

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)

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## Founders Message

By *Dave Ockwell-Jenner*

Welcome to another issue of The Hub. We're overwhelmed with the feedback we're getting about our newsletter and couldn't be happier with some of the great content being submitted. The small business community is filled with people who have great ideas, burning passion and massive amounts of motivation. We're always looking to share that through The Hub and our other channels, so get in touch!

As ever, the pace at the Small Business Community Network never slows! Our two new chapters in Stratford and Barrie have been growing, and our SBCN Ignite and FastTrack groups are bringing amazing value to the participants.

There is so much happening that Linda and I have recently started work on a presentation called 'More Than Meetings' that is a real eye-opener. It shows the SBCN's position at the heart of the small business community and demonstrates the many ways in which we support our members and the community.

We have more exciting announcements on the way throughout the summer months, but for now please enjoy our May issue of The Hub.

## Upcoming Events

Tuesday June 11<sup>th</sup>

Monthly networking - Stratford

Wednesday June 19<sup>th</sup>

Monthly networking - Waterloo Region  
Speed Networking Extravaganza!

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





## You're Just Not Getting It!

By Linda Ockwell-Jenner

If you don't understand business networking and why you need to do it then the Small Business Community Network is definitely the place for you.

Let me take you back in time to 2003. I had founded my first business (Motivational Steps) three years previously. I was enjoying speaking engagements, and networking at lots of events I felt comfortable attending, and also I knew how to follow up. I think for me it was, and still is, instinctive. Let's go back further. I decided in 2001 to share with everyone who would listen that I was a Motivational Speaker and the best in town! I had a website, and business cards, but I had not built my brand so no one knew, or cared, who I was. My first networking attempt at a Chamber of Commerce event was a great disappointment to me, mainly because I had no idea what I was doing and why I was doing it.

By 2003, Dave Ockwell-Jenner had been laid off from his job and did not like any of the networking opportunities out there. He was looking to work for a large corporation, not start his own business. His problem was the only connections he had were from out of town, people he had worked with, so very few people locally knew who he was.

Dave and myself came up with the idea to start our own business networking organization, which we called the Small Business Community Network because we wanted to help people via a community of like minded people who wanted to enjoy affordable, effective and productive networking in friendly surroundings. We knew the power of building our own network of trusted connections so made sure mentoring was a big part of the SBCN Membership package.

Because of our personal experiences we were, and still are, able to help many small business owners successfully navigate the networking opportunities out there, enabling them to move forward.

There are a lot of things to think about when you are networking but the most important thing is not think you can do it all. You can't attend every networking event out there, because if you try and do that you will soon get behind with every aspect of your business. It's not about just giving out your business card anymore and making a sale, it's about follow up, building relationships based on trust and helping each other.

Some people just don't get it, and those are the SMB's who will probably not be successful in their quest to move forward with their business.

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*"It's not good enough to invest your money in networking and not do the work involved"*

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Consistency is another important aspect of networking, because once you have decided which networking events work for you and you are attending events on a regular basis, you will be remembered by other attendees who also attend on a regular basis. You will be seen as proactive and dependable, and that's when the alliances, partnerships and referrals start rolling in.

It's not good enough to invest your money in networking and not do the work involved to gain the valuable connections that will lead to more clients, more sales and longevity of your business.

Dale Carnegie offers these wise words...

"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you"

A big lesson here for networking. Show a genuine interest in other people. Learn to ask open questions ('how', 'why' 'who' and 'when' questions), listen attentively and make links to other people that you know.

People love to talk about their favourite subject - themselves! So, listen more than talk - we were given two ears and one mouth!

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



## The Power of Energy Work - What Is It?

By Brenda Schrader-Sanders

I LOVE my work! I love watching the changes (right before my eyes) that one session of Reiki or Organic Facial will do.

On the Spa side, I do numerous massages. This includes Swedish, Hot Stone and Organic Facial. Organic Facial is one of my favourites because I see instant results. The Organic Facial involves Acupressure, Indian Head Massage, Lymphatic Drainage and Reflexology. Picture all that being done on your face. For approximately 45 minutes, I do 70 hand movements on your face. People carry a lot of stress on their face. I've seen some people, after the session, their face looks younger. Almost as if it's been lifted.

On the Energy side, my love is Reiki. Reiki is hard to explain. If I can use a condensed testimonial, perhaps that would help.

"I had never experienced Reiki prior to visiting Brenda, so I didn't know what to expect. She made me feel at ease and explained what the session would entail. Prior to this session, I had a lot of uncertainty in the direction that my life was headed personally and professionally. After experiencing one Reiki session with her, I received a lot of feedback from Brenda based on the energy and aura my body and mind were giving off to her.

I must say, she shared personal topics with me that were truly astounding and groundbreaking. It's like having your fortune told to you while you are experiencing a state of relaxation and meditation. I highly recommend experiencing this for yourself. Brenda is extremely talented in the line of work she does and I'm grateful for the opportunity I had with her."

That's the Spa and Wellness work I do. Can you see why I love what I do? If you have any questions, please don't hesitate to contact me.

- Brenda Schrader-Sanders  
1GirlAndACouchSPA.com

## The Small Business Community Network

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

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

## Speed Networking Extravaganza!

Back by popular demand, SBCN Waterloo Region hosts our highly popular Speed Networking Extravaganza! Meet new clients, make new sales, get to know connections FAST!

[www.sbcncanada.org/events/1524](http://www.sbcncanada.org/events/1524)



## Security Corner

By Dave Ockwell-Jenner

### Working Remotely

One of the greatest advantages technology has given us is the ability to work with much more flexibility. It's now quite common for many of us to work from coffee shops, restaurants, waiting lounges and even the dentist office!

Many times, we'll take advantage of the almost ubiquitous free WiFi to get access to our e-mail, calendars, content management systems and other things critical to our business. I'll pose a question: do you know who is running the WiFi network you last used when out-and-about?

Chances are, you have no idea who maintains that WiFi network, much less the people that might be connected to it. And yet, we are happy to connect our computers to someone else's network, and go about our business. Here's the problem, WiFi operates through the air—that means that anyone within range can pickup on those signals and potentially eavesdrop on your connection. Worse still, they may be able to actively subvert what you're trying to do!

So how do we take advantage of the flexibility of using free WiFi setups whilst away from the office, but still maintain a good degree of security? The simplest answer is to use what's known as a Virtual Private Network, or VPN.

VPN technology works by forming a secure connection between your computer and a trusted location (such as a VPN service provider, or VPN equipment in your office). This is achieved by encrypting all your Internet traffic, and instead of sending it to the Internet directly, it relays it all through the VPN connection. Now anyone eavesdropping on your connection will see only scrambled nonsense because the actual communications are encrypted.

You may choose to use a third-party VPN service provider, or host one yourself. Some business-grade network equipment (and home WiFi routers with upgraded firmware!) can support VPN connections direct into your business network. The added advantage of this is that when you're out using the free WiFi service of your local coffee shop, once connected to your VPN, it's just like being on the company network: you can access internal servers just as you would at the office. This may avoid having to expose some of your IT to the Internet—thus reducing risk even further.

**prime**   
information security

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"At Prime Information Security, I host a VPN server which allows me to connect from wherever I am"

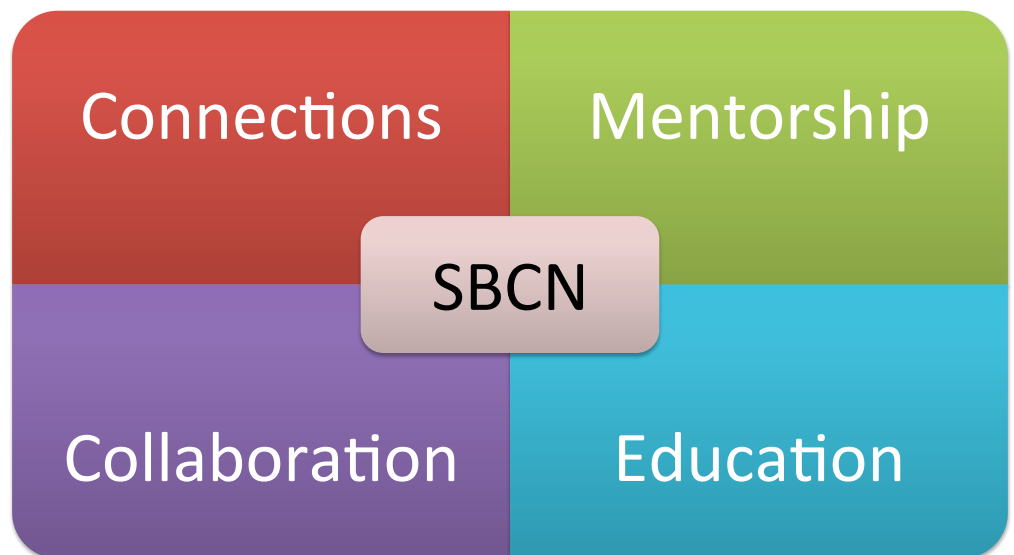
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At Prime Information Security, I host a VPN server which allows me to connect from wherever I am, both from my laptop and even my iPhone and iPad, ensuring a secure connection back to the office.

If you'd like to know more about VPNs or working remotely, I'd love to hear from you!

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

## At the Heart of the Small Business Community



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>.



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## Social Networking

Connect with the SBCN on our social networking channels.



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