

A quarterly newsletter brought to you by Small Business Club Niagara

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Make More CONTACTS

AT THE 6TH ANNUAL ROYAL BANK BUSINESS CARD EXCHANGE

Wednesday, November 19, 2003

Four Points Sheraton Suites, Thorold
5 pm to 9 pm

An evening of opportunity for those who want to join like-minded business people interested in making new contacts, picking up leads, and selling products and services in a comfortable, positive atmosphere. Remember to bring lots of cards – you'll need them!

**Tickets \$5 (members) and
\$10 (non-members) by calling
905-685-6100, or at the door.**

Light refreshments will be served. Cash bar.

PRESENTED BY



The Standard

Canada

For additional detailed information
please call 905.685.6100

Rules of Good Networking

- Be prepared
- Be open-minded
- Don't be afraid to ask
- Treat everyone as equals
- Build on information not status
- Say thank you
- Don't waste your resources
- Give without expectation
- Set realistic and achievable goals
- Be committed and determined
- Make the First Minute Count

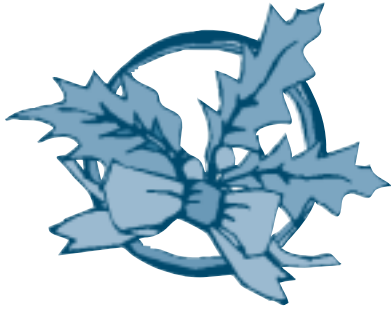
Start by giving a smile
Make eye contact
Introduce yourself
Let people know what you do
Explain what you need

Ask how you can help them
Say thank you
Keep in touch

By: Donna Messer, ConnectUsCanada Communications Canada

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- New Members Roster



Holiday Open House

Wednesday, December 3rd

4 pm to 7 pm

Small Business Club Niagara

Come and join us as we celebrate the season with a wine and cheese party for our members!

NIAGARA ENTREPRENEUR OF THE YEAR AWARDS 10TH ANNIVERSARY

The Niagara Entrepreneur of the Year Awards is an annual prestigious ceremony celebrating the achievements of Niagara's finest entrepreneurs. For more information, check our website at www.niagaraentrepreneur.com. The dinner and awards presentation will take place on Friday, October 24, 2003, at the Sheraton Fallsview Hotel in Niagara Falls.

Tickets are \$75.00 per person, and reserved tables of 8 or 10 are available.

To place your order, please call The Institute for Enterprise Education at 905-688-5757.

SUBSIDY FOR YOUR SMALL BUSINESS: WAGE SUBSIDY ASSISTANCE

One of the most difficult tasks for any growing business is deciding when to hire staff. The workload is continually growing but it takes a great deal of time to find and train a staff person. The Wage Subsidy Assistance Program (WSA) is a very useful service to employers who want to save money when they hire new staff. The goal of this program is to assist eligible participants in finding full-time and permanent employment. To qualify, the individual you intend to hire must be collecting Employment Insurance (EI) benefits or have had an EI claim in the past 36 months – 60 months for a Maternity claim.

If you don't have a specific candidate in mind the program maintains a database with hundreds of eligible participants. Simply call Michael Jackson or Sue Vlaar at 905-684-7200 ext. 225 or ext. 221 with your hiring needs and they can identify potential candidates. The Wage Subsidy Assistance Program is delivered by the Business Education Council in the Niagara Region through funding provided by the Government of Canada. For more information about the program please visit <http://tw.becon.org>.

Here are some of the things local employers had to say about the WSA program:

"An excellent training opportunity without major overhead costs."

Jacques Boulianne, CEO
Tele-Cable, St. Catharines

"I am very grateful for the Wage Subsidy Assistance program. It's a win-win situation. It helps the employee and it helps me."

Patricia Shedden, Owner
Among the Flowers, Welland

"It works and it really helps with cash flow. I would recommend the Wage Subsidy Assistance program to anyone in a heart beat."

Fraser Mowat, President
Harbour Estates Winery, Jordan Station

"The Wage Subsidy Assistance program has allowed us to train a candidate in very specific heritage restoration skills and the contribution of this program is a very important part of our business plan."

Phil Ritchie, President
Keefer Developments Ltd., Thorold



SMALL BUSINESS SUCCESS: WHITE ON WHITE

“We’re having so much fun. We say we’re going to work and we burst out laughing. It’s like a big social.”

Cheri O’Reilly and Kelly Exelby are two hoteliers that share a passion for home décor.

White on White is a French inspired, “Shabby Chic” boutique, which is chic and stylish, contemporary, yet timeless. This boutique creates romance and elegance, with one of nature’s most sensual colors. White on White’s petite but pretty floor space, reminiscent of a nook in a chic Paris shop, is packed with a variety of vignettes; white antique furniture beautifully paired with candlesticks, urns and lamps. As well as unique gift items, White on White offers a gift and bridal registry. A large line of gifts that are popular for wedding favors and for office gift giving has been developed. Uniquely, all gifts are wrapped in their signature “white Chinese food containers” with organza ribbons.

The owners Cheri O’Reilly and Kelly Exelby are two hoteliers that share a passion for home décor. They have always enjoyed antiques and attending auctions and have a unique ability to spot the gems among the dust. They roam through flea markets and estate sales emerging with seemingly unlikely prizes. Their creativity resides in their ability to discover the beauty

in overlooked, unappreciated things and to arrange these hidden treasures in a new way that renders their beauty apparent. Their goal was to create a shop that would be known as a wonderful escape from every day life.

The decision to go with “white” was intended to provide alternatives to typical decorating trends. This allows ancient and modern to be blended together to create a wonderful harmony in a space that invites light and tranquility. White is timelessly classic and stylish as it never goes in and out of fashion, it just is.

White on White has recently been featured in two national Canadian magazines; in the May 2003 issue of Style at Home and in the July/August 2003 issue of Canadian House and Home. On October 17th at 10:30 am, 1:30 pm, 8:30 pm, 11:30 pm and 2:30 am they will be featured on HGTV’s House and Home. All this excitement inspired Don Fraser from the St. Catharines Standard to write a full-page article in the business section celebrating the success of White on White.

Although publicity is important, Cheri and Kelly believe that building relationships with their clients, creating a repeat customer base is key to a thriving business. The business is growing by leaps and bounds and they have expanded their client base from Newfoundland to British Columbia.

Cheri and Kelly adore having their business downtown. Their fellow retailers have formed a unique bond as they work together to entice more business to the downtown core. Each shop refers customers to each other’s stores and restaurants allowing competitors to become friends. Together they hold their Christmas and Spring Open Houses. The next Christmas Open House will be November 8th and 9th. This all creates a wonderful and exciting hustle and bustle downtown.

Both agree that starting their own business is the way to go. “We’re having so much fun. We say we’re going to work and we burst out laughing. It’s like a big social.”

For more information or to order unique gifts visit White on White on-line at www.whiteonwhite.ca.

win

women in niagara

Women in Niagara is a networking group to inspire enterprising women. Build alliances in a fun interactive environment through learning, laughing and sharing.

DREAMING OF A STRESS FREE HOLIDAY SEASON?

Learn some key tips on holiday decorating, entertaining, shopping and gift wrapping. Enjoy a relaxing buffet dinner prepared by Chef Mathew Crncich. Start your holiday shopping by purchasing unique gifts from exhibitors, all in a beautiful setting at Roselawn.

**Wednesday, November 5, 2003 from
6:00pm to 9:00pm**

Roselawn Centre for the Living Arts,
296 Fielden Ave, Port Colborne

6:00pm – Buffet Dinner, Networking & Shopping
7:00pm – Speakers
8:00pm – More Shopping

**Speakers: Kelly Exelby & Cheri O'Reilly,
White on White**

Tickets: Buffet Dinner/Speakers/Shopping
\$25 Members • \$30 Non-Members

Booth Cost: \$15 Members • \$20 Non-Members
Cash bar is available.

To reserve your booth and to purchase tickets
please call 905-685-6100.

Email: mona@sbcn.ca or josie@sbcn.ca
• Visa and MC accepted.

**SMALL
BUSINESS**
CLUB NIAGARA INC.

Canada

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SALUTE TO SMALL BUSINESS SEMINAR SERIES

Presented By

The Niagara Business Self-Help Offices

FRANCHISING – OCTOBER 8

Evaluating Franchise Opportunities
St. Catharines Public Library –
Mills Room
7:00 -10:00 p.m. \$20.00

GST/PST – OCTOBER 16

Government Officials Take the Mystery out of
GST/PST
Niagara Falls City Hall,
Committee Room 2 (Lower Level)
7:00 – 10:00 p.m. \$15.00
(Collected by Self-Help Offices)

STARTING A SMALL BUSINESS – OCTOBER 23

Our experts have the answers to your questions!
St. Catharines Public Library –
Mills Room
7:00 – 10:00 p.m. \$20.00

MARKETING MADE EASY – OCTOBER 30

Learn the ins and outs of effective marketing!
Niagara Falls Public Library –
LaMarsh Room
7:00 – 10:00 p.m. \$20.00

Call Today to Reserve Your Seat!

905-356-7521 Ext. 5001 or
905-688-5601 Ext. 1761

W

white on white

gifts for home, family & friends

79a king st. the market square
telephone 905 685 0111

UPCOMING EVENTS

October 15th 7-9 p.m.

Peter Urs Bender

"Management Essentials"

November 19th 5-9 p.m.

6th Annual Royal Bank Business Card Exchange

"An Excellent Networking Opportunity"

December 3rd 4-7 p.m.

Holiday Open House at Small Business Club Niagara

January 21st 7-9 p.m.

Speaker to be announced

February 18th 12-8 pm

9th Annual Trade Show

ADVERTISING

SBCN accepts advertising for each quarterly newsletter.

Advertising costs are as follows:

(Ad set-up included.)

SIZE A :

2 3/4 W X 4 1/8 H

Cost: \$100

SIZE B:

2 3/4 W X 2 H

Cost: \$60

Ad-Mail Service

Submit in PDF Format

\$20 members

\$50 non-members

Please call Mona or Terri at 905-685-6100 to reserve your space.



Peter Urs Bender, CSP
CANADA'S PRESENTATIONS GURU

Management Essentials

Wednesday, October 15, 2003 7 – 9 p.m.

Four Points Sheraton Suites, Thorold

Author of five Canadian best sellers, *Secrets of Power Presentations*, *Leadership from Within*, *Secrets of Power Marketing*, *Secrets of Face-to-Face Communication* and *Gutfeeling*, Peter is also an international lecturer and keynote speaker. His presentations are informative, motivating and very entertaining.

In 1994, Peter Urs Bender received the coveted **Certified Speaking Professional designation (CSP)** from the U.S. National Speakers Association. Only a few Canadians have ever achieved this distinction. In 1995, he was awarded the **Communications and Leadership Award** from Toastmasters International, and in 2001 was inducted into the **Canadian Speakers Hall of Fame**. He is one of only eleven Canadians to be so honored.

In this age of information, a key ingredient of business success is Leadership. Most people see it as the act of leading others but Peter sees it as leading ourselves. It starts with understanding our values, finding our vision and passion, taking action and communicating effectively to create results. *Non-members \$10*



First 50 people to arrive will receive a complimentary copy of "Gutfeeling" valued at \$24.95.



The Big Event FOR SMALL BUSINESS

Small Business Club Niagara is hosting their Ninth Annual Trade Show on Wednesday, February 18th from 12 to 8 pm.

The Trade Show will be held at Four Points Sheraton Suites in Thorold and is designed for regional small businesses to promote their products and services.

The Trade Show is an excellent opportunity to see the variety and scope of new business venture in the Niagara Region. Over 100 exhibitors will showcase products and services related to small business operation at this one-day event.

For more information on exhibitor space or sponsorship opportunities, please call 905-685-6100 or email mona@sbcn.ca

NEW MEMBERS ROSTER

All Occasions Catering and Event Planning

Daria Pawlyszyn

Amy's Sit-n-Stay

Amy Stackhouse

Boda Releaf Consulting

Julie Christiansen

Curves

Norma de Meel

Dianne Robertson Shoebox

Bookkeeping

Dianne Robertson

Dumont Security

Martin Demontbrun

Freedom 55 Financial

Terena Brenner

Nancy Tkachuk

Nancy Tkachuk

Niagara Accounting and

Bookkeeping

Luigi Salvatore

Organized Living

Michael Thompson

Pro-Active Learning Systems

Graham Noble

Unemployed?

Starting a full time business? Increase your chance of business success!

The Self Employment Benefit Program provides support to qualified individuals in starting their own businesses. Assistance includes coaching, ongoing technical advice and financial support. Coaching is tailored to suit your needs and includes subjects such as business plan development, accounting, marketing and use of computers.

**SELF
EMPLOYMENT
BENEFIT
PROGRAM** 

Call SBCN at 905-685-6100
for more details.

Canada

Women In Business 2003

*Salute to
Entrepreneurial
Women*



The Standard, Sears,
Calvin Klein & Niagara Credit Union
are pleased to present

The 4th Annual "Salute to Entrepreneurial Women"

This popular luncheon event will
feature the nominees and announce the winner of
the Business Woman of the Year award. Enjoy the
reception, fashion show, dynamic speakers,
sponsor gifts, door prizes and more!

Luncheon Date:
Monday, October 20th, 2003

Table of 8 \$176
\$22.00 per person

Call The Standard for more
information 905-684-7251 Ext. 308

Please visit us on the web
at www.sbcn.ca