

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

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!
Call 905-685-6100

October 16, 7-9 p.m.

Wendell G. Wilks

Television Niagara
President & CEO
A BIG-SCREEN FEAST OF COMMERCIALS FROM AROUND THE WORLD

November 20, 5-9 p.m.

5th Annual Royal Bank Business Card Exchange

RON FOXCROFT



President of Fluke Transport & Warehousing
and Inventor of the Fox 40 Pealess Whistle

"WHISTLING FOR CANADA AROUND THE WORLD"

August 21st, 7-9pm

Four Points Sheraton Hotel, Thorold

Ron Foxcroft is the President of Fluke Transport and Warehousing and is also the Inventor of the Fox 40 Pealess Whistle. Fluke Transport and Warehousing is located in Hamilton, Ontario. If its on time... it's a Fluke, is more than a slogan – it's a guarantee. Fluke Transport now employs more than 250 drivers, mechanics, maintenance workers, schedulers and salespeople.

As well as running this very successful company, Ron refereed basketball games part-time. Wanted all over the world as a Professional and Olympic Referee, Ron has been in many situations where the existing whistles had let him or fellow referees down. At critical points during games, the referee needs to blow the whistle to stop play immediately and if the whistle doesn't blow, play doesn't stop. Players and fans were getting very frustrated at the "unfairness" so Ron decided to invent what is now known as the "Fox 40 Pealess Whistle".

The Fox 40 Pealess Whistle is now sold in over 120 countries and is sanctioned by almost all major sports worldwide, including the NCAA, NFL, CFL, NBA & the NHL. It is not only used for

sporting events but is used by rescue teams, water safety, dog trainers and owners and is an approved and recommended sound signalling device with Coast Guards worldwide.

Ron Foxcroft was named by Profit Magazine as one of the top 10 Canadian entrepreneurs of the decade. His company, Fox 40 was awarded the Ontario Chamber of Commerce and Hamilton Chamber of Commerce Outstanding Business Achievement Awards. In 1999, Ron was inducted into the Canadian Basketball Hall of Fame and in 2000 he was inducted into the International Association of Approved Basketball Officials Lifetime Hall of Fame.

Ron is a keynote speaker for the Province of Ontario, Export Awards Ceremonies and is a product endorser for IBM as well as a guest speaker at IBM – USA marketing seminars. He also gives his time and support to numerous groups including the YMCA, CYO, Joseph Brant Hospital, Colorectal Cancer Association, Caveat (Canadians against violence everywhere advocating its termination), St. Joseph's Hospital and the Children's Hospital.

(continued from Pg 3)

As well, they have purchased land in Niagara-on-the-Lake with the intention of starting up a winery and boutique-hotel along with a fine dining establishment.

There is a saying that two heads are better than one. In this case, it seems that five heads do an even better job. There are few organizations that have five people at the top of the job pyramid yet the unique partnership between the Nitsopoulos brothers obviously works.

One of the strengths of Heart of Niagara Hospitality is the conservative way in which the Nitsopoulos' approach their business. Profits are reinvested back into the company and debt is kept to a minimum. Sound management ensures that renovations are financed by profits, rather than by leveraging

their assets. That way, during an economic downturn, Heart of Niagara Hospitality is on solid footing.

Angelo, Chris, John, Jim and Peter Nitsopoulos are major players in the Niagara region's tourism and hospitality industry. They also make a conscious effort to buy locally and are committed to using local tradesmen for the repairs and renovations. They have a significant positive impact on the economy of St. Catharines and are continuously seeking out new opportunities in which to expand. They have come a long, long way from shining shoes to pay the rent.

Heart of Niagara Hospitality

tel: 905-688-2324

fax: 905-684-6432

www.heartofniagarahospitality.com

NEW MEMBERS ROSTER

Acme Residential Services

David Mitchell

Brock University – Alumni Association

Steve Cino

Del-Touche Inc.

Karen Jamieson

Dynamic Themes & Designs

Wendy & Mark Wilkie

EJJ Purchasing & Logistic Services

Edward Johnson

Graham Wilson, Barrister & Solicitor

Graham Wilson

Howe 2 Golf

Jeff Howe

In Touch Communications

KR & Gail Davidson

Larry Bitner Consulting

Larry Bitner

Niagara Retailers.com

Yve Rochon

Roselawn Centre for the Living Arts

Nancy Croce

Scarfosa Rosa

Donna Bonato

Small Job Service

Doug Bremner

Solutions Computer Group

Terry Scott

St. Catharines Business Machines

Bruce Lee

Susan Grove Accounting, Bookkeeping & Tax Services

Susan Grove

Tele-Cable

Jacques Boulianne

Water Depot

Laura Nimeth

Why do More Dentists Have Purple Offices?

Purple relieves anxiety more than any other colour.

Imagine your anxiety in a red Dentist's office.

Call now to see how the psychological effects of colour can help your business.

Colour Marketing & Consulting Services

Results that last.

905-984-4389

 **Simple Convergence**
Business Technology Solutions

Enter to win a free website at:
www.simpleconvergence.ca

t. 905.892.8482

f. 905.892.4703

1340 Pelham Street, Fonthill

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

Developpement des
ressources humaines Canada

Canada 

Please visit us on the web at www.sbcn.ca

A quarterly newsletter brought to you by Small Business Club Niagara

Board of Directors

Glen McCann
Director

Colin Pett
Director

Stan Pride
Director

Paul Santarelli
Director

Steve Stunt
Director

Ryan Kelly
Director

Dave Rotella
Director

Staff

Josie Jansen
**Executive
Director**

Mona Polhill
**Administrative
Assistant**

Terri Galipeau
**Administrative
Assistant**

HOW TO CONTACT US

Mailing Address:
3550 Schmon Parkway
Unit 6B, First Floor
Thorold, Ontario, L2V 4Y6

Phone:

905-685-6100

Fax:

905-685-6008

e-mail:

terri@sbcn.ca
josie@sbcn.ca

web site:

www.sbcn.ca

President's Report

Small Business Club Niagara's (SBCN) main objective is to assist small business owners in the Niagara region to develop their businesses to their fullest potential through regular networking and educational seminars. In addition to the eight speaker/networking meetings, SBCN provides four special annual events: the Trade Show, the Golf Tournament and Barbeque, Savour Niagara Wine and Food Show, and the Royal Bank Business Card Exchange.

An equally important function of SBCN is to coordinate Client Reviews for the Delivery Agents of the Self-Employment Benefit Program in Niagara. Since 1995, this program has helped hundreds of individuals in Niagara get started in their own businesses with support from Human Resources Development Canada.

This is exciting work...calls from individuals contemplating starting businesses come in every day; plans for the next meeting and major event are being made by the staff and Board of Directors; new entrepreneurs equipped with their business plans are recommended to the SEB Program every week of the year.

There is nothing like the feeling of starting your own business – the possibilities, the plans, all of the excitement of a new beginning full of promise and lots of ideas. However, there are all kinds of new skills to learn – the art of networking, marketing, providing good customer service, to name just a few.

(continued on Pg 2)

IN THIS ISSUE:

- President's Report
- Enterprise 2002
- August 21st, 2002 - Ron Foxcroft
- Savour Niagara Wine & Food Show
- October 16th, 2002 - Wendell Wilks
- Small Business Success - Heart of Niagara Hospitality
- Summary of Upcoming Events



(continued from front page)

Small Business Club Niagara has provided a trusted resource for new entrepreneurs. From the discussions that take place at the Review Committee when a client presents his business plan to the panel, to the contacts that are made at the monthly meetings, new business owners have a place of their own in Niagara, to help make the steps towards a successful business a little easier.

Some of this year's highlights include the launch of a new group for women – called WIN, and sponsorship dollars i.e. money that SBCN has generated on its own, increasing to 25% of the annual budget.

I would like to thank HRDC for the funding of this great organization, the Board of Directors, who have been a real pleasure to work with, and last but not least, the staff of SBCN, Josie Jansen, Executive Director, Mona Polhill, and Terri Galipeau, Office Assistants. Like any organization, it is the people who make all the difference in the world.

I am stepping down from the Board to pursue my own educational opportunities. I will, however, continue to support SBCN in my role at Niagara College Business Development Centre, and wish all associated with SBCN continued success.

Heather Carter

ENTERPRISE 2002

The Niagara Entrepreneur of the Year Awards is an annual prestigious ceremony celebrating the achievements of Niagara's finest entrepreneurs. The dinner and awards presentation will take place on Friday, October 25, 2002, at the Sheraton Fallsview Hotel in Niagara Falls. Tickets are \$60.00 per person, and reserved tables of 8 or 10 are available. To place your order, please call The Institute for Enterprise Education at (905) 688-5757.

Wendell G. Wilks Television Niagara President & CEO



A BIG-SCREEN FEAST OF COMMERCIALS FROM AROUND THE WORLD

TVN Television Niagara is coming in the fall of 2003!

Niagara's population of 425,000 does not have its very own local TV station, but that is about to change as TVN gets its CRTC clearance to proceed.

TVN-Niagara has studios planned for St. Catharines, Welland, and Niagara Falls, along with 9 TV mobile units that will be criss-crossing Niagara daily, following breaking news stories and producing commercials. 77 fulltime jobs are part of the TVN plan for TVN "The Movie Station". Over 40 hours of all Niagara TV programs will be featured and for the first time high quality, all digital TV commercials will reach every Niagara citizen every day at local prices, and yes TVN will reach Greater Toronto too!

TVN intends on becoming the voice of Niagara, very vocal and very local.

Join us to see what TVN can do for you and how you can be an essential part of the 500-channel universe!

Television is the most powerful advertising tool ever created. See our exciting demonstration of the best and worst commercials ever made for TV while enjoying Niagara wines.

October 16, 2002

7 – 9 p.m.

Four Points Sheraton Hotel, Thorold

Wine & Cheese Reception

Non-members \$10.00

For additional information call (905) 685-6100

From Rags to Riches



The Story of the Nitsopoulos Brothers is a classic rags to riches story starting with very little but the loyalty of their family and a strong work ethic, **Angelo, Chris, John, Jim and Peter Nitsopoulos** have built an empire.

The brother's collective determination to succeed has strong roots in their upbringing. The Nitsopoulos family immigrated to Toronto, Canada in 1968 from Macedonia, Greece. Canada is the land of opportunity, their father said, and as long as you are willing to work hard you can get anything you want. When they arrived in Canada, the family of seven lived in cramped quarters; none of the brothers or their father spoke a word of English and their father worked as a dishwasher in a friend's restaurant. To help make ends meet, four of the brothers, (one was too young) worked as shoe shiners and deposited all money earned into the family account. This togetherness is still evident in the way the brothers do business today. Three years later the Nitsopoulos family were prosperous enough to buy a house and the following year, the family in partnership with a cousin, purchased a restaurant in Toronto.

As the restaurant grew successful, the Nitsopoulos brothers began to look for other opportunities. They found them at the Pen Centre in St. Catharines where, in 1975, they purchased two restaurants, then a third only six months later. Over the years, they have jointly owned a dozen restaurants. Their deals were always made with each of the five brothers owning a 20 percent share of the business. Each decision is made, explains Angelo, by a democratic vote. Since there are five brothers, there is never a tie. The "loser" is expected to move on and support the democratic result.

In 1993, things really started to roll when they purchased Howard-Johnson's. Everyone thought they were crazy to do so in the middle of a recession but in 1997 they bought the Ramada Parkway and then the Holiday Inn in 2000.

As owner-operators of the Holiday Inn, St.Catharines/Niagara, the Quality Hotel Parkway Convention Centre

and the Howard-Johnson Hotel and Conference Centre, the brothers dominate the hotel business in St. Catharines. They also own and operate several popular restaurants and bars including three J.J. Kapps, Perkins Restaurant, Wrigley's Field Sport's Bar and Grill and the London Arms Pub. All in all, the Nitsopoulos properties, which operate under the name **Heart of Niagara Hospitality**, are today worth approximately \$30 million.

Committed to the community in which they live and work, the Nitsopoulos brothers donated a substantial sum to Brock University's expansion campaign and to the St. Catharines General Hospital in addition to sponsoring several local sports teams. For more than 25 years, the Nitsopoulos' have worked together to make St. Catharines a better place. Now, in 2002, the brothers have been recognized for their efforts and have been nominated for the CIBC Established Enterprise Award and the KPMG Family Enterprise Award.

The family has completed major renovations in each of the hotels to constantly upgrade and update their facilities. "We are investing in the future," says Angelo. The 96 rooms at Howard-Johnson's are fully renovated, as was Perkins Restaurant, which was completed in 2001. In 2000, the Holiday Inn underwent a complete property improvement plan and all 140 rooms plus corridors were completely renovated in keeping with exacting standards from Holiday Inn's head office. Upcoming renovations include expanding the fitness centre and adding a restaurant to the hotel.

At the Quality Hotel Parkway Convention Centre, formally the Ramada Parkway Inn and Convention Centre, there are new private dining areas, and construction is underway for a fitness room and spa as well as the expansion of the front desk and reception area which will feature a Timothy's World Coffee Shop. Business travellers will like the fact that 32 rooms in the business section are being upgraded to include such amenities as high-speed internet access, voice mail and large screen televisions. The 17,000 square foot convention room, which is one of the largest in the Niagara region, is also in line for a large-scale renovation to be completed in 2003.

Like any true entrepreneurs, the Nitsopoulos' are always looking for the next opportunity to grow. When the time is right, they would be interested in another hotel property in either Toronto or Niagara Falls.

(continued on back page)

SAVOUR

Niagara

A CELEBRATION OF NIAGARA'S FINEST WINES AND FOODS

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 J. Mark Hand, Erik Peacock, Dominic Chirico and Karen Rossi.

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. See reverse for complete listing of featured wineries, restaurants, exhibitors and seminar leaders.

WEDNESDAY, SEPTEMBER 18, 2002 5 TO 9 PM
FOUR POINTS SHERATON, THOROLD

\$40. PER PERSON (all inclusive)

For tickets call 905-685-6100

Join us for this very special evening of wine and food

featured Wineries

CAVE SPRING CELLARS
CREEKSIDE ESTATE WINERY
EASTDELL ESTATES
HENRY OF PELHAM
FAMILY ESTATE WINERY
HERNDER ESTATE WINES
INNISKILLIN WINES
KONZELMANN ESTATE WINERY
LAKEVIEW CELLARS ESTATE WINERY
MALETA ESTATE WINERY
MALIVOIRE WINE COMPANY
PILLITTERI ESTATE WINERY
REIF ESTATE WINERY
STONECHURCH VINEYARDS
STONEY RIDGE CELLARS
WILLOW HEIGHTS WINERY

featured Restaurants

COPPOLA'S RISTORANTE
DOM'S PASTA AND GRILL
FOUR POINTS SHERATON SUITES
ITALIAN ICE CREAM
KRISTIN'S FINE CUISINE & CATERING
NIAGARA CULINARY INSTITUTE
AT NIAGARA COLLEGE
RINDERLIN'S AT THE FORTNER HOUSE
SPICE OF LIFE RESTAURANT AND WINE BAR
THE BENCH BISTRO
WELLINGTON COURT RESTAURANT

featured Exhibitors

FERNDALE VINEYARDS INC.
NIAGARA OSTRICH & EMU
PRODUCERS ASSOCIATION
NIAGARA PRESENTS SPECIALTY FOODS
ONTARIO PORK SPECIALTY FOODS
STARBUCKS COFFEE COMPANY
THE WATER DEPOT
WHITE ON WHITE

Seminars

*J. Mark Hand, Food and Beverage Manager/Corporate Chef,
Niagara Culinary Institute at Niagara College and
Erik Peacock, Chef and Owner, Wellington Court Restaurant*
DISPELLING CULINARY MYTHS

*Karen Rossi, Wine Consultant,
Wine Awakenings and Trainee Sommelier, Pillar and Post*
Niagara Wine Aromas

*Dominic Chirico, Teaching Master,
Niagara Catholic District School Board*
Niagara Wine country cuisine

Seminar attendance is limited on a first-come first-served basis.

Savour Niagara is presented by



The Standard

FASTSIGNS
For A Quality Sign That Stays On Time



DANIMA
technologies
INC.



Human Resources
Development Canada

Developpement des
ressources humaines Canada

Canada

NIAGARA CATHOLIC
DISTRICT SCHOOL BOARD