



Weekly Window Vol.2

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<http://www.nsbsg.org/>

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."

Last Meeting: Wednesday May 17, 2006

Focused Chat: Jim Randall, Raconteur, *Creating Enterprise Through Stories*

Jim Randall addressed the breakfast meeting of the NSBSG this past Wednesday, recounting how storytelling can raise the profile of one's business in the mind of your audience.

Jim uses his business experience and his personal history of working for his family's general store to tell compelling stories that exemplify the unique selling proposition that any business can develop.

"I learned we improve our ability to be successful when we clearly articulate and communicate our interests and the interests we serve." says Jim. He continues, "Telling our story allows everyone to collaborate in determining how we can be more successful, and to know more clearly what to do and what needs to be done."

Jim told a cautionary tale of how companies in an effort to create a standard of conduct and ethics, end up circumventing them, and thus compromise the very ethos and vision they stand for. It is imperative, then, to create a clear vision of what your business stands for. Then build a compelling story that takes the listener from the ordinary world, to a special world that captures their interest, builds desire, and elevates your relationship to a level of trust that gives proof of your vision, resulting in word of mouth advertising.

"People will talk about your business anyway, " concludes Jim," may as well give them something positive (to say)".

For more information, or to have Jim Randall conduct a keynote speech to your business or special event, contact him at 604.291.8084, or jim@raconteur.ca.

Verticals:

Accounting/Finance

Banking

Brokerage
(Mortgage,
securities)

Building
Inspection

Business
Services

Cleaning
Services

Communications,
Marketing
(Advertising,
Design, Sales)

Computer
H/ware

Counseling

Database Mktg

Flooring

Home
Renovation

Human
Resources
(Social
Engineering)

Insurance
(Life, Asset)

Medical
(Holistic,
Therapeutic)

Non-profit

Office Mgmt.

Real Estate
(Investment,
Sales/buying)

Retail

Software

Special Event
Mktg.

Announcements:

Len Macht was elected to the position of **Vice-President**, to fill in for **Neil Hamilton** should he not be available, and to assist the executive in business matters of the **NSBSG**.

Len, who calls himself a Social Engineer for **TGIF Singles**, has been a long-standing member of NSBSG, and has often given excellent advice in matters related to organizing special events for the group, printing of nametags, and hosting our mid-winter social at his beautiful home. The executive thanks Len for stepping into this role, and we look forward to his continued participation.

The position of Treasurer has been temporarily sidelined as Neil and the executive felt there isn't enough activity at this time to warrant a full time officer; however, we will reinstate the position on an ad-hoc basis as situations merit.

Incumbent **Norman Accipiter** retained the position of **Secretary/ Editor** with the overwhelming support of the membership and executive.

Members are reminded that the deadline to reserve a boat for the **August 5 Fireworks Cruise** is looming, and that cheques are to be received by Wednesday's meeting at the Harvest Project. The cost is \$35.31 including GST, per person. This is a potluck dinner cruise with a hosted bar.

Most cruises like this are "cattle ship", where you are packed with strangers, and typically cost \$75 and up. This really is a spectacular deal, as we will have the boat to ourselves. Neil will collect the cheques on behalf of Pat Miller who will be absent; please make cheques payable to "**Fairweather Cruises**".

The **NSBSG** wishes to welcome new members, **Jayne Knox** of **Streetcards Promotions**, and **Bill Baker** of **Willabeth Capital**. Jayne offers a unique advertising medium that incorporates postcard design with advertising to create an appealing and effective advertising medium. Willabeth Capital offers businesses assistance with corporate finance solutions.

Murray Wood of **Silverado Investments**, **Neil Hamilton** of **Royal Le Page North Shore** and **Jak Redenbach**, architect, thanked each other for on-going business referrals and projects under way with the **City of West Vancouver**.

Joanne Macpherson, **RCC** thanked **Nelson Chow** of **Arbutus Insurance** for a testimonial.

Wayne Keeler, sales manager of **Ferguson Moving and Storage** will be participating in the **Lynn Valley Parade** May 27 as part of his participation with the **Shriners** organization. So if you want to see Wayne ride around on a mini- mini bike, all are invited.

Guests:

Deegan French, Business Development, **Showcase Media**, indoor advertising /bulletin boards, 604.720.4337. Deegan@showcasemedia.ca

Jean Verdi UPS business Store, 4111 E. Hastings St., North Burnaby. 604.205.5888
store325@theupsstore.ca

Barry Sharp, Business consultant,

Next Meeting: Wednesday May 24, 2006 *at the Harvest Project*****

Focused Chat: Bob Rogers, touring the Harvest Project

Members are reminded that this meeting will take place at the **Harvest Project** located at **201 Bewicke Ave. North Vancouver**, at the intersections of Marine Dr, Keith Rd, and 3rd Ave.

For those requiring additional directions, click on the link below:

<http://www.mapquest.com/maps/map.adp?formtype=address&addtohistory=&address=201%20Bewicke%20Avenue&city=North%20Vancouver&state=BC&zipcode=V7M&country=CA&geodiff=1>

Focused Chat Calendar:

May 24 - Bob Rogers, on site breakfast at Harvest Project

May 31 - Easy Wash (the new car wash at Main & Mtn. Hwy.)

June 7 - Jose Galang, leveraging your networking skills

June 14 - Robyn Adamache, CHMC, Lower mainland Real Estate market revisited

June 28 - Darleen Gering, Burnaby Board of Trade

Networking Events:

Burnaby Board of Trade

Thursday May 25, 2006

Small Business Breakfast Seminar Series - Fiona Walsh

7:00 a.m. – 9:00 a.m. Executive Hotel Burnaby, 4201 Lougheed Hwy.

Tickets: Members \$20.00

Non-members \$25.00 All prices are exclusive of GST.

Fiona Walsh is the Principal of FM Walsh & Associates, a sales strategy consulting company.

<http://www.burnabyboardoftrade.com/events1.html#2006-05-09217>

Entrepreneurial Success Group

ESN Roundtable Networking (Limited space)

ESN Networking Social Evening: Last Tuesday each month.
Empire Landmark Hotel, 1400 Robson St. 5:30pm – 7:30pm
Tuesday May 30/06

info@esnorg.org

<http://www.esnorg.org>

Mastering the Phone! – Phonetalk Communication Workshop (thanks to Duncan McNiven)

Thursday June 1, 6PM – Papaya Joe’s, 12240 Horseshoe Way, Unit 10, Richmond BC
Wanda March has 17 award winning years in the sales professional and now teaches individuals and corporations how to be more successful in telesales.

Richmond Chamber

Thursday May 25, 2006

Trade Show 2006 - Richmond Welcomes the World

The Richmond Chamber of Commerce and Title Sponsor Business Development Bank proudly present "Trade Show 2006 - Richmond Welcomes the World".

The Trade Show will be held at the Richmond Curling Club, 5440 Hollybridge Way.
Show 2:00 pm - 8:00 pm

General Admission to the Trade Show only is \$10.00 plus GST

For more information and to register for the Trade Show 2006, please contact Carol Young at the Richmond Chamber of Commerce at 604-278-2822.

<http://www.richmondchamber.ca/events1.html#2006-05-09193>

SOHO www.soho.ca

Thursday May 25, 2006 – Azure Grill 770 Pacific Blvd. Plaza of Nations
“Get Noticed by the Media”

4:15 – 5:15 pm Panel Discussion

5:15 – 8:30 pm Networking Reception

Soho Members: FREE

Friends of Soho: \$15

Guest/Non-Members: \$20

Tuesday May 30, 2006

Soho "Show and Tell" Breakfast Roundtable
Sandman Hotel, Ballroom A, 180 W.Georgia St.
7:45 – 10:00 am

SOHO members: \$10
Non-Members: \$15

Vancouver Business Network Forum

- VBNF Burnaby Chapter - 2nd Tuesday of the month.
- VBNF Vancouver Chapter - 4th Wednesday of month

http://vbnf.com/next_meeting.html

Vancouver Business Network Forum (VBNF) in partnership with First Canadian Barter Exchange (FCBE) would like to invite you to our next VBNF Burnaby Chapter Meetings:

Tuesday June 13, Burnaby Chapter

"How to Make Yourself Irresistible at Networking Functions" featuring Guest Speaker Laurel Van Pander

Laurel will discuss techniques that will make you more effective at business/social networking functions.

Sponsored by FCBE and SR Brewery.

Wednesday May 24, Vancouver Chapter
TBA

Friday May 26, 2006

Colossal Networking Tradeshow - "Celebrating Women Entrepreneurs"
Empire Landmark Hotel, 1400 Robson Street, Vancouver, 5 – 9pm
Free Admission
Join us for business & networking
info@denjae.com

Vancouver Enterprise Forum

Tuesday, May 30, 2006
5:30 PM to 8:00 PM

On the Ground in China - Tips on Doing Business in the Middle Kingdom from Two High-Tech Veterans

The May VEF event will be held on Tuesday, May 30 at Science World. Doors open at 5:30 p.m., with the presentations beginning precisely at 6:45 p.m. Pre-registration is highly recommended. Admission is free for members; WINBC Members receive a discount at www.winbc.org, \$35 for non-members. Please register online at www.vef.org.

Resource Guide:

Online Business Webinars:

http://main.placeware.com/demos/web_seminar_archive.cfm

Virtual Handshake – online business Book

<http://thevirtualhandshake.com/free-book-download.htm>

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

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

<http://www.vef.org/web/EventDetails.asp?ProductID=82>

Chamber events:

http://www.hpmarketing.com/cgi-bin/events_calendar.cgi

Networking Database:

LinkedIn Resources: SONI Canada

<http://www.atomicacreative.com/sonicanada.html>

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

Job Boards:

<http://charityvillage.com/>

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

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

<http://regionalhelpwanted.com/home/167.htm?sn=167>

Social / Event Management:

<http://gracioushost.ca/>

www.perfectday.ca

www.tgifbc.com