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## Founders Message

By *Dave Ockwell-Jenner*

You may have noticed that we didn't publish a September issue of *The Hub* and we're sorry about that. To make up for it, we have a great October issue in store for you.

We're looking back at our MarketPlace Conference held at the end of September, and also looking forward to the Small Business Community Network's 10<sup>th</sup> Anniversary. We've been helping small businesses connect and grow since 2003 and have seen many businesses flourish in that time. To celebrate we're having a FREE party, more on that later in *The Hub*.

Linda and I enjoyed a very rare treat recently, taking a break from work and enjoying the perfect vacation with a cruise of the Mediterranean! It's important to recharge your batteries, and apart from suffering a little with a seasonal cold, we're feeling energized to move forward with some great new ideas.

If you've looked at our web site's home page recently, you'll notice that one new idea is already set. We've teamed up with Junior Achievement and beginning in 2014 we'll be offering a special program designed to teach JA participants about networking, small business and entrepreneurship. Exciting times are ahead!

## Upcoming Events

- |                           |   |
|---------------------------|---|
| November 12 <sup>th</sup> | Monthly networking - Stratford                          |
| November 20 <sup>th</sup> | Monthly networking - Kitchener                          |
| November 25 <sup>th</sup> | 10 <sup>th</sup> Anniversary Party - McCabe's Kitchener |

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





## Giving Back

By *Linda Ockwell-Jenner*

October is breast cancer awareness month, and as a two-time breast cancer survivor I often raise awareness about it. I can do this easily by writing blog posts online, in my newsletters, or via posts on my online platforms. I also support a number of other not-for-profit charities. Obviously I cannot support every charity out there so I chose those ones that are close to my heart, such as cancer related ones because cancer has touched not only me but many of my family members and friends.

Since becoming very busy running two successful businesses I have fewer opportunities to attend the charity events I am invited to. I always make sure there is an opportunity for some of those organizations to be involved in events that either Motivational Steps (my speaking and consulting business) or the Small Business Community Network (SBCN) host. By doing this I can still be involved in the charities I am passionate about and want to continue helping.

Recently I had a conversation with a couple of business owners who were becoming concerned that some people get confused when deciding to support charities and don't realise a couple of things:

- Supporting a charity of your choice, and one that you are passionate about is the way to go because often the commitment to the organization can take us away from our day job or even our personal time. If we are not really interested in the charity we are helping our motivation can be lost along the way.
- Obviously if you are a business owner and you are volunteering to help a charity of your choice, your business will gain some extra exposure. But if you are only involved with the charity in order to gain more connections and clients and really do not want to put in the work involved that you committed to, then it is not going to work out for you or the charity you are helping.

There are so many things we have to do in life and when we are busy running our business there is often not enough time in the day. By volunteering our time to an organization who needs our help, and by deciding on which charities you are interested in, you will find you do get more out of it and so will the charity. Yes your business may benefit, and yes your business may receive more exposure, and yes this is quite OK as long as you are donating your time for the right reasons.

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*“When you have a list of organizations who may need your help be very specific what help you can offer”*

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If you do not have a charity of choice, then ask around. When you have a list of organizations who may need your help be very specific what help you can offer: how many hours in a week, and if you do want something in return. Be sure to make your request as early as possible to avoid any miscommunication.

Today more than ever the corporate community is well known for supporting local and global communities, and they tend to call this their Social Responsibility Initiatives. Check out some of these well-known organizations that are helping make the world a better place by giving back. A couple of well-known brands are LinkedIn, Toms, & Deloitte. Check out the link below to see more and why they feel the need to volunteer not only their time but encourage their employees to do the same:

<http://www.smartrecruiters.com/blog/top-10-corporate-social-responsibility-initiatives/>

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

## Are You... Up For A Change?

By *Martin Buckland*

Change can be a scary word for some; is it for you? In order to be successful in today's fast-paced and competitive employment and business environment, you have to embrace change and diversity.

There was a time when business professionals and entrepreneurs rested on their laurels and did not react to societal advancements. Today, that is unacceptable and can be a killer to your career or business growth. Technology has been instrumental in instigating change; remember the typewriter or the Commodore 64?

Man, how we have advanced through multiple technological ages in such a short timeframe, necessitating change in both our business and personal lives.

I have experienced change first hand! After being forced to retire early from an exciting career as a Law Enforcement Professional, I chose to create a positive outcome. The forced change opened doors to my now highly successful small business as an Executive Career Management Professional.



In starting a small business, I found it critical to not only embrace technology and the Internet but to network, seek a mentor and listen attentively to best understand where to position myself and my company. Twenty years later I continue to network fiercely, online and in-person, and continually change my business offerings, providing my clients with ongoing value-add.

Change has given me a unique value proposition in my defined sector; without change, my competition would have a greater portion of the employment and career management sector.

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

## Security Corner

By *Dave Ockwell-Jenner*

### Ransomware

We've all heard of computer viruses, and for some reason many of us think of them as nothing more than a nuisance. I commonly hear complaints about computers being slow "because of a virus", but not much urgency to understand what the virus is doing or why it's there.

We use the term Malware to describe the various forms of malicious software that can infect or attack our computers. In this article I'm going to talk about a specific type of Malware that we know as Ransomware.

Randomware is so-called because it holds to ransom, something that you value. Recently there is a very nasty virus called Crypto Locker that falls into this category. Let's understand why this virus is so important to avoid and what we should do to protect ourselves (and our business) from a potentially crippling infection.

Crypto Locker infects a system much like other viruses do, through a malicious attachment in an email or by visiting a web site that takes advantage of weaknesses in our web browsers or related software (Java being notorious for this!) Once infected, Crypto Locker communicates with a server controlled by its author. There are thousands of potential servers involved, and the virus tries a new one every day, so it's almost impossible to shut them down. The server and the infected computer agree on an encryption key, which is used to systematically encrypt documents on the computer—making them



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“if your computer becomes infected with Crypto Locker, there is no way to get your files back unless you pay the ransom”

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unreadable to the user. Once complete, the encryption key is deleted from the computer making decryption impossible.

The user will receive a notice on the screen demanding a payment of \$300 in exchange for the decryption key. The payment must be made quickly, else the key will not be provided. In essence, if your computer becomes infected with Crypto Locker, there is no way to get your files back unless you pay the ransom. We should note that the virus will encrypt any files it can get it's hand on, so if you have a USB drive connected, or a network drive mapped on your system, it will encrypt those files, too!

It's a nasty piece of work, but one that is using security technology (encryption) to net the bad guys lots of money. Hundreds of people are paying to get their files back, every day.

We can protect ourselves by having a good backup strategy that includes keeping multiple versions of the files we backup. That way, we can always rollback to a version of the file before it was encrypted. As you'd expect, we must also keep our Anti-Virus software current to ensure it has the best chance of finding and stopping the virus before it does it's thing.

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

## It's Here! Cold & Flu Season Begins Again

By Kim Edmundson



As cold and flu season begins we are once again being advised by the allopathic medical community to go out and get our annual flu shot. If this annual vaccination was as effective as they claim, why do we have a long “season” every year where we are far more prone to getting sick? Shouldn't this have been taken care of by now?

According to the Centers for Disease Control and Prevention:

*How well the flu vaccine works (or its ability to prevent flu illness) can range widely from season to season. The vaccine's effectiveness also can vary depending on who is being vaccinated. At least two factors play an important role in determining the likelihood that flu vaccine will protect a person from flu illness: 1) characteristics of the person being vaccinated (such as their age and health), and 2) the similarity or “match” between the flu viruses the flu vaccine is designed to protect against and the flu viruses spreading in the community.*

*During years when the flu vaccine is not well matched to circulating viruses, it's possible that no benefit from flu vaccination may be observed.*

With this information in mind, what can you do to stay healthy this upcoming season? Let's start by thinking about what we miss in the winter but get a lot more of in the summer: vitamin D. Vitamin D, which we get from the sun in the summer, is vital to keeping your immune system strong and healthy. Health Canada now recommends that all Canadians take a vitamin D supplement. From my clinical experience, I suggest that most people take between 1000 and 5000 IU daily of vitamin D3 daily. If you are wondering about your vitamin D level, it can very easily be checked with a standard blood test through your medical doctor; however in Ontario we now must pay for this test.

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*"Believe it or not, it is normal to get sick once or twice each year."*

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There are a plethora of natural health products on the market that one can take to boost the immune system or kill these nasty bugs if we do get them. I do suggest that you seek advice and purchase your products from a reputable health care provider. Everyone is unique and will respond differently to the various herbs, vitamins, minerals, probiotics and homeopathics that are typically used to ward off these nasty bugs. If you suffer from an auto-immune disease then you need to be very careful about "boosting" your immune system.

Lately there has been some buzz in the news about non-professional grade supplements being contaminated with fillers and toxins: <http://www.scribd.com/doc/176865106/Non-Professional-grade-supplements-are-often-contaminated-with-fillers-and-toxins>

You will find these supplements at your local drug and grocery stores. All of the products that I personally recommend are of professional quality and are third-party tested to ensure that what the label says is actually in the bottle without unnecessary fillers or toxins.

We all know the standard advice about washing our hands, getting plenty of rest, taking our vitamin C, staying hydrated, eating chicken soup and staying home when we are under the weather. Believe it or not, it is normal to get sick once or twice each year. This is actually healthy because it builds your immune system and helps your body to detoxify. Your body should be able to fight these inconveniences without the use of antibiotics with the help of the right supplements and rest. It is not normal to be sick all the time. If you or your children are sick all the time then there is an underlying issue. Seek advice from a natural health care practitioner like myself for help.

*- Kim Edmundson, Divine Wellness  
[www.divinewellness.ca](http://www.divinewellness.ca)*

# 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>.

## A Look Back at MarketPlace Conference 2013

For the third year running, the Small Business Community Network (SBCN) has hosted the MarketPlace Conference. It's our premier event of the year bringing together everyone from the small business realm under one roof.

This year's event was held on September 23rd at THEMUSEUM in downtown Kitchener, and featured our most amazing speaker line-up yet! Attendees enjoyed presentations on Corporate Social Responsibility, doing business globally, and keeping up with trends in the media, just to name a few topics!

In addition to the always great atmosphere in THEMUESUM, attendees also enjoyed a fabulous breakfast and lunch provided by local caterer, Gusto Catering.



Suzanne Trusdale from TELUS opens the 2013 MarketPlace Conference

## MarketPlace Flash Backs

Photographer and SBCN Member Stephanie Canada was on hand throughout the event capturing some great images of what was a wonderful event. Here are just a few of the highlights...



**Top-left:** Linda Ockwell-Jenner with presenter Cédric Jeannot from I Think Security Ltd. **Top-right:** one of the delights from Gusto Catering. **Bottom-left:** Axonify CEO Carol Leaman on how to Pitch. **Bottom-right:** career management expert Martin Buckland speaks on personal branding.



## SBCN's 10th Anniversary

The Small Business Community Network (SBCN) will be celebrating our 10<sup>th</sup> Anniversary in November 2013.

Founded on humble beginnings, and with a simple mission, the SBCN has been helping small business owners connect and grow their businesses for 10 years. We've come a long way thanks to the support of our members, guests, speakers, sponsors and our many community partners.

**On November 25<sup>th</sup>, we're hosting a free party to celebrate!** We're inviting all our past speakers, guests, community supporters, VIPs, and most of all... YOU!

We're planning an evening of fun, reflection and celebration as we look at some of the great things in our short history. We've enjoyed watching businesses grow from ideas to market leaders and seen how networking has been central to success.

It has been our pleasure to play a part in the small business community and we're looking forward to continuing to help business owners thrive.



*Thank you!*

### **The Small Business Community Network**

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

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

Join  
us  
Free!



*Join us as we celebrate 10 years!*

Monday November 25<sup>th</sup> • 7pm-11pm

Cork Hall @ McCabe's

Free appetizers • DJ • Cash bar

RSVP



Join us as we celebrate 10 years of the SBCN and the community we've helped build with you.

Register for our FREE 10<sup>th</sup> Anniversary Party

[www.sbcncanada.org/10](http://www.sbcncanada.org/10)



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## Social Networking

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