



The Boss

New Seminar Series

Introducing our new series of evening seminars, tailored to provide you with practical ways to make your business thrive!

Coming up this spring:

- **How to Build an Effective Web Presence**
- **How to Market to the Largest Buying Sector: Women!**
- **How to Manage Your Time Effectively**

All evening workshops run from 6:30pm to 8:30pm and are \$39 each, or \$99 for 3 workshops. See the sidebar for dates. Call 905-641-2252 ext 4456 for more information and to register.

News

- **You Have the Floor**

Our August Networking Café is your opportunity!

The first 15 businesses that register for the August 20th Café will have 2 minutes to take the floor and talk about themselves. There will not be time to use any A/V equipment, but you can bring along samples or other props. The registration fee is \$10.00 for all participants, whether presenting or just attending. Contact Mary Ann Martin at 905-641-2252 ext. 4456 to register or for more information.

- **New Email Addresses for BDC Staff**

Niagara College is changing the format of our email addresses, which now all end in @niagaracollege.ca(instead of @niagarac.on.ca). You can find all of our most up-to-date contact information at www.mybdc.biz/About.html.

- **Could You Use Some Free Help in Your Business?**

The Niagara College Job Centre is seeking funded placements for "Enhanced Language for Employment" students. The students are professionals who are new to Canada and need relevant work experience. Contact Kathryn Leistner at kleistner@niagaracollege.ca or 905-641-2252 ext. 4023.

Success Story



Congratulations to Rachel Hill-Campbell, our favourite optician, for winning the 2008 Niagara Entrepreneur of the Year Award for Emerging Entrepreneur! Rachel has brought

heart and personality to her unique optical service in the Niagara Region. Read her story on our website: www.mybdc.biz/Success.html.

Highlights:

April

- 3 Business Plan Workshop
- 7 How to Manage Your Business Records Workshop
- 10 *College Closed - Good Friday*
- 16 How to Boost Your Sales Results Workshop
- 23 Networking Café: Global Town Square

May

- 4 - 8 Business Basics
- 5 How to Manage Your Business Records Workshop
- 8 Business Plan Workshop
- 12 How to Build a Presence on the Internet Seminar
- 14 How to Boost Your Sales Results Workshop
- 18 *College Closed - Victoria Day*
- 22 Networking Café – Power Shopping

June

- 1 - 5 Business Basics
- 2 How to Manage Your Business Records Workshop
- 5 Business Plan Workshop
- 11 How to Boost Your Sales Results Workshop
- 16 How to Market to Women Seminar
- 18 Networking Café – Customers - Inside & Out



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



B-Blog: Weathering the Storm

It's hard to know who to believe these days, between doomsday advocates and leaders in denial. No one can argue, though, that these are challenging times. What keeps the economy going in the long run is commerce.

How does that help business owners? Take a look at some of the enterprises in North America that are continuing to be successful. They've recognized that in the current climate, these things hold true:

- Consumers are still spending, just more wisely
 - Great service is now even more important in retaining customer loyalty
 - Business owners can 'spend' more wisely as well: improve efficiency, organize, reduce waste, consult with financial advisors/banks to optimize their accounts
 - Don't dig in your heels – be flexible, innovate, think outside the box
- One blog we like in particular, on blogs.openforum.com, had a great message: **Fear is Easy, But Hope is Smarter**. Make that your motto while our economy works on recovery.

Think innovating is for the big guys? You're in for a surprise. A recent Intuit Future of Small Business Report ran a study that shows that small business owners are natural innovators. They may consider it only "tweaking", but it's actually much more than that.

According to the report, small business owners hold the advantage over bigger players because they:

- Base their business on their passion
- Have closer relationships with their customers and are better at identifying and understanding their needs
- Can more easily adapt to changes
- Aren't afraid to experiment and improvise
- Are better at working with budget constraints (especially in times like these)
- Rely on strong social networks to share ideas and resources.

So, the message is: keep doing what you do best!

Excerpted from *Small Businesses Innovate but Call it Tweaking*, Says Report, smallbiztrends.com

BDC Staff Profile



Erica Jurus

- Administrative Services

Erica was self-employed as a graphic designer and copy writer for 13 years. She's a graduate of Brock University and brings organizational and graphic design skills, along with entrepreneurial insight, to her position at the BDC.

Erica maintains the BDC website and produces the marketing materials. She also interviews, photographs and writes the Success Stories and creates the newsletter. She coordinates the

departmental budgets, purchasing, training courses and payroll and organizes the Centre's events. She's the technical advisor for the department.

She's also the graphic designer for both the Support Team Recognition Day Committee and the United Way Committee at the College. Out of the office, Erica and her husband are avid travelers. She has delivered photo presentations about her travels on behalf of the College. The cultural experience that she gains on her trips enhances her understanding of the diverse BDC clients.

"No matter what business you're in, you can't run in place or someone will pass you by ."

Jim Valvano

Business Tips

Starburst isn't just a gum

Decision-making – do you make a pros & cons list, throw darts at a board, or procrastinate? Whatever method you choose, you may find a new technique called "starbursting" useful.

Starbursting is a way of brainstorming in which you analyse an idea or challenge by creating a systematic series of questions about it. You array the questions in a star shape focussed on the base points of Who?, What?, How?, Where?, When? and Why?. You can then make a decision based on the conclusions that you reach after you've understood all of the aspects and options.

Find the complete article at:

http://www.mindtools.com/pages/article/newCT_91.htm

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