

# The Boss

**S**pecial Event: To celebrate Small Business Week, our October Networking Café is featuring Angelique Sobschak, graduate of our business program and star



wedding planner on TV's *Rich Bride, Poor Bride*. She'll be sharing tips on planning events for your business, and maybe a war story or two. Don't miss this special event! Contact Mary Ann Martin at 905-641-2252 x 4456 for more information and to register.

## News

- **NEW on the BDC website: our virtual Business Card Exchange**  
**Current & Past Clients of the BDC:** Make sure your business is listed on our new online Business Card Exchange. You'll need to submit a copy of your business card (either in jpeg by email or in hard copy), a brief description of your business (2-3 sentences), and contact information. Contact Erica Jurus at [ejurus@niagarac.on.ca](mailto:ejurus@niagarac.on.ca) or 905-641-2252 x 4435 for more information. Visit our Business Card Exchange at [www.mybdc.biz/BusCardExchange.html](http://www.mybdc.biz/BusCardExchange.html).
- **Send Us Your News!**  
Are you moving, opening up a second location, hosting an event...? We're happy to post our clients' news on our website. Contact Erica Jurus at [ejurus@niagarac.on.ca](mailto:ejurus@niagarac.on.ca) or 905-641-2252 ext. 4435.
- **New Services at the BDC**
  - Mentoring and Business Plan Writing
  - Business Consulting for:
    - \*Marketing, Market Research
    - \*Partnerships
    - \*Human Resources
    - \*Financial Issues
    - \*Feasibility Studies

## Success Story

- **Confident Image Chez France**  
France Di Paola has made the idea of helping others feel good into a mantra for her business, where she offers a variety of skin treatments that make women look as great on the outside as they are on the inside. In her quest to own her own business, she found a specialty that enriches her own life as it benefits others. Read her story on our website: [www.mybdc.biz/Success.html](http://www.mybdc.biz/Success.html).



## Highlights:

### October

- 6 - 10 Business Basics
- 14 Information Session
- 15 First Year Finances Workshop
- 16 Networking Café – Celebrate!
- 16 Basics of Selling Workshop

### November

- 3 - 7 Business Basics
- 10 First Year Finances Workshop
- 11 Information Session
- 13 Basics of Selling Workshop
- 20 Networking Café – Shoebox Banking is a No-No!
- 20, 21 & 27 Business Skills Training for Farm Families Course

### December

- 1 - 5 Business Basics
- 8 First Year Finances Workshop
- 9 Information Session
- 11 Basics of Selling Workshop
- 18 Networking Café – People Who Need People!

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



## B-Blog

### Don't Let Your Comfort Zone Become Your Danger Zone

by Larry Bitner

The desire to feel comfortable is human. But in business, as in other areas of life, the achievement of comfort in what we do and how we perform has a down side. It can reduce our motivation levels and make us less focussed, with disastrous results.

Self-employment is challenging by definition; it typically builds character and hones your leadership skills. Leadership means accepting responsibility not only for the success of your business, but also for your personal and professional success and development. This requires continuous learning; going where you've never gone. Learning means making mistakes, which are always lessons in disguise. If you're not making mistakes, you're not learning. If you are making mistakes, you're on the path to success.

In business, as in sports, leaders often lose the edge that helped bring their teams to the top in the first place. As your business grows and things start falling into place, beware of comfort zones that turn into danger zones. To seek comfort, after all, is human. To defy comfort in favour of achievement is what sets you apart from all the rest.

## Trends We're Seeing

### • Social Networking

Social networks have taken off! You probably already know someone who's on one of the big ones, like Facebook, MySpace and LinkedIn. Many large businesses have a page on Facebook, including American Eagle Outfitters and HMV. Check out our new BDC page on Facebook (see the link on the home page of our website).

## BDC Staff Profile



### Steve Stunt

- Business Advisor

Steve Stunt is the main Business Advisor for the Business Development Centre.

Steve started his career with the Toronto Blue Jays and knows first-hand that starting a new business takes careful planning and a lot of hard work. As the General Manager of the very first professional baseball team in St Catharines, Steve had the opportunity to start a new business from the ground up.

He began teaching marketing at Niagara College in 1986 and continues to do so. Since starting with the Business Development centre in 1993, Steve has worked with over 500 individuals in helping them fulfill the dream of starting their own business.

Steve is active in the Niagara business community and has an extensive network of business associates in Niagara. Well versed in marketing, he's also a business generalist who is prepared to roll up his sleeves for the BDC clients. He understands the challenges that individuals have in starting out their ventures, and lends much-needed moral support as well as business advice to get them on the right track.

**“You have to put your heart in the business and the business in your heart.”**

*Thomas Watson Sr., Founder of IBM*

## Business Tips

Our personality types determine our typical buying habits. About 50% of Canadians are "Deal Seekers" while the other half are "Affiliation Buyers." The Deal Seekers love to compare and negotiate as part of the buying process. They'll research an item or service without the assistance of an expert, love consumer reports, and will likely search a number of stores or vendors before making a purchase decision. Conversely, the Affiliation Buyers hate shopping and want only to find a store they trust where they can feel assured that they've made the right choice. They're frequently repeat customers. At times, we all fall into both categories.

*John Young*

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:

Erica Juras  
Administrative Services  
[ejuras@niagarac.on.ca](mailto:ejuras@niagarac.on.ca)  
ext. 4435

#### Business Development Officer

Rena Posteraro  
[rposteraro@niagarac.on.ca](mailto:rposteraro@niagarac.on.ca)  
ext. 4405

#### Business Development Officer & CASS Coordinator

Karen Martin  
[kmartin@niagarac.on.ca](mailto:kmartin@niagarac.on.ca)  
ext. 4181

#### Business Advisor

Steve Stunt  
[sstunt@niagarac.on.ca](mailto:sstunt@niagarac.on.ca)  
ext. 4429

#### Client Services

Mary Ann Martin  
[mmartin@niagarac.on.ca](mailto:mmartin@niagarac.on.ca)  
ext. 4456

[www.mybdc.biz](http://www.mybdc.biz)