very prominent is mobile marketing. Ever since we've started to consume more data and information from our smartphones, and now tablets, the mobile space is taking the front stage on how to engage your customers.

Mobile marketing, like so many Marketing initiatives, is not a single point of attack. Like all Marketing, it needs to be an integrated solution to reach your audience effectively. Let's look at some strategies for mobile marketing:

### Website

- Your website URL should be on every piece of Marketing material
- Mobile-formatted websites are great for smartphone users and about 40% of users find it hard and frustrating to pinch and zoom on a smaller screen
- Consider using elements, such as QR codes, as a part of the strategy to get mobile users to engage your site
- SEO: What good is it to be online if people can't find you when they look for you?
- Make sure that you're using and monitoring your analytics for your site

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“Mobile Marketing is definitely something a business should be considering”

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### Social

- Almost all smartphone and tablet users are on Social Media, but there are two important factors when planning a Social Media strategy:
  1. Pick your Channels: Does Twitter make sense for your business? Is your business visual? Would Pinterest or YouTube be more helpful? Choose 2-3 beneficial platforms - Not ALL of them just because they're all available
  2. Self-Managed or Professionally Managed: Do you have time or the capability to find and engage your customer audience online? If not, bite the bullet and find a professional Social Media Coordinator to work with
- Blog away! Blogs are a great method in conjunction with Social Media to begin linking back visitors to your website

### New Faces and Old Favourites

- QR Codes are in their infancy as a media option, talk to a professional about unique ways to integrate them, track them with your analytics
- SMS Marketing: Your clients are mobile, why not engage them on a familiar mobile method - the text message
- Online promotion systems are another option which has become more popular of late, look at the smaller options available. Daily Deals sites may have volume of users, but not strategy of “why” and “how” to engage users from your storefront for an overall stronger strategy
- Email Marketing may be an old hat for reaching customers, but the continual touch every month can prove to be invaluable for top-of-mind awareness and depending on your industry it may be more effective than some of the newer methods

As I mentioned, while Mobile Marketing is definitely something a business should be considering, it's not a single point of contact. Working with a Marketing Professional or a team of creatives with specialties in these areas can help you integrate, target and achieve your marketing goals in Mobile Marketing.

- Brendan Waller, DSGN Network  
[www.dsgnnetwork.com](http://www.dsgnnetwork.com)



## Security Corner

By *Dave Ockwell-Jenner*

### Lessons From the LinkedIn Breach

If you're a user of LinkedIn, you may well have heard about a recent security breach involving user's passwords. In fact, SBCN members heard about this before many as I'd sent a communication to them as soon as the security community became aware.

Cutting a long story short, things started with someone posting something called 'password hashes' (encoded versions of passwords) on a Russian web site, asking for help in decoding them. Approximately 6.5 million password hashes were posted, although it is suspected there could be many more.

It's not simple to decode these password hashes and recover user's passwords, but with the right equipment and techniques (and enough time) it can be done! In fact, well over 3 million of those password hashes have been decoded to date.

Researchers looking at the decoded passwords compiled a list of the most common. Here are just a few: link, 1234, work, god, job, 12345, angel, the, ilove, sex.

There's a reason we encourage people to pick 'good' passwords... the passwords decoded above can be cracked in mere seconds. Because they're so common, hackers try these simple examples first!

There are a couple of things to take away from this breach:

- Choose 'good' passwords. Make them at least 8 characters long, and try to avoid using words, just letters, numbers and symbols. Don't think substituting 0 for O, 4 for A, 7 for L, etc. will help - hackers try these first!
- Don't re-use passwords from one site, on another. Chances are, many of those passwords are valid on people's e-mail accounts, Facebook pages, etc.
- Change your password periodically. I usually recommend every 3 months or so for most sites. If there is a breach, this reduces the amount of time when your 'lost' password is actually valid.

- *Dave Ockwell-Jenner, Prime Information Security*  
[www.primeinfosec.com](http://www.primeinfosec.com)



## Tips For a Healthy Fall

By Kim Edmundson

### What You do This Summer Matters!

Are you looking forward to summer? What is your favorite part of summer? Warm weather, spending time doing your favorite activities outside, having a slower pace, no school for the kids and hopefully some time off for vacation... what is not to like?

I challenge you while you are enjoying some R & R this summer to start thinking about how you can carry more of your summer habits into the fall. In fact, write them down and make a plan! What you love about summer doesn't need to stop once fall starts.

We live in such a rushed, instant-gratification society that stress is at an all-time high. We need to know everything, be everything, do everything and it all had to be done yesterday. You would be shocked to find out the number of people that are now on medication for sleep issues, anxiety and depression. In some circles it's estimated at about 50% of the population and this is starting to include children. Most people don't share these kinds of issues with their friends so I would bet that you know a lot of people who are taking these kinds of medications and you don't even know about it. What is wrong with this picture?

It's time to slow down and summer is a great time to start. Keeping it going in the fall will be much more difficult, which is why I challenge you to make a plan in the summer because if you fail to plan you plan to fail. That goes for any area of your life. Plan the time now to change this vicious cycle.

Have you ever wondered why so many people get sick during the first or second week back to school in September? Is it because there are so many viruses and bacteria growing in the classrooms in the schools over the summer? I doubt it. This scenario proves that STRESS has more to do with your health than you may think. When you get stressed, your immune system gets weak and eventually you get sick. I have been working with digestion issues and IBS-type symptoms for many years now and there is a huge correlation with digestion and stress. Your immune system is actually in your gut! The time to start building your immune system is not when you are sick, which is why I challenge you to start building your immune system this summer.



**Tips to get you started:**

- Write down what you want to change this fall and why, as well as what will motivate you to stick to this plan. Stress is the first thing that needs to be addressed before anything else. Make a plan to control your stress.
- Eat local this summer. Go to the farmers' markets for fresh fruit and vegetables.
- Check out: [www.cogwaterloo.ca](http://www.cogwaterloo.ca) for certified organic farmers, [www.foodlink.ca](http://www.foodlink.ca) and [www.thepetters.com](http://www.thepetters.com) if you are in the Waterloo region. There are many more food share programs around that you can get fresh clean produce. If you have a favorite place, please share it with me so that I can pass it onto others.
- Freeze fresh fruits and vegetables to last through the winter.
- To find out what fruits and vegetables you should be buying organic, check out: <http://www.ewg.org/foodnews/>.
- Get about 20 minutes of sun each day before putting on your sunscreen. It's very important not to burn though, so you must use common sense depending on your skin type. Be careful about the sunscreens that you choose. For a guide to safer sunscreens check out: [https://donate.ewg.org/t/11879/p/d/environmental\\_working\\_group/ewgcontrib/public/index.sjs?donate\\_page\\_KEY=7198&track=2012SSHPRotator](https://donate.ewg.org/t/11879/p/d/environmental_working_group/ewgcontrib/public/index.sjs?donate_page_KEY=7198&track=2012SSHPRotator). Local Health Food stores can help you find clean sun protection. Remember that 20 minutes in the sun gets you about 20 000 IU of vitamin D.
- If you are inside a lot then you should keep taking your vitamin D supplements, especially if it's a rainy week and you are not getting any sun. This will help to keep your immune system strong.
- Keep taking or start taking fish oil. Kids perform and learn better in school when their brains have properly balanced fats. This takes time to work though, so don't take a summer break from your fish oil.

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"STRESS has more to do with your health than you may think."

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- Drink water! I have had numerous clients come to my office on a hot sunny summer day and say that they are not feeling well that day. I always ask how much water they have had to drink. You would be amazed at the amount I hear "Oh yeah, I don't think any." To calculate how much water your body needs, take your body weight in pounds and divide by two. The number divided by two is the number of ounces of water your body needs on a typical day. This calculation works for all ages. On a hot day, if you are outside and sweating a lot you need to increase this amount.
- Give yourself permission to say "no" with no explanation needed. Remember, you are a human being and NOT a human doing.

In conclusion, take charge of your life this summer so that you will be ready to handle the busyness of fall. Be well - body, mind and spirit - and enjoy your summer.

- Kim Edmundson, Divine Wellness  
[www.divinewellness.ca](http://www.divinewellness.ca)

## Bathroom Renovations Made Simple

By Ian Inglis, RE/Max



Remodeling the bathroom has a return on investment of between 65-120%

A bathroom addition has a return of between 80-130 %.

Source: HGTV Canada

The bathroom is one of the most popular home renovation sites. While some homeowners seek to dramatically redesign their bathrooms to create luxurious spa-like escapes, others plan basic renovations to upgrade fixtures and improve the value of the home. For these homeowners, and everyone in between, here are some easy tips

to make a bathroom renovation painless.

### 8 Tips for a Stress-Free Bathroom Renovation

#### 1. Choose your colours well.

Stick with classic colours and neutrals, especially if you plan to sell in

the near future. However, if you like a bold look, but don't want to paint the room a vibrant colour, select bright-coloured fixtures. The faucet, light fixtures, rugs, towels and artwork all provide opportunities for bold pops of colour.





## 2. Know the building code.

If you need permits, apply early to make sure you get them in time. Also, make a list of the professionals you'll need to enlist to get the job done. Bathroom renovations often become expensive because of the materials used and the specialists you have to hire, such as plumbers, electricians, etc.

## 3. Keep lighting in mind.

The bathroom is where many of us get ready to start our days, so make sure it's properly lit. If your bathroom is windowless, keep your walls a light colour to make the most of artificial light.

## 4. Maintain the same footprint.

If you decide to move the waste line, your costs will increase. Instead, keep the toilet and shower where they are, and only replace the fixtures themselves.

## 5. Do it yourself.

If your tub has a few cracks, repair it yourself. You can also install the toilet yourself as long as you're only replacing the toilet and not the plumbing.

## 6. Save money on cabinetry.

Instead of expensive custom cabinets, buy stock or semi-custom cabinets, vanities and vanity tops, or use refinished side cabinets or a bedside table for storage.

## 7. Keep your space functional.

A pedestal or wall-mounted corner sink can free up space for extra storage or luxury fixtures.

## 8. Go faux.

Use tile that looks like natural stone—it's cheaper and lower maintenance than real stone.

## Innovation on Wheels

Presented by *TELUS*



Check out [TELUSTalksBusiness.com](http://TELUSTalksBusiness.com)

On Friday June 15th, TELUS held an event titled Innovation on Wheels. It was an opportunity to see the amazing TELUS bus -- a complete hi-tech office on wheels.

Linda and several of our SBCN members went along to see what cool new solutions might be helpful in their businesses.

As always, Linda took her camera and captured a few photos from the event. You can see more on the SBCN web site at: <http://www.sbcncanada.org/content/photos-telus-innovation-wheels>



## 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>

## @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](http://www.marketplaceconference.com)

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## Social Networking

Connect with the SBCN on our social networking channels.



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