

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

By *Dave Ockwell-Jenner*

You might have noticed we're a little late getting our June's issue of The Hub. We're sorry about that. Unfortunately our work schedules and some unscheduled technical hurdles have conspired to delay us, but we're confident it's a case of better late, than never!

We're in full-swing organizing the upcoming MarketPlace Conference on September 23rd at THEMUSEUM. This full-day event is now in its third year, and we're excited to host a great line-up of speakers, our ever-popular Vendor Village, and new for 2013: our Pitch Competition.

We know that running a small business can be tough. Through our Pitch Competition we'd like to lend a helping hand by awarding the winner with a cash donation to use in their business!

Now that the Summer is here, we're also gearing up for our SBCN Summer Social—our way of celebrating the summer with you and all our friends in the small business community. It's your chance to join us for fun, laughter and the now (in)famous SBCN Quiz. See you there!

Details and registration: sbcncanada.org/summer

Upcoming Events

- | | |
|------------------------------|---------------------------------------|
| Monday July 15 th | SBCN Summer Social |
| August | Summer hiatus - see you in September! |

visit www.sbcncanada.org/events for more details





Have You Outgrown Your Business?

By Linda Ockwell-Jenner

When I say 'outgrown', I mean is there too much to do within your business and you no longer have the time to take care of everything?

Most SMB's have to do everything when they decide to start their own business. Whether it is because of a lack of budget, trust, or they just prefer it that way; it is always easier in the early days. But when that time comes and you are rushing here, and rushing there; being the face of the business, the accountant, technical support, the networker, something has to give.

Not only will you create more work for yourself by not being able to keep up with the work you already have, you will continually be playing catch up with the work you got behind with. This may cause health issues and if you get sick you can't work and your business would suffer.

How to decide what you want to out-source and what you want to continue to do yourself is a personal choice and not always about what you enjoy doing most.

Make a list of all the business related tasks you attend to, and all of the business related tasks you are falling behind in, here is an example of a simple list:

- Accounting
- Marketing
- Sales
- Networking
- My Passion (your main skill set)

Let's imagine you are me for one moment. My business Motivational Steps is a leading consulting and training organization across North America (now) but when I first started my business I only offered 1-hour keynotes to organizations.

My list of tasks grew so much I had choices to make so I identified that my passion and the skill set I was paid for was – speaking/presenting. How could I out-source some of the work related to my business and still feel in control? Here is an idea of what I did:

- **Outsourced Accounting** – whilst the day-to-day bookkeeping and reporting was out-sourced, I made sure to have an overview of the

"If you want your business to continue to grow and thrive you can't do it all."

accounts on a periodic basis to understand how my business was growing and where my expenses were.

- **Hired students** – on a part time basis to work on things I did not enjoy such as marketing, sales etc.
- **Hired an 'online' admin** – to take care of any tasks related to my speaking engagements which include liaising with speaker bureaus, venues, customer contacts, etc.

If you want your business to continue to grow and thrive you can't do it all. Recognizing when the time comes to out-source and get help, is imperative!

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

Are You... In the Drivers Seat?

By *Martin Buckland*

Entrepreneurs and corporate executives face the same daily problems navigating various hurdles, challenged to retain their focus and direction. People hire professionals who display confidence, positivity and clarity in their business or career advancement.

Would YOU hire a backseat driver? I bet the answer is No!

The leaders who deliver success all maintain direction and focus by steering their path from the driver's seat. They accept opinions and hire experts who may be in the passenger or back seat. Many executives and entrepreneurs fail to value the importance of a business plan and vision; living day-by-day and not in the driver's seat. How you achieve success is up to you but seeking the counsel and wisdom of peers, competitors, ex-colleagues, and industry experts is vital in a competitive and saturated market.

It is apparent to me that the executives and entrepreneurs who live vicariously without seeking support, guidance and assistance lack the impetus to move forward. How do you go about this? Have you heard of a Coach? A Coach is there as your co-pilot, sitting in the passenger seat acting as your GPS in navigating through potential minefields and is there when times are tough, not just good.



When hiring a Coach, ensure they are familiar with your defined goals and requirements. There are many disciplines of coaching; some straddle multiple disciplines, others are narrower in their expertise. Of importance to me when I choose my Coach, and I AM a Coach, is adherence and comfort to the 4 "C's": chemistry, collaboration, comprehension, and confidentiality.

Are YOU in the driver's seat? Do YOU know your direction?

- Martin Buckland, Elite Resumes
www.aneliteresume.com

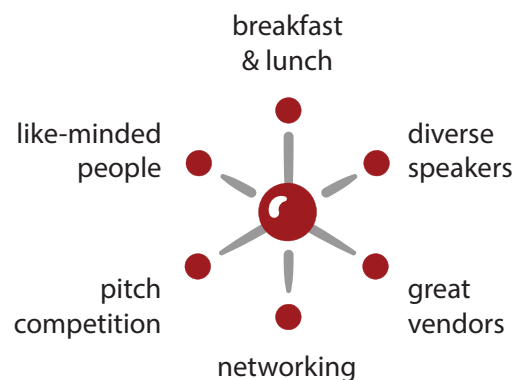


MarketPlace Conference 2013

It's back! Our biggest and best event of the year is taking place on **September 23rd, from 9am - 4pm at THEMUSEUM** in downtown Kitchener. Now in its third year, the MarketPlace Conference bring together fabulous speakers, great vendors and YOU in the most affordable and valuable conference around.

This year's theme is Connecting in the Community and the first time we're hosting a Pitch Competition. If you've ever watched Dragon's Den and thought, "I could do that" then this is the competition for you! With an amazing prize of a cash donation for your business, it's one of the best opportunities for small businesses.

Did we mention attendees get free breakfast and lunch, too?



Early bird tickets \$49.99 - ON SALE NOW!
 Register today at www.marketplaceconference.com

Security Corner

By *Dave Ockwell-Jenner*

What's On Your Web Site?

Recently I was taking a look at the web site for a local small business. I needed some information on the business and thought what better way to find what I was looking for than consult their web site.

For my day-to-day web browsing, I use the Mozilla Firefox web browser. I could just as easily use Chrome or Safari (I'm on a Mac, so I don't use Internet Explorer as much) but Firefox is what I know and love best. One of the things I love about Firefox is its ability to have add-ons that extend the browser and allow it to behave differently, or be more helpful when I'm working. So our story starts with a Firefox add-on called NoScript.

NoScript was originally conceived to block JavaScript from executing on web pages, but has since evolved to include blocking of all sorts of content, from Flash to Java and more. However it's the original blocking of JavaScript that I use it for most. You see, in my line of work, I'm occasionally called upon to visit web sites that might be a little 'suspect', and so I want to make sure that any malicious JavaScript will not execute before I've had a chance to inspect it.

Back to the story... Whilst visiting this small business web site, I noticed that the top of each page was a long list of what looked like keywords relating to payday loans and cash advances. Hmmm. Since this isn't a focus of the business in question, I thought something might be up.

As it turns out, it appears that someone has injected some malicious code into each web page belonging to this business. This code pastes a number of keywords and links on each page designed to boost the search engine ranking of some malicious site or other. I happened to see these words because NoScript had blocked the JavaScript instruction informing the browser to hide these words to the casual viewer.

prime 
information security

"You might be surprised to see what's lurking on your web site!"

The Small Business Community Network

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

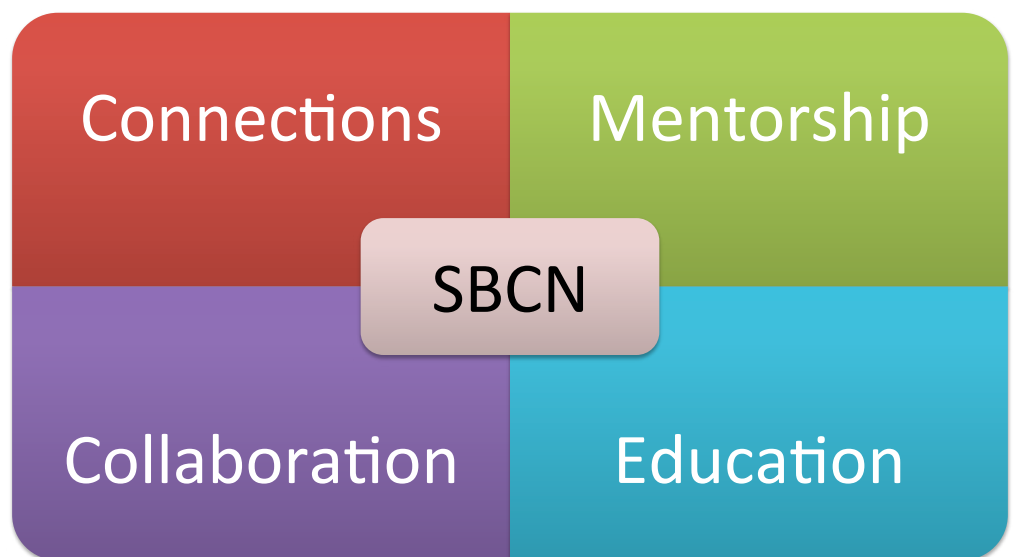
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I informed the owner of the site of what I'd found and they have subsequently gone back to their web developer, web site hosting company and others for support on how to remedy this situation.

You might be surprised to see what's lurking on your web site! Ask your IT professional today to check over your site and make sure it's only sharing what you think it's sharing!

- Dave Ockwell-Jenner, Prime Information Security
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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