

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

By *Linda Ockwell-Jenner*

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Almost the end of November and what a year it has been. When we look back over the past year and see all the achievements, hard work, and dedication the SBCN Members have put into building their success, we feel a sense of pride. When we decided to build our very own community to help small biz owners, we had no idea we would be looking back 11 years later and know that the community we built is made up of people who connect, collaborate, and are consistent in everything they do in business.

The SBCN came to be because of the challenges both co-founders of the SBCN had experienced when building their own businesses and realizing there was not a grass-roots organization who taught people how to network and the benefits of networking face-to-face and online.

We are happy to have reached another year, another milestone, and the 11 years have flown by, but we have awesome memories of members past and present, and know that we will continue to be a part of this ever growing community for a long time to come.



Celebrating 11 years of networking success!



## Guiding Principles for Success in Life and Business

By Linda Ockwell-Jenner

I love sharing my articles, but this time I wanted to share an awesome blog post from someone I admire very much, because I feel that the topic she chose to share, Guiding Principles for Success in Life and Business, is of interest to us all.

Andrea Goertz, Chief Communications & Sustainability Officer at TELUS, is someone I have been following online for some time and she inspires me very much to know I am on the right track. But, when I feel I am shifting gears and getting lost, I know I can check out her awesome posts and know I can move forward.

Let me share Andrea's opening paragraph before you check out the full post via the link I am sharing with you:

*"Sometimes the most innocuous moments can have the biggest impact on your career. In university, I reviewed a business case focused on former British Prime Minister, Margaret Thatcher. Her drive, courage and willingness to take on the most daunting challenges as the only woman to ever hold that post have stayed with me and have inspired me long into my 25 years in the telecommunications industry."*



I did not attend University, for many reasons, and I also admire Margaret Thatcher because of her strength and will to succeed.

Enjoy the blog post...

[http://www.huffingtonpost.com/andrea-goertz/guiding-principles-for-su\\_b\\_6226138.html](http://www.huffingtonpost.com/andrea-goertz/guiding-principles-for-su_b_6226138.html)

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



# READY, SET, GLOBAL!

TAKING YOUR LOCAL SUCCESS TO THE NEXT LEVEL

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The Tannery



January 15, 2015



5:30 PM



**PAUL SALVINI**  
CEO OF ACCELERATOR CENTRE  
FORMER CTO OF CHRISTIE DIGITAL



**LISA CASHMORE**  
MANAGER OF SOFT LANDING PROGRAM  
CANADIAN DIGITAL MEDIA NETWORK



[local2global.eventbrite.com](http://local2global.eventbrite.com)

## Are you ready to take your local success to the next level?

If you're in-or-around Waterloo Region, we invite you to attend Ready, Set, Global! This great event hosted by AIESEC Laurier at The Tannery is a great event to kick start your New Year.

Don't miss out, [get your tickets today!](#)

## Security Corner

By *Dave Ockwell-Jenner*

### The Internet of Things

With the holidays fast approaching, we're certain to be looking for that perfect gift. Technology products will be high on Christmas wish lists again this year, but there's a subtle shift happening that perhaps we're not even aware of. Many of these gadgets are gaining the ability to connect to the Internet, allowing you luxuries like controlling the gadget from an app on your smartphone.

The so-called 'Internet of Things' (IoT) is the marketing term coined for the interconnected mix of gadgets using the power of the Internet to communicate. We now have refrigerators, light bulbs, coffee makers and heating thermostats all getting connected to the Internet. This area is on the tipping-point of explosive growth as manufacturers scramble to Internet-enable just about anything and everything.

Now these devices can certainly bring some nifty benefits—like switching your home lights on when you get home without you having to lift a finger. So what's the catch?

IoT devices are essentially small computers controlling whatever the device happens to be. Just like their larger cousins, these small computers run software to make the magic happen. And just like regular computers, that software has security problems. In some cases it's deliberate; perhaps the IoT device doesn't have sufficient processing power to encrypt data, for instance, and can leak sensitive information as a result. Other times it's plain old bugs that allow hackers to take over the device.

What's different with IoT devices is that they don't typically have updates. There are no patches to install, and in many cases, it's infeasible to develop patches for them (say when the software is permanently burned onto a chip). It's quite likely that if you buy an IoT device that is insecure today, it'll be insecure a year from now.

What can we do? Well, we should assume that all household IoT gadgets are untrusted. That means that we shouldn't connect them to the same network that you use for your desktop or laptop computers where you care about protecting information. Many Wi-Fi routers for example offer a 'guest' network, which is more appropriate for IoT devices and can help isolate them. In a business environment, you could also consider having a separate



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*"we shouldn't be too fearful, but we should be mindful of the concerns"*

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Internet connection for non-critical devices—that gives you the added ability to provide some kind of connectivity for visitors and other non-staff members.

Above all, we shouldn't be too fearful, but we should be mindful of the concerns so that we can take appropriate steps.

As always, I'm happy to answer your questions on this and any other security topics!

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

# 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>.

## SBCN Christmas Social

Haven't made your mind up? Time is fast running out to register for our 2014 Christmas Social!

We invite you to join us, celebrate the best of the year and look forward to what we can accomplish in 2015!

You can look forward to a wonderful evening in the company of friends, colleagues and perhaps even new business connections. As always we'll feature our SBCN Quiz and have a few surprises in store!

Find out more, and register at:

[sbcn.info/xmas](http://sbcn.info/xmas)





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