

A quarterly newsletter brought to you by Small Business Club Niagara

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Canada

SAVOUR NIAGARA

Join us for this very special evening of wine and food.

Savour Niagara is a celebration of Niagara's finest wines and foods, combining an evening of tasting with a series of educational seminars and cooking demonstrations, featuring cooking and wine celebrities Anna Olson, Host of Sugar, Food Network Canada and Proprietor of Olson Foods + Bakery and 'The Matchmaker', Michael Fagan, LCBO Food & Drink Magazine. Niagara wineries will work together with restaurants to offer a scrumptious tasting of VQA and specialty wines married with fresh flavourful tastes of innovative dishes prepared by the region's most creative chefs.

Wednesday, September 15, 2004

6 to 10 pm • Four Points Sheraton, Thorold
\$45. per person (all inclusive)

For tickets call 905-685-6100

www.savourniagara.com

Savour Niagara is presented by



The Standard

FEATURED WINERIES

Cave Spring Cellars
Château des Charmes
Creekside Estate Winery
Harbour Estates Winery
Henry of Pelham
Family Estate Winery
Hernder Estate Wines
Kacaba Vineyards
Konzelmann Estate Winery
Lakeview Cellars Estate Winery
Maleta Estate Winery
Malivoire Wine Company
Niagara College Teaching Winery
Pillitteri Estate Winery
Reif Estate Winery
Stonechurch Vineyards
Stoney Ridge Cellars
Thirty Bench Wines
Willow Heights Winery

FEATURED RESTAURANTS

Coppola's Ristorante
Dom's Pasta and Grill
Fonthill Wildflower Restaurant
Four Points Sheraton Suites
Frank's Tomato Pie
LaStrada Cafe Bistro Pizzeria
Niagara Culinary Institute
at Niagara College
Spice of Life Restaurant and
Wine Bar
Stunning Joe Banks
Twelve – A Waterfront Grill

FEATURED EXHIBITORS

Ferndale Vineyards Inc.
Flowers Niagara
Niagara's Finest Smokehouse
Niagara Presents Specialty Foods
Pennylane Farms
Savoia Hors D'Oeuvres
Starbucks Coffee Company
The Water Depot

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OPEN MIC AND NETWORKING NIGHT

This is a fast, easy and fun way to tell other Small Business Club Members about your business and to profit from a valuable networking opportunity!

Speeches should be 1 to 2 minutes, and should cover the following:

Your name, Business Name, Description of Business, and any other details you feel are important. We will have tables & cork boards available for promotional materials.

Bring lots of brochures, flyers and business cards

If anyone is interested in donating a door prize you will have the opportunity to draw and present it after your speech.

Please R.S.V.P. to Terri at 905-685-6100

WEDNESDAY, August 18, 2004
7:00 p.m. – 9:00 p.m.
**Four Points Sheraton Suites,
Thorold**

Non-members \$10.00

There's nothing small about us.

www.sbcn.ca

NIAGARA ENTREPRENEUR OF THE YEAR AWARDS

Nominations are now open for the 11th Annual Niagara Entrepreneur of the Year Awards.



We are now accepting nominations for the following award categories:

- Emerging Entrepreneur Award
- Established Enterprise Award
- Family Enterprise Award
- Innovative Small Business Award
- International Trade Award
- Technological Innovation Award
- Tourism Enterprise Award

The Niagara Entrepreneur of the Year Awards, (NEYA) honour enterprising people whose businesses have made significant differences in the community, and in our lives. The awards are a symbol of achievement for those innovative entrepreneurs who provide inspiration, exemplify excellence and carry out their unique vision.

The NEYA program celebrates and honours the entrepreneurial spirit, the successes and accomplishments of Niagara's best and brightest business leaders.

Why is this important? Because innovation drives growth, generates new ideas, creates breakthroughs and brings to the world something that didn't exist before. An innovative environment instills energy in people,

allowing them to be creative and, in turn, inspiring to others. It's a cycle of success. Entrepreneurs are not just dreamers of dreams. They're doers. They learn, adapt, and envision the road not taken – accepting failures as learning posts along the way to success. They don't necessarily have all the answers, but they're not afraid to ask questions, or to say "what if?"

Entrepreneurs make the world go 'round. They play a key role in creating economic growth, and in developing new ideas that lead to more exciting changes in their business, in others' businesses, and in the business world around them.

We encourage you to be part of our ongoing program by submitting your nomination or by nominating someone you know who has made a difference.

Nomination forms are available online at www.niagarentrepreneur.com, Small Business Club Niagara Inc., your local Chamber of Commerce or by calling The Institute for Enterprise Education at 905.688.5757. Deadline for submission of your nomination is August 31, 2004.

SMALL BUSINESS SUCCESS: **HOLLY CHAMPION** Late Bloomer Floral Company

Holly Champion's business style is synonymous with the flowers she sells - classic, simple and inspiring. What makes her successful is the entrepreneurial spectrum this style covers, from creative product and service development to exceptional sales ability. Her business, Late Bloomer Floral Company, has flourished since its inception in 2002.

Some credit can be given to her extensive background in customer service and sales, especially designing and marketing a range of "cookie cutter" to custom high-end floral arrangements for top grocery store chains in the US. But it takes something innate and powerful to go beyond the boundaries of what one has learned and experienced in order to make a simple concept like flower sales into a thriving business. Call it personality, vibrance or charisma - whatever it is, she's got it.

Although at first it seems unrelated, Holly also notes that her theatre arts degree from Niagara University comes in handy in sales and service. And when you think about it, there's probably nothing more irresistible than a drama major loaded with personality who's offering up one of nature's most passionate and versatile symbols of feeling (flowers) - no wonder she's a success.

Late Bloomer Floral Company is modelled after European floral markets; the common theme being an old-school approach to giving flowers, with personal service a focus. Her emphasis on building relationships coupled with her creativity in products gives her business an edge. "I know I have to work extra hard to make my clients happy with the large amount of competitors I have," she says. From fresh-cut arrangements, hand-tied with natural burlap, to engagement bouquets delivered to the dance floor at 11 pm, Holly makes it a priority to meet the unique needs of each client, every time. She proactively markets her products and services by calling her clients regularly. On the rare occasion that business is slow, she loads up her van and does the route. "I'm in the

perishable business," she says, "and it's important to sell all that I have in stock."

Specialized collections, easily viewed and ordered on-line at her website www.latebloomer.ca include arrangements for Valentine's Day (her busiest holiday), Mother's Day, Proms, Weddings and Birthdays. She also sells potted plants, dish gardens, artificial arrangements, items for rent and wedding and interior design services.

You can't have a conversation with Holly without becoming drenched in the passion she has for her company. From grassroots beginnings (working out of her van and a friend's garden shed), she now regularly supplies customers throughout the Niagara Region, including restaurants, hotels, other corporate and commercial clients and walk-ins. From a simple storefront sale to ongoing relationships with large businesses, she makes sure every customer feels as special as the flowers they're buying.

For more information, please call 905.934.8883.



Photo Courtesy of Sheryl Thornton, Photographer.



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

A THREE HOUR TOUR...A THREE HOUR TOUR...

Just sit right back and relax a bit, enjoy the scenic shore, with barbeque
and laughs galore and sooo much more...and sooo much more...

Barbeque Dinner, Cash Bar, Speaker, Sunset and Fun!

Heather Kilty, Brock University

"Keeping Your Spirits & Sense of Humour Afloat"

Wed., Aug. 25, 2004 ~ 6pm to 10pm (Rain or Shine)

Departure at 6:30pm Sharp

Dalhousie Princess Cruises, 9 Lock St., St. Catharines

win members \$35.00 ~ non-members \$40.00

(Visa and MasterCard accepted, please purchase in advance)

For more information please call 905-685-6100



Canada

PRESIDENT'S REPORT

UPCOMING EVENTS

July 21st 1 – 8 p.m.
7th Annual Golf Tournament & Dinner
Garden City Golf Course & The Keg Steakhouse & Bar

August 18th 7 – 9 p.m.
Open Mic and Networking Night

September 15th 6 – 10 p.m.
7th Annual Savour Niagara Wine & Food Show

October 20th 7 – 9 p.m.
Youth Entrepreneurship in Niagara
Yvonne Camus, Eco-challenge Adventurer

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.

Time sure has a way of flying by. It certainly doesn't seem like two years have passed since I became your President.

Certainly with the help of Josie, Mona and Terri they have made my job very easy. On the surface, everything runs so smoothly that it looks easy, much like a duck gently moving over the water. What you have to remember is that under the surface, the duck is paddling like mad. These ladies' hard work makes everything look smooth and easy, but it is their dedication and hard work that makes our meetings run smoothly and your club successful.

Another example of a well-run organization is its growth and diversity. Your club has continued to grow this year and the WIN program has increased its' membership by 50%, which shows just how many women are not only in business but looking for networking and informational opportunities. It is one thing to continue to grow a club but the real measure of success is the club's renewal rate. I am happy to announce that the renewal rate for SBCN continues at 80%! That is a rate that many clubs in Niagara would like to be able to report.

Speaking about networking and information opportunities, our regular monthly club meetings bring together an average of 100 like-minded entrepreneurs to network and hear from speakers that not only "talk the talk" but also have "walked the walk"! While our speaker series is second to none when it comes to quality and knowledge, I am very pleased to report that our "Open Mic" meetings (where you get the opportunity to explain to your peers what makes your business unique and vibrant) is becoming one of our better attended events.

SBCN is a strong voice for small business in Niagara but what makes it strong is you, and to keep it strong, you need to participate. If we don't have members, then there is no need for SBCN. It is important to keep the club growing and I would like to challenge you to help us. If you know of a small business owner

that is feeling lonely, unappreciated or is in need of support, tell them to contact us. Terri or Josie would be happy to tell them how they can benefit from becoming a member. There is no doubt that they will be welcome! There is no doubt they will benefit from membership!

As I look forward to the next year, I see some interesting challenges facing this club. The election that is coming up on June 28th will probably give us a new government; one I hope that is aware of the challenges faced by small business and how taxes and red tape really tie our hands when it comes to growth and profitability. As a small business owner, you are each faced with finding new customers and getting paid for your products and services every day. You have to keep yourself and staff motivated so you can meet these challenges. Your SBCN is here to help! Next year we will again be offering you the speakers and opportunities to continue to learn how to face these challenges and be successful in this current business environment.

Our purpose is clear but not easy! To continue to serve your needs, we need you to participate. We need you to talk to your friends and acquaintances and tell them about the club. We need you to talk to us. Tell us what you need and we will get you the speakers and experts to help you. We are here to serve you. Don't miss this opportunity.

In closing, let me thank you for the opportunity to lead your organization. It has been a lot of fun and I have made some great friends along the way. I started my report by thanking Josie, Mona and Terri for all their help, but I would be really negligent if I didn't also thank my fellow Board Members for all their help and knowledge that they have contributed over this last year. Without them my job would have been a lot less fun. Your new board is prepared to take on the challenges of keeping SBCN a vibrant and growing club. We all look forward to serving you next year.

Stan Pride, President

NEW MEMBERS ROSTER

Search our database at www.sbcn.ca for member contact information.

AJ Hospitality Management
Annette Johansen

Mannatech Inc.
Judith Van der Most

Admiral Heating & Cooling
John Patriquin

Mortgage Shopper
Sue Suleski

Affordably Yours
Rebecca Oleksiw

Nova Realty Management Inc.
Blanka Kara

Becker Marketing & Sales Ltd.
Donna D'Amico

Over The Falls In A Basket
Mary Lou Reiman

Bridgewire Networks Inc.
Serge Paquin

PPL Legal Care of Canada
Gary Burnett

Clarica
Fadi Alkayyali

Pulp Solutions by Keech
Joanne Keech

Complete Property Care
Ken Breitenbach

Rogers AT&T Wireless
Linda Forde

Daft About Dogs
Kim Bell

Silver Wolf Books
Janet Delano

Detailed Designs
Stephanie Dueck

Tee Creek Dog Training
Kathy Warner

Falls Video
Paul Woolley

The Frontier Group
Tim Arnold

Greenbacks, The Money Store
Paul Burdon

The Herrington Group Ltd.
Donna Herrington

LJI Professional Services Inc.
Laura Ip

Travel Source Network
Wendy Franz

And the Winner is...

Josie Jansen, Executive Director of Small Business Club Niagara, is a long-standing member of the Advisory Committee for ACE Brock. ACE (Advancing Canadian Entrepreneurship Inc.) is a national, not-for-profit organization that provides and promotes education, training and instruction to Canadian youth on entrepreneurship and the formation and operation of businesses. Most post secondary schools in Canada have a chapter of ACE on campus. Josie has been involved with the ACE group at Brock University in St. Catharines for seven years.

Earlier this year, ACE Brock submitted Josie's name as a nominee for one of their annual national awards. Josie was nominated for "Most Supportive Board of Advisor Member of the Year". In the nomination, ACE Brock noted: "Josie has been a very influential and supportive member of the ACE Brock Team. Clearly her background in encouraging entrepreneurs has been invaluable as a mentor for the ACE Brock team as it has grown and developed over the last seven years. She has been an enthusiastic member of the Board always offering advice and assistance with each project or event that ACE has organized."

At the award ceremonies held in Toronto on May 9th, the winners were announced. **Congratulations go to Josie who was this year's recipient of the national award for Most Supportive Board of Advisor Member of the Year for her work with ACE Brock!!** Small Business Club Niagara is fortunate to have such an enthusiastic, energetic leader who truly has a passion for helping people achieve their goals. Congratulations Josie from all of us involved with Small Business Club Niagara!

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.**

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