

A quarterly newsletter brought to you by Small Business Club Niagara

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Top 10 NETWORKING RULES by Donna Messer:

1. Develop a plan – Know what you want to accomplish and who you want to meet.
2. Research the people you hope to contact.
3. Be prepared to listen – don't dominate the conversation. Help find what the prospect needs.
4. Force yourself to circulate – ask everyone you meet what they do, where they've been and who they know.
5. Ask for only one thing at a time.
6. Never ask directly for a job. Networking provides a forum for people to seek advice, not jobs.
7. Be willing to give as well as receive. You have to be willing to help others if you want them to help you.

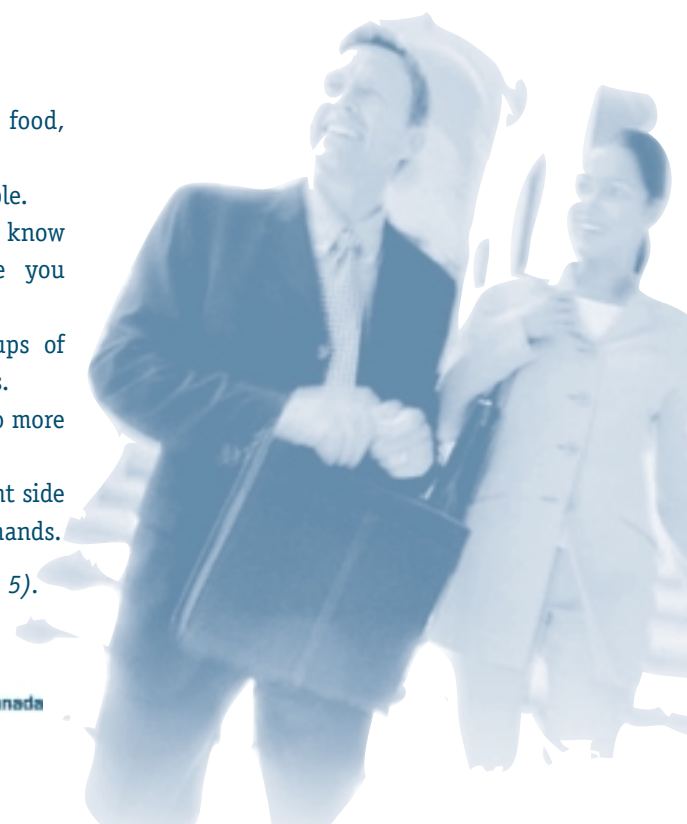
IN THIS ISSUE:

- Networking Tips
 - April Speaker: Donna Messer
 - Trade Show 2001 Success Stories
 - Guest Speaker Review
 - Enterprise 2001
 - Successfully Suited
 - Summary of Upcoming Meetings
8. Take notes – use the back of their business card.
 9. Keep files on all your network contacts.
 10. Follow up on leads. People are gratified to know they helped.

MESSER on special events:

- Arrive on time, locate amenities such as food, bar and washrooms.
- Stand tall and at the entrance greet people.
- Always reintroduce yourself to people you know first, they may be talking to people you want to meet.
- Approach the singles or people in groups of three or more, don't intrude on twosomes.
- Meet as many people as possible, spend no more than 10 minutes per person.
- Wear your identification on the upper right side so your name is visible when you shake hands.

Donna Messer is SBCN's April Speaker (see page 5).



SUCCESSFULLY SUITED FUNDRAISER

Learn techniques on how to conquer time thieves, beat procrastination, better planning methods and learn personal work rhythms!

The Business Education Council's Successfully Suited program is excited to present Sue Augustine and her seminar "How to Maximize Your Time and Energy To Get It All Done". This fundraiser will feature Augustine's inspiring experiences and techniques at the prestigious White Oaks Conference Resort and Spa on May 17th. This event is anticipated to be the professional development seminar of the year! Send your employees on a journey with Sue that will offer group exercises and audience participation and tools that can be implemented in their daily activities.

Tickets are \$55/person or \$420/table of 8 per business group. There is an optional lunch available for \$20 (all-inclusive) per person, facilitating business interaction and a book signing by Sue.

Register now by calling 684-7200 ext. 245 to reserve seats.



GUEST SPEAKER REVIEW

Richard Loreto

Dr. Richard Loreto, President of RAL Consulting Ltd. was SBCN's January speaker. Richard explained how demographic change, particularly the aging of Canada's labour force, would profoundly shape the world of work during the next ten years. Using the latest data he identified how demographic trends could shape how companies do business for years to come. The attached chart shows the top 20 growth items in Niagara.

"Top Twenty" Growth Items (non-food) Household Spending 1999-2009

- | | |
|---|--|
| <input type="checkbox"/> Owned vacation home | <input type="checkbox"/> Motels |
| <input type="checkbox"/> Golfing membership fees | <input type="checkbox"/> Self-made alcoholic beverages |
| <input type="checkbox"/> Complete re-roofing (of principal residence) | <input type="checkbox"/> Eye glasses |
| <input type="checkbox"/> Prescription and fitting of dentures | <input type="checkbox"/> Government-run lotteries |
| <input type="checkbox"/> Post-secondary textbooks | <input type="checkbox"/> Leather/fur coats and jackets (women) |
| <input type="checkbox"/> Post-secondary tuition | <input type="checkbox"/> Liquor (purchased from stores) |
| <input type="checkbox"/> Prescription drugs | <input type="checkbox"/> Outdoor patios, fences and driveways |
| <input type="checkbox"/> Horticultural services & snow removal | <input type="checkbox"/> Domestic and other custodial services |
| <input type="checkbox"/> Lawn and garden tractors and tillers | <input type="checkbox"/> Newspapers |
| <input type="checkbox"/> Rented vacation homes | <input type="checkbox"/> Sport jackets and blazers (men) |

Taken from A Competitive Analysis of Niagara's Business Opportunities Associated with Adult Lifestyle: A Demographic Perspective, Prepared by: David K. Foot, Richard A. Loreto, Thomas W. McCormack, November 1999.

EXPORT CLUB

SBCN and Trade Niagara invites you to attend the exciting new EXPORT CLUB! The schedule for upcoming meetings is April 25, May 23 and June 27. The club meets at Four Points Sheraton Suites in Thorold from 5 – 7 p.m. Meetings are open to anyone currently exporting or seriously considering doing so. Admission is \$5.

The export club was created to allow companies to share strategies and experiences in exporting products and services. You will have the opportunity to learn from your peers, to share best practices, to obtain export leads and maybe even organize missions to foreign markets.

For additional information contact (905) 685-6100.

Trade Show 2001 Success Stories

Thanks to everyone involved in making Trade Show 2001 an overwhelming success. There were over 100 businesses participating in the event and over 500 people from the general public checking it out. Thanks again to all who participated, and to all the corporate sponsors who helped make the show a huge success.

What our members are saying:

Business Name:

At Your Service Party Rentals

Contact Name: Andrea Hebert

Describe what you do: We are a top notch rental company dedicated to renting excellent quality dinnerware, flatware, glasses, linen etc. We provide great service and offer reasonable prices.

What is the most rewarding thing about owning a small business?

The most rewarding is that I am in charge. I can make decisions and keep things very organized and running smoothly.

What is the least rewarding thing about owning a small business?

The least rewarding is the seasonality of this type of work. The first quarter is very slow and the summer months are very hectic.

Words of advice: My advice to others is believe in your product and yourself.

What did you get from being an exhibitor in the SBCN Trade Show?

The recent SBCN trade show was a very good opportunity for us to meet potential clients and we have already received orders because of being in the show.

Andrea can be reached at:
rentals@atyourservicerentals.com

Business Name:

Herbally Ever After

Contact Name: Susan Ryczko

Describe what you do: Educator and Practitioner of alternative therapies. Teaching through herbal hours, and consulting using colon therapy to enhance one's health.

What is the most rewarding thing about owning a small business? The most rewarding is working in your

own home, setting your own hours and seeing individuals get their health and life back.

What is the least rewarding thing about owning a small business? The least rewarding is disciplining yourself to do paper work.

Words of Advice: Don't bite off more than you can chew, you will shoot yourself in the foot.

What did you get from being an exhibitor in the SBCN Trade Show?

Exposure to all walks of life, young, old, business alike. Building new relationships with people and networking with fellow colleagues.

Susan can be reached at:
905-704-1744

Business Name: Phylum

Contact Name: Dik Lee

Describe what you do: Phylum provides any type of business with a professional image. We provide advertising agency benefits through promotional products, graphic design, printing, web graphics and various types of marketing techniques.

What is the most rewarding thing about owning a small business?

The most rewarding is the diversity and complexity of every situation.

You mould your own destiny, which is a bumpy ride. You grasp onto whatever you can and persistently move forward, step by step.

What is the least rewarding thing about owning a small business?

The least rewarding is people take advantage of your time, they try to get you to work as cheaply as possible.

Words of advice: "If at once you don't succeed, try, try, try again. Then try one more time. And another time. Try one more time, for the road."

What did you get from being an exhibitor in the SBCN Trade Show?

The experience of being an exhibitor was valuable. It was the first one for Phylum, and we plan to be there next year. The contacts made were great and the leads were numerous. I would definitely recommend the SBCN Trade Show to any small business.

Dik can be reached at:
diklee@phylum.ca

**Business Name:
Signs on Demand**

Contact Name: Murray Pyke

Describe what you do: We provide signs, banners, decals, digital print graphics and fleet markings to businesses in the Niagara Region.

What is the most rewarding thing about owning a small business?

The most rewarding is to be able to provide a quality product and service to business owners in the area in the time frame that the customer needs because their success is our success.

What is the least rewarding thing about owning a small business?

The least rewarding is in the graphic and sign field, everyone needs their signs yesterday. You need to educate customers to call a week to a month ahead of time to get what they need on time.

Words of Advice: All business has to be customer service oriented first. If you provide a quality product, with prompt service at the right price you give your customers a reason to come back and do business again. You have to create customer loyalty.

What did you get from being an exhibitor in the SBCN Trade Show?

The show gave us excellent exposure as a new company to other small businesses in the Region. We considered the show a great success for our company and look forward to being in the show next year.

Murray can be reached at:
signsondemand@sympatico.ca

Enterprise 2001 Nominate an Entrepreneur today!

Honouring those entrepreneurs whose visions, endeavours and achievements have enriched Niagara.

Who can be nominated?

We are seeking men and women exemplifying the true spirit of entrepreneurship – who have worked hard to establish a new business or lead an existing company into renewed growth and who contribute to the Region’s progress and prosperity.

Any entrepreneur who lives or works in the Niagara Region can be nominated, and anyone can submit a nomination. Winners are chosen by an independent judging panel and will be announced at a gala awards ceremony on October 12, 2001.

Now seeking nominations in the following categories:

- CIBC Enterprise Award
- KPMG Family Enterprise Award
- Bell Canada Youth Award
- New Venture Award
- Casino Niagara Cares Community Contribution Award
- Niagara College International Trade Award
- Technological Innovation Award
- Special Achievement Award

For more information check the website at www.niagaraentrepreneur.com

Nomination forms will be available March 1st at Small Business Club Niagara, or by calling: The Institute for Enterprise Education at: 688-5757

SMILE & ASK

Start with a smile
Make eye contact
Introduce yourself
Let people know what you do
Explain what you need
&
Ask how you can help
Say thank you
Keep in touch

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 at
(905) 685-6100
to reserve your space.

UPCOMING EVENTS

May 16, 7-9pm
Larry Bitner, President
Larry Bitner & Associates
"Rebounding"
Breathing new life into a struggling business.

June 20, 7-9pm
Rene O'Brien, Manager
Ministry of Labour
"Employment Standards Act 2000"
The new legislation explained – find out what your rights and responsibilities are as an employer.

July 18, 2-9 p.m.
4th Annual Golf
Tournament & Barbeque
Reserve your foursome now!



Donna Messer:

Founder & President, ConnectUs

The Human Touch in a Digital World

Networks Aren't Just for Computers

Wednesday, April 18th, 7-9pm, Four Points Sheraton Suites, Thorold

As the founder and President of ConnectUs Communications Canada, Donna Messer has established herself as North America's foremost expert on relationship building, the power of referrals, networking and interpersonal communication. Donna puts her money where her mouth is and demonstrates to dramatic effect how individuals can master simple, practical techniques that can be used to build relationships, gather a wealth of new contacts, and network with ease and success.

The modern businessperson is increasingly isolated from customers, colleagues and business partners; hidden behind the walls of an electronic fortress. E-mail, Websites, voice-mail mazes and faxes are taking the place of effective person-to-person communication. As a result, business opportunities are being lost and strategic relationships weakened.

The professional skills required to develop, nurture and profit from new relationships have never been more valuable, and that's why what Donna Messer has to say is so important.

Networking is the single most effective way to build a successful business. Using her own experience, Donna tries to share the benefits and power of networking with others.

Non-members: \$10
Members: No Charge
For additional information contact
(905) 685-6100

Rules of **GOOD NETWORKING**

- Be prepared
- Be open minded
- Ask for what you want
- Treat everyone equally
- Build on information not status
- Say thank you
- Use your resources wisely
- Set realistic and achievable goals
- Be committed and determined

NEW MEMBERS ROSTER

A. Montgomery Design
Andrew Montgomery

AccountPlusNet
Outsourcing Inc.
Jennifer Boese

ACN Canada
Jacqueline Fleck

Advance Graphics
Harold Meighan

Advantage Restaurant
Supply & Service
Tony Vizzari

Angela's Bear Garden
Angela Last

At Your Service Party Rentals
Andrea Hebert

B C S Niagara
Bobbi David

Beyond Books
Judith Morrison

Canadian Federation
of Independent Business (CFIB)
Alan Parker

Canusa Pet Nutrition/
Pet Care Products
Arlene Goodman

Cellular Concepts
Bryan Saelens

CINTAS
Demetry Tselepakis

Colin Pett, CMA
Colin Pett

Emery's Health Products
James Horvath

Fastsigns
Fred Mast

Final-Touch Janitorial
Glenn Kitchen

Geneva Business Center
Elizabeth Hemphill

Grassroots®
Graham Ashdown

Herbally Ever After
Susan Ryczko

Hernder Estate Wines
Angel Fusarelli

Homeland Tasty Style Catering
Maryam El Karib

I/O Vision
Jason Stitt

Interlink Trading Company
Julie Norris

Joseph's Lawn Care
Joseph Duhaime

Maleta Vineyards
Marilyn Maleta

Mary Kay Cosmetics
Susan Fulton

Matrix System
Glen Morrow

Natural Rhythms
Yannick Freve

Net-Worxx
Ron Vallo

Niagara Drivetrain Centre
Lea Poulin

Niagara Paralegal
Kelly Kingsland

Niagara Signworks
Steven R. Gilliam

Niagara Tents and Events
Peter Secord

Patriquin Virtual Office
Wendy Patriquin

Petals Precious
Eleanor Stasiw

Signs on Demand
Murray Pyke

Simple Lines
Ruth Unrau

Social Assistance & Employment
Opportunities Division, Niagara
Region Community Services Dept.
Tim Grawey

The Natural Basket
Joanne Secord

Thimblelina's
Lina Stracuzzi

Tri-West Investment Club
Ronald Hutton

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.



Human Resources
Development Canada

Développement des
ressources humaines Canada