

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

By *Linda Ockwell-Jenner*

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Do you remember when you were excited to finish school for the long summer holiday? Those days may be a distant memory but as business owners who are almost too busy to take a vacation, we know it's a good idea to take a break from work however small. This is why we host the SBCN Summer Social every July, to ensure our members and guests enjoy social time, forget about work, but continue to build relationships by getting to know each other in a less formal setting.

This year's SBCN Summer Social was sold-out within the first couple of weeks of announcing the event. Everyone enjoyed the evening, but especially the now famous SBCN Quiz. Below is a photo of the winning team, and as you can they all received a prize, courtesy of the SBCN. Many thanks to Paul Walman, Sherwood Digital Print, our longtime member who donated the door prize for this event.

We are now looking forward to the Waterloo Region SBCN Chapter event taking place on Wednesday September 17th, "Back to Networking" and you can find out more about this and register for the event here:

<https://www.sbcncanada.org/events/1836>





Business Networking Comparisons

By Linda Ockwell-Jenner

Making a decision to network is difficult enough, especially as a brand new business. Here are three of the most popular reasons people are not networking:

- Not enough time
- No budget
- No interest

Ten years ago when the Small Business Community Network (SBCN) came into being we filled a niche that was empty. There was a need (and still is) for what the SBCN offers.

Recently there has been a growth in business and social networking, this is great, but can confuse many people who have no idea where to start when choosing a networking organization or event that works for them.

I believe networking and building relationships is a must, something we must all do, in order to grow our connections. By getting to know the people we connect with, online and face-to-face we build trust, and once the trust is built we can decide whether to refer someone, partner with them, build alliances with them, or become their customer.

It is becoming increasingly difficult to decide which event to attend, which organization to join, or not, and whether membership is a benefit or not. It's not possible to connect with everyone, you can try, but it's not sensible. If you are networking for the numbers, and think value can be added to your business by being popular go for it. But if you are serious about being in business you will be looking for a particular kind of connection, and only you will know what that is and why you want the connection.

If we take a look at some examples of networking events offered at the moment the list will look something like this:

- **Meetups** - groups of people meeting up, often casual events, some are free to attend others have a fee to attend. Refreshments may be something the attendees have to pay for themselves. Coffee shops, restaurants and bars, are the location choice normally.
- **Social networking events** - often meetings are held in coffee shops, bars or anywhere that's free. Refreshments are sometimes offered free if the locations owners are willing to donate them, or it is the responsibility of the attendees to purchase.

"The most efficient way to decide what type of networking event/organization you are looking for is to make a list of your needs"

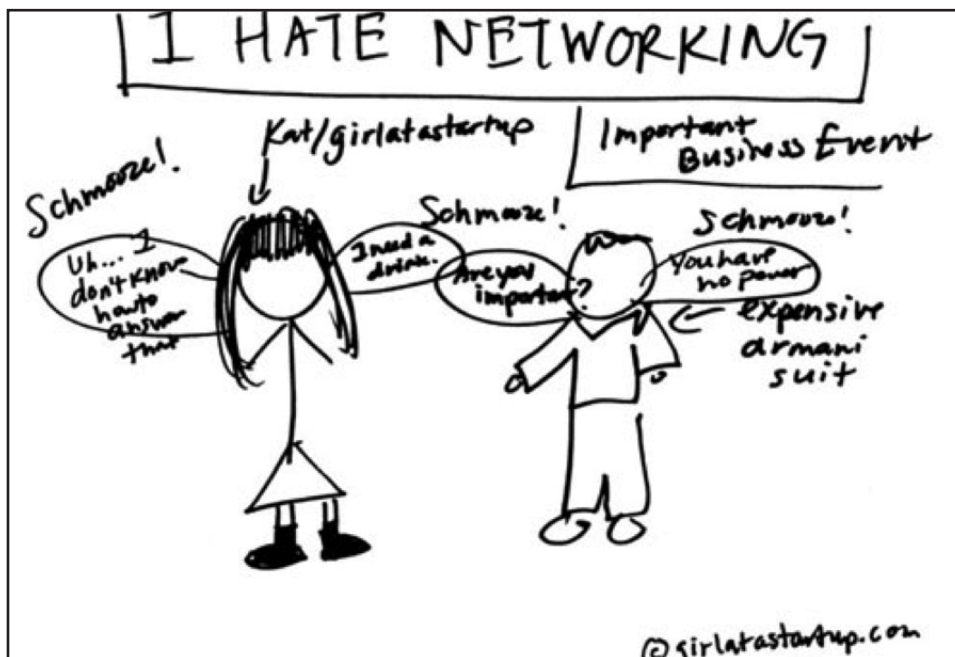
These types of networking events often fizzle out through lack of interest, the person responsible for starting the event discovers they can't monetize their events or that their business is not benefiting by hosting the events. Once the groups become popular some group owners hosting these events do apply a charge and sometimes membership but not many are successful long term. There may be some extra costs involved with some of the so-called 'free' networking groups, such as booths to showcase products and services. These costs may, in a one year period cost the attendee more money than a membership, but appear to be more cost effective.

Networking organizations that offer membership opportunities and also allow guests, offer quite a lot of benefits. Their expenses are higher in some cases because of paying for a professional location to host events/seminars and because additional benefits are offered to members. In some cases members may attend events for free, and there are no hidden costs. Guests may attend some networking organizations as many times as possible

(without needing to become a member) but other organizations may have a rule requiring guests to join as a member after two or three guests visits. Some organizations do not allow guests, only members to attend their events.

The above networking organizations are often run in professional manner and long term benefits do offer results that can be measured, if the attendees/members take advantage of the benefits and invest their time as well as their money.

The most efficient way to decide what type of networking event/organization you are looking for is to make a list of your needs and take into account your time and budget:



- What time of day would you prefer to network?
- How often do you want to network?
- Does your budget allow for you to pay for Membership, a guest fee, or do you prefer free events?

- What kind of people/businesses do you want to network with?
- What is your goal when networking?

Once you have an idea of your preferences where networking is concerned ensure you network in a consistent manner; follow-up is essential otherwise you are wasting your time.

Always ask questions of the organizers of the particular events you want to attend. If possible find out who else attends the events, or who are members and why. Research in the beginning can save you time and money and offer you an added advantage when networking.

The goal is to love to networking that works for you, not hate networking because you are confused.

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

Life Lessons are Great for Business

By Steve Nicholson



10 years ago my wife and I moved from Vancouver to KW to get married, buy a home and start a family. Before moving to KW I worked at the same company for 13 years supplying products to power utilities, telephone companies and contactors province wide. I knew everyone in the business and where to go to assist our customers with hard to find items. Moving to Ontario was an eye opening experience as I knew virtually no one and did not have the ability to use my many years of experience to acquire things. This actually made me feel very uncomfortable because I was unable to build a reputation as someone who the customer can count on. Since moving I have worked for a couple of companies in the industry, one for a very short time as living in KW and having my customers in Niagara to Ottawa to Sudbury was not ideal. However it did give me an opportunity to find out where things were in this new province.

After leaving the smaller company I joined a global company who was a manufacturer of products I was familiar with. Being the only person in the Canada office to know and understand the utility industry afforded me the opportunity to develop specialty products required here in Canada and to



expand business opportunities. It also gave me the opportunity as sales manager to visit our factories in Thailand, Poland and the United States. As well as being able to see all of Canada was fun and exciting especially the all included trips back to Vancouver. Less than a year after starting work for the company we found out we were having our first (and only) child.

Our child was born with an extra chromosome and diagnoses of Down syndrome. We became very active in the local Down syndrome society advocating for the young kids and adults plus meeting some very special folks in the process. A few short months into working to find a schedule that worked for our family needs my wife was diagnosed with breast cancer. I was a strain on the family with many months of Chemo therapy and radiation to follow the diagnosis. Needless to say this only made my traveling 2 weeks out of every 4 even more difficult on our family; however with the support of our network of friends and family we were able have a semi normal life. We decided we needed to keep slugging away until we had the ability to make changes. It turned out that was 4 years and many missed appointments later. I decided after a tough stretch with my employer, one who did not understand mine or my family's needs that it was time to make a change.

Being able to be available for our son's appointments and therapies was refreshing. To get out of the 8-5 schedule and traveling at my employer's whim changed our lives, it gave us more time to get involved in the community. My wife became the chair of the Down syndrome society, as well as on the board of KidsAbility, helped established the Waterloo Region Family Network and volunteered for the Hopespring cancer support center holiday tour of homes. Since that time the WRDSS has an increased visibility in the community as well as a strong base of great people. 4 years ago I took on the task of organizing a yearly golf tournament to raise money and to increase our visibility further in the community. We have slowly increased our number of golfers and continue to grow our tournament.

My son has begun school at St Nicholas Catholic School and is just about to start grade 3. To support our son and to give back to our school I joined the parent council and have been assisting in various school programs. Our family has just finished fostering a 4 year old boy who has been in care for most of his life. Dealing with a special needs child with undiagnosed issues when you already have one can give you some insight to how you can help. Unfortunately unification with his family was not looking to good so it was decided by Family and Children's Services that it would be in his best interest to try and find him a foster to adopt family for a long term placement. It is exciting to see the young child going to a place with a long term goal and one that can get him the treatments he needs. However it is still sad to see

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them move on because you put your heart and soul into advocating to get their life in control and improve the quality. They become part of your family and steal your heart away no matter what. We look forward to having more kids in our home very soon.

All our challenges in life since our move has taught me the very valuable lesson about advocating and teamwork to get what you need done. Although I have always been a team player and advocator in my business life it is a stronger presence now. I get great pleasure in helping a customer however I can to lower costs and find suitable suppliers and manufacturers through our network at PCM Global Support Services. I also love meeting new people through organizations such as the Small Business Community Network and look forward to meeting more people going forward.

- Steve Nicholson, PCM Global Support Services
www.pcm-global.com

Security Corner

By *Dave Ockwell-Jenner*

State-Sponsored Cyber Attacks

This month we're going to lift the lid on something that for years has been in shadowy corners of IT security conversation. Many in the industry knew what was going on, but it wasn't really public knowledge. Fast-forward to today and things are very different. In the post-(Edward) Snowden era, the idea of countries spying on one another in cyberspace is now mainstream news.

Just recently the Canadian government made allegations that Chinese hackers had infiltrated the National Research Council (NRC). It was claimed that a "highly sophisticated Chinese state-sponsored actor" was behind the intrusion. In plain English, the Government of Canada is saying that the Chinese Government bear responsibility. The claims are denied by China.

The simple fact is that it is quite likely that many governments are routinely leveraging their expertise in infiltrating computer networks, to improve their intelligence about their adversaries and allies.

It's not just China that flexes its Cyber-muscles. Remember hearing about a virus called Stuxnet that caused Iranian nuclear fuel enrichment efforts



“It’s easier to attack someone by compromising someone they trust.”

to fail? Stuxnet was created by US and Israeli computer experts, working together to slow Iran’s nuclear program.

“State sponsored” is a phrase used in the intelligence community to describe a well-funded and officially sanctioned activity. These people have sufficient resources at their disposal to achieve their objectives, whether that is gathering military or business intelligence, disrupting operations or supporting other political agendas. The “highly sophisticated” part comes in here too. These attackers often employ clever attacks that we haven’t seen before, or are structured in such a way as to be highly efficient. In some cases, they can get in, steal what they came for, and get out all before we know they were there.

The NRC says that repairing their computer systems to improve security will take the better part of a year. As well as the time lost to systems being unavailable, there will be process changes and other impacts likely to slow the NRC for a while after that.

As small businesses, it is not typical that a state-sponsored attacker would target us. However we sometimes work with larger companies (our customers, suppliers, etc.) and may end-up unwittingly being used by these attackers to compromise these larger companies. Think about it... if you are going to attack a large company, is it easier to attack them directly, or compromise a smaller, possibly less secure, partner.

If you think this is the stuff of fantasy, the breach at retailer Target was initially caused by the attacker infiltrating Target’s HVAC supplier, not Target directly. It’s easier to attack someone by compromising someone they trust.

I’ve had the ‘pleasure’ of going up against attackers such as these, including the People’s Liberation Army Unit 61398—affectionately known as ‘APT1’ (Advanced Persistent Threat 1). APT1 are a team of cyber attackers based in China that had compromised a number of large North American businesses in the defense and aerospace sectors. I can say with certainty that many small businesses would fail to cope with the attacks levied by teams such as this.

Things vary from industry to industry, but I’m willing to bet smaller IT companies are at some risk to be used in this way. They typically support organizations larger than themselves, may have remote access into those larger companies to provide service, yet might be under-defended. Food for thought.

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

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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

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!](#)



Dave Ockwell-Jenner

Co-Founder, Small Business Community Network (SBCN)

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