

The Boss

Welcome to the first issue of our e-newsletter! We hope you find it both informative and entertaining, and we welcome your feedback.

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News

- The BDC is delighted to announce our new Networking Café. The Café takes place once a month, from 7:30am to 8:15am, at the NOTL campus. It features a 15-minute session on business topics of interest, followed by 30 minutes to network and reconnect with fellow entrepreneurs and BDC staff. The first Café, *Some Assembly Required - The Art of Networking*, was held on January 24, 2008. For more information on dates, topics and registration, visit the [BDC website](#).

Client Profile



Daniel with Mary Ann Martin (BDC Client Services) modelling his jeans

• Daniel Feuer, Ujeans

Daniel Feuer is a classic entrepreneur, and now he's even a famous one – you may have seen him on CBC's hit show, *The Dragons' Den*!

Daniel recognized the opportunity to capitalize on a business model that he liked to create his custom-designed jeans company, and he also created an environmentally-friendly business in the process. His jeans aren't created for models, although quite a few of them love his custom fitted designs. Daniel makes jeans that work for everyday people in their daily lives.

Daniel's business highlights the current huge trend for custom-made products, particularly among women – see the *Female Fever* article & more trends on [Trendwatching.com](#). You can read Daniel's story on the [Success Stories](#) page of the BDC website.



Highlights:

April

- 7 First Year Finances Workshop
- 10, 11 & 18 Business Skills for Farm Families
- 20 Basics of Selling Workshop
- 24 Networking Café – *Get on the Web Wagon*

May

- 1 & 2 Entrepreneur Camp
- 5 - 9 Business Basics
- 12 First Year Finances Workshop
- 15 Basics of Selling Workshop
- 22 Networking Café – *Share Your Passion*

June

- 2 - 6 Business Basics
- 9 First Year Finances Workshop
- 12 Basics of Selling Workshop
- 19 Networking Café – *In Your Face(book)*

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



B-Blog

Projecting a professional image is critical for small business owners

by Karen Martin

Most business owners are well versed in the concept of "branding." Creating an image for their business is a critical step to success, yet the importance of portraying a professional image for themselves often receives less attention. The old adage "you only get to make a first impression once" holds true as much in the business world as in the personal world.

All business owners need to be clean, well groomed, and neat. Those running a business in traditionally conservative business sectors such as financial services or law still need to project a conservative, traditional image. However, the more creative the type of business you are running, the less conservative your business attire needs to be.

Body language also has a huge effect on the image we project to others. Poor posture and slouching can send a message of defeat, neglect or disinterest. With good posture, clothing hangs better and you project the image that you are in control.

The chances for business success can be greatly enhanced if the image the owner projects is professional and above reproach.

BDC Staff Profile



Rena Posteraro

- Business Development Officer, BDC
- Project Coordinator, WDS

Rena is a true entrepreneur who learned basic business principles from her father; he became her business mentor when she opened her own fitness studio, Ultimate Women's Fitness, in 2000. She brought her enthusiasm and business acumen to the College, teaching business courses in the Business & Entrepreneurship Division prior to taking on the role as Business Development Officer for the BDC.

Rena holds a Bachelor of Arts in Business and French as well as a Teaching Adults Certificate, and in 2005 she took a year's sabbatical to complete her Masters in Education. She is also an APEC-IBIZ Certified Business Counsellor and an ISO Auditor.

On behalf of the International Department here at Niagara College, Rena has enjoyed travelling to South Africa and the Dominican Republic to deliver entrepreneurship and mentoring workshops. She is very active in the community, serving as a Board of Director for the Brock U. Alumni Association; as a committee member for Women in Niagara, the Niagara Entrepreneur of the Year Awards, Small Business Club Niagara and Partners in Enterprise. She was very proud to receive the 2007 YWCA Women of Distinction Award in the Trades, Profession and Entrepreneurship category.

"Long shots do come in, and hard work, dedication and perseverance will overcome almost any prejudice and open almost any door."

John H. Johnson, publisher

Business Tips

If your small business doesn't have a presence on the Internet, you need to get one. There are many ways to market your small business online, quickly and inexpensively. In Niagara, the *YourNiagara* regional portal offers free Web spots for businesses, ensuring that your name will come up when consumers search for your type of business or service. The massive social network site, Facebook, will allow you to create a free page for your business. Attend our Networking Café sessions on April 24th and June 19th to learn more – see Highlights on the front.

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