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## Founders Message

By *Linda Ockwell-Jenner*

October is here and as a two-time breast cancer survivor I am passionate about creating awareness. As this month is Breast Cancer Awareness month, I am sharing this with you so that you can all be aware and spread the word, thank you.

The SBCN has quite a lot of exciting events and opportunities to offer our members and guests, with an exciting new initiative launching in October. We'll be announcing details of this at our monthly networking event on Wednesday October 17<sup>th</sup> and later, through our other channels.

I will be offering a short presentation with lots of time for questions and answers at our monthly meeting on the subject of Social Media and how you can grow your client base by using some simple strategies I've discovered and developed.

We'd like to thank **Lyndon Johnson** who came on-board this month as a guest article contributor. You can check out his articles on our web site – either featured on the home page, or in Articles under the Resources section. **Rigdha Acharya**, one of our online members who is based in Calgary, Alberta also contributed a wonderful article which was featured on the home page... thanks to her also!

If you have not yet checked out the SBCN small business podcast you can find it here: <http://www.sbcncanada.org/podcast> and I will be interviewing some small business owners in the next couple of weeks. Look out for those podcasts I am sure you will find them interesting.

I would encourage you to check out the SBCN web site and the benefits involved by becoming a member and then arrange an information session with me, Linda Ockwell-Jenner to find out how we can help you!



## Upcoming Events

Wednesday October 17<sup>th</sup> Monthly networking

Monday November 13<sup>th</sup> SBCN Connect

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

## Business Education Series

By *Nikos Rentas*

As fall fully kicked in this month I noticed everyone wearing pink in support of Breast Cancer Awareness month and of course twitter started showing glimpses of Movember preparations. Twitter has become the center of moving information for events in the KW area. Are you with this groove? Following the right people is always the challenge. Moreover, how do you get people to follow you? The tough questions are answered as more time is spent on twitter, following people's habits and patterns.

Focusing on branding a little bit, let's look at what the NFL does every year. During the month of October, all teams, players, coaches, and trainers alike, wear pink. I am both impressed and proud that this occurs. I bring this up as branding moves from the pink on the players to the twitter of the fans. If you follow some of the feeds, the tweets go out and a new found support is created through this amazing act of kindness that you wouldn't expect from a brute sport where everyone is trying to be tough and macho! What does this tell us? Well many things, but one thing is for sure, Breast Cancer needs to go and the support of millions to see it go is there!

Moving forward, last month's talk was a quick walk through of social media and mobile marketing. We talked about some numbers and patterns that are emerging in the industry and established that both social media and mobile technology is growing and more money is spent yearly than ever before. Where does that put you? What skills are lacking? What techniques need to be learned? Talking with the experts in our community will help you answer many questions about social media and make you a guru! In October's talk, we will be focusing on social media as it joins and promotes other marketing tools such as mobile apps, QR codes, etc.

- *Nikos Rentas, SATNER Corp.*  
[www.satner.com](http://www.satner.com)

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"Twitter has become the center of moving information for events in the KW area."

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## How To: Enjoy Networking Outside of Your Comfort Zone

By *Linda Ockwell-Jenner*

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*"I am well on my way to building some wonderful new relationships"*

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Networking can be an enjoyable task or it can prove to be a chore. What we tend to do is choose the networking events that appeal to our likes and also the ones that fit into our comfort zone. Unfortunately this can lead to us only attending events with people who are exactly the same as us, and even though this might seem like fun, what benefits result from this?

Another common mistake is to think we know who will be attending certain networking events based on the type of event; one example might be an event I attended recently called Techtoberfest. Knowing that this event is hosted by Communitech (a 'techie' organization) I was still eager to attend the three day of events for several of reasons:

- The event description included the word "startups". Even though I am not a techie person I do work with a lot of startups.
- The line up of Keynote speakers was amazing and it offered me a chance to learn from some of the most successful entrepreneurs, who were, I will admit it, very different to me and offered me some fantastic tips and ideas I can use in my business.
- The networking sessions allowed me a chance to mingle with people I would not ordinarily come into contact with and I am well on my way to building some wonderful new relationships.
- Last but not least, I was being "seen to be seen" and I am happy to say even though I did not know everyone who attended this three day event, a lot of people appeared to know me! This means that by attending, not only do people recognize me from my online initiatives they also have the chance to chat with me face-to-face.

I attended the events with Dave, my business partner and husband, but we split up and went our separate ways to enjoy our own choices of speakers and networking. But by having someone to go with, it does offer a modicum of comfort, and once you are there you do feel better going off alone and exploring the opportunities.

After mentioning this event to a couple of people after I signed up for it, the common comment was they would not be attending because it was a techie conference and they were not, so it just goes to show how wrong they were!





One amazing breakout session was offered by Carol Leaman from Axonify, who had the audience mesmerized whilst she demonstrated how to execute a four-minute pitch and win! This taught me a lot about how we talk about our business and what we are offering.

Every one of the speakers were phenomenal but a couple that wowed me personally were, Desire2Learn Founder and CEO John Baker and Martin Green, a San Francisco resident who grew up in Waterloo, worked as an investment banker in New York before he joined CNET and then Meebo, in the Valley.

Last but not least to finish two days of excitement, fun, networking and amazing speakers Saturdays Beer and Pizza with co-founder of Reddit, Alexis Ohanian who

admitted he does not have a technical background, even though his partner did try and teach him how to code. A lot of people (including me) are not of a technical nature, but can still attend events such as these to gain many benefits.

So, the next time you are exploring the opportunities out there that you feel are out of your comfort zone, invite a friend to come along with you. Check out the speakers and the networking opportunities before saying those immortal words "it's not the right event for me I am not \_\_\_\_\_"

The best thing about networking is meeting a diverse group of people who are different to us but can offer us ideas, tips, connections, even referrals once we make a strong relationship with them. Never say never and remember that our businesses will grow and prosper, not be reinventing the wheel, but by knowing how others before us have succeeded.

- Linda Ockwell-Jenner, *Motivational Steps*  
[www.motivationalsteps.com](http://www.motivationalsteps.com)



## Evolution of a Desktop

By *Brendan Waller*

Following the Marketplace Conference I felt for those who didn't get to hear me live, I'd discuss more formally the topics I covered at the Conference. For starters, let's talk about an issue that affects us everyday – Computer technology. Computers have changed the way we interact both in our personal lives, and our businesses.

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“Technologies such as voice recognition and even thought-based computing... are poised to redefine the industry all over again”

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It's hard to believe that for almost thirty years the design, look and feel of a desktop computer has largely gone unchanged. Yes, computers have gotten faster, yes, the operating systems have matured but two things have stayed the same. It looks like all of that is about to change!

Your desktop's days are numbered! Your laptop is shifting into its place, and the smartphone and tablet are the new kids on the block!

### **TECHNOLOGY ISSUE #1: THE MOUSE AND KEYBOARD**

These tech peripherals have been with us since the first major induction of PCs into our lives. The QWERTY keyboard layout, home row, and “Point-and-Click” have become synonymous with computing.

So what is this technology evolving into? Well, as opposed to Point-and-Click, think more Touch-to-Click. Since the birth of the touch-based smartphone with Apple's iPhone in 2007, touchscreen interaction has become the evolving norm. Users don't simply want to be at their computer, they want to be engaged by their technology.

Unlike the mouse and keyboard, touch will not be able to sit on its laurels for thirty years either. Technologies such as voice recognition and even thought-based computing, such as Toronto-based InteraXon, are poised to redefine the industry all over again.

### **TECHNOLOGY ISSUE #2: FOLDER STRUCTURED OPERATING SYSTEMS**

Remember when you first sat down at a computer and you had to create folders to store and sort documents in? Seemed like such a natural evolution didn't it? We have real file folders, so my computer uses the same concept for the operating system. CTRL-S, save to a document into a folder and you were done!

As computers grew more robust our expectations of what we could do on a computer grew – so did the hard drive sizes. Soon we have hundreds (or thousands) of file folders holding our Digital Lives. To compensate, companies like Microsoft and Apple incorporating quick-search functions to help us find that specific file that was hidden 10 folders deep.

Is that the best way for us to store and sort our data?

Smartphones and tablets again use a different approach: A non-file folder-based operating system. Why not let the applications worry themselves about where the documents are – you focus on creating them and boosting your productivity!

It is quite a departure from the desktop operating system, and it will make many (including myself) feeling like we're losing access to how things are stored. However, why should we be concerned with that? The reason we





have complex file structures is because we needed to find the documents. If the computer's applications are eventually able to do that for us, maybe it's not such a concern.

### **SO, SHOULD I THROW MY DESKTOP COMPUTER AWAY?**

No, not at all! While the mobile space is making some serious inroads there is one major shortfall to the smartphone and tablet world: Applications. Before you jump at me saying "I can get <insert app name> on my tablet", let me explain...

While it's true that Apple, Google, Microsoft and RIM all have mobile platforms with App Stores bursting with Apps, what is missing is the high-caliber touch applications. What I mean is until we can see applications such as Microsoft Office or Adobe Photoshop, fully realized within the touch-based world; the computer will not meet its end.

There is also not a great method at this point to share documents between smartphones and tablets like we can so easily on a PC. Even so, the industry is taking notice.

Microsoft, with their Surface tablet shipping this fall, believes there is going to be a level of overlap. Surface incorporates a keyboard, and even a Pro version that will incorporate more laptop-like components – all which a touch interface called Metro. Apple is taking a different route with a more gradual merging of their OS X and iOS operating systems. All major players in the market are also vying for your support of their Cloud-based systems allowing you to connect your desktop and mobile worlds.

There are even solutions that allow you blur the technological line a bit more. Ultrabooks are lightweight laptops for easy transfer between home and the office. The Dell XT3 takes it one step further by creating a laptop that can convert from a laptop to tablet orientation simply by rotating the screen!

All things aside, until there is a unilateral way to share documents and content between mobile devices, your computer, mouse and keyboard are safe on your desk.

Question for the month: How have smartphones and tablets changed the way you are able to do business?

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

## Security Corner

By *Dave Ockwell-Jenner*

### **“I’ve been hacked!”**

One thing I see a lot of these days, are people claiming they’ve been “hacked”, or that someone they know was. What usually follows is a bunch of advice from well-meaning friends and colleagues about changing passwords, etc. It’s not necessarily bad advice, but without a bit of fact checking beforehand, it’s not very useful.

In most cases that I see, nobody has been ‘hacked’ whatsoever. In fact, most times it’s someone carelessly clicking on a link (like those, “you should see yourself in this photo...” links you see in Twitter and Facebook). If you receive a spam e-mail from a friend’s email account, it’s probably not that they’ve been ‘hacked’ - more likely that someone just sent a spam message out and used your friend as the sender address. Contrary to popular belief, the sender address is just as easily modified as the subject line or message when creating an email.

So why are there so many of these “I’ve been hacked!” exclamations if it’s mostly not the case? As with many things, it’s perception, and specifically forming rational explanations for situations we don’t fully understand. If you don’t know how e-mail works for instance, you might think that the only way you can receive an e-mail marked from “Bugs Bunny” would be if the cartoon rabbit sent it themselves. Similarly, if you see someone Tweet, “hey check out you in this video!” it’s logical to assume that the tweet was from one of your contacts. The problem is that it’s just not true. In the case of the latter, it’s usually someone clicks a link in a tweet, which instructs their web browser to go send a new tweet behind the scenes. Chances are, if you see one of those messages in Twitter--the “sender” did something silly!

What should we do about this? When I can, I try to educate. Often times a little knowledge goes a long way, so I’ll let people know enough that they can form more valid conclusions, without confusing them.

Of course, in those rare instances where people have been hacked, well, that’s a job for the experts. Cleaning up after an attack is secondary to understanding what happened and how to prevent it in the future, so be careful to engage a security professional to walk you through things if you’re unsure.

Stay safe!

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



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“Cleaning up after an attack is secondary to understanding what happened”

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## Complementary Health Care

By *Lucie Fournier*



Whether you are inquisitive regarding complementary health care while trying to stay healthy or whether you are desperately searching for choices to minimize the impact of disease, Homeopathy is a safe, gentle and effective choice that does not interfere with other medical treatments or medicines. In my opinion, alternative options in medicine should be complementary because too many of us have the urge of trying something new but not necessarily looking to let go of the old. We want to try but we just aren't too sure.

The difference between holistic medicine and conventional medicine is simple but sometimes we need to exercise a part of our personality that requires some attention – patience. All too often in today's society we are looking for 'quick fixes' to our headaches, joint pain and depression and fail to realize that these headaches and joint pain have been around for years, and depression – well, we all know it creeps up on us from every day challenges that go on for decades. We numb ourselves from feeling less than 100% - the headache is gone – but is it really?

Homeopathy is the 2nd largest system of medicine in the world today and in some countries it is considered the primary medicine. As a Classical Homeopath, I believe in holistic health and the right to choose complementary forms of health care to promote our continued well being. Homeopathy has been in the news often lately as the Homeopathy Act, 2007 was passed, legislating Homeopathy as a newly Regulated Health Profession in Ontario. You can read more about this exciting milestone at [www.collegeofhomeopaths.on.ca](http://www.collegeofhomeopaths.on.ca).

I encourage everyone to take the time to try complementary medicine – you have everything to lose (symptoms), and even more to gain (health)!

- *Lucie Fournier, Homeopathic & Holistic Health Practice*  
[www.homeopathichhpractice.com](http://www.homeopathichhpractice.com)



## Power Questions

By Stewart Marsden

### Chapter 9 – Variations On A Business Battle Plan

Kim moves her arm away from Sally's hand, "Not now sweetie." Kim stares at Sally's weird hair colour; then abruptly looks away. Kim: "Okay, wha-da-ya got. What's your 'bright idea' for project business?"

Sally tells Kim her original plan about massage therapy exclusively to stressed business executives. Then she tells Kim about my idea to switch to lawyers instead of business executives. I tell Kim about how stressed lawyers get because their client's life, or a client's big money deal, is at stake. I tell her about the stress I saw at family Thanksgiving dinners over the years, and how I've experienced law offices with really high-tension in the air.

Sally concludes by saying that we're pitching the project business as a multi-person partnership at start-up. "Was going to be two; now it can be three massage therapists."

I ask Kim, "What do you think? Do massage therapists specialize on specific clients? Are there already massage therapists specifically for lawyers... or business executives?"

Kim looks at me with her watery eyes, "Crap if I know. Pecker-head was the certified groper not me." Kim's not a massage therapist; camouflage guy is. My disappointment shows. "Don't worry honey. I got plenty of ideas. Lawyers. That's good. Didn't even think of lawyers."

Kim, firmly in control, says, "You're thinking too small. Worker-bee partners just get tired – not rich. Now, here's how it should be done ..."

Our teacher, John, once again claps loudly for everyone's attention, "Okay, everything is all okay. No real harm done. Ralph just has a bloody nose." Ralph is the camouflage guy Kim hit, Kim's now ex-partner. John continues, "But I don't want to see this type of behaviour again." John looks right at Kim. "Is that clear?" Kim stares back without a word; without a nod; nothing. Kim's a short, blonde, attractive ... stonewall.

John waits; then gives up. "We're behind schedule. The park's next escarpment lookout deck is 20 minutes away. A little ways left of the deck, up a short path, is a picnic area. I have reserved a group of twelve tables. They are a detached group of picnic tables to the far left of the concessions area, and farthest from parking lot 'C'. We're going there to have a working lunch.

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"do a 'walk-&-talk' to finalize your project business and 'bright ideas'."

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"Between here and the picnic tables, do a 'walk-&-talk' to finalize your project business and 'bright ideas'. After lunch you're going to start on Planning, the second process stage of my Power Questions© business course.

"Please walk without delays, and without fist fights." John gives Kim one last longish look, turns, and walks quickly up the path to the next deck. I think John is hungry. I know I am.

Sally, Kim, then I, walk in parallel up the path. Sally tells Kim I have some concerns about continuing with the project business. Sally wants to hear from me first, before Kim tells her ideas.

Thank you. "John says that we're supposed to assume Dr. Noah Goods top 20-business list is a qualified answer to the first power question / first heuristic business principle. If that is so, then I guess I shouldn't have a problem with choosing massage therapist as a project business. I just don't know if there is ENOUGH money to be made doing massages." I sound lame.

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.*

## Do you have a story to tell?

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