



The Boss

NC Business Development Centre Newsletter



Fall Outlook



After a stormy summer, what will the balance of 2009 hold for small business owners?

News

- Free November Networking Café**

The WDS project is hosting our November Café, *Finding the Golden Eggs*. Anne Pederson, HR consultant, will give you some insight on finding great employees for your business. Attendance for this Café is free, but pre-registration is required – contact Mary Ann Martin at 905-641-2252 x 4456.

- New College Brand**

Niagara College has a new look to match all of the exciting new things coming in: the Wine Visitor + Education Centre, the Applied Health Institute, and more. The new logo and slogan are at the top left of this page.

- Client Appreciation Event**



Join us for...
20·10
20 Great Ideas!
for 2010

Save this date: November 25th from 3pm to 6:30pm.

CONGRATULATIONS!!! The Niagara College Workplace Development Services and Business Development Centre would like to celebrate the entrepreneurial spirit of our clients at a special wine & cheese event. The central theme is: **20·10 – 20 great ideas for 2010**. Join us for fabulous speakers & a special gift. Great time to plan ahead and network with like business minds! Find out more about the special keynote speaker in the B-Blog (see over). (www.mybdc.biz/News)

Niagara Entrepreneur Award Nominees

The BDC is pleased to be nominating 3 of our clients for the upcoming Niagara Entrepreneur of the Year Awards (NEYA):

- Michele Auger**, *Finesse Interior Design & Home Decor* – very user-friendly home decor business and retail shop.
89½ Geneva St., St. Cathrines ... 905-682-5105 ... www.decoratingwithfinesse.com
- Talia Gillan**, *Gypsy Alley* – clothing & accessories for women & men looking for something to express their unique personality.
11 Front St. S., Thorold ... 905-227-0007 ... www.gypsyalley.ca
- Jackie Lynch**, *Friends of Nature* – organic gardening and landscaping service, specializing in beautiful ornamental grasses.
Relocating to NOTL for Spring 2010 ... 905-357-0522 ...
Business.yourniagara.ca/business/detail.aspx?id=1139145

The awards were created in 1994 to celebrate and honour "the entrepreneurial spirit, the successes and accomplishments of Niagara's best and brightest business leaders". For more information, visit the NEYA website (www.niagaraentrepreneur.com).

Highlights:

November

- 19 NEYA Nominees Breakfast
- 20 FREE Networking Café
- 23 - How to Manage Your Business Records Workshop
- How to Boost Your Sales Results Workshop
- 25 Special Client Appreciation Event
- 26 Free WDS Workshop: Health & Safety Essentials for Business

December

- 10 Free WDS Workshop: Hiring Tools for Your Business
- 14 - How to Manage Your Business Records Workshop
- How to Boost Your Sales Results Workshop
- 17 Special Holiday Networking Café: When in Rome
- 25 - Jan 3 College Closed for the Holidays

January

- 4 College Reopens

For more information about all events, contact Mary Ann Martin at 905-641-2252 x 4456.

B-Blog: Client Appreciation Event



We're very pleased to be featuring a special keynote speaker for the November 25th Client Appreciation Event: Julie Cole of Mabel's Labels. Mabel's Labels is a Hamilton-based company that produces "fun, durable labels for stuff kids lose". It was started by four entrepreneurial moms who were frustrated by having so many of their children's things go missing at school, daycare or play groups.

Mabel's Labels was the 2007 Grand Prize Winner of the SavvyMom Mom Entrepreneur of the Year Awards. The winners are chosen by a nationwide readers' choice contest held by SavvyMom.ca, one of Canada's popular e-newsletters and websites for moms.

The company was founded in 2002 as a part-time venture; it now has 16 employees and 250 Mabel agents selling on its behalf. Mabel's sells labels online all over the world, and has partnered with Kids & Company, one of Canada's fastest-growing childcare providers.

Mabel's owners have said that their proudest achievement "is the day we quit our jobs and began running Mabel's Labels full-time. An entrepreneur starts a business to be their own boss. A Mom Entrepreneur starts a business to be able to make choices. We choose to live as dynamic business owners, enthusiastic mothers and inspired women."

Julie says that it took the company two years to turn a profit. She acknowledges the challenges involved in turning a dream into such a successful business – balancing the opinions of four different partners, dealing with the issues involved when a company grows quickly and undergoes a lot of change, and of course the perennial problem for moms: coping with the challenges of a family as well. The four women found motivation in nurturing their business and watching it grow. Julie says that they asked lots of questions and sought out mentors to get the benefit of their experience and expertise.

Join us on November 25th to hear this inspiring businesswoman talk about her journey to success.

BDC Staff Profile - In Memoriam



Brian Baker

Brian was a valued Business Advisor for the BDC since 2004, bringing his extensive business knowledge, particularly in the hospitality industry, to our team.

Brian was introduced to entrepreneurship at an early age, working for his father in the family business, Baker Radiator Inc. As an adult, his natural gregariousness and enthusiasm led him to become involved with the Niagara community in many different areas.

He became a partner in Bugsy's No. 1 Pour House & Filling Station in St. Catharines, was a well-known radio broadcaster on CHSC and a disc jockey at the Castle, and most recently worked as an account executive for Astral Media, as well as teaching hospitality courses at Niagara College.

In addition, Brian served as a trustee on the Lincoln County Roman Catholic Separate School Board, was a city councillor from 1983 to 1991, and served on many other committees. He also coached minor hockey and baseball teams.

Brian passed away unexpectedly on August 11. His ready smile, sense of humour, energy and dedication to helping clients succeed will be greatly missed by both our staff and our clients. We offer our deepest condolences to all of his family and loved ones.

"Never let the fear of striking out get in your way."

Babe Ruth

Business Tips

Free Marketing for You

Take advantage of our free promotional services! List your business information on our online Business Card Exchange (www.mybdc.biz/BusCardExchange.html).

Also, send us your news!! If you're having a grand opening, hosting an event, moving, or any other business-related news, we'd be happy to post the information on our website (www.mybdc.biz/news.html). Contact Erica Jurus at 905-641-2252 x 4456 or ejurus@niagaracollege.ca for more information.



This e-newsletter is produced by the Niagara College Business Development Centre, NOTL Campus, W115 135 Taylor Rd, SS#4 Niagara-on-the-Lake, ON L0S 1J0
Ph: 905-641-2252
Fax: 905-988-4310

Contact Info:

Editor, designer & writer:

Erica Jurus
Administrative Services
ejurus@niagaracollege.ca
ext. 4435

Project Coordinator

Rena Posteraro
rposteraro@niagaracollege.ca
ext. 4405

Business Development Officer

Karen Martin
kmartin@niagaracollege.ca
ext. 4181

Business Advisor

Steve Stunt
sstunt@niagaracollege.ca
ext. 4429

Client & Office Assistant

Mary Ann Martin
mmartin@niagaracollege.ca
ext. 4456

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