

A quarterly newsletter brought to you by Small Business Club Niagara

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Choose Niagara



The Business Education Council of Niagara is pleased to announce the creation of a valuable new human resources tool, aimed at helping you attract the employees you need to ensure your business flourishes.

ChooseNiagara.com is part of a strategy to deal with a projected shortage of new and skilled workers in all of Niagara's economic sectors. The website was developed with funding from Human Resources Development Canada and created by the Business Education Council.

ChooseNiagara.com is a website designed to assist businesses and organizations meet current and future human resources needs by promoting the Niagara Region as a great place to work and live.

Coupled with the detailed For Work and After Work sections, the site includes a comprehensive, searchable Business Directory, a Regional Events Calendar (business events, sporting events, festivals, training & workshops), informative Featured Articles, weekly Featured Employers, and much more!

For job seekers looking for work in the Niagara Region, ChooseNiagara.com should become a first stop. Whether you want to check out a specific employer or simply research the market for labour trends, we can help. ChooseNiagara.com provides a local business directory, as well as links to Niagara employers, recruiting agencies, and career planning resources. ChooseNiagara.com gives employers the opportunity to place their business profile on a website that will act as a single access point for everything an individual will need to know about finding work and living in Niagara.

In addition, what makes ChooseNiagara.com a unique and valuable recruitment tool is the links it provides to hundreds of sites with information about living in this region. When it comes to lifestyle, Niagara comes through with flying colours and we want to share our story with people considering Niagara as a place to live. ChooseNiagara.com links you to those "other" factors that make the Niagara Region a great

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place to be. While showing what Niagara has to offer in terms of sports, recreational activities, attractions and special events, Chooseniagara.com also provides important links to healthcare services as well as municipal services, childcare, housing and maps of the region. Put simply, we are promoting Niagara as the place - for work and after work.

Check us out and make sure that your business or organization is registered with ChooseNiagara.com. Let us work for you!



WIN MEMBERS

Joanne Spironello
A Different Perspective

Gloria Simoni
AGS Bookkeeping

Wendy Rea
Algoma Central Corporation

Laura Dennis
Atmospheric Web Design

Geri Leyenhorst
Avant-Garde Emporium

Christine McGaw
Beyond Icewine

Kristine Dawson
Brock University, Co-op Programs

Diane Chivers
The Burke Group

Roseanna Gualtieri
Eating Free Workshop

Pam Mundy
Echelon Catering

Donna-Marie Barilla
E.J. Barilla & Associates Insurance

Betty Colaneri
Intrigue Conference & Event Planning

Gail Morley
Kent & Company

Kelly Masterson Schmidt
KLIC Photographic Design

Sonia Hawrylyschyn
Learning Vistas

Marilyn Maleta
Maleta Estate Winery

Indira Pillay-Rego
Martindale Chiropractic & Wellness Centre

Nancy Glover
The Medfall Group

Janet Goosen
Niagara Credit Union

Jody Vizza
Niagara Credit Union

Francine Legault
Ontario Office Works

Nancy Croce
Roselawn Centre for the Living Arts

Donna Bonato
Scarfosa Rosa

Sharon Secord
Sharon Secord Office Support Services

Tracey Rennie
Spectrim Label

Nancy Campbell
The Standard

Rita Woodhead
The Standard

Irene Stephenson
USC Education Savings Plans

Donna Symonds
Victorian Barber Unisex Hair Salon

Laura Nimeth
Water Depot

win 
women in niagara



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 Popp. Start your holiday shopping by purchasing unique gifts from exhibitors, all in a beautiful setting at Roselawn.

**Roselawn Centre for the Living Arts,
296 Fielden Ave, Port Colborne
Wednesday, November 6, 2002 from 6:00pm to 9:00pm**

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

Speakers:

Katherine LeClair – Unique Gift and Wrap
Pam Mundy – Echelon Catering
Julie Siba – Arlie's Florist
Joanne Spironello – A Different Perspective

Tickets: Buffet Dinner/Speakers/Shopping \$25 Members \$30 Non-Members
Booth Cost: \$10 Members \$15 Non-Members
Cash Bar Available.

To reserve your booth and to purchase tickets please call 905-685-6100.
Email: terri@sbcn.ca or josie@sbcn.ca • Visa and MasterCard accepted.

**Build alliances in a fun, interactive environment
through laughing, learning and sharing**

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Development Canada

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ressources humaines Canada

Canada

NIAGARA PRESENTS

Betty Ann Baker

Are your tastebuds ready for a wake-up call? Peach salsa...red pepper jelly...ice wine jelly. These are only a few of the gourmet items offered by Niagara Presents that promise to add a little dimension to your everyday fare.

And the story behind the carefully selected sauces, marinades and jellies is almost as interesting as the enticing flavours themselves.

Started by Betty Ann Baker of Welland, Niagara Presents is set up to help people get started in the gourmet food business. "It's an entry point, something women can use as a stepping stone...and increase their confidence," says Baker.

"We welcome people to come and bring their recipes," she adds. Her team, which includes well-known chefs Anna and Michael Olsen (formerly at Jordan's Inn on the Twenty), works with participants to get a product ready for the market. Sometimes that means tweaking the ingredients a little or playing with the proportions so it can be mass-produced.

With the recipe perfected, the budding gourmands have the option to rent Niagara Presents' commercial kitchen. This federally inspected facility offers them the space to make the large batches required for wholesale.

Part of what makes Niagara Presents unique is that it is involved with a product from start to finish. "We'll help test market the product and put it in our retail store," says Baker. "Then if it test markets well and you want to go wholesale you can use our name to market the product."

The unique approach to starting a community-based business has drawn interest from around the world, most recently from a group from China. So far the company has helped about 30 women get their business up and going.

Their concoctions are award-winners. Grapes with a Twist dessert topping, Opal Rubin Basil Jelly, the Peach Salsa, and the Wine Jelly all won awards at the recent Canadian Fine Food Show. Niagara Presents has also received awards for its beautifully put together gift baskets and boxed sets- an area in which Baker is eager to expand.

Not only do the baskets highlight the wonderful Niagara produce, says Baker, they can easily be tailored to fit different budgets and occasions. (Baskets typically run from \$35-\$125.) Add to this the fact you are giving a leg-up to people who are starting out their home-based business and it's a win-win situation.

Baker is no stranger to making good things happen.

Baker was honoured as one of Chatelaine magazine's Women of the Year in 2000 for her work bringing co-op housing to Niagara as well as her work with Niagara Presents.

She was also given the Canada Mortgage and Housing Corporation's award in 2002 for Outstanding Contribution to Co-op Housing. The not-for-profit Niagara Peninsula Homes, where Baker is the executive director, is the principal shareholder of her new venture.



Niagara Presents items are available in selected stores across the region. The company also has a storefront in Jordan where a full range of their products is on display. "We need to get the word out that we have so much neat stuff here," says Baker. "We also want to reach out to other women to come and get started."

For more information go to www.niagarapresents.net. The store is located at 4000 Jordan Road, Jordan ON L0R 1S0 and is open Tuesday-Saturday 10-5. Tel: (905) 562-1907.

*By Heather Doyle,
writing & editing
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Make More CONTACTS

AT THE 5TH ANNUAL ROYAL BANK BUSINESS CARD EXCHANGE

Wednesday, November 20, 2002

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 \$10 (members) and \$15 (non-members) by calling 905-685-6100, or at the door.

Light refreshments will be served. Cash bar.

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The Standard

**For additional detailed information
please call 905.685.6100**

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

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

UPCOMING EVENTS

November 20th, 5-9 p.m.

5th Annual Royal Bank Business Card Exchange

"An Excellent Networking Opportunity"

December 4th, 3-7 p.m.

Holiday Open House at Small Business Club Niagara

January 15th, 7-9 p.m.
Speaker TBA

February 19th, 12-8 p.m.

8th Annual Trade Show

The Big Event FOR SMALL BUSINESS



Small Business Club Niagara is hosting their Eighth Annual Trade Show on Wednesday, February 19th 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.

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Holiday Open House

Wednesday, December 4th
3 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!

SELF-EMPLOYMENT BENEFIT PROGRAM

What is it?

The Self-Employment Benefit is a tool that helps individuals create jobs for themselves through self-employment, by providing them with various types of support during the period when they start up a business. Assistance can include coaching, ongoing technical advice and financial support. Coaching is tailored to the individual's needs and can include subjects such as business plan development, accounting, marketing, use of computers etc.

Who can apply?

To be eligible for Self-Employment, you must meet the following conditions:

1. Are unemployed;
2. Have an established Insurance Benefit (IB) claim, or one that has ended within the last three years, or have begun maternity or parental benefits within the past five years after which you remained out of the labour market to care for the child and are now seeking to re-enter the labour force;
3. Are legally entitled to work in Canada;
4. Attend an orientation session with the Coordinator in your area (a Coordinator is a local community group that is funded by Human Resources Development Canada (HRDC) to provide assistance to you in your pursuit of self-employment opportunities);
5. Have no previous participation in self-employment assistance activity funded by HRDC within the past five years;
6. Agree to provide a business plan acceptable to HRDC within a reasonable period of time, showing potential for long term self-employment;
7. Start a new business or take over an existing business in which you had no prior ownership;
8. Agree to work full-time (minimum 35 hours/week) on your business while you receive financial assistance. However, in exceptional circumstances the amount of full-time hours may vary. For example, if a person has a disability that only allows them to work 20 hours per week, then in that case, 20 hours per week is full-time;
9. Be able to contribute equity, the amount of which will be determined in consultation with the Coordinator.

What Financial Assistance will I receive?

Under the Self-Employment benefit, if you are receiving or are eligible for Insurance Benefits (IB), you will continue to receive those benefits until your claim ends. At that time, you will receive support at a rate either regionally, locally or individually determined for the duration of time you are on Self-Employment. If your IB is lower than the established rate, it may be supplemented to the established rate. You may also be entitled to additional personal supports to help defray costs while establishing your business.

For further information: www.hrdc-drhc.gc.ca

NEW MEMBERS ROSTER

4D Enterprises

Denis Lalonde

Aquatru Water

Marianne Gillespie

Atmospheric Web Design

Laura Dennis

Bath and Wick

Ken Hollinrake

Karen Zegers, Nutritionist

Karen Zegers

Kent and Company

Paul Kent & Gail Morley

Ko-ordination

Kathy Ko

Learning Vistas

Sonia Hawrylyschyn

MediaVice Machine & Web

Sirena Ceniccola

Victorian Barber Unisex Hair Salon

Donna Symonds

We've Got Designs On You

Andrea Meyer

Unemployed?

Starting a full time business?

Increase your chance of business success!

SELF EMPLOYMENT BENEFIT PROGRAM



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.

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