

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

By *Dave Ockwell-Jenner*

The end of summer is once again in our sights! For many of us, it's a chance to refocus on our business, perhaps assess our strategies and plans and then re-affirm our commitment to the year's goals. I personally find this time of year ideal to work on these high-level business plans, freshly energized from an exciting summer.

As you might expect from the Small Business Community Network (SBCN) it's also a time of year to once again start our regular monthly networking events. All three of our chapters will be hosting networking meetings, so whether you've never been before, haven't seen us in a while, or are a regular attendee, we'd love to see you and hear your stories!

We know that it's important to continually meet new faces to network with, and that's why we're holding a special end-of-summer SBCN Connect on September 3rd at Turtle Jacks in Kitchener. The SBCN is often invited by organizations to host SBCN Connect events at their venue to help raise awareness of their business.

## Upcoming Events

September 3<sup>rd</sup>

SBCN Connect - Turtle Jacks, Kitchener

September 10<sup>th</sup>

Monthly networking - Stratford

September 18<sup>th</sup>

Monthly networking - Kitchener

September 23<sup>rd</sup>

MarketPlace Conference

September 25<sup>th</sup>

Monthly networking - Barrie

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



## Healthy Business

By Linda Ockwell-Jenner



It's always a challenge to know when to stop where work is concerned. As a small business owner it is even more difficult because you are probably starting off as a sole proprietor and if you don't do the work who else will?

Health & Wellness is not the most popular topic people want to read about when it comes to business but as I like to say "You can't be wealthy unless you are healthy" and you certainly can't take your money with you once you leave this Earth.

A lot of challenges arise when you are working hard to be successful and it is easy to forget to take a break, even a lunch break, or find time to exercise, or walk away from the monitor for a few minutes. But think long term and not just short term. Looking after yourself first and foremost can mean longevity for both you and your business.

Here are a couple of tips I find work for me and other small business owners:

- Set a timetable for your health & wellness needs, as you would do your business needs.
- Ensure you pack a lunch to take to work with you, even if you have a home office. This could consist of sandwiches, crackers, fruit, yogurt, fruit juice, water. If you insist on working through your lunch hour at least you can nibble on the job!
- Book coffee/lunch appointments with your clients or connections so that you get out of the office and experience different surroundings. It can become depressing being in the same environment day after day.
- Walk to work, or cycle to work if you can. Otherwise use your car or public transport, but make sure you take a walk during a break, even if only for 5 minutes, to ensure you stretch your legs a couple of times during the day. This can also wake you up and offer you fresh perspectives on your work projects. Parking your car a little further away from your office or appointments means you do get to have the walk you don't find time for otherwise.
- Attend a gym, and set a goal to wake up earlier in the morning so you can work out, or after work, depending on your schedule. Exercise is a great way to ensure you have a healthy body, mind and spirit.
- Recognize when you are stressed and deal with the stress. Find ways to

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"Laugh, smile and believe in yourself. Being a small business owner is your passion; make sure you enjoy every minute."

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eliminate as much stress as possible from your life. Some stress is good for you, but being stressed 99% of the time is bad news.

- Do your best to get at least 7 – 8 hours sleep every night.
- Have a check up with your your family doctor and dentist at least once a year to ensure you are doing well, but also to detect any health challenges early.
- Laugh, smile and believe in yourself. Being a small business owner is your passion; make sure you enjoy every minute.

If you find you have too much work to do and can't cope, find volunteers who want the work experience; they could be students, friends, or family members. Learn to concentrate on your core strengths and if your client list is growing it might be time to visit your financial institution to see how they can help you. Outsourcing work or hiring staff might be an option earlier than you think.

Making sure your work environment is well lit and ergonomically correct is definitely going to help you short and long term. If you have an office chair that is falling apart or too high or too low you could start experiencing back pain, leg pain or other such health related issues. Not having the correct lighting can damage your eyesight or leave you with headaches.

Ultimately it's up to you to look after #1, YOU! No one else can do it for you and it is in your best interests to maintain a healthy lifestyle in order for you to continue to build your success.

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



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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>.

## Are You... Passionate?

By *Martin Buckland*

Does this title intrigue you? There are many personal and business connotations relating to the word 'passionate'. Passion and commitment are two attributes that business leaders and potential clients look for when making a decision to purchase or to join a company. Too many people assume they have the business or the job without exuding excitement and passion.



When I engage a small business as a vendor, I look for not just their expertise but their passion and commitment. Do YOU have passion and commitment?

The true meaning of 'passion' in a business context is an intense enthusiasm for your product or service offering. After all, we wouldn't be in business if we didn't have passion and commitment to our product or service offerings, however do YOU display your excitement when explaining your business. So many don't! First impressions matter; people make swift decisions in person and over the telephone. Inflections in the voice and subtleties in body language may unconsciously relay your passion and commitment or lack thereof.

The foundation of a successful business is built around your vision, your customer engagement, your commitment, and your passion. Get out to your defined market and exude the passion!

- *Martin Buckland, Elite Resumes*  
[www.aneliteresume.com](http://www.aneliteresume.com)

## Security Corner

By *Dave Ockwell-Jenner*

### Privacy

Let's talk about a close cousin of security, named privacy. You can find many definitions of the word, but the one I like best is "freedom from the intrusion of others in one's private life or affairs".

Many people ask questions, or seek my opinion, on matters of security that actually relate to privacy. We often see security and privacy used interchangeably but they are distinct things, although many times intricately

**prime**   
information security

linked.

If you've been paying attention to major media recently, you may have noticed discussion around the sensational leaks from a former National Security Agency contractor by the name of Edward Snowden. His revelations have incited conversation about programs run by the U. S. Government and others to inspect our on-line communications, which we may have reasonably assumed, were private.

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“there are things we can do to enhance the level of protection against intrusion by others into our private communications”

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Whether or not you personally find Mr. Snowden's actions ethical, it is doing a great deal to elevate people's concern around the confidentiality of their digital activities, whether that's sending e-mail, using social media, etc.

I personally find that the stories haven't really altered the advice I've given for years: don't share things on the Internet that you wouldn't also share with your own mother, and a complete stranger! OK, not so practical... so maybe there are things we can do to enhance the level of protection against intrusion by others into our private communications.

If you do want to communicate in a manner that protects privacy, let's chat! There are things that we can do to ensure surveillance programs like those now being uncovered, and other less-scrupulous operations, cannot monitor our communications. Sometimes these are warranted; sometimes not—as always it's a decision we should take based upon our risk appetite and ethical comfort.

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

## What is Stress... and Why is it Bad for Business?

By Elaine Bradshaw

“Stress” is simply an automatic physiological response to keep us safe from danger. This response ensured the survival of our primitive ancestors - and it's still very useful if we need to respond quickly to avoid a pile-up on the 401. But the same response happens when we're simply thinking about something that feels risky in some way – like taking the next step toward growing our businesses!

**So why is this bad for business?** Because stress affects us:



**Physically** – We’re more inclined to get sick! We’re all familiar with the current epidemic of stress-related illnesses, but did you know that stress also lowers our resistance to infections and viruses? Have you ever had to cancel participating in a business-building opportunity because you’ve come down with the latest bug that’s going around...again? Definitely not good for business!

**Mentally** – We can’t think straight because stress diverts blood away from the part of our brain that does our best thinking! Have you ever forgotten the most important part of your message when speaking in front of potential clients? Have you ever looked back on a business decision you made when you were stressed-out and wondered, “What was I thinking?” An impaired brain simply can’t support your business!

**Subconsciously** - Stress doesn’t feel good, so we seek ways to soothe or avoid it. Many conscious choices are beneficial, but others are less-conscious and self-defeating. For example, procrastination, perfectionism, or people-pleasing ultimately sabotage our business aspirations...and inevitably cause more stress!

**But there is a solution, and it’s at your fingertips!**

Emotional Freedom Techniques (EFT, or simply “tapping”) is an Energy Psychology tool that is used by 6,000,000 people world-wide! At its most basic, EFT is a stress-buster you can use yourself...anywhere and anytime!

**My invitation to you...**

If you’d like to experience this simple, yet powerful, tool contact me at [elaine@elainebradshaw.com](mailto:elaine@elainebradshaw.com) to schedule your free session with me! Shift Your Energy, Change Your Life!

- Elaine Bradshaw, Energy Psychology Coach  
[www.elainebradshaw.com](http://www.elainebradshaw.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)

## SBCN Connect

It's been said that SBCN Connect is the original form of social networking—people coming together face-to-face to find out about each other and their businesses.

Our SBCN Connect events have been such a success that we regularly attract new faces from our on-line social networking groups and from around the community.

We couldn't stand to let summer go out with a whimper, so we're hosting our latest SBCN Connect event at Turtle Jacks in Kitchener, on September 3rd from 6pm - 9pm.

In addition to great networking, you'll find:

Free appetizers from Turtle Jacks

Live DJ out on the patio

A chance to win a new BlackBerry Q5 from TELUS

**And of course, all this is FREE!**



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Register on-line at

[www.sbcncanada.org/sbcn-connect](http://www.sbcncanada.org/sbcn-connect)

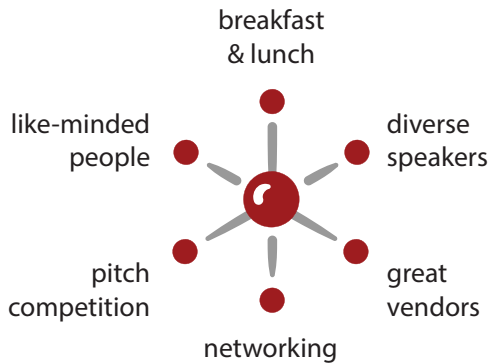
## MarketPlace Conference 2013

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 we're delighted to welcome some extremely sought-after speakers. We're confident you won't find a better line-up anywhere!

Come connect with great local businesses in our Vendor Village and network with some of the brightest minds in our community. There's a reason that we've been described as "one of the most practical and beneficial conferences I've been to in a really, really long time"

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



**Tickets just \$49.99!**

Hub Subscribers use discount code **HUBSTER** for an **additional 50% off** until Friday September 6th!

Register today at [www.marketplaceconference.com](http://www.marketplaceconference.com)





We also want to say a big thank you to all our MarketPlace Conference sponsors! TELUS have just confirmed as this year's title sponsor and join the following organizations who have helped us put together an amazing event.

Thanks to: Skylight Productions, The Waterloo Region Record Community Partnerships Program, THEMUSEUM, Sherwood Digital Copy & Print, Stephanie Canada Photography, Gusto Catering, Izzio Financial Solutions Inc., Hillside Professional, Gecko Websites, Motivational Steps, Prime Information Security, Downtown Kitchener BIA, THINK | DIFFERENT[LY] and the Waterloo Region Small Business Centre.

**Exhibit in Vendor Village \$229.99 - SOME SPACES STILL AVAILABLE!**

Includes two tickets to the conference and display table to help you showcase your business!

Register today at [www.marketplaceconference.com](http://www.marketplaceconference.com)



## Pitch Perfect

This year's MarketPlace Conference includes a fantastic new competition called Pitch Perfect. You may have seen shows like Dragon's Den, where business hopefuls pitch to a team of professionals to try and win an investment in their company.

Our Pitch Perfect competition is open to all MarketPlace Conference ticket holders and here's how it works. Entrants upload a short (60 second) video to YouTube explaining why they'd like to win the amazing Pitch Prize Pack that includes **\$500 in cash and over \$500 of additional prizes!**

Entrants whose videos receive the most 'likes' or 'votes' will be invited to pitch live at the conference to a team of pitch judges. The winner will walk away with the Pitch Prize Pack - it's that simple!

To find out more, and get started visit...

[www.marketplaceconference.com/pitch.php](http://www.marketplaceconference.com/pitch.php)



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## Social Networking

Connect with the SBCN on our social networking channels.



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