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Founders Message

By *Dave Ockwell-Jenner*

I'd like to start this issue of *The Hub* talking about reinvention. You have probably heard that BlackBerry® (formerly Research In Motion) have launched their much anticipated BlackBerry Z10 smartphone. In many ways it's not just a reinvention of the smartphone itself, but of their entire business. We, too, at the SBCN are continually looking for ways to reinvent ourselves, striving to offer more to our members and the whole small business community.

How are you reinventing your business? Businesses that stay still get left behind (as BlackBerry found out) so it's up to all of us to keep changing and improving. We obviously believe that networking is one of the best ways in which you can adapt. Listening to other business owners, adopting new strategies or just testing out some idea, networking is a great way to keep your business agile!

Speaking of BlackBerry, we have to give a massive thank you to TELUS, who has partnered with the SBCN to offer a BlackBerry Z10 prize pack to one lucky winner! Anyone who became a Regular Member (or renewed as such) between January 1st and February 15th are in with a chance to win. Find out who the lucky winner is in next month's issue of *The Hub*.

Upcoming Events

- | | |
|---|--------------------------------------|
| Wednesday February 20th | Monthly networking - Waterloo Region |
| Tuesday March 12th | Monthly networking - Stratford |
| Monday March 18th | Monthly networking - Barrie |

visit www.sbcncanada.org/events for more details



Opportunity Knocks

By Linda Ockwell-Jenner

Opportunity Knocks

I recently spoke at a local conference and my keynote was focused on opportunities. Many people miss opportunities because they're not looking for them, but to put it bluntly it's easy to spot one. I believe that certain people are born with an entrepreneurial spirit and thrive on all the challenges that go along with building a business.



If you are anything like me (and maybe it's a good thing if you are not) then my brain is like a processor and is constantly thinking of new ideas I can use in one of my two businesses. I wake up thinking about the thing I love and I am passionate about, and I go to bed thinking about the same thing: my work. But to me it's not work, it is my passion and I am truly blessed to be living the dream as the saying goes.

So, how did opportunities help me and how on earth do I keep spotting them, as I find it relatively easy to do. Well let me take you back in time and all will become clear. It was not until I returned to school after my second diagnosis of breast cancer in February 2001, that I discovered my well-hidden entrepreneurial spirit. I had been a stay at home mom and before that I had only been employed at one job after leaving school, as a Secretary. That was a relatively easy job where I earned good money and did not really have to use my brain cells to a great extent.

But when I returned to school to complete a one-year Business Internship course I believe that is when I started noticing all the opportunities offered to me. In fact being able to return to school was not just an opportunity but also a choice: I could have said "no" when the opportunity was offered to me. I could have returned to the three jobs I had been slaving at for a long time for very little money. But no, I took the opportunity to return to school and within two weeks I heard my first Motivational Speaker. At that point I knew I wanted to become a speaker myself. The opportunity was offered to me to speak at most of the schools in the area where I lived and I grabbed that opportunity and went wherever it took me!

My next opportunity was to appear on a local cable TV show, which offered me more exposure, and again it was a choice but I said "yes" again to the opportunity offered to me. I had put myself in a position where I networked

"not just an opportunity but also a choice"



with people who offered me that opportunity, so again it had been a choice, which had led me to an opportunity.

By the time 2003 came along I had come up with the idea for my second business and noticed the local Zehrs Grocery store had recently opened a community room, which was free to use. I grabbed that opportunity faster than you could say "yes" and that is where the first Small Business Community Network (SBCN) meetings were held.

2004 bought me the opportunity to become a published author, mainly because I had to have yet another surgery but the opportunity facing me was bed rest, so rather than waste valuable time I wrote my book.

Networking has offered me many opportunities over time: sponsorship, members for the SBCN, speaking engagements for Motivational Steps and much more. Social Media is full of opportunities but a lot of people using LinkedIn, Facebook, or Twitter to name my three favourite platforms seem oblivious to what is being handed to them on a plate. I connect with people, I build relationships and I find out so much about my connections. What they say, what they do and how they do it are all opportunities for me to grasp and use to my advantage. I learn such a lot from my connections when they offer tips, and these tips help me when I have challenges in business as an example. How some of my connections find clients, write blogs, find sponsors, are all opportunities for me to learn from them and emulate them in my own way. I have the opportunity to learn from so many people on social media it has definitely helped me grow my credibility and become known.

I may be walking along the street on my way to a meeting and I notice a sign advertising a free event, and I decide to register for the event there and then via my smartphone. I could have waited until I returned to my office, but when people wait they tend to lose out, maybe the free registrations would all be gone by the time I had returned to my office. Someone emails me and asks if we can have a coffee meeting, I take the opportunity to meet as many people as possible and the opportunities these meetings have given me over the years are tremendous.

When I am on vacation I take the opportunity to find out how the economy is, how many networking organizations are out there and if there is a need for more networking events, such as the SBCN offers.

When they say opportunity knocks its not quite true, because if it did knock more people would open their door surely? Opportunities can be invisible, to some, but to others such as myself we are always looking out for them and we say "yes" rather than "no" more often than not.



Writing articles offers me so many opportunities it is quite unbelievable, yet so many people do not see that as an opportunity they see it as work and do not have enough time to do what I do. Which is OK because if I am writing the articles then I am the one being noticed and the opportunities will come my way versus someone else.

I think people not noticing the opportunities staring them in the face could have a lot to do with not being in the present and for many reasons. It could be that someone dislikes their job so they day dream the time away at work. It could be that being busy means people don't notice the opportunities, as I do, but ultimately if we grasp all the opportunities that are waiting for us imagine how that could help us.

After being in business for 13 years I know I would not be in the position I am today if I had ignored all the opportunities offered to me so the thought I would like to leave you with is:

"We are all faced with a series of great opportunities brilliantly disguised as impossible situations." - Charles R Swindoll.

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

Security Corner

By *Dave Ockwell-Jenner*

Encrypting Sensitive Files

If you've been thinking about information in your business, you might have come to the conclusion that perhaps you should be protecting it better than you are today. There are lots of ways to protect information from prying eyes, theft or destruction, but today I'm going to focus on one that comes up a lot: encryption.

So what is encryption anyway? It's simply the act of scrambling some data in a way that makes it appear like gibberish to anyone who is not able to unscramble it. When you visit a web site and notice the 'padlock icon', that's signifying that data sent between the web site and your browser is encrypted. If we were to look at that data as it passed across the Internet, it would just look like nonsense.



Chances are you have some sensitive information stored in files on your computer; documents like sales bids, customer databases and so on. Now what happens if someone were to gain access to the files on your computer, or even stole your computer altogether? What if you put some of these files on a USB drive and then lost it at the mall? If you weren't encrypting those files, anyone who came across them could probably read them and get access to your private information.

"to open this drive, you need to enter the password used to create it, and everything written or saved to it, is encrypted."

How can we encrypt our private files so that only we can open them? There are honestly many solutions available to help you do that, but the one I most recommend is called TrueCrypt. TrueCrypt is a free piece of software and you can download a version for either Windows, Mac or Linux at www.truecrypt.org. It's good because the encryption is 'tried-and-tested' in that security experts have been over it with a fine-tooth comb and proved that the encryption is practically impossible to break. I also like that fact that it can encrypt USB drives, create 'virtual drives' that can hold files to encrypt, or even encrypt the entire hard drive if you're a Windows user.

I mostly use it to create what is called a virtual drive—here's how it works. TrueCrypt creates a virtual drive that acts and behaves just like any other hard drive or USB drive. The difference is that to open this drive, you need to enter the password used to create it, and everything written or saved to it, is encrypted. Behind the scenes, TrueCrypt uses a single file to hold all the data you write to this virtual drive—and that single file is perfectly encrypted. If anyone steals that file, or if it's lost, it's completely useless without the password. You can actually send this single encrypted file to other people and communicate the password, say, via telephone. If the file is intercepted, it's useless without the password.

If you're interested in encrypting some of your files, I'd be happy to help you get going with TrueCrypt – once you have things setup, it's really one of the easiest ways to protect your data!

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

The Small Business Community Network

*Catalysts for continual growth and your connection to
the small business community*

www.sbcncanada.org

Are you actively pursuing business abroad?

Three steps to avoid a translation disaster!

By Kerstin Kramer



We have all smiled at the literature that accompanies some of the products we have purchased at our local supermarket. Have you ever read the English instructions that come with an electronic device that was manufactured abroad? Quite likely these instructions have been translated by using translation software, which is similar to Google Translate.

Mistranslations like this one can have embarrassing results for individuals and companies alike. Let's look at a few more examples, shall we?

Some time ago the New York Times wrote about efforts by the Shanghai Commission for Management of Language Use to combat the rise of "Chinglish," a mangled version of English used by Chinese, which has resulted in some hilarious mistranslations – quite an embarrassment for this cosmopolitan city.

Just this month it was reported in a tech blog, that the comments from Microsoft's Chief Executive Officer were mistranslated. He mentioned, that the distribution of the company's Surface tablets was modest, whereas it was reported by the French publication "Le Parisien" that sales were modest. Only one word was mistranslated, but the message certainly did not come across the way it was intended to.

You may also have heard, that the Korean translation of the 2012 California voter guides was incorrect? The state needed to reprint and resend the corrected version to 27,000 residents. With nearly one fifth of U.S. residents speaking a language other than English, it is very important that these types of documents are translated properly.



To ensure translation accuracy and avoid costly and embarrassing mistakes, our translation agency recommends that companies have a standardized process in place that ensures local linguistic knowledge and added proofreading. The following three steps will ensure, that you represent your company in the proper light, when translating your documents, websites or marketing materials for customers or prospects abroad:

"Resist the temptation to pick someone in your office to do the translation for you!"

1. Engage a translation agency that only works with translators in your target country. Translators that are surrounded by their native language every day are immersed in the culture and etiquette and know exactly how to bring your message across properly. Resist the temptation to pick someone in your office to do the translation for you! Like all professions, translators have highly specialized skills and translation agencies pick just the right candidate in order to meet your particular needs.
2. Ensure that your translation agency utilizes a qualified proofreader to review your document after the translation has been completed. With this double-checking principle your translation agency ensures that a second, qualified person inspects each document and compares it to your original document, in order to avoid translation mistakes and to ensure the highest quality.
3. Provide your translation agency with reference materials, such as previously existing translations and product literature. These types of documents will help your agency to create a specialized glossary just for you, which guarantees consistency throughout and avoids any potential errors.



If you think that it is expensive to hire a professional translation agency to do the job, imagine how much money you might spend by hiring an amateur or by only using Google Translate to represent yourself and your company. As business professionals we only have one chance to make a first impression and to bring our message across properly in another language. Take great care to make sure

that this message gets across the way you intend it to!

- Kerstin Kramer, Premier Focus inc.
www.premierfocus.com

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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>.

Slowly Slowly, Catchy Monkey

By Lyndon Johnson

THINK DIFFERENT[LY]

The antidote to traditional PR agencies

When I was growing up there was a saying I heard time and time again. First from my parents, then from my grandparents and finally my teachers, I would repeatedly hear the phrase, “slowly slowly catchy monkey” when I got frustrated that things weren’t progressing as fast as I would have liked. The phrase was supposed to tell me that by playing a long game, rather than looking for instant gratification - whether saving my pocket money for something I’d seen in a store, or making progress at one a sport or another. I was told repeatedly that with patience and putting in the requisite work I would succeed in whatever endeavour it was I was invested in.

In the era of the real-time internet this strategy can, often, be forgotten. People expect that because communication is instantaneous - whether communicating with customers via email, or journalists via Twitter or LinkedIn - that objectives will be achieved in similar timescales. In many - actually, in most - cases, this is not the case. This is particularly true when it comes to marketing and public relations. You launch a product - you expect to have customers lining up to buy it.

You tweet a link to a blog post and you expect there to be a flurry of activity on your website. You “engage” with an influencer on a social platform and you expect their followers/friends/fans to be instantly gain their trust. You position yourself as an expert and, within weeks, you’re expecting people to be waiting with baited breath. That’s how social media marketing works, right?

Wrong! Imagine if you applied the same principle to other areas of your life. You start a new job and expect to be appointed CEO within a couple of months because you demonstrate you can do your job well. You earn a good salary for your work, so expect to be able to command six figures within months because you build relationships with senior members of the executive team. You pass your driving test, so expect to be able to compete in IndyCar or Formula One... I’m not saying it never happens, but it’s unlikely.

Credibility, influence and trust take time. Persuading somebody that they should buy your product rather than a competitors doesn’t happen overnight unless you have a really disruptive product or service - and even then, the fact that it is disruptive often means the market takes time to adjust. But that’s not a bad thing. Instant successes often aren’t sustained - just think of all the “one-hit wonders” that litter the annals of the music industry... all the artists that had a top 10 hit and were never heard of again.





As you build a marketing and public relations plan for the coming year the key is to be able to sustain the successes. Build measurement in to a plan to show that you're making progress and identify key milestones that will be key to achieving your overall goals come the end of the year. A journalist that writes for one of the leading technology startup websites, TechCrunch, summed it up best at an event I attended before Christmas when he said, 'Do something cool. Talk about it. Then do it again!'

Marketing success - as with anything else - takes time, so when you're building your marketing and PR plan for 2013 remember what my grandmother told me... "slowly slowly catchy monkey".

- Lyndon Johnson, *THINK DIFFERENT[LY]*
www.thinkdifferently.ca



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Who will win?

One lucky person will win an amazing BlackBerry Z10 prize pack courtesy of TELUS. Find out who in the next issue of *The Hub*.

The Sun Also Rises

A Reflection on the Lost Generation, Then and Now

By *Graham McCormick*



Last week I finished reading Ernest Hemingway's masterpiece, *The Sun Also Rises*. Published in 1926, this novel helped to establish Hemingway as one of the greatest writers of the twentieth century. *The Sun Also Rises* is widely considered to be the quintessential novel of the "Lost Generation". The book focuses on a group of thirty-something American and British expatriates living on the Left Bank in Paris during the 1920's. It follows their extravagant night life in Paris and their trip to Pamplona, Spain for the San Fermin festival (The running of the bulls). The book is an emotional investigation of the cynicism and torment which the post-World War I generation went through in their attempt to find their place in the world after returning home.

The theme from the book that resonates most with me is the aimlessness of the Lost Generation to which the characters belong. The Lost Generation, named by Gertrude Stein, describes the men and women who came of age during the Great War. Their experiences during that horrific conflict undermined and shattered their beliefs in the traditional notions of morality, justice, and love. Without these values and ideals to rely on, the members of this generation found their lives to be unfulfilling, causing them to no longer believe in any one thing. Their lives became empty and they wandered aimlessly in a world that appeared, to them, to be meaningless. They filled their time with purposeless activities, such as drinking, dancing, and debauchery. They slowly became psychologically and morally lost.

Recently, my generation, Generation Y, the Millennial Generation, has been described by The New York Times as Generation Limbo:

"Highly educated 20-somethings, whose careers are stuck in neutral, coping with dead-end jobs and listless prospects. And so they wait: for the economy to turn, for good jobs to materialize, for their lucky break. Some do so bitterly, frustrated that their well-mapped careers have gone astray. Others do so anxiously, wondering how they are going to pay their rent, their school loans, their living expenses – sometimes resorting to once-unthinkable government handouts."

Most of Generation Limbo's hardships can be traced back to the Great Recession thanks to its long-term impact. During the recession the number of Americans aged 25 to 34 living with their parents jumped 25 percent resulting from the highest levels of unemployment for young people since World War II. While The New York Times refers to us as Generation Limbo,

"It's no secret that a large portion of young adults are being forced to postpone adulthood because they don't feel like they have any other options."

Harvard economist Richard Freeman takes it a step further saying “These people will be scared, and they will be called the “lost generation” – in that their careers would not be the same way if we had avoided this economic disaster.”

Aside from the original Lost Generation of the 20’s the only other age cohort to carry this moniker was the Japanese youth who grew up in the 90’s during Japan’s decade long recession. They experienced widespread unemployment which meant that the majority of this generation never had an opportunity to start real careers. During the recession the number of young people working temporary or contract jobs doubled and created a spike in suicides.

What we are seeing today is that Generation Y is becoming increasingly challenged by listlessness, a condition that will lead to a future of consequences for both the children and parents of their generation. It’s no secret that a large portion of young adults are being forced to postpone adulthood because they don’t feel like they have any other options.

It’s surprising how easy it is to draw parallels between two generations nearly 90 years apart. The average member of Generation Y will tell you that they feel helpless. That their lives are unfulfilling and they aimlessly move from one frivolous task to another. The lives of this generation are full of meaningless pursuits such as TV, videogames, and the internet. Their belief and faith in society has slowly been eroded and those finished school either unemployed or underemployed feel empty, without a sense of purpose. Many in this generation are seeing their futures flash before their eyes as they sit dormant, slowly losing faith in that promise of a better tomorrow.

Fundamental change. A serious conversation needs to be started, a conversation about the fundamental principles which undermine today’s society. This conversation can only be spurred on by a generation so incredibly affected by it, Generation Y. They must reach out to “the establishment” and begin a conversation about the necessary changes they want to see in society. The last few years have seen wide spread change on the issues that were once hotly contested, proof that change is possible. Although, before this conversation is possible, Generation Y will need to ask themselves: “Are we satisfied leaving policy decisions to those who are out of touch with both reality and the needs of the people?”

- Graham McCormick
grahammccormick.wordpress.com



Why I Became a Small Business Owner

By Lisa Sinclair



I was six months pregnant with my first son and having a lot of digestive issues. The doctor did some tests and concluded that I had Celiac. I was told that this meant that I could no longer eat gluten (NO WHEAT). Was this for real how was I to do this as it was hidden in a lot of things that one would never suspect sauces, fruit drinks, vinegar, spices... This seemed to be a death sentence as most of our diet consisted of gluten. Later I discovered that there were many other things in my diet that were bothering me soy, lactose, corn and the list continues. When I did not eat them my problems got notably better it was clear they also needed to be removed. After some time I thought I have to approach this optimistically it cannot be that bad. I adapted a whole new way to feed the family. Looking back this was the best thing that could have happened, being forced to scrutinize every bite that went into my mouth made me realize that food was making me sick so maybe if it was high quality it could also keep our family at optimal health.

We decided to switch to buying organic and whenever possible local. Food choices became so important to us because of the health implications and moral aspect as how the food is processed like, chemical use, herbicides, pesticides, hormone use, treatment of the animals etc., and the impacts on the environment. This thinking snowballed into making conscious choices in the house hold products we buy laundry detergent, dish soap, self-care products. I wanted our home to not have toxic fumes for our three children and wanted the products used to not affect their health negatively. We wanted to make a difference for our family and for future generations.

"We use less water in our clean-up, rollers and trays made from recycled material"

We also made a switch from only seeking modern medicine when we got sick to using natural healing. We incorporated a naturopath and homeopath into our search to heal the family illnesses. I am happy to say we have since never had to use antibiotics for all of the ear, throat infections that the children have had and other sicknesses thought the years.

I have been painting for seven years and love it, it is very rewarding to me to see the end results and take pride in doing it and as I am told by my clients meticulously. Working under various painting companies I knew I enjoyed painting but felt this overwhelming void. I wanted to be making more of a difference. That is when I decided to open Enviro Painting it is incredibly rewarding to know that our practices really do contribute to change. We use less water in our clean-up, rollers and trays made from recycled material, whenever possible eco-friendly brushes and paints that have NO TOXIC FUMES. Because we use very high volume of this paint our positive impact

is much greater than the contractor that just uses it occasionally. I now have found passion in the work that I do.

Enviro Painting specializes in residential, commercial and institutional. We do interior and exterior painting, including doors, trim, stairways, ceilings, garage doors, decks and windows to name a few. We take extra care in the work we caulk baseboards and trim if needed, and do a professional job when patching and sanding, apply extra coats of paint if required, cover all areas with tarps to prevent any splatter and your furniture is also covered. We cleanup thoroughly masking tape is removed; all work areas around the house are swept or vacuumed. Currently we are working on sanding and staining the bar at Casey's grill and bar. Some of our upcoming projects are the fire station in Caledon, Emmanuel Baptist Church and a new construction school that is being built in Timmins, Ecole Lionel Gauthier.

- Lisa Sinclair, Enviro Painting

Social Networking

Connect with the SBCN on our social networking channels.



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sbcncanada.org/twitter



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