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Founders Message

By *Linda Ockwell-Jenner*

It all started out as a dream, then turned into an idea, then became a reality. When Dave and I came up with the idea of hosting a full-blown all day small business conference we made sure we committed to our goal. For the 2nd year we hosted the @MarketPlace Conference and brought together SMB's, community leaders, students, not for profits (to name a few) and 'Explored the Future, Now'.

We sincerely thank all the attendees, but would like to extend our gratitude to the many sponsors who supported us, believed in us and without whom the conference would not be possible.

The Vendor Village participants showcased their businesses, helped answer attendee questions and offered some valuable ideas. Last but not least without our hard working volunteers we would not have been able to get through the day, many thanks to you all.

TELUS, exclusive co-hosts offered a fantastic keynote delivered by Piero Fusco.

LinkedIn speaker Ashraf Kamel inspired everyone to take a closer look at LinkedIn to utilize the many benefits offered.

Please take a look at our wonderful sponsors here:

<http://www.marketplaceconference.com/sponsors.php>

We are already planning 2013 conference and on the look out for sponsors, speakers & Vendor Village participants so please contact me (linda@sbcncanada.org) for more information.

The SBCN regular monthly meeting for September followed hot on the heels of the conference only 2 days later, and this was also a huge success. Pam Urie, one of the SBCN Members offered an insightful presentation on Selling Styles – Increasing Your Sales Effectiveness.



Check out TELUSTalksBusiness.com

Your dream can also turn into your reality as ours have, if you truly believe in yourself and plan short and long-term strategies. If you do need help, tips or inspiration on a topic connected to your small business please check out the newly designed SBCN website: www.sbcncanada.org and you will find articles and related information for your benefit.



Upcoming Events

Monday October 17th Monthly networking • Waterloo Region

visit www.sbcncanada.org/events for more details

Business Education Series

By *Nikos Rentas*

Seems like the summer flew by and everyone has started to push their products trying to grow their business and adjust back to the regular schedule. The question I like to ask: "Are we back in the flow?". After a fabulous summer, the fall seems to be action packed with events right through to Christmas. If you are wondering what events are available, get on twitter and start following different streams like #kwawesome and #wrawesome. The streams are regularly used for events throughout the tri-city areas and provide up to date tweets.

As for SBCN's happenings, the @MarketPlace Conference took place on the 17th of September. The guest speaker lineup was stellar and of course I was there talking Mobile Marketing and of course Apps! To recap, this summer has been grand for my partners at SiliconW and I. With our launch of LiveApp, things have been growing at an excellent pace. LiveApp Designer Platform is a simple solution to create Mobile App's on the fly that work with BlackBerry, iPhones and Androids! Our newest edition includes, Cambridge Libraries, KOI Music Fest here in KW and of course Marc Anthony concert at the Olympic Stadium in Montreal!

For more information visit us @ www.satnermobile.com.

"Last year's conference was a great experience for me as I managed to land excellent connections that turned into valuable partnerships."



Attending the conference was super beneficial. Last year's conference was a great experience for me as I managed to land excellent connections that turned into valuable partnerships. Being able to meet people from LinkedIn, Telus and other high profile companies has given us the opportunity to attract a new stream of clientele that has done wonders! Need I say more? I network to succeed with people who want to succeed and yes this event gave us that opportunity!

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

How To: Find Motivation

By Linda Ockwell-Jenner

Back to my grass roots for this article, because believe it or not even though we try and tough it out and pretend we don't need motivation, we do... and without outside motivation we really would be lost!

I love my life. I live the life I never even dreamt about because I had no idea my life would change so dramatically. It's when we dream and continue to dream that our goals become stagnant and forgotten. Turning our dreams into our reality and continuing to build attainable goals are the way to go.

I opened the recent @MarketPlace Conference hosted by the SBCN and I shared some inspirational words that I know help me many times when I have self-doubt or struggle to find where I am and where I want to be. The words are song lyrics from popular artists who have actually struggled with life's challenges and saw light at the end of their dark tunnel.

"There must be lights burning brighter somewhere. Got to be birds flying higher in a sky more blue. There must be a better land, while I can stand, while I can walk, while I can dream, please let my dream come true." I chose these words because without the birds in the sky we would not hear the sound of the dawn chorus and know a new day was about to begin. The late and great Elvis Presley may have been rich and famous but he certainly lived with challenges and unfortunately even though his dreams did come true he did depart this earth too soon. Maybe if he had turned to his community of people for help and believed in them he would still be living the life he dreamed about which did become his reality.

"Each day I live, I want to be a day to give the best of me. I'm only one, but not alone." These words are so powerful, and they remind me of so many great leaders, such as Mother Theresa, whose one voice did make a world of

"without the birds in the sky we would not hear the sound of the dawn chorus and know a new day was about to begin."



difference to thousands of people across the World. The words relate to SMB's in our local community but also across the Globe. We can come together and still be one, but together we are more powerful. The one and only Whitney Houston, who is no longer with us shared her voice with millions of people and helped so many of those people.

"I believe in the power that comes from a world brought together as one. I believe together we'll fly, I believe in the power of you and I". This song brought together millions of people world wide and we all believed in the Olympians who were coming together and creating peace, if at least for a short time. It was a momentous moment in time. The Power of You and I – small business owners coming together, helping each other and helping communities grow. Nikki Yanofsky sang this beautiful and powerful song that I for one will always remember.

"You got what it takes you can win, today is your day to begin. The moment is now, this is it, today is your day and nothing can stand in your way." These words were written and sang by our very own Shania Twain, an inspiration to us all. Please check out her story if you don't already know it. Shania rose to fame very quickly; her business was writing songs and performing. Her fame and fortune did not keep the challenges from entering her life. However she bounced back and wrote this song as a way of helping herself but also everyone who listens to the words. I shared these words to welcome the attendees at the conference and remind them that this was their day.

- Linda Ockwell-Jenner, *Motivational Steps*
www.motivationalsteps.com

Security Corner

By *Dave Ockwell-Jenner*

Securing What You Leave Behind

It's coming up to the holidays. Yes, I know... it's still September and there's plenty of time before the holiday season actually begins. But by now you know me, always prepared (just like the Scouts!)

I want to talk to you today about 'what we leave behind'. What do I mean by that? I mean iWaste: not the latest new cool product from Apple, but a fun term to describe 'information waste'. Think of all the information we generate, but throw away. Notebooks filled full of information; forms, bills, old invoices,

prime .
 information security

"I found financial records, banking details, private photos and all manner of other things."

etc. The list can be quite exhaustive. However, we're pretty savvy these days at managing some of that iWaste. Step 1: Invest in a good quality shredder (the cross-cutting kind). Step 2: Shred any paperwork with any personal or otherwise sensitive information. Step 3: There is no step 3!

So why did I mention the holidays? Well, some of you might be thinking about investing in some new technology, or may even receive some as a present, meaning that your old gear might be heading for oblivion. Computers especially tend to get replaced around the holidays and we dutifully go through the merry dance of loading all our software and files onto a new system. But what of the old one?

For many of us, we simply throw it to the curb, or take it to one of those electronic recycling skips. Or, we take it to a store and they 'dispose' of it for us (and by that, we mean, they do either of the two things already mentioned!) Think for a moment: you're throwing away not only your old computer, but a hard-drive potentially full of your information. Your iWaste.

Simply deleting, or formatting the drive isn't enough. To give you an idea, a few years ago, I conducted an experiment. I went to an electronic waste recycler and picked up about six hard drives from various discarded computers. Two of them didn't work at all. Of the remaining four, one had been formatted and three were left as they were. On these three drives, I found financial records, banking details, private photos and all manner of other things. The formatted drive? Well, formatting doesn't delete the data, just 'hides' it (so to speak) so it was trivial to unhide it and pull up a very nice view of someone's Facebook friends, some resumes and even details of someone's divorce agreement! Good job I wasn't inclined to use that information for evil.

So what should we be doing? If you're planning on getting rid of an old computer, delete all the data using a specialized data wiping utility. I recommend a tool called DBAN. If you're really paranoid and don't have any future plans for the computer - taking a drill and drilling a hole through the hard drive inside is a perfect solution. Strangely, there are also commercial shredders that will destroy hard drives. If you're in any doubt, speak to your local IT professional about the best way to protect the information you leave behind.

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



Power Questions

By Stewart Marsden

Chapter 8 – Another Fight in the Park

"I'm sure that identifying and quantifying this generalized 'BUY INTO TREND' was critical for Apple Computer's decision to develop the iPhone."

Sally returns with the vampire-stick. "Hi. I'm Vanettcia. Call me Van." Oh, oh, weirdness. "Sally, call me about next Saturday. Ciao." The ghostly black BAT-net-see-ah flaps a wing waving bye-bye.

John is now standing on a low, bumpy-flat, limestone block about twenty feet left of the escarpment cliff. He fields my classmate's fuzzy questions like a tennis pro.

A short hairy guy with nerdy black glasses asks, "Can you give us an example of how these heuristic business principles actually produce a higher probability of financial success for a new start-up?"

Sally and I perk up. This should be interesting.

John perks up too. "One really good example is the iPhone. I know. Apple Computers is an established big business. But, the iPhone was a new start-up product for the company. So, the Discovery process stage power questions and heuristic business principles still have to be met.

"IBM joined with BellSouth to build and sell the first smartphones around 1994. People liked this 'new idea' of a phone with a calendar, address book, world clock, calculator, note pad, e-mail, and games.

"Between 1994 and 2007, more and more people WANTED to buy a smartphone. This shows a strong, expanding, durable, buying trend. It confirms the existence of the first heuristic business principle requirement: the DESIRE to spend ENOUGH money to buy a smartphone existed before the iPhone. ENOUGH people had already sold themselves the DESIRE to buy a smartphone.

"I'm sure that identifying and quantifying this generalized 'BUY INTO TREND' was critical for Apple Computer's decision to develop the iPhone."

"Apple then showed a prototype iPhone in January 2007, but didn't sell it until June 29th . Between those two times Apple built media and public interest in iPhone's new unique features. These were: a full colour, touch-sensitive, very jazzy display; a camera; music player; and its Apps Store with thousands of downloadable applications with many free to get people started. And, the promise of thousands more applications to come, and to keep coming in the future.





“Apple started with the generalized ‘BUY INTO TREND’ ... the established fact that people want to buy smartphones. Apple then carefully selected unique features and benefits for its first iPhone to meet the second heuristic business principle to ‘influence’ the ‘BUY INTO TREND’ niche people to WANT the new iPhone over all existing competitor offers.

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.

@MarketPlace Conference

Exploring the Future, Now.

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Take a look at a few photos from our fantastic event! You can find more on the SBCN web site.



Do you have a story to tell?

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