

A quarterly newsletter brought to you by Small Business Club Niagara

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Michael "Pinball" Clemons

**CFL Legend and Toronto Argonaut President and Author
of All Heart: The Autobiography of Michael "Pinball" Clemons**

WINNING AGAINST THE ODDS

Wednesday March 20, 7 to 9 p.m. Four Points Sheraton Suites, Thorold

Renowned as one of pro football's most electrifying players, Toronto Argonauts running back Michael "Pinball" Clemons is the CFL's all time, all purpose yardage leader. However, it is his exceptional character, in addition to his outstanding athletic ability, which has made him the remarkable fan favourite he is throughout Canada.

Michael's tireless community involvement and participation in countless charitable causes exemplify the qualities he possesses, which are so rarely found in today's professional athletes. His presentations are at once captivating and empowering, and clearly demonstrate the capabilities of teamwork.

At only 5 feet 6 inches and 170 pounds, he also inspires his audiences by illustrating what is possible and what it means to beat the odds. Pinball communicates his heartfelt stories with a passionate spirit and his patented, contagious smile. Organizations respond to his presentations with rave reviews and overwhelming enthusiasm.

Non-members: \$10.00 Members: No Charge

For additional information contact 905-685-6100



Human Resources
Development Canada

Développement des
ressources humaines Canada

Canada

EXPORT CLUB

An Interactive Forum For New Exporters and Non-Exporters who want to be new Exporters.

Please join us for our export club meetings and take advantage of the opportunity to learn from your peers. Network with businesses, share best practices and strategies to help meet the challenges of exporting to foreign markets. The export club is a partnership between Niagara College Business Development Centre, Trade Niagara and Small Business Club Niagara.

2002 Schedule

Trade Shows as a First Step to Exporting

Barry Siskind
January 16

Why Export?

Growing Your Business Through Exporting
February 27

Market Research

March 27

Where to Turn for Help?

Resources Available
April 24

Defending Trademarks

Ron Foxcroft
May 15

Advertising and Promotion

Bundling Your Product or Service
September 25

Developing Your Plan

October 23

Panel of Successful Exporters

November 27

Meetings are held at Four Points Sheraton Suites, Topaz Room from 5 – 7 p.m. Admission \$5 (To help cover costs of catering)

For additional information contact Small Business Club Niagara at 905-685-6100.

Focus On Youth ENTREPRENEURSHIP

Summer Company

The Summer Company Program provides hands-on business training and mentoring, and up to \$3,000 to help students, aged 15 to 29, to start up and run their own summer business.

Web site: www.youthjobs.gov.on.ca

My Company

This program is designed to provide business training and low interest loans of up to \$15,000 to help young people, aged 18 to 29, create their own businesses.

Web site: www.ontario-canada.com, www.youthjobs.gov.on.ca

Future Entrepreneurs

This is a program for teachers that introduces an entrepreneurial mindset and skills to students in Grades 7 and 8. Students will learn about entrepreneurship as a viable career option, and develop entrepreneurship skills.

Web sites: www.ontario-canada.com, www.youthjobs.gov.on.ca

Institute for Enterprise Education

Youth Entrepreneurship Program, for youth ages 18 to 29, out of school, out of work, and wanting to start their own business.

Web site: www.entreplicity.ca

Business Self-Help Offices

In partnership with local municipalities, the Ontario government operates Business Self-Help Offices in communities across Ontario. Each office has a general business consultant on staff as well as publications on a range of topics that address small business concerns.

St.Catharines Self-Help Office

50 Church Street, City Hall

Contact Ryan Kelly at 905-688-5601 ext. 1761

smallbusiness@city.stcatharines.on.ca

Niagara Falls Self-Help Office

4310 Queen Street. Niagara Falls City Hall

Contact Calvin Kinghorn 905-356-7251, ext. 5001

calvink@city.niagarafalls.on.ca

The Big Event FOR SMALL BUSINESS

Small Business Club Niagara is hosting their Seventh Annual Trade Show on Wednesday, February 20th from 12 noon – 8 p.m.

The Trade Show will be held at Four Points Sheraton Suites in Thorold and is designed for regional small businesses to promote their products and services.

The Trade Show is an excellent opportunity to see the variety and scope of new business ventures in the Niagara Region. Over 100 exhibitors will showcase their products and services at this one-day event.

For more information on exhibitor space or sponsorship opportunities, Please call 905-685-6100



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 as we launch our women's group.

**Thursday, March 7, 2002
11:30 a.m. to 2:00 p.m.
Pond Inlet, Brock University**

**Keynote Speaker:
Anne Marie Guillemette**

**Topic:
Using Humour to Achieve
Workplace Wellness**

Facilitated round table discussions will take place after the keynote.

Light lunch and refreshments will be served.

Please RSVP via email sbcinfo@niagara.com or by calling 905-685-6100

Ten Tips FOR A SUCCESSFUL SHOW

Barry Siskind at our January Club meeting presented these tips. Barry is President of International Training and Management Company and Author of The Power of Exhibit Marketing and Making Contact.

- 1. Focused Objectives.**
Don't fall victim to the common show fallacy that your booth can be everything to everyone. It all starts with having a focused objective – the one or two results that will justify your show participation.
- 2. Choose the Right Show.**
Every show attracts a different group of attendees. The attendee at any show should closely match the profile of your prospective customer as closely as possible. The trick is to choose shows that provide quality rather than sheer quantity.
- 3. Pre-show Promotion.**
The show promotion that your show manager conducts will bring qualified prospects to the door. Your promotion will bring them to your booth. Don't ignore this crucial element to your success.
- 4. Well Trained Booth Staff.**
Working a show presents a unique set of challenges to booth staff. Ensure that you have taken the time to acquaint them with the skills they need to make this show really pay off.
- 5. Effective Follow-up Plans.**
When the show is over your real job begins, and it has to happen as quickly as possible. In order to make sure your leads turn into business, your follow-up plans should be finalized long before the show starts.
- 6. Reasonable Staff Schedule.**
Working a booth can be gruelling. In order to ensure that your staff is at their best, regular scheduled breaks are necessary. Every 3 to 4 hours is the ideal length of time to spend at a booth before a break is needed.
- 7. Proper Booth Signs and Graphics.**
Attendees quickly get overloaded with information. This confusion in their minds makes it difficult to understand booths that have signs and graphics that are vague and difficult to understand.
- 8. Good Informative Literature.**
It seems like everyone wants your brochures. In order to ensure they are read, have fewer brochures to give out. Take the names of those who are really interested and mail material to them after the show.
- 9. Take Advantage of the Hidden Opportunities.**
Lots of business comes from your booth but there is more to a show. To take advantage of other networking opportunities check your show schedule and plan to participate in as many events as possible.
- 10. Have Fun.**
Trade shows can be exciting, challenging and fun. If you can approach your show with this attitude, your positive outlook will rub off on the attendees.

2002 SCHEDULE OF EVENTS



January 16

BARRY SISKIND

International Training and Marketing Company

"Working the Booth"

7 - 9 p.m.

February 20

7th Annual TRADE SHOW 2002

Don't miss this BIG event now in its seventh year. Over 100 exhibitors. Everyone Welcome!

12 - 8 p.m.

March 20

MICHAEL 'PINBALL' CLEMONS

CFL Legend and Toronto Argonaut President

"Winning Against the Odds"

7 - 9 p.m.

April 17

DAVID PRENTICE

Leading Sales & Marketing Expert

"Super Charged Service"

7 - 9 p.m.

May 15

RON FOXCROFT

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

"Whistling for Canada, Around the World"

7 - 9 p.m.

June 19

SPEAKER & NETWORKING

Speaker: TBA

7 - 9 p.m.

July 17

5th Annual GOLF TOURNAMENT & BARBEQUE

Brock Golf and Four Points Sheraton

2 - 9 p.m.

August 21

SPEAKER & NETWORKING

Speaker: TBA

7 - 9 p.m.

September 18

5th Annual SAVOUR NIAGARA WINE & FOOD SHOW

5 - 9 p.m.

October 16

In Recognition of SMALL BUSINESS MONTH IN CANADA

Speaker: TBA

7 - 9 p.m.

November 20

5th Annual Royal Bank BUSINESS CARD EXCHANGE

An excellent networking evening

5 - 9 p.m.

December 4

Holiday OPEN HOUSE

Join us in celebrating the season

5 - 7 p.m.

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

March 20, 7-9 p.m.
Michael "Pinball" Clemons
CFL Legend and Toronto
Argonaut President

April 17, 7-9 p.m.
David Prentice
Leading Sales &
Marketing Expert

May 15, 7-9 p.m.
Ron Foxcroft
President of Fluke
Transport & Warehousing
and Inventor of the
Fox 40 Whistle

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

July 17, 2-9 p.m.
5th Annual
Golf Tournament
and Barbecue



Avenue Roots... A GROWING SUCCESS

Dan Berkhout loves landscaping. He has worked in the field for nine years, ever since graduating from the horticultural technician program at Niagara College. But two years ago a serious back injury sidelined him. Suddenly it was too painful to do the physically demanding work the profession requires.

The injury caused Berkhout to think long and hard about his future. What he did know was he wanted to stay in the landscape business. But how to do it? He came up with the novel idea of a landscape consulting company. In the year 2000 Avenue Roots was born.

Through Avenue Roots Berkhout maps out a landscaping plan with the homeowner and, for an extremely reasonable hourly fee, tells people how to go about implementing the plan. He is also able to arrange access to equipment and operators if needed.

Avenue Roots, based in Fonthill, taps into a significant market of 'hale and hearty' recent retirees, among others, who are interested in keeping fit and active and want – literally – to get their hands dirty when it comes to landscaping their houses.

Focusing on this niche market is proving to be a successful strategy. Berkhout has more

than doubled his business in the past year and believes he will double it again this year. Many of his clients are repeat customers and most of his new clients come from referrals.

Part of Avenue Roots success comes from Berkhout's investment in a sophisticated computer software program which gives clients an almost exact picture of the finished project. With this technology Berkhout can even show clients what the area will look like 10 years down the road as the plantings mature.

During the process, his clients often gain a lot of knowledge about the plants which then helps them maintain their gardens down the road. "My clients justifiably have a lot of pride in the part they played in making their garden beautiful," says Berkhout.

Berkhout has carved out a successful niche for himself as a landscape consultant, and he is clearly eager for those spring days ahead when the calls come to help clients surround themselves with beautiful landscaping.

*Avenue Roots can be reached at
www.avenue-roots.com*

*Heather Doyle, Writing and Editing
leapfrog@cogeco.ca
tel: 905.892.7894*

NEW MEMBERS ROSTER

4D Travel

Denis A. LaLonde

Accurate Tax Services

Ines Mundt

Big Guy Home Improvements

Harry Lowen

Cabinet Works Plus Ltd.

Marion Pennelli

Colour Marketing
and Consulting Services

Joanie Wilson

Creations By Sue

Sue Pascuzzo

Decorating Solutions

Christine Rae

EPR

Peter Stone

Echelon Catering

Pam Mundy

Feel Great Now!

Don Lockhart

Harvest Estate Wines

John Todorovic

Heart of Niagara Hospitality

Krstina Sobota

I T B International

Products Inc.

Ken Quesnel

Investors Group

Tamara Grave

Joanne Menchefski

Bookkeeping Services

Joanne Menchefski

Job Gym

Susan Long

Johnson & Associates

International

Douglas Johnson

Lakeside Family Chiropractic

Dr. Scott McGregor

Moon Journeys

Rose Ferro

Omni Media Productions Ltd.

Joyce Murray

Peninsula Inn and Resort

Elise Yip

St. Catharines Corrugated

Container

Doug Clendening

Sharon Secord Office

Support Service

Sharon Secord

Simple Convergence

Derek Galipeau

Smart Service Appliances

Nicolaie Buzila

\$um It Up Bookkeeping
and Income Tax Services

Chuck Johnston

Surplus Office Furniture

Warehouse

Chris Martin

Tallman Truffles and Treats

Eva Tallman

Universal Network Technologies

Milan Yarich

Webstar Plus

Marcel Poulin

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Josh Augustino

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If you do business in the U.S.A., or plan to in the near future, you need an American mailing address. Setting up a bank account, doing business transactions, buying stocks, and bidding on projects south of the border require that your company have an address in the U.S.A. Now you can have a U.S. address for as little as a dollar a day! That \$30 a month includes delivering your U.S. mail to your Niagara Small Business. Call before January 31st, and we will waive the G.S.T.! For more details:

**Bordertown
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Starting a full time business?

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**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.



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