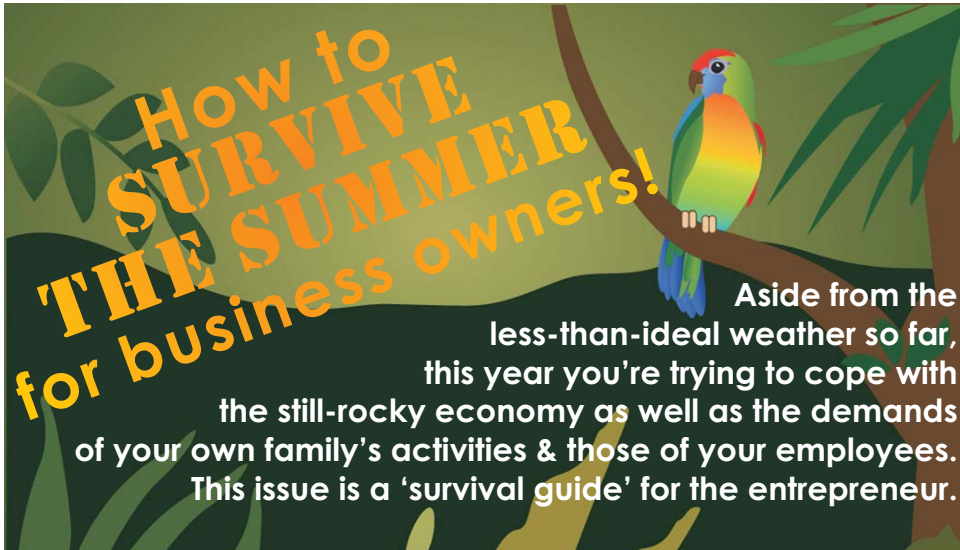




The Boss



Survival Tips

- **Sustain your business with summer goodies**
Think of value-added activities that will enhance your business and bring in new customers: summer specials, new products that have seasonal appeal, exhibits at summer markets & festivals, advertising in regional guides & publications...
- **Negotiate seasonal hazards**
Plan ahead with your own family and with your employees to minimize work interruptions – allow for flexible schedules and consider different ways to accommodate personal issues in as supportive a manner as possible.
- **Fend off the doldrums**
Summer doesn't have to be a blur of wasted time and lower productivity:
 - take some personal time to recharge your batteries
 - set some goals and plans for the coming months
 - improve your business skills with summer classes
 - host a summer event
 - network no matter where you go

Businesses to Watch

Some of our clients that are clearly reading the current climate well:

- **Tea at the Beam House** – an engaging tearoom in a lovely vintage home on the main thoroughfare in Beamsville. Enjoy a light meal & a delicious selection of teas in your choice of owner Corinn Naylor's beautiful teacup collection. 5053 King St., Beamsville ... 905-563-7584
- **What's In My Closet?** – Owner Karen Mitruk sells a great selection of pre-owned and new clothing and accessories. Look good on every budget. 1351 Niagara Stone Road, NOTL ... 905-468-9333
- **Happy Being Me** – An eco-friendly line of clothing & accessories by Wendy Matthews that makes you feel good about yourself all around. 84 Elma St., St. Catharines ... 905-935-2082 ... www.happybeingme.com

Find out more about them on our Success Stories page (www.mybdc.biz/Success)!

Highlights:

July	
6 - 10	Business Basics
7	How to Manage Your Business Records Workshop
10	Business Plan Workshop
16	How to Boost Your Sales Results Workshop
August	
3	Civic Holiday - College Closed
4	How to Manage Your Business Records Workshop
10 - 14	Business Basics
14	Business Plan Workshop
20	How to Boost Your Sales Results Workshop
31 - Sep 4	Business Basics
September	
1	How to Manage Your Business Records Workshop
4	Business Plan Workshop
7	Labour Day - College Closed
10	How to Boost Your Sales Results Workshop
17	Networking Café



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

B-Blog: Navigating Rough Waters



The Boy Scouts have a great motto: Always be prepared. What does that mean for you as a business owner?

Business Insurance

Don't neglect this vital area. You need adequate coverage in the event of damage to your business property &/or contents, injury to an employee or customer, or loss of income from interruption of your normal business operations (e.g. if you become unable to run your business for a period of time, if a widespread illness causes staffing or supplier shortages, etc.)

Computer Backups & Data Protection

There are many reasons why you may need to retrieve your computer data from a safe location — damage to your system or corruption of files from a virus or hacker, a general equipment crash, loss of power or a power surge that fries your components. Backups to a separate location should be done regularly to keep your files current. Also make sure that your data is protected from hacking and piracy, particularly if you have confidential customer information.

First Aid & CPR

Did you know that in Ontario if you have at least one employee you're required to have someone trained in First Aid and have a First Aid Station?

Flu Pandemics

On June 11 the World Health Organization declared a world-wide pandemic for human swine flu, and predictions are that this fall will see an increasing spread on the local level. What can you do to prepare your business?

For all types of possible business disruptions, e.g. anything from a natural disaster (tornadoes, flooding, blizzards) to accidents, environmental disasters, power disruptions, cyber attacks, etc., every business should have: proper health & safety practices, data protection, adequate insurance and a business continuity plan. The Business Tip on the top right highlights the need for such a plan, and additional resources are provided on our website (www.mybdc.biz/Resources.html).

BDC Staff Profile



Mary Ann Martin

- Client & Office Assistant

Mary Ann is the first point of contact for all services offered by the BDC. Her focus is on providing quality customer service to clients and managing a data base of more than 5,500 small and medium-sized businesses. She also handles all client inquiries with Employment Ontario.

Mary Ann prides herself on her superior customer service skills and enjoys meeting and working with all the new entrepreneurs who come through the

BDC. She's also a true entrepreneur who has been involved in her family business for many years. She also holds a certificate in the Ontario Management Development Program.

She assists the business advisors, organizes training and workshop schedules, and liaises with instructors. She's also the primary assistant to the Business Development Officer offering administrative and program support. Her outstanding technical, organizational and communication skills enable her to manage this challenging position.

Mary Ann has been with Niagara College since 1992, working in such areas as Continuing Education, and with the BDC since 1996.

"Chance fights ever on the side of the prudent ."
Euripides

Business Tips

Business Continuity Plans

Are you prepared to cope with an unexpected emergency? The Y2K computer disaster may have fizzled like Geraldo Rivera's opening of Al Capone's vault, but don't be complacent. On August 14, 2003 a sudden massive power failure covering southern Ontario and the northeastern U.S. caused cell phone disruptions, water pollution, computer failures and huge transportation issues. In 1998 a disastrous ice storm caused power outages from eastern Ontario all the way out to the Maritimes; millions of people were left without power for days to weeks. We've prepared a general list of possible concerns for businesses in the event of an emergency as well as some resources that you can access for more details about preparing a Continuity Plan for your business to help you be able to run your business and recover your data and assets. Visit our Resources page at www.mybdc.biz/Resources.html for more information.

This e-newsletter is produced by the Niagara College Business Development Centre.
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