

# NBSG *Weekly Window* vol.3

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[www.nsbsg.com](http://www.nsbsg.com)

### **Mission Statement:**

*"To promote small business in general and specifically to aid, enhance and motivate each other in our respective business enterprises. Our desire is to expand the knowledge and personal network base of each and every one of our members and to make them better at what they do."*

## Business Sustainability from 50,000 Feet



Dr. Mark Pezzaro Principal of Earthvoice Strategies inc. spoke on issues related to environmental sustainability, and on the sudden interest in “going green”.

Dr. Pezzaro speaks to industry leaders on factors that affect not only how they do business, but also how their business influences the environment.

Industries leaders have been surveyed and 51% of CEO's say their greatest challenge is “retaining talent”. New undergrads were surveyed and their top two preferences they looked for in hiring companies were a progressive work environment, and a high ethical standard matched with social responsibility. No longer a gold standard, new hires are looking for a “green standard”. The companies who address this apparent disconnect will likely have the best retention.

One area where business have recognized and addressed as a concern is the notion of healthier buildings. Industry has widely recognized that a healthy building equates healthier workers and less sick leave and absenteeism. Where industry has

empowered employees to identify and be involved in sustainability issues have shown increases in team and individual productivity.

Another benefit to businesses taking on a green standard is lower site operation costs. These are manifested through improved waste handling, energy and water conservation, and telecommuting. Under the green standard, waste is equated to squandered assets. American manufacturers have been recognized as consuming at a rate of 98% waste.

Reduce, Reuse, Recycle is the new mantra under the Green Standard. Kodak is one example of an American corporation that recognized the high wastage in technology, and adopted a reuse/recycle policy within their manufacturing.

With the advent of the Internet, progressive companies saw telecommuting as a way to accommodate the lifestyles of their employees, namely new moms and single parents. Over time, there has been a green effect taking place in reducing traffic and parking costs.

Companies that are slow in adopting their own green standard have, and will pay for it. Macmillan Bloedel faced an environmental boycott that affected a 5% drop in their valuation overnight. Lloyd's of London will charge a premium to insure any company that contributes to global warming.

According to Dr. Pezaro, "Sustainability makes dollars, and sense".

### Guests:

**Jennifer Noble CCP**, Owner, **Noble Holistic Health**, 604.219.3706,  
[jnnfr\\_nbl@yahoo.ca](mailto:jnnfr_nbl@yahoo.ca)

**Roz McNulty**, President,  
**PitchPage.com**, 604.684.1084,  
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**Mark Pezzaro PhD**, Principal,  
**Earthvoice Strategies Inc.**  
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**Capilano Business Undergrad Society**, 604.910.8175,  
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**David Katzov**, Director of  
Lifestyles,  
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### **Focused Chat Calendar:**

Mar 21 – **Dov Baron**, Baron  
Mastery, Practical Applications of  
the "Secret"

**Mar 23** – **Jill Lublin**, Guerilla  
Publicity

Apr 4 – Charles Holmes

## Announcements:

### New Members:

**Darren Little**, Investor, Cup of Money.com

On behalf of the membership, the Executive wishes to acknowledge and welcome our new members.

Darren specializes in finding creative fund raising for potential investors.

### NSBSG hosts PR Guru

Neil Hamilton, President, announced that the North Shore Business Success Group will be hosting a special breakfast with Jill Lublin, co-author of **Guerilla Publicity**, author of **Networking Magic**, and CEO of Promising Promotion.



*Jill Lublin will visit March 23, 2007*

[www.jilllublin.com](http://www.jilllublin.com)

This breakfast will take place on a special day; **Friday March 23, 2007** at the Bella Candela Restaurant at Lonsdale and West Esplanade, starting at 7am. Cost to attend will be \$25 per person, \$35 for guests.

Ms. Lublin is visiting Vancouver to discuss some of the strategies she has employed that have shown results to

the bottom line, and helped her form her latest venture, **GoodNews Media Inc.**, a company specializing in positive news.

As part of her book tour, Ms. Lublin asked to attend our meeting and address our group.

Her topic will be how to achieve \$50K worth of free publicity. In this presentation she will share how you can increase your visibility, get the media to talk about your product or service, and the seven guerilla tactics to mastering the media interview.

The Executive asks that all attendees book their space in advance.

## Acknowledgements:

### Neil Hamilton, Royal Lepage North Shore:

- Duncan McNiven for Rotary Club invitation

### Len Macht, TGIF Singles:

- Steve Cooper for work performed to maintain a database

### Bill Baker, Willabeth Capital:

- Thanks Simeon Garriott for providing identity theft services

### Wayne Keeler, Ferguson Moving and Storage:

- Trevor Kennel of Send out Cards for sending him congratulations on becoming a grandfather

### Pat Miller, Fairweather Cruises:

- Thanks to Kath and Kerilee from Chi-k Design for drafting a kitchen floor plan in preparation for a renovation

**Simeon Garriott, Prepaid Legal:**

- Thanks Debbie Peck for a tour of her winemaking shop

**Duncan McLeod IGoNet:**

- Cam McLeod and Angel Restoration for services rendered

**Debbie Peck, Mosaic Winemakers:**

- Thanks to Norm Accipiter and Simeon Garriott for visiting her shop
- Dave Watson for email marketing services

**Enn Oun, Interpreters Group:**

- Jim Fitzpatrick for hiring translation work to be done by Interpreters Group

**Joanne Macpherson, RCC:**

- Duncan McNiven for invitation to Rotary Club.

**Jennifer Noble, Noble Health:**

- Thanks Len Macht for invitation, and his continued hard work for TGIFSingles

**Bryn Hamilton, Investors Group:**

- Joanne Macpherson for a referral

**Vela Tham, Gold Ticket Travel:**

- Marion Maysenhoelder for booking European trip

## Calendar of Events:

### **Burnaby Board of Trade**

**Thursday March 22, 2007**

#### **Maximizing Your Success at Trade Shows**

7:00 a.m. to 9:00 a.m

Randy Hnatko, President of Trainwest Management and Consulting, affiliated with the Sandler Sales Institute.

Executive Hotel Burnaby, located at 4201 Lougheed Highway.

Tickets: Members \$20.00

Non-members \$25.00

Prices are exclusive of GST.

<http://www.burnabyboardoftrade.com/events1.html#2007-03-01277>

### **Entrepreneurs Business Growth Group**

(formerly Dunbar Business Circle)

**Monday, March 19, 2007**

6pm for Supper & Networking

Guest Speaker: Dave Scougal  
Right Light Photography, Ltd.

\$18, supper included

Esquires Coffee House  
2098 W. 41st Ave.

Corner of East Boulevard  
Vancouver

*Parking beside MacDonald's*

**For March - Bring a friend and get 1 supper free!**

### **Entrepreneurial Success Network**

**Thursday, March 15**

**ESN ROUNDTABLE**

5:30 - 7:30 PM

Vancouver Fine Art Consultants  
#810 - 22 East Cordova ST,  
Vancouver

Non-member cost: \$20.00  
(includes 1 drink/appetizers)

**PRE-REGISTRATION A MUST:**  
604-303-6580 / [info@esnorg.org](mailto:info@esnorg.org)

**Tuesday, March 27**  
**ESN Evening**  
5:30 - 7:30 PM

Autumn Brook Gallery  
1545 West 4th Ave, Vancouver

Educational Seminar Starts at 5PM  
"Growing your business without  
cash"

ESN Ambassador, Amber Noakes of  
First Canadian Barter Exchange,  
who opened her company in 1990,  
will educate you about the benefits  
of barter and answer all of your  
questions.

Non-member cost: \$20.00  
(includes 1 drink/appetizers)

**PRE-REGISTRATION A MUST:**  
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**Surrey Chamber of Commerce:**  
**Various**

<http://www.surreychamber.org/eventsl.html> - 2007-02-02202

### **Resource Guide:**

For a listing of members' web sites,  
please visit our website at  
[www.nbsbg.com](http://www.nbsbg.com)

### **Chamber events:**

[http://www.hpmarketing.com/cgi-bin/events\\_calendar.cgi](http://www.hpmarketing.com/cgi-bin/events_calendar.cgi)

### **Maps and Directions:**

<http://www.mapquest.com/>

### **Networking Database:**

LinkedIn Resources: SONI  
Canada

<http://www.linkedin.com/home>

### **Job Boards:**

<http://charityvillage.com/>,

<http://working.canada.com/vancouver/index.html>

<http://jb-ge.hrdc-drhc.gc.ca/>,

**FutureWorks** - Wage Subsidy  
Program (& Job Board)

<http://fwt.bc.ca/>

### **Recycling:**

<http://www.nsrp.bc.ca/>

<http://www.onedayvancouver.ca/about.php>

<http://www.gvrd.com/recycling/index.html>

### **Social / Event Management:**

<http://fairweathercruises.com/>

<http://gracioushost.ca/>

[www.tgifbc.com](http://www.tgifbc.com),

### **Urban Legends Reference Page:**

<http://www.snopes.com/>

### **Yellow Pages Business Finder:**

<http://www.yellowpages.ca/searchBusiness.do>

### **Miscellaneous:**

<http://vancouver.craigslist.org/>

<http://www.soho.ca/>