

Produced by The Small Business Community Network (SBCN)  
133 Weber St. N. Suite #3-183 • Waterloo, ON N2J 3G9 Canada • [www.sbcncanada.org](http://www.sbcncanada.org) • [www.sbcnuk.org](http://www.sbcnuk.org)

## INSIDE THIS ISSUE

- 1** Founders Message
- 2** Upcoming Events  
LinkedIn: Endorsements & Recommendations
- 6** Security Corner
- 7** Small Business Showcase
- 9** Social Networking

## Founders Message

By *Dave Ockwell-Jenner*

It may not always look like it when we peer out the window, but Spring is on the way. It's a fabulous time of year full of growth and new beginnings. Now's the time to think about what we can do in our businesses to promote growth and explore new avenues. If you have some suggestions, why not share them with the readers of *The Hub*—send us an article and share you ideas!

We're looking forward to the 6th Annual *Small Business Showcase* taking place on April 23rd 4pm-8pm at THEMUSEUM. This event brings a unique blend of networking and seminars to the tradeshow experience, making for an environment to connect, learn and enjoy! Registration is now open, so if you'd like to showcase your business or come along to find great businesses to connect with, visit [www.SmallBusinessShowcase.info](http://www.SmallBusinessShowcase.info)

Lastly, we are very pleased to share that John Arnott of Welcome Home Inspection Services was the lucky winner of the BlackBerry® Z10 Prize Pack from TELUS. John was excited to receive the new Z10 and was looking forward to seeing how it would help his business.



## Upcoming Events

Wednesday March 20 <sup>th</sup>	Monthly networking - Waterloo Region
Tuesday April 9 <sup>th</sup>	Monthly networking - Stratford
Monday April 15 <sup>th</sup>	Monthly networking - Barrie
Tuesday April 23 <sup>rd</sup>	Small Business Showcase - THEMUSEUM

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

## LinkedIn: Endorsements & Recommendations

By Linda Ockwell-Jenner



One of the Small Business Community Network members asked me if I could remind him and anyone else interested about the basic etiquette concerning LinkedIn endorsements and recommendations. Firstly let me point out my experience on LinkedIn is vast and I have been using it for quite a few years and it is certainly changing. However if you work on the basics first and foremost before jumping in and requesting or expecting people to endorse or recommend you, LinkedIn will definitely offer many benefits to you.

### Recommendations

I am starting with recommendations because they were around before endorsements and if you take a look at my profile on LinkedIn ([motivationalsteps.com/linkedin](http://motivationalsteps.com/linkedin)) you will see I have been recommended for both Motivational Steps and the Small Business Community Network. The people who have recommended me, I know personally. There are just a couple of recommendations, which I requested from trusted connections in my early years on LinkedIn. The rest of the recommendations have been offered freely and from people who have worked with me and know my skill set and expertise.

It is OK to ask for recommendations but there are some basic rules, which I believe you should put in place for yourself to ensure you stay authentic and true to who you are and not seem like someone who collects recommendations to look good.

- Only request recommendations from trusted and well-known connections with whom you have worked with in some capacity. It's

---

“You purchase a car from a dealership and he **MUST** purchase his shoes from your shoe store. Really?”

---

not a popularity contest so you want the recommendations to fit your skill set, expertise, but most of all offer the reader a chance to get to know you via the recommendation. If you have recommendations from people you hardly know your true colours will not showcase effectively and you confuse others.

- If someone you do not know offers you a recommendation ask yourself a question. Why are you connected to someone you do not know, or know very little about? How did you come to be connected in the first place? Why not find out why they offered you a recommendation and build a relationship with them.
- You do not have to offer a recommendation in return to say Thank You. It is becoming quite the thing to offer recommendations in return for giving one and I believe this is not helping anyone. You may as well write your own recommendation if that is the case! Think of this scenario as to why this simply doesn't make sense: You purchase a car from a dealership and he **MUST** purchase his shoes from your shoe store. Really? Is this really going to happen? Recommendations are given, or should be given because someone is impressed with you, your work and wants to help you gain more clients. But this does not necessarily mean you know the person you did the work for well enough to offer one back.
- Remember that when you offer a recommendation you are putting your credibility on the line and trusted connections believe what you say. Imagine if they took your word that someone was a good widget maker but when they hired the person he was useless!
- You have to really get to know your connections and know why you are offering recommendations, and why they are giving them to you.
- Ultimately it is your choice and your reputation on the line so the above is a guideline of what works well for others besides me.



Here is an example of one of my Recommendations:

*I've known Linda for a while through Social Networking and mutual contacts, and have always been impressed with her positive and lively attitude towards both business and life.*

*In my role as Chair of the CompTIA UK Channel Community I had the opportunity to invite Linda to the UK as a Speaker to our group, made up of IT Vendors, Resellers and Distributors. From the moment I contacted Linda to ask her if she'd be interested in working with us, Linda was a joy to work with. She's funny, open*

---

*“The people who endorse others for everything are definitely approaching this the wrong way and are not doing themselves or others any favours.”*

---

*and honest and warm and welcoming.*

*Linda’s presentation to our group was met with a unanimous thumbs up from the audience and featured an interesting and engaging presentation. I’d have no hesitation in inviting her back again!*

*I find Linda an absolute pleasure to work with, and would recommend both her and her work to anyone.*

The above real life recommendation shares with anyone who reads it that I have some great assets:

- I am funny, open, honest, warm and welcoming
- I am interesting and engaging
- I am a pleasure to work with
- I would be welcome back to the UK to speak at another event

The person who arranged the speaking engagement also appears to like me as a person, both personally and in business which is quite impressive. Evidently I would be welcomed back to speak at another event.

People use LinkedIn for various reasons, but if someone was looking to engage a speaker to offer a presentation they would probably book me to speak because of my recommendations, but in particular the one I am showcasing here really helps me tremendously.

### **Endorsements**

Endorsements are relatively new to LinkedIn and I think some LinkedIn users have gone overboard and think it is OK to endorse all their connections for anything they think they may do or in some cases things they don’t do! Even I am receiving recommendations for things I have no idea how to do, or some things I do, but are not my main skill set. The people who endorse others for everything are definitely approaching this the wrong way and are not doing themselves or others any favours.

Let’s use my Endorsements as an example:

1. Social Networking: 72 endorsements. It’s not the number that excites me, it is the fact that trusted connections know me and know my true skill set and want to showcase this by endorsing me and help me. Social networking is my passion, I excel at this and I am very happy when people approach me because they know by my LinkedIn profile, summary and skills and expertise that they can engage me to work with them and they will be satisfied.



2. If your endorsements truly showcase your skill set and expertise then you too will see huge benefits over time.
3. If people hire you based on someone else's endorsement and you do not deliver then you are letting yourself down, don't accept endorsements you feel are not true to who you are and what you offer.

The question is will you lose LinkedIn connections if you don't follow the lead and endorse or recommend everyone? You may do but do you really want a bunch of clones that have no idea who you are or what you do messing with your credibility just to look good? The answer is no!

LinkedIn is your resume, your shop window to the World. Don't be confused with Facebook, or Twitter, this is different and it is very important you are professional and open at the same time and people truly know who you are.

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

**small**  
business  
community  
network

### 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>.

### The Small Business Community Network

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

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



## Security Corner

By *Dave Ockwell-Jenner*

### Software Updates

This month I'd like to touch upon the subject of Software Updates. It's not the most glamorous side of life, I'll agree, but it's certainly extremely important in helping protect your computer, and the information on it, from being compromised.

I like to think of Software Updates as essential maintenance; much like we have to maintain our vehicles by having the oil changed, and other fluids and mechanics checked.

We should first start by explaining what a software update is. Simply put, it's an upgrade or an enhancement to an existing software package you have on your computer. These updates may deliver new features, or correct problems and issues in the software itself. Since we're talking about security, we're concerned with updates that correct security issues.

Humans produce software, and humans make mistakes. As a result, all software contains flaws (sometimes called 'bugs') some of which may be exploited by attackers to make the software do something it shouldn't. As a result, software authors fix issues as they are found, and release updates so that their customers can benefit from these fixes. Most of the time updates are free for licensed users of the software, but larger updates may come at some cost.

It's critical to apply these software updates in a timely fashion to reduce the window of time when attackers can take advantage of the bugs in the software. What typically happens is that a security bug is found (by a security researcher, malicious attacker, etc.) and within days, an attack is formulated to take advantage of that problem. The attacks become more widespread in the days following this, until it affects large numbers of people. Our aim is to install software updates as quickly as possible, for software that is widely attacked.

How do we know what's widely attacked? Just like any good business, evil bad guys and girls target the largest market they can to maximize their 'bang for the buck'. As a result, software that is very widely used tends to be attacked more often. Things like web browsers, Adobe Flash (for animations and video on the web), Adobe Reader (to view PDFs) and Java (popular with corporate systems) are all likely to be installed on many computers.

---

*"Our aim is to install software updates as quickly as possible, for software that is widely attacked."*

---

You might think that periodically the computer will update itself. We have Windows Update on Microsoft Windows systems, and Software Update on the Macintosh. However these update mechanisms typically don't address third party software—i.e. applications made by people other than Microsoft or Apple. Instead, we have to check and update individual applications using whatever mechanism they use.

You can save a LOT of time by relying on a software package that automatically checks your computer for outdated software and offers assistance in getting updates installed. For a number of years, I have recommended Personal Software Inspector (PSI) from Secunia. It's a free-for-personal-use application that will check a number of popular software packages for updates and help you get them installed. It's simple and extremely effective at finding outdated software on your computer, even for software that may have come bundled with something else.

If you don't want to use Secunia PSI, or you're on a Macintosh, then you'll need to manually check for updates in the major applications you use. Some applications are getting better at auto-updating. Google's Chrome web browser for instance will automatically update itself without any fuss. Adobe Flash and Reader also have auto-update mechanisms built into recent versions.

So when you've finished reading The Hub, maybe take 20 minutes and check some of your most-used applications to see if they need updating!

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

## The Small Business Showcase

The annual Small Business Showcase is a tradeshow style event with a difference. We focus less on 'bodies in booths' and more on fostering great conversation between exhibitors - including seminars and other presentations throughout the day.

We've found that by providing a more collaborative type of environment, our exhibitors come away with new opportunities to work with other businesses as well as great new ideas. The public who visit our Showcase events can be sure they'll find some truly remarkable people, businesses, products and services.





### **Why not exhibit at the 6th Annual Small Business Showcase?**

As with our previous events, exhibitors have a opportunity to connect with hundreds of potential customers, suppliers and partners.

This year we are partnering with THEMUSEUM—a fabulous downtown Kitchener venue known for showcasing some amazing exhibits. The SBCN will be giving away tickets throughout the event to THEMUSEUM's Bob Marley exhibition, so make sure you attend to WIN!

Exhibitor tables are available at just \$125 (+HST) and SBCN members receive a 20% discount! Register today to secure your showcase table.



### **Be a Part of the Showcase**

We are also looking for prize draws and sponsorship. If you'd like to know more, contact Linda Ockwell-Jenner ([linda@sbcncanada.org](mailto:linda@sbcncanada.org) or 1-800-737-5812)

### **Free to the Public**

If you're not exhibiting, why not come and walk around... it's absolutely FREE!



# Small Business Showcase

where business and people connect

Tuesday April 23<sup>rd</sup> • 4pm-8pm • THEMUSEUM  
[www.SmallBusinessShowcase.info](http://www.SmallBusinessShowcase.info)





the future is friendly<sup>®</sup>

Read Linda's experiences with the new  
BlackBerry<sup>®</sup> Z10 from TELUS

<http://tinyurl.com/lindaobj-z10>



## Social Networking

Connect with the SBCN on our social networking channels.



[sbcncanada.org/facebook](http://sbcncanada.org/facebook)



[sbcncanada.org/linkedin](http://sbcncanada.org/linkedin)



[sbcncanada.org/twitter](http://sbcncanada.org/twitter)



[sbcncanada.org/youtube](http://sbcncanada.org/youtube)

[www.sbcncanada.org](http://www.sbcncanada.org) • [www.sbcnuk.org](http://www.sbcnuk.org)