

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

By *Linda Ockwell-Jenner*

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Expect the unexpected! Aprils SBCN Waterloo meeting turned out to be our biggest turnout for one of our monthly meetings. We are limited by the size of the room we host our meetings in, but also prefer to keep our Chapter meetings relatively small in size. Typically we have around 30 members and guests attending and this ensures no one feels overwhelmed. Plus there’s much more time to network one on one with this number of attendees. April saw us welcome 40 attendees, a mix of guests and members, and we all enjoyed a fantastic presentation by Brendan Waller, SBCN Member and Ambassador, our speaker for the month of April.

The following week we were excited to host an Open House Event for our SBCN Stratford Chapter and we also saw an increase in attendees for this event. The refreshments and hors d’oeuvres were kindly sponsored by Tony DaSilva, Owner of Cucci Cabello Hair Salon. David Marskell, CEO of THEMUSEUM, Dave Ockwell-Jenner, Co-Founder of the SBCN, Dave Scott, WSI Digital Marketing, and Brendan Waller, were our wonderful speakers, and they did an awesome job.

We are very happy to share that our sponsors, TELUS are hosting a Twitter Chat with a very nice prize, and you can find out more about this as you read the newsletter!



Planning Events

By *Linda Ockwell-Jenner*



If you are thinking of hosting an event, and the purpose is to raise exposure for your business, or to showcase your expertise, always ensure you plan your event every step of the way.

Many years ago I came up with the idea to host my very first public seminar in a local hotel, it proved a successful endeavour but that was not a happy accident. From the beginning of building my business I ensured everything I did was professional, from my branding right down to the message I shared verbally and via my marketing materials.

Your reputation can be damaged if you don't take time to plan your event so that it has a better chance of being successful. People who take away a bad impression about your event will share their views with others.

Tips

- Chose a venue for your event that has a great reputation and showcases well with your attendees. For instance, it's OK to host an event at a gym, if your business event is focussed in some way towards health & wellness and keeping fit. If you are hosting a business seminar focussed on getting referrals and networking chose a venue that looks professional and serves business clients on a regular basis.
- Advertise your event well in advance so that people know to save the date. Often events planned at the last minute have a low attendance because not enough notice was given.
- Ensure someone greets the attendees when they arrive, introduce people to each other to break the ice, versus individuals standing alone and looking lost.
- Offer name badges to the attendees who are not wearing their own. Remembering everyone's name can be a challenge. By offering an affordable paper sticky badge to the attendees adds that little extra touch that people like.
- If you are offering refreshments make sure they are served at the time you request. There is nothing worse than the clinking of cups and saucers or the ice in the water jug when someone is presenting at an event. Depending on the time of the event you may not offer food and this is quite OK, as long as the attendees know whether food is being served or not.

"There is nothing worse than the clinking of cups and saucers or the ice in the water jug when someone is presenting at an event."

- If you are offering door prizes ensure that the container for the business cards is well positioned so that the attendees can easily pop their card into the container.

It's the small details people forget about and this can damage the reputation of the organization hosting the event.

If you have sponsors for your event always ensure they are well looked after if they attend the event. Offer them a chance to say a few words at the beginning of the event. Always offer a verbal 'thank you' to your sponsors and a written 'thank you' in the form of an email or a card.

First impressions count, if you want your business and your event to be remembered, and talked about in a positive way, make sure you take care of every little last detail and the attendees will definitely enjoy every minute.

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

TELUS Twitter Chat

By *Dave Ockwell-Jenner*



Our sponsors, TELUS, are hosting a Twitter Chat on May 8th 12-1PM EST. Participate in the @TELUSBusiness #smbizchallenge Twitter chat for your **chance to win a Samsung Galaxy S5!**

What is a Twitter Chat?

One simple way to capitalize on your engaged Twitter following is to host or participate in a Twitter chat. The idea behind a Twitter chat is to host a live discussion around a given topic at a specific time. The organizer starts and continues the conversation by posing questions to those participating. These participants reply with their ideas and questions, which carries on the discussion. The sign of a great Twitter chat is one that sparks a natural discussion between participants, not how many questions the host is able to ask.



To find out more, visit the [TELUS Neighbourhood](#)

Bill C-28 – Canada’s Anti-spam Law

By Craig Herner

Part 1

The following post is the first in a series which will explain the eagerly anticipated Bill C-28 and what you need to do to conform.

On July 1, 2014, Canada’s new Anti-spam Law, contrived from Bill C-28, takes effect. What is this new law you say? It is a law to make all individuals and businesses conform to new rules about spamming.

“The basic prohibition contained in Canada’s Anti-spam Law is against sending a “commercial electronic message” , which includes all forms of electronic communication including e-mails, texts and instant messages as long as they encourage participation in a commercial activity, to customers, donors, members and others unless the recipient has consented to receiving the message.”¹

How do I know if I am sending a “commercial electronic message”? This determination is made based upon the content of the message, hyperlinks to content on a website, or contact information contained in the electronic message. This can include an electronic message that:

- “(a) offers to purchase, sell, barter or lease a product, goods, a service, land or an interest or right in land;
- (b) offers to provide a business, investment or gaming opportunity;
- (c) advertises or promotes anything referred to in paragraph (a) or (b);
or
- (d) promotes a person, including the public image of a person, as being a person who does anything referred to in any of paragraphs (a) to (c), or who intends to do so”²

The purpose of this new law is to put the onus on the sender of the email to have proof of consent from every email address on your list. Without proof of consent, you will be breaking the law. In case you fluff this off, the penalties are fines up to \$1,000,000 for individuals per violation and up to \$10,000,000 for businesses per violation. If 10 people file complaints to the CRTC about you spamming them, your business could face fines up to \$100,000,000!

- Craig Herner, *Ultimate Vision Web Design & Consulting*
www.uvwebdesign.com

1. Sharon E. Groom, McMillan LLP

2. <http://www.carters.ca/pub/bulletin/charity/2014/chylb328.htm>



Dave Ockwell-Jenner

Co-Founder, Small Business Community Network (SBCN)

About the SBCN

Our organization offers monthly networking events, special events, education and training.

If you want to attend professional B2B network meetings, where you are guaranteed to connect with like minded professionals who want to build relationships and share referrals, then the SBCN is the place for you.

We are an established organization who, have helped hundreds of businesses navigate the many realms of networking successfully. As an organization we have 10 years experience of assisting and working with SMB's to help them promote, via social media and traditional face-to-face networking, their businesses and build their brand in order to be recognized as experts in their field.

The purpose of consistent networking is to build trusted relationships and build partnerships, alliances and gain referrals.

[Find out more by watching our video!](#)

Security Corner

By *Dave Ockwell-Jenner*

While We Weren't Looking

In the computer security industry, April meant just one thing: end-of-support for Windows XP. This was a major milestone as Microsoft's operating system had been a mainstay of business computers for years, and was about to be retired.

The concern was that security issues detected after April 8th (when support ended) won't be fixed, and many thought that hackers had accumulated a number of attacks that soon they could use without fear of being blocked. While we were looking toward Microsoft Windows XP and preparing to deal with potential security problem, a new issue came from left field and took the whole world by storm.



“Just how many of us knew exactly what we needed to do? If we didn’t, did we know whom to ask?”

A very small bug in a piece of software code used by millions, gave way to a very serious issue. Within hours, the bug had not only received a cool name, but had it’s own logo and a real ‘brand’. Heartbleed, as the bug was to be known, was one of the more serious threats we’ve seen on the Internet. It allowed hackers to gain usernames, passwords and other sensitive information, essentially just by asking a server for it. OK, it’s a little more involved than that, but you get the idea.

The Canada Revenue Agency (CRA) shut down it’s web site for almost a week, whilst they battled to put fixes in place. Many other web sites had similar tales; whilst on the other side, hackers were quickly sharing lists of vulnerable sites and targets to try next.

Heartbleed gave us many lessons, one of the most useful for small business is to make sure we have a well-defined action plan in place to deal with issues. For example, within hours of the Heartbleed issue being made public, some companies (the SBCN included) were already well involved in their incident response plans. These computer security issues do impact small business and it can be serious. Just how many of us knew exactly what we needed to do? If we didn’t, did we know whom to ask?

So just because we’re all thinking one outcome is likely, we mustn’t forget to keep our eyes open for the unexpected. Heartbleed was a wake-up call; let’s make sure we learn from the lesson and take some time to review our incident and crisis management strategies.

- Dave Ockwell-Jenner, Prime Information Security
www.primeinfosec.com

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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>.

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SBCN Membership

By Dave Ockwell-Jenner

Did you know that the Small Business Community Network (SBCN) has different membership options? Here's a quick at-a-glance view of some of the major membership benefits we offer:

Benefit	Corporate	Regular	On-Line	Associate
Number of Members	5	1	1	1
Attend all Chapter monthly networking meetings for free	✓	✓		✓
SBCN Member badge for your web site	✓	✓	✓	✓
Listing in Members Directory	✓	✓	✓	
Free mentoring	✓	✓	✓	
Contribute to SBCN web site	✓	✓	✓	
Post to SBCN mailing list	✓	✓	✓	
Attend Christmas Social for free	✓	✓		
Attend Summer Social for free	✓	✓		
20% discount on special events	✓	✓		
\$20 member referral bonus	✓	✓		
Free display table at monthly networking	✓	✓		

Find out more at:

www.sbcncanada.org/benefits



the future is friendly[®]

Visit TELUSTalksBusiness.com



Social Networking

Connect with the SBCN on our social networking channels.



sbcncanada.org/facebook



sbcncanada.org/linkedin



sbcncanada.org/twitter



sbcncanada.org/youtube

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