



inHOUSE

A quarterly newsletter brought to you by Small Business Club Niagara

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SBCN's New Website Launch

www.sbcn.ca

On March 20, 2002, prior to guest speaker Michael "Pinball" Clemons, Small Business Club Niagara launched their new web site - www.sbcn.ca in front of an enthusiastic crowd. Local web site designers, DANIMA Technologies Inc. unveiled the new site and demonstrated the functionality of several of the new features including a searchable on-line database of all the current SBCN members.

SBCN's exciting new site now offers visitors; the opportunity to become a member on-line; the ability to search for a member in the SBCN database by city, category, business name or keyword, as well as, upcoming meetings, special events and more.

Two key features of the website are a password protected members area for current club members and a fully functional administrative interface for SBCN staff. These new elements will help ensure that all of the database information is kept up-to-date and accurate.

The members area allows all SBCN members the ability to manage their business information through access to a secure area. The new feature allows members to ensure that the information viewed by the global community is current and accurate. The member's area also provides businesses the ability to post upcoming business events on the SBCN site, renew their membership on-line, and change their password information, and much, much more.

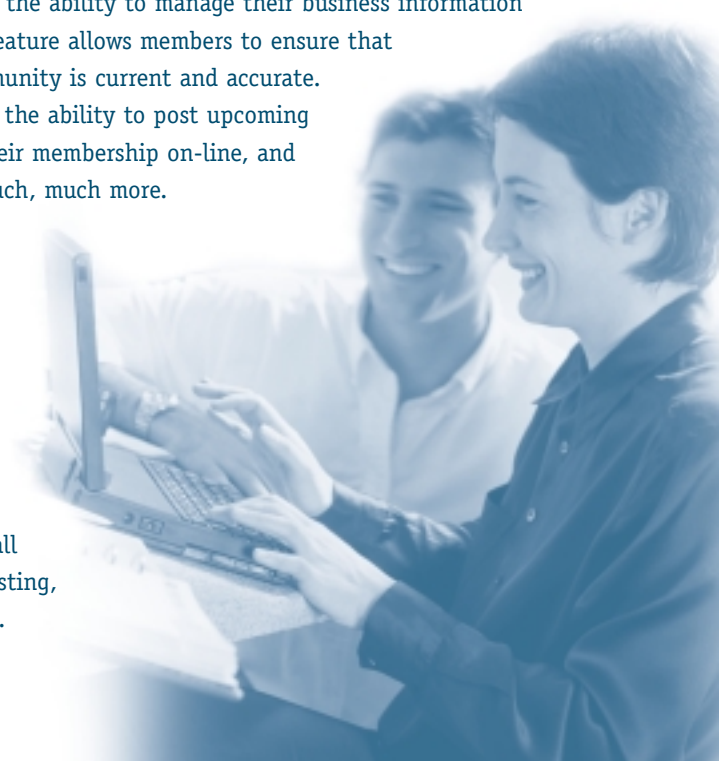
If you are a SBCN member and have not received your login and password, please call Terri or Josie at 905-685-6100 or via email at sbcinfo@niagara.com.

Look for new features such as on-line credit card transactions and on-line small business club forum in the coming months.

DANIMA Technologies Inc. is now offering all SBCN members special rates on web site hosting, domain names and professional web design. Contact danima@danima.com or visit www.danima.com for details.

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ACE BROCK CANADA'S BEST NOW ON TO WORLDS

During ACE (Association of Collegiate Entrepreneurs) Brock's five-year existence they have continued to shine as one of Canada's top entrepreneurial chapters. This year is no exception. ACE is a student entrepreneurship club with chapters in over 50 Universities and colleges across Canada.

With a team of twenty, ACE Brock travelled to Toronto to compete in ACE Canada's National 'Edge of Opportunity' Conference. They were nominated in 6 of the 8 categories, and proudly walked away with three awards. After winning the SIFE Education Award and Community Venture Award, ACE Brock was awarded the prestigious 'Most Enterprising Campus in Canada Award'.

This final achievement will send a team of ACE Brock students to represent Brock University, the Niagara Region, and Canada at an international competition in Amsterdam in September.

ACE Brock contributed more than \$70,000 in combination of cash and in-kind gifts this past year. Other notable achievements were a billboard in downtown St. Catharines, an ACE Brock postage stamp, business ventures that saw revenue exceeding \$10,000 and over 3000 volunteer hours donated to community events.

ACE Brock gives members an opportunity to gain many valuable skills and experiences necessary to achieve success in their future endeavours. They are pleased to be able to represent Brock University in Amsterdam and thank the University community for their continued support.

To remain informed about ACE Brock and their events log on to www.acebrock.on.ca

For more information, please contact:
Sean Chamberland
President, ACE Brock, 2002/2003
905-688-5550 ext. 4412

DO YOU HAVE AN ENTREPRENEURIAL SPIRIT

By: Sandie Heirwegh, President
The Entrepreneurial Edge Inc.

Question:

I have seen numerous tests about suitability for entrepreneurship. People talk about the "entrepreneurial spirit" and how it is necessary in order to be a successful business operator. What exactly does it mean and why is it so important?

Answer:

Indeed, there are all kinds of quizzes, tests and assessments that claim to evaluate entrepreneurial aptitude. Such things might serve as a valuable tool in highlighting your strengths and weaknesses, but they should not be taken too literally in terms of the probability of success or failure.

Studies have been conducted on successful entrepreneurs. The results have been analyzed. Researchers have drawn conclusions regarding common traits, skills and characteristics. Most of the tests available focus on those qualities and may provide you with an idea the characteristics you possess.

The entrepreneurial spirit is best described as a compilation of traits, skills and characteristics coupled with an undying need to succeed. I often refer to it as having the ability to cope with the "spine sweating" of the unknown. One of the primary unknowns is your next pay cheque.

An entrepreneur has been defined as one who undertakes an enterprise or business, with the chance of profit or loss. They must be a risk-taker and a self-starter. There are no guarantees that you will make money in any given year. Competition arrives, markets change, customers and their needs change and the economy changes. Unexpected events like September 11 have an impact.

Continued on page 3

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Continued from page 2

You must be an extremely flexible individual who can adapt to change and constantly evaluating the marketplace in search of new opportunities. Additionally, one must be able to implement these changes and take advantage of new markets.

Entrepreneurs must have the ability to promptly solve problems, make quick decisions, and learn from experiences. Entrepreneurs risk their careers, time and money in order to make a success of their businesses. The entrepreneur typically sees a risk as a controllable situation. To be successful in self-employment, you should feel comfortable taking reasonable risks.

An entrepreneur has many leadership abilities, but must also have a good network of professionals who provide access to those who can be consulted for advice, information, and referrals.

As you might suspect, self-employment requires a great deal of time and effort. The entrepreneur is certainly a multi-tasker often wearing many hats. A 50 – 70 hour work – week is typical.

Elements that you may find missing as an entrepreneur in addition to a regular paycheck include benefits, a nice office, support staff, camaraderie, equipment, and other features of employment you may have grown to expect. Technology has reduced the need for an entire office setup complete with staff. It is much easier and more readily acceptable in this era to operate effectively without anyone knowing that you are a one person show.

Successful entrepreneurs are often over achievers. They are driven, determined and self-directed. They are self-motivators who rarely take no for an answer.

The words “it can’t be done” or “that’s impossible” are not part of their vocabulary.

Self-confidence is another essential element of success. The more you believe in yourself, the more likely you are to continue to struggle for success when faced with adversity. If you don’t believe in yourself offerings, why should a customer?

The true entrepreneurs I have met are eternal optimists. Thoughts of being your own boss, having flexibility, control and doing your own thing are certainly very attractive incentives of entrepreneurship. However, the realities of self-employment are mentioned less but are very real. The risks and sacrifices mentioned in this article are only a sampling of what an entrepreneur faces. I have seen entrepreneurs get so wrapped up in the everyday workings of the business that they neglect the need for reassessment and setting new goals.

I am a huge proponent of entrepreneurs supporting one another. Surrounding oneself with others in similar situations and networking can build bridges and provide a source of security with a “yes I can” attitude. No one else really understands what a business owner faces unless they are business owners themselves.

A good example of start-up businesses supporting each other is the Small Business Club of Niagara Inc. It is a non-profit organization with about 200 members. At their monthly meetings, the focus is on issues that impact micro-enterprises. For more information, contact Josie Jansen, Executive Director at 905-685-6100.

One of the most vital and often overlooked elements for success in business is family support. The best way to earn that support is to communicate. Don’t leave the people closest to you in the dark. If they understand what you are doing and why, they will be your biggest fans and probably help to drum up business!

Entrepreneurship is rewarding. It involves hard work, risk and time management and a strong support network. All in all, I wouldn’t trade it for the world.

Sandie Heirwegh is President of The Entrepreneurial Edge Inc., a local firm specializing in small business start-up and growth. Well versed in business planning, marketing and export she can be contacted via sandie@idirect.com.

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Call for Nominations!

THE NIAGARA ENTREPRENEUR OF THE YEAR AWARDS ENTERPRISE 2002

Nominations are now available for the Niagara Entrepreneur of the Year Awards. Enterprise 2002 marks the 9th anniversary of this prestigious event. The program was initiated by a regional group of volunteers from corporate, education and economic development sectors whose organizations were working individually in a variety of ways to stimulate and encourage entrepreneurship in Niagara. The group recognized the value of formally acknowledging the achievements, excellence and innovation of Niagara's entrepreneurs, both past and present, and established the program in 1994.

Since the project's inception in 1994, a total of 68 local entrepreneurs have been recognized through the awards program. They are men and women who exemplify the true spirit of entrepreneurship, who through hard work, determination, creativity and resourcefulness have established new ventures or lead existing ones into renewed growth. Special recognition has also been given to honour those individuals who have given something back to the Niagara Region through entrepreneurial activities, resulting in social, educational or environmental improvement, or who have supported and encouraged entrepreneurship. Fourteen entrepreneurs have been inducted into the Entrepreneur of the Year Awards Hall of Fame for their lifetime achievements. We have recognized seven historical figures who helped shape the Niagara Region through entrepreneurial innovation. The Entrepreneur of the Year Awards program has garnered extensive exposure within Niagara's business community and from the media. Awards will be presented on October 25, 2002 at a gala dinner to be held at the Sheraton Fallsview Hotel in Niagara Falls.

ELIGIBILITY REQUIREMENTS

All nominees must live or work in the Niagara Region. To be considered for an award, the entrepreneur must be the key person responsible for the success and growth of a Niagara-based company. The nominee's company or enterprise must be at least two years old.

Nomination forms are available at The Institute for Enterprise Education, local Chambers of Commerce and Small Business Club Niagara. Deadline for nominations is May 31, 2002.

For additional information on nominations or ticket information for the gala dinner please contact Lisa Cairns at 905-688-5757 or visit the website at: www.niagaraentrepreneur.com.

AWARD CATEGORIES

Bell Canada Emerging Entrepreneur
CIBC Established Enterprise
KPMG Family Enterprise
Niagara College International Trade
Technological Innovation

BESTOWED AWARDS

Community Contribution Award
Lifetime Achievement Award



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

Please join us at our next women's group event.

FEELING "WIN"DERFUL

Leave your worries behind as you learn the soothing effects of various relaxation techniques.

Thursday, June 13, 2002

7:00 to 9:00 p.m.

Hernder Estate Wines,
St. Catharines

\$10.00 for WIN members

\$15.00 for non-members

Champagne Reception. Cash bar available for beer and wine.

Please RSVP via email

sbcinfo@niagara.com

or by calling 905-685-6100

5th Annual GOLF TOURNAMENT AND BARBEQUE

**Brock Golfand
& Four Points Sheraton
Wednesday, July 17, 2002
2 - 9 p.m.**

Join us for a full day of great golfing and great food. Hole sponsorship is available for \$100. Reserve your foursome now. Registration is limited! To register call 905-685-6100 or online at www.sbcn.ca

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

June 19, 7-9 p.m.
Speaker TBA

July 17, 2-9 p.m.
5th Annual Golf Tournament and Barbecue
Brock Golf and
& Four Points
Sheraton Suites

August 21, 7-9 p.m.
Ron Foxcroft
President of Fluke Transport and Warehousing and Inventor of the Fox 40 Whistle
"Whistling for Canada Around the World"

September 18, 5-9 p.m.
5th Annual Savour Niagara Wine & Food Show
Tickets are now available!

Golf website...

JUST THE BEGINNING FOR DANIMA



Having a beer and chatting with friends on a sunny afternoon might result in some good ideas. But what sets some people apart is they actually follow up on the good idea, expand upon it, and turn it into a thriving business. Case in point: DANIMA Technologies Inc.

Three years ago Dave Rotella, Nick Svab and Matthew Walsh launched DANIMA Technologies. Their first big project? None other than the idea they had tossed around that sunny afternoon: creating an on-line golfing guide for Southern Ontario.

Ultimate Caddy has now grown to become North America's most extensive on-line golf course directory. Logging on, users can find the names and addresses of golf courses listed alphabetically by city in both the United States and Canada, weekly golf tips and golf events on the Pro Tour and locally.

While Walsh has since gone his separate way, Rotella and Svab have continued the successful evolution of DANIMA Technologies Inc. and the website www.ultimatecaddy.com.

DANIMA now offers a whole range of web services: web design and maintenance, web hosting, web marketing and domain

registration. Most of their business comes from the Niagara Region as word spreads about the depth of services their company can supply.

The greatest satisfaction has come, agree Rotella and Svab, from "the many small successes that have enabled us to provide full service e-business."

DANIMA has positioned itself to "provide small businesses with affordable, effective, quality websites," says Rotella. One of the growing areas for the company is the creation of databases within the websites that allow businesses to check inventory or orders from anywhere in the world.

As more and more Niagara businesses take advantage of the power of the internet to improve their business, DANIMA is ideally positioned to help them reach their goals.

For more information check out the website for DANIMA Technologies, Inc. at www.danima.com

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tel: 905-892-7894*

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