

Produced by The Small Business Community Network (SBCN)  
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## Founders Message

By *Linda Ockwell-Jenner*

How time flies when you are enjoying yourself! November has been a busy time for the SBCN. We enjoyed our ever-popular SBCN Connect at our new location, the Honest Lawyer in Kitchener. This is a free event, which offers our members a chance to connect with SMB's and local members of the community. We are happy to say the turnout was fabulous and 75 people enjoyed the excellent hors d'oeuvres the Honest Lawyer donated. The SBCN celebrated its 9th Birthday and we had a very large Birthday cake to share with everyone to help us celebrate our continued growth.

Mark Whaley Deputy Mayor, Waterloo Region, came along to say a few words and connect with everyone, along with Nikos Rentas and Brendan Waller members and also ambassadors for the SBCN.

Paul Walman, Sherwood Digital Print showcased his products and services at his table and THEMUSEUM showcased the current exhibitions: China and Avatar. Both organizations received a lot of interest and made many new connections.

We are looking forward to our last meeting of the year on Wednesday 21st November, which will be a little different to regular monthly meetings, so remember to register and come along to see what's happening. We meet at the Waterloo Region Small Business Centre, Kitchener City Hall.

This is the perfect time to say some Thank You's as we are nearing the end of 2012. Firstly a big thank you to Ian Inglis, Remax Solid Gold for donating a door prize at all of our meetings this year, we truly appreciate the support from Ian.

A huge thank you to Chris Farrell and her team at the Waterloo Region Small Business Centre whose meeting rooms allow us to offer a professional and spacious environment for our monthly meetings.

Thank you to all of our members far and wide who have supported us throughout 2012 and without you the SBCN would not be able to help so many businesses.

Also a big thank you to our volunteers, advisors, ambassadors and everyone who comes together to ensure the SBCN continues to offer monthly meetings, special events and conferences.



Last but not least, TELUS, our title sponsors for 2012. Their support has helped us invest in new initiatives as well as continue to provide great programming and events throughout the year. Thank you TELUS!

## Upcoming Events

Wednesday November 21<sup>st</sup> Monthly networking

Monday December 10<sup>th</sup> SBCN Christmas Social

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

## Business Education Series

By *Nikos Rentas*

### Time For Mobile?

Yes folks! Time for a mobile talk! Why? It is the future of marketing. Last month we had a talk about social media and process of growing your network... through the discussions my theme has been simple, "it is all about style". Social Media can be hard and can be simple... it is your choice. The fact is that you need to provide time and patience. Learn as you go and follow the heavy hitters.

I was happy to sit with a few people over coffee these last few weeks and some awesome questions came up: I can't get started and I can't figure out what to write! How do I start? What do I write? I asked the same questions when I started and get this, I looked at the heavy hitters; followed what they were doing and looked for the pattern. When I work with people we look for patterns, find something that fits your style and off you go.

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"When I work with people we look for patterns"

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Research, Research, Research is the theme. If you are on LinkedIn as you should be, you will notice articles going up. One was about searches. Go read it... then ask yourself how are people searching me? We ask this to our clients all the time and don't be shocked but only 5% have an answer.

This month's talk will be all about mobile apps. Mobile marketing is an epidemic that is making waves. Time spent on the Internet has made a shift from computer to smartphones and tablets. So why are you not mobile? Ask yourself before coming in: do I need mobile? Do my clients want mobile? Do my competitors have mobile? I'm sure you are all searching your competitors at least once a month to see what they are doing... be ready! It will be exciting!

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

## How To: Plan for a New Year

By Linda Ockwell-Jenner



It is exciting to look back and see how much your business has grown, but looking forward is also an essential part of continued success and growth in your business. This enables you to see more clearly not only the successes but also the failures and what you can learn from them. It is very easy to become complacent because your success came quickly and your client base grew to the point where you had no time at all to do anything but work in the business, but you are liable to hit a brick wall eventually.

Let me explain what I mean by offering an example...

*You make widgets and you are a sole proprietor. After a year of marketing, networking and working hard to offer an excellent widget your sales come fast and furious. You quit marketing your widget, you just do not have the time to do that anymore. Networking is of no use to you because you have all the customers you need. You are so busy you only have time to make your widget, ship it and receive the payment. This continues for another year and at the beginning of the next year you notice in January sales are slow. March comes along and your sales have almost dried up. May comes along and you are lost and facing a crunch, without sales you can't pay your bills. Your widgets are sitting in the warehouse but you have no customers.*

If we look at the above example we probably know a few business owners who are choosing this path and some who have been there done that and either

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“Most business plans fail to take into account working in your business as well as working on your business.”

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changed their ways or ceased to exist. It is about choices and change and giving yourself time to evaluate how the business is doing versus checking on the bank balance and thinking it is all about your current customers. Then you have a fighting chance of surviving!

Looking back at some of the strategies you put into place to grow your business is the first step to take. If you spent a certain amount of time working on your product, the rest of the time must have been spent on marketing, networking, and sales, which means you had a formula, which worked and led to your current success.

But if you fail to *continue* to work on marketing & networking, but decided making the widgets and selling them was your priority you could find yourself with no customers at some point.

How can you be proactive and not lose customers, look after your past customers and still market to new ones? Well, I will admit it is not easy especially if you are a small business owner but there are ways, so here are a few ideas:

- When you worked on your business plan it was probably more to satisfy the bank manager if you needed a small business loan or you might have a business coach or consultant who suggests you need a business plan. Most business plans fail to take into account working *in* your business as well as working *on* your business. You might have included marketing but forgot to include the time needed to network and the cost involved. By re-evaluating your needs and knowing how much time you spend on marketing, sales and networking (to name three things it is important to focus on) then you at least have a clear idea of the year ahead.
- Be prepared to have strategies in place that involve your customers so that you can be proactive and take care of your past, present and future customers. If you forget about your past customers they will probably never come back to you in the future, also they will not refer you to their connections. Taking care of your present customers seems the easiest way to go, but they will be past customers at some point, so maintaining the same standards and being consistent benefits you and them. When looking for future customers it could seem appealing to think your past and present customers are taken care of but they still have needs.
- A great way to keep in touch with all of your customers is offering a monthly newsletter, which can be emailed and the cost involved is minimal. Thank You cards apply to all of your customers, and are an excellent way to encourage them to remember you.



- Networking is another way to touch base with your customers and offer them help in the sense of introductions to contacts they might want to get to know. Networking when practised on a consistent basis is a great way to market your business whilst building relationships with your connections. Referrals are forthcoming from networking which obviously is a great way to enjoy a jump in sales.
- Making sure you are always fresh in the minds of your customers is key, and it may come to the point where you do have to hire someone to take care of some of the work you can no longer do if you are busy making the widgets. Students are a good way to go because in some cases they can work for 'free' but benefit from work experience and meeting connections that can help the in the future. People who are on unemployment programs are also keen to gain work experience and some government agencies do help with the cost of hiring someone in this position. If you do have the budget to hire a part time or a full time person this is definitely an asset for your business as it leaves you time to do what you do best.



I do see a lot of SMB's rushing around, very busy in the present, but failing to think about the future and this is definitely not the way to go. There is enough time in the day to work in and on your business and if you are a forward thinker and know that the path to your continued success is based on consistency as well as hard work and passion.

With the holiday season almost upon us and a New Year to look forward to take some of the slow time you will have to re-think your vision, plan your goals and set the wheels in motion to make not only the New Year your success, but continued years to come.

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



## Print, Evolved

By *Brendan Waller*

In the continuation of my series from the Marketplace Conference a few months back, let's continue on to the second topic I discussed: The needed evolution of print.

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“While photography and video, heck, even Office productivity suites have transitioned to the Web, print has been slower to adapt.”

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As a graphic designer I have always loved seeing my work completed in print form, there’s something almost magic about it! In recent years print has been facing increased competition from other media types – So, the question is being asked “is print dead?” **Far from it.**

### ADVANTAGES OF PRINT

Let’s start off about some of the real core advantages of print:

- There is something about holding a physical thing in your hand! You may visit a website once, you block or ignore web ads, but printed materials get held on to and reviewed
- Credibility and legitimacy comes with print! Why do you think business cards are still around? Not everyone has “that app” on their smartphone and are gun-shy about clicking unknown links online or in email
- Brings your brand front and centre! Print helps solidify your brand. Your printed materials are your “handshake” once you’ve left a meeting and the reminder of who you are long after the day is done.
- Print is still more engaging; people skim blogs and websites, we’re bombarded with ads online and Social Media feeds, but we slow down to actually read printed materials

With these great and engaging reasons for print, why is the industry struggling? One word: Adaptability.

While photography and video, heck, even Office productivity suites have transitioned to the Web, print has been slower to adapt.

### TIME TO EVOLVE!

The days are gone of the old-school duplication centres. More of us are having access to either inkjet or laser printers at home or at work which, while more costly, reduces our need to get copies done professionally.

Marketing is also adapting. With a surge of options available from the Web and Social worlds, print is becoming more just a “part” of the Marketing Mix, not the main focus. With this adjusting mix, Printers are now feeling like their industry is in a race to the bottom, price-wise, much like we’re seeing in the mainstream computer industry.

So, is print truly two steps from the edge? No, but it does need to evolve in three core ways:







1. Adapt the upsell: QR codes and Augmented Reality are great, modern ways to engage your readers who are tech-savvy. Companies such as Layar take that engagement one step further by allowing special types of engagements embedded into your printed materials

2. Adapt the Acquisition model: Finding pounding the pavement hard? Make sure your website is up to date and easily searchable. Join a Marketplace or directory for print, such as local business, Printchomp. Enter your pricing and have business start coming to you!

3. Adapt the services: If print is slowing edging it's way out, start introducing new services that fall under modern marketing:

- Offer websites
- QR code management
- Mobile apps or publications
- Don't have to do it alone, design companies are often willing to ally with printers

I feel that print can truly remain a strong and viable resource in marketing in this digital age. To business owners considering how to market your own company, never forget, marketing is a mix – no single medium is a 100% guarantee. Diversify, integrate and talk to a Marketing Professional about the fit that is best for your organization!

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



## Security Corner

By *Dave Ockwell-Jenner*

### Anti-Virus Software

In this month's Security Corner, I thought I'd try to tackle the subject I get asked most about: Anti-Virus software. Do I need it? Which one should I get? Which is better: paid or free? These are probably the questions I hear the most from small businesses and home users alike.



### What is AV?

Before we dive on in, let's first understand what Anti-Virus (or AV) software is. Conceptually it's very simple—AV software runs on your computer and attempts to identify, block and sometimes remove malicious software like viruses, trojans, and all those other fancy names we give them. Sounds simple... so how do they work?

AV products, regardless of the brand, free or paid, essentially only have two techniques to perform this task: signature detection and behavioural analysis.

The former technique is the older of the two—it relies upon looking at code and matching parts of it against a databases of 'signatures' of known malware. It's a very quick and efficient way to identify malware, especially when the malware database in my AV product claims knowledge of 76,450 different types of malware!

The behavioural analysis technique is newer and works by looking at what a piece of software code does – versus what it looks like. It tries to identify patterns of behaviour that are typical of what we see in malware. Examples of which might be: software which downloads and executes other software from the Internet; or that hooks it's way into the computer to modify how it works (incidentally the same technique that AV software uses to actually do it's work!)

Neither method is foolproof. To defeat the signature analysis detection, malware writers just need to subtly change the code enough that it 'looks' different and it's no longer detected. Behavioural detection can be defeated by adjusting how the malware works—potentially splitting functionality between different pieces.

### Do I Need It?

Great – so now we know how AV software works, back to the questions. Let's tackle the easy one first: do you need it? YES! Knowing what you know, you can probably work out that AV software doesn't stop every virus going... but it can certainly detect and block a large number of them. Think of it like a seat belt: it may not save a life in every situation, but it does in many. The downside to running AV is that it does slow the computer down. Imagine that it has to check each and every file against it's list of 76,450 viruses—that's going to take some time. But just like wearing a seat belt is the price to pay for being in a vehicle, so a performance hit from AV software is the price to pay for safer computing.

### Which One? Free vs. Paid?

I'll tackle the 'which one should I get' and 'free versus paid' questions

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*“Think of it like a seat belt: it may not save a life in every situation, but it does in many.”*

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together. What product you get depends upon your needs and tolerance. The effectiveness of an AV solution is often not the technology itself, but the service from the vendor that can make that technology do it's best job in detecting malware for you. That means regular updates (i.e. new signatures or behavioural rules) and support to ensure the AV software doesn't impact your computer more than it has to. In terms of tolerance, some of the free offerings require more setting-up to exclude non-essential features, and many will 'nag' you into upgrading to a paid offering.

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"If you have just a few computers to protect, I certainly recommend Microsoft Security Essentials."

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Some of the paid solutions will go well beyond AV detection and include reporting and central management—both of which are extremely useful if you're protecting a network of computers versus a single machine. They may also offer additional protections, such as firewalls and network traffic inspection to identify threats as they are transmitted or received on the network.

### My Recommendations

In my experience, I tend to recommend two solutions: *Microsoft Security Essentials* (free) and *Symantec Endpoint Protection* (paid).

Microsoft's offering (a free download from their web site) has shown to offer good detection and importantly is relatively maintenance free. It's self-updating and stays out of the way without up-selling or suggesting other products to try. Best yet, it's offered by Microsoft who are keen to ensure it protects their customer base without sacrificing the overall experience of their Windows product. If you have just a few computers to protect, I certainly recommend Microsoft Security Essentials.

On the commercial front, I personally use Symantec Endpoint Protection on my network. I have multiple machines to manage and as you would expect, take advantage of some additional protection that the Symantec solution provides. I can quickly see at a glance which machines in the network may have not received the latest updates, or that may have seen malware. I can trigger a network-wide scan and run reports showing what malware threats I'm facing. I tend to appreciate this solution most when there are more than 5 machines to protect or in high-risk environments.

***Short answer: since all AV products are not 100% effective, and all work pretty much the same way, I would certainly recommend the free option. Contrary to popular belief... free does NOT mean worse detection.***

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



## Power Questions

By Stewart Marsden

### Chapter 10 – Iterative & Recursive Is Not A Law Firm

Picture sedately ordered pristine picnic tables in a precise 3 by 4 grid, then smear the unruly jumbled buzz of students all over them. John stands on his picnic table, "Okay everyone. Okay. Quiet please." His giant voice steps on my classmates' insect conversations. "I see many concerned faces right now. I have 'bad news', 'good news', 'great news', and 'not so great news'.

"First, the 'bad news'. You don't have a truly great answer for the second power question ... 'Why would customers choose my business offer over another competing business offer?'

"You have 'AN' ANSWER. It's just not a whiz-bang, fireworks everyday, 'I want that!' shout of joy from everyone, super-'bright idea' type of answer. You don't have the type of great answer Apple Computers found to launch the iPhone start-up to an instant and massive financial success.

"How massive you might ask? In 2011 it was reported that Apple Computers had more cash reserves than the US government. Apple earned all that cash by correctly answering the second power question. Not once, but twice: first with the iPhone; then again, with the iPad.

"Since every new business start-up cannot hope to survive without a truly 'bright idea' answer to the second power question, your project business looks like a zombie right about now."

I think John likes making us squirm. He denies us our phones to get info from the 'net; then rubs it in when we don't get answers. Is this fair? Should a teacher be allowed to do that? John better have a good reason.

Kim concisely sums up my thoughts, "Jerk-off"

Sally glares. But what's the reason? John's tough tactics, or Kim's over-use of rude talk?

"Second, here's the 'good news'. The second process stage of my Power Questions© business course is Planning. The Planning stage can actually help you to transform your zombie answers, to the Discovery stage power questions, into much brighter 'bright idea' answers.

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"In 2011 it was reported that Apple Computers had more cash reserves than the US government."

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“Very often it takes the Planning stage to help the Discovery stage with the second and third heuristic business principles. Those two principles are the RIGHT FOCUS to have when you seek ‘THE’ RIGHT ANSWER to the second power question of Discovery.

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.*

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## On-Line Mentoring

By *Dave Ockwell-Jenner*

If you were at our last SBCN monthly meeting in Waterloo Region, you will have heard us announce that we’re in the process of rolling out an exciting new on-line mentoring capability.

The SBCN has partnered with Sprouter—a Toronto-based organization dedicated to helping entrepreneurs—in launching their new mentoring platform. One of the key challenges for many of us is having the ability to meet face-to-face with mentors. Sometime our schedules are un-cooperative, or we’re geographically distant from the person we want advice from, and so we miss the opportunity.

Sprouter’s mentoring platform enables mentors to hold 1:1 sessions with those looking for advice and support from a mentor. Best of all, it does this via Internet-based video chat. If you have a webcam, a microphone and an Internet connection, you have everything you need to book a slot with a mentor and talk face-to-face (virtually, at least!)

This mentoring platform is free for all SBCN members. Any of our members can quickly get setup in the system and reserve a slot with our mentors. As we move ahead, we’ll be bringing more mentors on-board with the expertise we’ve been hearing you need. With Sprouter’s extensive network of world-class entrepreneurs, investors and mentors we are confident the best advice will just be a click away.

Perhaps you feel like you have a lot to offer and could mentor others? We have you covered! We’ll soon be accepting mentor applications to enable you to offer you own mentor sessions. Stay tuned for more details.

Details on how to access the new mentoring system can be found on our web site. SBCN members will need to log-in and you'll then see 'On-line mentoring' in the Resources menu at the top of our site. There you'll find everything you need to get going, including video instructions on getting registered and signing up for a mentor session.

[www.sbcncanada.org/mentoring](http://www.sbcncanada.org/mentoring)

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## MOVEMBER: Promoting Awareness for Men's Health

By *Lucie M. H. Fournier*

### **GROW A MOUSTACHE CHALLENGE FOR THE MEN AT SBCN!**

All too often we speak of Health Concerns that involve primarily women. The television commercials cover women's health issues like yeast infections, menopause, PMS, tampons etc. including last month's marketing campaign for Breast Cancer Awareness. The was quite noticeable at the SBCN meeting in October with some of us wearing pink, drinking coffee from pink cups and others eating the cupcakes covered in pink icing. For men, the commercials that I see the most are related to Erectile Dysfunction – the little blue pill – Viagra or Cialis.

Movember is a movement that started in 2003 by 2 friends in Melbourne, Australia that were discussing where moustaches had gone over the years. Jokingly they decided to bring it back in November changing the name to Movember. The campaign in its first year had 30 registrants – challenged by the founders to join them in growing moustaches. No funds were made in 2003. You can read about how the pair got started and how they were actually motivated by a friend who cheered them on while she was involved in the Breast Cancer Awareness campaign. [http://ca.movember.com/uploads/files/2012/MO\\_FoundingFathers\\_history.pdf](http://ca.movember.com/uploads/files/2012/MO_FoundingFathers_history.pdf)

Today, this initiative creating awareness for Prostate Cancer now has 854, 288 registrants with funds totalling over \$301 Million dollars. It is now a worldwide initiative to promote Men's Health including Prostate Cancer and most recently Mental Health. Canadians last year had the largest campaign in the world raising \$42 Million dollars. Check out the Canadian site for more information: <http://ca.movember.com/about/>

I challenge all the men at SBCN to grow a moustache for the sake of your health! See you at the Movember meeting.

- Lucie Fournier

[www.homeopathichhpractice.com](http://www.homeopathichhpractice.com)

## Which Foods Are Your Friends

By Kim Edmundson



We are hearing so much in the news lately about diet and nutrition. Eat this, don't eat that. Every day there is a new "super" food or a new book about health, diet or nutrition. Are you left wondering what to feed yourself and your family? I don't blame you!

Quite often I am asked by my clients how I got into doing what I do, which is primarily sensitivity testing and BIE (energy re-balancing). The short answer is that when I graduated from nutrition school with all the latest information about nutrients, foods, diets and health, I was shocked to realize how biochemically unique each individual is. I quickly found clients that could not eat "healthy" foods such as protein or fruits. These healthy foods literally made them sick. You may think that sounds strange – I certainly did at the time. I quickly realized that giving someone a perfect by-the-book "diet" for their particular situation was useless unless I could find a way to figure out what actually made their body strong and what made their body weak. At the time, I was blessed to spend time learning from a fellow nutritionist who had developed a way to easily test for sensitivities, along with a way to energetically re-balance (using BIE) what may be out of balance in (or being rejected by) the body.

Over the years, I have worked with thousands of clients – many of them children – who could not eat simple healthy foods without a side effect such as a mood or behavior change, ear issue, stomach ache, diarrhea, constipation, sleep disturbance, fatigue or skin condition. My youngest client was a 4-week-old baby severely reacting to the foods his mom was eating and passing undigested through her breast milk (due to his mom's

food sensitivities). I have never seen a person who does not have at least one food sensitivity. We all have them thanks to the toxic environment we live in. When I say sensitivity, I am not referring to a life-threatening allergy. Allergies are something that must be diagnosed by a medical allergist.

My goal when you come to my office is to empower you to live as healthy as possible. This means that I will teach you to make healthy lifestyle changes that will include good whole foods suitable for your (or your child's) own bio-chemical uniqueness. I do not hand out diets. Diets are restrictive and temporary. Knowledge is power and lifestyle changes are permanent.

Sensitivity testing and the energy re-balancing that can be done with BIE extends far beyond foods. Feel free to check out my website [www.divinewellness.ca](http://www.divinewellness.ca) for some of the other amazing things that can be helped with sensitivity testing and energy re-balancing (BIE).

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

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### 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>





## Social Networking

Connect with the SBCN on our social networking channels.



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