

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

By *Dave Ockwell-Jenner*

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We know what you're thinking... where was my June issue of The Hub? Unfortunately we were busy making changes to our e-mail systems in preparation for compliance with the new Canadian Anti-Spam Legislation (CASL) which no doubt you've been reading about in The Hub.

We're very sorry that we weren't able to bring you The Hub as planned, but we hope that we've made up with it with this special June and July issue!

How is the summer impacting your business? We've heard from many of our members and some have shared that the summer months bring a slow down, and in others an increase. No matter what the pace of your business, one thing is for certain, we must take the time to enjoy the best that the summer has to offer.

In July and August we take a break from our regular monthly networking schedule. We are excited, however, to once again be hosting our SBCN Summer Social - on July 28th - which is our way of celebrating the summer with all our members and guests. We're especially pleased this year as our event sold out in record time!

We'll be back to our usual schedule in September. Until then, we wish you a wonderful summer!





Keeping Up

By *Linda Ockwell-Jenner*

It's not easy being a small business owner, or working for a large corporation, we often forget we have a life outside of work and that's not good.

The first step is to realise we can't do it all, however much we like the control and the feeling we do everything better than anyone else, it's about trust and letting go.

I am not one to blame the ever growing list of technology we have available now to work with. If we have a smart phone, a laptop, any device that enables us to keep in touch with the world, it's our choice when to walk away from those devices and do what we know we have to.

It is difficult to balance our work and personal lives, and in some cases we will never have a perfect balance, but it is about being sensible and realizing there are people in our lives who are there for us, and we need to be there for them.

Here are a few ideas that have worked for me and they may be useful to give you ideas where you can do your best to balance your time more effectively.

- Set a goal to switch off all devices at certain times, breakfast, lunch, dinner, bedtime. Unless you are on call, in which case set your devices to buzz so as not to disturb others.
- Plan your calendar so that you have booked time specifically to do the things outside of work you enjoy, such as spending time with family and friends, going to the gym, vacation etc.
- If your budget allows it, delegate the work you can't keep up with anymore to someone you trust. If you can't hire someone and pay them, some students will do a certain amount of work for the experience. Family members often want to be involved and will assist if asked.
- A lot of corporate positions now allows people to work from home and this can, in a small way, allow you to set your own hours within reason. This might be the answer if you have family commitments, such as taking a child to school and bringing them back home.
- If you are not an organized person, learn how to be one, or seek help to become more organized.
- Last but not least – learn to say NO

"it's our choice when to walk away from those devices and do what we know we have to"

Ultimately it is our choice, and however much we like to think we are indispensable, let's face the truth, we are not.

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

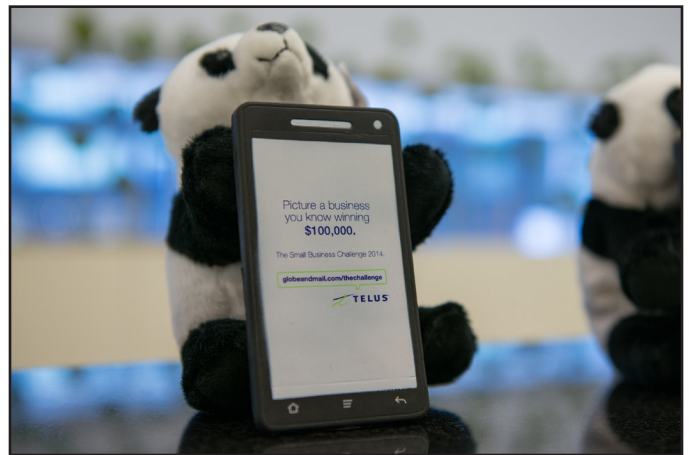
The Challenge: This Year's Finalists

By Linda Ockwell-Jenner



Dave Ockwell-Jenner and myself were very excited to attend the event at TELUS House when TELUS and The Globe & Mail announced the finalists in the fourth annual installment of "The Challenge" - the contest that helps Canadian Small Business owners overcome their greatest challenge with a \$100,000 award from TELUS.

As you probably know by now the Small Business Community Network (SBCN) supports small businesses with their networking needs, and we were very happy to spread the word about this exciting challenge and to actually meet the four semi-finalists in person and listen to their pitches. These four semi-finalists, who were all very motivated and at the same time maybe a little nervous were selected from more than 1,000 entries that came in between March and May from small businesses in cities across the country. One semi-finalist is based in BC, two in Ontario, and one in Nova Scotia.



Suzanne Trusdale, vice-president of TELUS Small Business Solutions shares that "The Challenge is an opportunity for Canada's brightest entrepreneurs and executives to showcase their unique business ideas and share their

biggest challenges. The four finalists exemplify the ways in which Canadian Business are innovating today. Whether it's by investing in technology, increasing their manufacturing capabilities, or driving demand through marketing, we can't wait to see how \$100,000 will help the winner expand their organization to compete on a global scale".

Let me share the four semi-finalists information with you and you can make up your own mind about which business you think should win:



- **4Deep Inwater Imaging** based in Halifax, Nova Scotia. 4Deep produces a submersible holographic microscope that monitors water quality in real-time at virtually any depth. 4Deep's disruptive technology has piqued the interest of world-renowned oceanographic research institutes in the United States, Australia and Japan, and current manufacturing operations can't keep up with demand. The company would use the \$100,000 award to ramp up its manufacturing capabilities and build demonstration units to showcase its technology globally.
- **Imbibitive Technologies** based in Welland, Ontario. Imbibitive Technologies produces Imbiber Beads, the only oil-sensitive super-absorbent polymer in the world. Imbiber Beads have the potential to revolutionize the way crude oil, diluted bitumen and hazardous chemical spills are dealt with worldwide and can improve the effectiveness of clean-up operations. The company would use the \$100,000 award to build scientific support for its product and launch a comprehensive communications campaign.
- **Stathletes** based in St. Catharines, Ontario. Stathletes captures, analyzes and interprets data through its proprietary tracking software to help NHL teams drive peak performance and gain a competitive advantage. With a deep understanding of the metrics that drive winning in the game of hockey, Stathletes is looking to incorporate camera technology into its analytics and develop a market-leading solution for the NHL and professional hockey leagues around the world. The company would use the \$100,000 award to hire technology experts to develop its own camera-based technology.
- **Vancouver Island Salt Co.** based in Cobble Hill, British Columbia. Vancouver Island Salt Co. is Canada's leading producer of artisan sea salt. Recognized by chefs as one of the top artisan salt producers in the world, Vancouver Island Salt Co. uses recycled cooking oil to fuel its dehydration process, making it one of the globe's greenest producers.

"The winner will be announced on September 18th, 2014 and ten regional awards will be given out during Small Business Week in October."

The company would use the \$100,000 award to expand its production capabilities and increase marketing to drive global demand for Canadian sea salt.

Dave and myself were very impressed with all the pitches and I know it is going to be difficult for the judges to chose a winner! The judges consisted of

- **Chris Griffiths** – director, Fine Tune Consulting, a boutique business consulting practice, and long-time entrepreneur
- **Carolyn Lawrence** – president and CEO, Women of Influence
- **Suzanne Trusdale** – vice-president, Small Business Solutions, TELUS
- **Katherine Scarrow** – editor, Report on Small Business, The Globe and Mail
- **Steve Tustin** – editor, Custom Content Group, The Globe and Mail
- **Sean Stanleigh** – product manager, Report on Small Business, The Globe and Mail

This is a wonderful opportunity for one of the semi-finalists, but I know that all of the small businesses who entered and the four semi-finalists are all going to carry on and build their successful businesses regardless, because it takes tenacity, determination and belief to be a small business owner today; but obviously the \$100,000 will be an added bonus to the lucky winner!



The SBCN's Dave Ockwell-Jenner wins one of the fabulous prizes from Samsung



Jill Yetman, Senior Communications Manager TELUS with SBCN Co-Founder Linda Ockwell-Jenner

After you read up on the four Challenge semi-finalists, remember to cast your vote for the small business that you believe deserves the \$100,000 grant by August 31, 2014.

www.tgam.ca/thechallenge-vote

I really believe in this quote shared by the Globe & Mail:

“Funding is crucial for growth, and growth is what every small business owner strives to achieve every day. I have no doubt the \$100,000 prize our four finalists are vying to win will have a measurable impact” said Sean Stanleigh, product manager, Report on Small Business, The Globe and Mail. “The finalists have already cleared a huge hurdle in getting this far, and as judges, we will have a tough decision on our hands.”

Each finalist receives three Samsung smartphones, access to a TELUS Learning Centre specialist who will show them how to use the devices to their full potential for both business and pleasure, a one-year subscription to The Globe and Mail and a mentoring session with one of the judges.

The winner will be announced on September 18th, 2014 and ten regional awards will be given out during Small Business Week in October.

For full details about The Challenge please visit Globeandmail.com/thechallenge.

Why not think about entering “The Challenge” next year, it is a wonderful opportunity.

- Linda Ockwell-Jenner, Co-Founder SBCN

10 Tips for Buyers and Sellers

By Ian Inglis

5 Tips for Buyers

1. Get your credit in shape. If you plan to finance your home purchase, check your credit history, especially if you're a first-time buyer. That way, you can correct any errors and take measures to boost your credit score. Order your free credit report in writing from Equifax Canada and TransUnion Canada.
2. Get pre-approved for a mortgage. Early in your search, meet with a mortgage lender who will take a look at your credit history, your savings and investment statements and your current financial situation, and give you a better picture of what you can afford and the financing options available.



3. Establish your budget. Whether you're financing your purchase or paying cash, it helps to establish a budget. This will help you focus your search on great homes within your price range.
4. Make a list. Buying a home is a process of elimination, not a process of selection. Make a list of your ideal home's must haves and deal breakers. This will help you to narrow your search so that you can find a home that fits your current and future needs.
5. Think about resale. While you may purchase your home as a long-term investment, keep in mind that you may need to sell it one day. Consider the homes resale value when you're looking at properties.



5 Tips for Sellers

1. Clear the clutter. Before you put your home on the market, clear the clutter that's accumulated over the years. Tackle one room at a time, and divide your items into three piles: keep, donate and toss.
2. Get packing. Although you don't want to pack up all of your belongings, it helps to start boxing up the items that you want to keep, but won't use for a while, such as out of season clothing or sporting equipment. Also, think about packing away sentimental and valuable items. Packing up your belongings will help potential buyers picture themselves living in your home and also prevent your valuables from damage.
3. Research the local market. Knowing how much the homes in your neighbourhood are selling for and how long they stayed on the market can help you gauge your home's value and estimate a time frame for the sale.
4. Repair and improve. Boost your home's curb appeal by doing minor repairs and improvements inside the home and out. Tackle any necessary repairs, paint your walls a neutral colour and replace light fixtures or appliances that are damaged or out of date. And, don't forget to clean—potential buyers can't enjoy the views if the windows are too dirty to see through.
5. Be realistic. While it's good to get a feel for the local market, be realistic about the selling process. Having realistic expectations for your home sale will help to relieve some of the stress of selling.

- Ian Inglis, RE/MAX Solid Gold (II) Ltd., Brokerage
www.homewithian.ca

Security Corner

By *Dave Ockwell-Jenner*

CSI: Internet

You've probably seen law enforcement officers tackling computer crime in one of the many TV shows or Hollywood movies. It's the scene where the police officers have called in the 'computer crimes unit' (or similarly named group) to examine a suspects computer. We don't normally see much of what these highly trained uber-geeks are doing, but we can be sure that 15 minutes later, there's another scene showing all manner of information that they've determined from looking at someone's computer hard drive.

Exactly what is going on behind the story? What aspects of what you see on TV is actually fact—and how does it work?

First and foremost, let's talk about how computers store files. When you create and save a document, the computer breaks that file up into tiny chunks, which it then writes to the hard drive. The computer decides where to write these chunks wherever it deems best—in spaces of the drive that are marked as 'not in use'. There could be part of the file at the start of the drive, some in the middle, and some near the end.

So what happens when we delete a file (even emptying the Recycle Bin, or Trash)? You might be surprised to know that unless you take special measures, deleting a file doesn't actually remove the contents from the hard drive. Rather it just marks those little chunks as no longer in use. If the computer doesn't overwrite that information with a new file some time later, the data stays on the drive. Forensic techniques allow analysts to recover these 'deleted' files in some cases.

It's not just the documents we create that cause files to be written however. Our browsing history (the sites we have visited on the Internet) is stored in a file. Which applications we've opened, how many times we opened them and when we last opened a particular application—all stored in a series of files. Even if some of these files are deleted, a forensic examination of the hard drive may be able to recover information.

Computer forensics is an interesting area, and one that is increasingly being called upon to support law enforcement investigation as well as corporate security cases. Sometimes HR departments may engage IT forensics experts to determine if an employee has breached either the law, or company policy.

prime 
information security

"we were able to show the sensitive files had been copied to the employee's computer"

To give an example, a large IT firm had engaged my services to determine if an employee had accessed particular company Intellectual Property, and to better understand what may have been done with the information. In that case we were able to show the sensitive files had been copied to the employee's computer; that they had been e-mailed to an external contact; and that these files were then deleted, including the Sent Mail record. This was corroborated by examining e-mail logs from the company, which confirmed the transmission, but not the content.

So next time you're watching CSI or a similar show, spare a thought for the forensic analysts who are busy reconstructing everything the suspect did on their computer. Sometimes it's dirty work—sometimes it's pretty hilarious, but it's becoming more pivotal as we live more of our lives on our computers and mobile devices.

As always, I'd love to talk more about computer forensics. If you're interested, drop me a line!

- 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[®]

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Connect with the SBCN on our social networking channels.



sbcncanada.org/facebook



sbcncanada.org/linkedin



sbcncanada.org/twitter



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