



# inHOUSE

A quarterly newsletter brought to you by Small Business Club Niagara

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## 3rd Annual E-NIAGARA Conference and Web Awards



Venture Niagara and partners will be hosting the 3rd Annual e-Niagara Conference and Web Awards on Thursday, May 6, 2004 from 5:30 pm to 8:30 pm at Brock University (Pond Inlet). This conference is a must for anyone who utilizes technology in the workplace!

In addition to the ever-popular web awards, which showcases the finest Niagara area web sites, the evening event will feature refreshments with an opportunity to network with local members of the Information Technology and Communications community, a featured presentation and a keynote address from Evan Carmichael. Evan is a co-owner in Redasoft Corporation, a Toronto based biotechnology software company. He has helped Redasoft establish a customer base of over 290 organizations in 30 countries including NASA, Johnson & Johnson, and the CDC.

Nominations are being accepted for the web awards until April 12, 2004. Admission

is \$20.00 per person, and seating is limited. Registration and nomination forms and all the details can be found online at [www.eniagaraconference.com](http://www.eniagaraconference.com).

Sponsored by Small Business Club Niagara, Internet Access Worldwide and Niagara College this event is funded in partnership with Human Resource & Skills Development Canada and Industry Canada.

For more information about the e-Niagara Conference and Web Awards contact:  
Mark Lawley, Conference Organizer  
Tel. 905.714.7062

Email: [markl@ventureniagara.com](mailto:markl@ventureniagara.com)  
[www.eniagaraconference.com](http://www.eniagaraconference.com)

Canada

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

## Chocolate by The Square

*A bittersweet tasting experience*

**Wednesday  
April 28th  
7 to 9 pm**

**Market Square,  
Downtown  
St. Catharines**

Please continue to visit our website for more information on this event.

www.sbcn.ca or call Small Business Club at 905-685-6100

## SMALL BUSINESS SUCCESS: ONTARIO OFFICE WORKS INC.



Ontario Office Works Inc. is a business consulting firm located in Welland, Ontario. It serves clients from the Niagara Region and across southern Ontario.

### *“We help people to understand and...take action.”*

This simple mission statement is the basis for a business which started 10 years ago. Ontario Office Works Inc. was founded by Donna M. Joudrey and Paul G. Norton in order to help other people find their way in the business world. OOWI, as it is affectionately known, started as a home based business. It has grown over the years to a point where there are now five members on their team working out of their offices at 247 East Main Street.

OOWI is best known for the self employment programs that it runs. The mainstay is the Self Employment Benefit Program, funded by Human Resources Skills Development (HRSD). Ontario Office Works Inc. started providing the self employment program in Dunnville and Port Colborne in 1995. Over the past nine years their services have extended to cover the south western portion of the Niagara Region including Welland and Pelham. They also provide French language services for the program throughout the Niagara Region.

Paul and Donna have helped more than four hundred people start new businesses. "Nothing excites us more than seeing one of our clients succeed in fulfilling their dreams," said Donna Joudrey, president

of OOWI. "For businesses to succeed today they must stand out above others and provide something extra to their clients. We encourage everyone on our team to go that extra step to meet the needs of our clients".

Ontario Office Works Inc. also provides self employment support for Opportunities Fund (also funded by HRSD) and the Self Employment Development Program for the Region of Niagara.

In addition to its work with the self employment programs OOWI designs and conducts seminars for various associations and private sector clients. The seminars focus on different aspects of growing successful businesses.

Being self employed allows the partners at Ontario Office Works Inc. to have a unique perspective when helping others to become self employed. "When we tell our clients that something does or doesn't work, it's usually because we tried it ourselves".

For more information please go to [www.businessoptions.org](http://www.businessoptions.org) or call 905-734-1483.

Canada

# ALVIN LAW, Inspirational Speaker

## “No Such Word As Can’t”

Wednesday, April 21, 2004, 7 pm to 9 pm  
Four Points Sheraton Suites, Thorold



When Alvin Law was a child, having no arms was little more than an obstacle. His family taught him he could be whatever he wanted to be and that anything was possible. Born in 1960, he was one of Canada's first “Thalidomide

Babies”, known for bodies deformed due to the infamous morning sickness drug. Alvin was born without arms, and soon after birth was given up for adoption. Experts said he would never be independent, and if he reached

adulthood his quality of life would be negligible. But Alvin was raised by wonderful foster parents who taught him to use his feet and made him believe he could accomplish anything with the right attitude.

Alvin has been featured in two award-winning documentaries for CBC Television's National Network, and one for PBS Frontline, which was nominated for an Emmy. Another short story on ABC Television's Frontrunners did receive an Emmy, but his personal favourite remains the guest spot he appeared in on Fox TV's X-Files.

Alvin's sometimes humorous, sometimes serious, but always honest observations allow his audience to enter into his life and feel both the pain and elation. As Alvin tells his audience, “When you believe in yourself, any handicap can be overcome, the key is your attitude.” Alvin's infectious attitude is one everyone should be a witness to. His presentations are a masterful mixture of stories, lessons learned and the power of positive attitude.

Non-members \$10.

For more information  
call 905-685-6100.

St. Catharines Chamber of Commerce  
presents the

# 2004 ST. CATHARINES NIAGARA REGION BUSINESS & TRADE SHOW

Tuesday, May 11th, 2004, 12 noon to 8 pm

All Day Dynamic Information Sessions • Hourly Draws

Rates:

St. Catharines Chamber Members	\$195.00 + GST = \$208.65
Members of other Chambers	\$225.00 + GST = \$240.75
Non Members	\$250.00 + GST = \$267.50

Over 60 Booths!

Advance Registration Required! Limited Booth Space Left!

For Information and Reservations – Call Brandon Schram  
St. Catharines Chamber of Commerce 905.684.2362 ext. 225



## Ignite Your Personal Power at our FLIGHT TO SUCCESS Professional Business Development Day!

Friday April 16th, 2004, 9 am to 4 pm

Four Points Sheraton, 3530 Schmon Pkwy, Thorold, Ontario

Speakers include:

Ted Mouradian, Lana Duke, Thomas Caldwell, Nancy MacIntosh,  
Dennis O'Neill and Stan Pride

Reserve Tickets NOW! \$75.00 each.

Professional Business Networking Inc.	905.327.2286
West Lincoln Chamber of Commerce	905.957.1606
St. Catharines Chamber of Commerce	905.684.2361
Phylum Corporation	905.685.5673
Niagara-on-the-Lake Corporate Retreats	905.468.9041



## Small Business SEMINARS

Thursday, April 29

6:30 pm to 9:30 pm

### Starting a Small Business in Niagara

Our experts have the answers to your questions about small business. \$20.

Niagara Falls City Hall,  
Committee Room 2.

Wednesday, May 5

6:30 pm to 9:30 pm

### Bookkeeping Made Easy

Get your books in order! Let our expert show you how to set up your books. \$39.

Niagara College,  
Glendale Campus.

Wednesday, May 12

6:30 pm to 9:30 pm

### Evaluating Franchising Opportunities Part 2

A more in-depth focus on choosing the right franchise. \$39.

Niagara College,  
Glendale Campus.

Thursday, May 27

6:30 pm to 9:30 pm

### How to Write a Business Plan

How to research and write the most important document in the life of your business. \$20.

St. Catharines City Hall,  
Council Chambers

Wednesday, June 9

6:30 pm to 9:30 pm

### PST-GST/HST

Government officials explain PST & GST for small business. No charge.

Niagara College,  
Glendale Campus.

Thursday, June 24

6:30 pm to 9:30 pm

### Marketing Made Easy

How to advertise effectively on a small budget. \$20.

Niagara Falls City Hall,  
Committee Room 2.

## UPCOMING EVENTS

April 21st 7 - 9 p.m.

### Alvin Law

Inspirational Speaker

"There's No Such Word As Can't"

May 19th 7 - 9 p.m.

### Mike Mandel

Hypnotist &

Brain Software Speaker

"The Power of Manipulative Persuasion"

June 16th 7 - 9 p.m.

### Spotlight on Success

Panel of Entrepreneurs

July 21st 1 - 8 p.m.

### 7th Annual Golf Tournament & Barbeque

Garden City Golf Course and The Keg

## 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 Terri at 905-685-6100 to reserve your space.

# MIKE MANDEL

## Hypnotist and Brain Software Speaker

# "The Power of Manipulative Persuasion"

Wednesday, May 19, 2004, 7 pm to 9 pm

Four Points Sheraton Suites, Thorold

Learn the art of influence from a master hypnotist. Mike Mandel draws from a quarter century of real-world experience with "words that change minds". Attendees will gain the ability to influence and persuade others in a wide variety of settings, from presenting to groups to one on one meetings. Content includes:



- Power Language: Subtle words that sway and change behaviour
- Inroads to the unconscious mind
- Rapport: Entering the world of another person
- Techniques to diffuse aggression and frustration
- Accurately determine when you are being lied to
- Gain the advantage through counter-manipulation
- Seven magic words that put you in control

Widely regarded as the world's greatest living hypnotist, Mike Mandel has hypnotized tens of thousands of people throughout Canada, the U.S., Britain and Australia.

Mike consults to all levels of government and has trained a wide variety of groups including veterinary surgeons, computer programmers, nurses, social workers, therapists and salespeople. He also teaches Advanced Tactical communications including hostage negotiation to police officers world-wide, and is one of the few civilians consulted by the RCMP.

Mike Mandel is a self-described "reasonably normal guy with a really weird job". A uniquely qualified communicator, he has a gift for being simultaneously fascinating and hilarious!

Non-members \$10.

For more information call 905-685-6100.

# NEW MEMBERS ROSTER

Search our database  
at [www.sbcn.ca](http://www.sbcn.ca) for  
member contact  
information.

## **ALT TECH**

*Steve Fulton/Kevin Fenning*

## **Avon**

*Heather Strachan*

## **Barb's Wine Jellies**

*Barb Worth*

## **Beyond Stress**

*Divyo Putney*

## **Bio Konsult**

*Jim & Trisha Agboola*

## **BNI SYNERGY**

*Hugh Graham*

## **Bowes IT Solutions**

*Glen L. Bowes*

## **Caribbean Imports**

*Luz Elena Medina*

## **Colour Concepts by Christine**

*Christine Henri*

## **Completely Accountable**

*Andrea Bone/Sandra Joll*

## **DYNAMICON, Design & Development**

*Carlos Sarmiento*

## **El Canal de la Region del Niagara**

*Hernando Rivas*

## **ELM Janitorial Services**

*Ernie Mableson*

## **Final Touch Janitorial**

*Glenn Kitchen*

## **Flowers Niagara**

*Kim Monaghan*

## **Fruits & Passion**

*Cheryl Yung*

## **Golfnutz Learning Center**

*Tim Horhota*

## **J & J Promotions**

*John Nicholls*

## **McDougall/Winterhalter Marketing**

*Randy McDougall*

## **niagara.com**

*Bernie Borgmann*

## **Petals Flower Shop**

*Leah Watson*

## **Peter Brown Financial Corporation**

*Peter Brown*

## **Serenity Signs**

*Donna Stricko*

## **Southhill Herbs Inc.**

*Shaban & Fatima Basic*

## **SYSTEKK**

*Kyle Janik*

## **The Home Advintage**

*Colleen Rivard*

## **Windwalkers**

*Christopher Miller*

## **Yournamesells.com**

*John Savio*

## **ZS Communications**

*Zulfiqar Ahmed & Syed Ahmad*

## **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**