

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 *Linda Ockwell-Jenner*

**Thank You!** 2013 has been an awesome year and we truly appreciate everyone's support.

When we look back on this past year we feel privileged to have been a part of your lives, and we know more than ever that 10 years ago when we decided to start the Small Business Community Network, we made the right decision.

We come into contact with so many people who want to follow their dream and start their own business; being a part of making that dream a reality is quite wonderful.

Thank you to our Members, guests of the SBCN, our community supporters, and of course, thank you to TELUS for being our sponsor, we truly appreciate every one of you and we look forward to working with you again in 2014.

Look out for some exciting monthly meetings, look out for some fun times, special events and lots of opportunities and we will see you all again in the New Year, **Happy New Year to you all!**

## Upcoming Events

- |   |                                      |
|---|--------------------------------------|
| <b>Tuesday, January 14<sup>th</sup></b>   | Monthly networking - Stratford       |
| <b>Wednesday, January 15<sup>th</sup></b> | Monthly networking - Waterloo Region |
| <b>Wednesday, January 22<sup>nd</sup></b> | Monthly networking - Barrie          |

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



## Success in 2014

By Linda Ockwell-Jenner

Will you look back on 2013 and know you have made some great decisions, grown your business and are ready to move to the next step in your success? Or, will you look back and wonder where it all went wrong? The point is, whether you made great decisions or made mistakes it's how you deal with the situation and how you plan for the next time, the New Year, with lots of new opportunities.

A couple of things to look at would be:

- How did you measure your success?
- What marketing plans worked?
- Were you disappointed with your sales?
- Do you know what you would do different, if anything, in the New Year?

It takes guts, perseverance, passion, belief and hard work to be a small business owner, and your success is not all about the money you make. If you are in business just for the money and you are not enjoying the process, then you might as well walk away now before you waste any more of your time.

What is success? Taken from Wikipedia: Success may refer to:

- the attainment of higher social status
- achievement of a goal
- the opposite of failure

I don't see the meaning of success is all about making lots of money; on the other hand we all need to have money to pay our bills and live the life we want.

Success for me is quite simple: I am alive, living the life I chose and work hard for. I love my work, I love my family and I am proud of my achievements. I have no regrets over the choices I have made, from a business perspective, I have some degree of regret from a personal level about choices I made in the past, but I know I can't change the past and I have to live with those choices.

Success has a different meaning for everyone, but if you want your business to be successful, and you want to grow your client base and increase your income, then you should plan for the New Year and have some goals that are attainable to guide you along the way. Those goals may change, and

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"Everything we do in life should have a plan, whether it is planning for our holiday, our retirement, planning can ensure you reach your desired goal."

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that is OK. Imagine if when you woke up in the morning you did not make a decision to shower, brush your teeth, eat breakfast, get dressed, what kind of life would that be? Without goals, without good habits, it can be impossible to live any kind of life, let alone build a successful business.

I call it 'flying by the seat of your pants,' if you wake up in the morning and have no idea how your work day will progress, where your clients are coming from, who they are, and how you can connect with them, how can you sell your products and services?

Everything we do in life should have a plan, whether it is planning for our holiday, our retirement, planning can ensure you reach your desired goal.

If you have some quiet time at the start of the New Year, why not sit down and work out your plan and what goals you have for your business, and how you can measure the success of your business strategies.

I wish you all a Happy, Health & Prosperous New Year and I am definitely looking forward to 2014 and my personal and business success.

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

## Security Corner

By *Dave Ockwell-Jenner*

### Changes to the SBCN Web Site

In this month's security corner, I'd like to focus on security matters closer to home, namely our own SBCN web site. We'll be making a few changes on our site to further enhance security for our members and guests, as well as enable us to make some improvements to the experience that all our web site users will enjoy.

The first change has happened already, and that is to move the SBCN web site over to using a secure communications protocol, commonly known as HTTPS. You might recognize this change as seeing the site displaying a padlock icon in your browser, just like other secure sites such as Amazon, for example. No change is necessary to use the site in this new manner, the site address remains the same, and you will be automatically redirected to the secure site.

**prime**   
information security

This means that all interaction with our site is now encrypted, so any information you send (such as your password when logging in, articles you write, etc.) are now protected against eavesdropping. As a result you can feel safer about logging into the site from public WiFi networks, as an example. In some cases, this may also help with some people for whom the SBCN web site is in some way restricted from being accessed at their place of work.

Next up, we're changing the way in which we accept on-line credit card transactions. In the past, we have used PayPal as our trusted payment processor. Whilst PayPal provides terrific security, the payment experience was sometimes confusing and in a very few cases, PayPal was being blocked by corporate networks meaning some of our payments couldn't be accepted. As a result, we're transitioning to an alternative payment processor called Stripe. Like PayPal, Stripe enables us to process credit cards on-line and remain compliant with the Payment Card Industry Data Security Standard (PCI DSS). It further enables us to provide a smoother payment experience since the user never needs to leave the SBCN web site. We've already implemented this change in our ticketing system for events, and will be extending this further over the coming weeks.

Of course, these changes aren't all we do to protect our site, and you. We routinely scan our site for security issues, apply all the necessary security fixes as soon as they are released and tested, and implement other measures to keep unwanted visitors at bay. If you'd like to know more about how we secure our site, I'd love to share!

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

## 2014 is on our Doorstep ..... are you Ready?

By Janet Benedict

As we prepare to leave 2013 it is prudent to reflect on what this year has brought us and then plan accordingly for a brand new year!

Did you reach your goals in your business and personal life? If yes, congratulations! If no, then ask yourself why, what happened or did not happen? Many of us fail to look at our goals beyond the initial plan and this is where we fall down on reaching our desired outcome. What can you do to ensure that you accomplish what you set out to do?

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As you write out your plan/goals for 2014 keep in mind the need to make them SMART. S.M.A.R.T. is an acronym that stands for:

### **Specific**

A specific goal has a much greater chance of being accomplished than a general goal. Ask yourself who, what, where, when, which and why.

### **Measurable**

When you measure your progress, you stay on track, reach your target dates. It is a good idea to revisit your goals quarterly to measure your progress and adjust accordingly.

### **Attainable**

Listing your goals builds your self-image. You see yourself as worthy of these goals, and develop the traits and personality that allow you to possess them.

### **Realistic**

To be realistic, a goal must represent an objective toward which you are both willing and able to work. A goal can be both high and realistic; you are the only one who can decide just how high your goal should be. But be sure that every goal represents substantial progress.

### **Timely**

Your goals should be set within a time frame. With no time frame tied to it, there is no sense of urgency.

Here's to you achieving your goals in 2014 and beyond. Reach your greatness!

- Janet Benedict, *The Canadian Networker*  
[www.thecanadiannetworker.ca](http://www.thecanadiannetworker.ca)



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