

NBSG Weekly Window vol.2

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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."

Branding: Are You Being Heard?

Tania Burgi of Different Company spoke to us about the elements of branding, what it is, and measuring its success.

Branding, according to Tania, is what people say about you when you are not in the room. A successful brand, however, is when the message you deliver to the room aligns with what is said within the room.

Clarity is the key step in creating your brand. Delivering a message in a clearly defined method is essential, and must answer the question "What inspires you?"

Speaking to her inspiration, Tania says, "I get to talk to people and create A-Ha moments for my clients" and is therefore her personal mission statement.

Your branding message is brought to life through a similarly constructed mission statement that must permeate your business and delivered effectively and consistently throughout your day-to-day operations to meet the emotional needs of your market.

Tania closed by offering, "Your brand is your promise, and your promise must be compelling and true".

Guests:

Tania Burgi, Partner, A Different Company, 604.628.0252

Tania@adifferentcompany.com

Sean Iles, Barrister and Solicitor, 604.261.5807,

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Restaurant & Grill,
eat@bellacandela.com

Crystal Sackett, Space Designer,
Crystal Star Group, 778.836.6728,
crystal@crystalstargroup.com

New Members:

We welcome the following new
members; please let us know how can
help your business.

Richard Earl, CEO, The Hollis Biggs
Group, 604.730.4150,
rge@hollisbiggs.com

Next Meetings:

Sept. 20th - Len Macht, TGIF Singles
Sept. 27th - OPEN
Oct. 4th - Brandon Roe
Oct. 11th - Roy Prevost, Futurist
Oct. 18th - George Moen, Bitron Mktg
Rewards
Oct. 25th - Murray Wood, Land
Development/ Investing

Anyone wishing to present a Focused
Chat please contact Neil Hamilton.

Announcements:

The Executive is pleased to announce we
have candidates for the Social Director/
Committee position.

Gerry Scallion, Pat Miller and Marion
Maysenhoelder have each expressed
interest in either/both positions.

We are now evaluating the selection
process to be used and will report further
when more is known.

Under the guidance of a Social Director,
the committee assists the selected
individual in the planning, organizing,
tracking participation, and set-up and
tear down/cleaning before and after the
activity.

Each quarter, the group has social events
marking special dates, such as

Christmas, mid-summer, and mid-winter dates. Past events included the Fireworks Boat Cruise, Christmas Party, and Mid-Winter Social.

By forming a committee, it is hoped that the organizing and clean up of such events don't just fall on the shoulders of one person.

Any members wishing to be added to this list are requested to contact the Executive with copies to:
compass8000@shaw.ca,
lmacht@shaw.ca, and
naccipiter@hotmail.com.

Please specify the position you are seeking. Should we have more than one person requesting the Directorship, a special election will be held. Final decisions on Committee members at-large will remain at the discretion of the Executive and Social Director.

Harvest Project Shines On with Harvest Moon

Harvest Project will be holding a special Cocktail Evening at the Capilano Suspension Bridge with a Silent Auction of up to 60 items of a value of \$250 - \$500.

The event is called "Capilano suspension Bridge Presents, A Harvest Moon Evening for the Harvest Project".

This will be a jacket and tie event, with a hosted cocktail bar, and emceed by CBC's Arthur Black.

The event will take place on Thursday October 26, 2006, and tickets are \$40 before October 14.

Corporate sponsorships are available at various levels:

- Community Sponsor \$5000
- \$1000 Platinum
- \$700 Gold
- \$500 Silver

For more information, contact Bob Rogers at the Harvest Project, at 604.983.9488.

TGIF Hosts Concert

TGIF Singles Inc, led by bon vivant Len Macht, is hosting a concert at the Centennial Theatre Friday September 29, admission by donation.

Headlining will be a Frank Sinatra Tribute performer, Hardy Hansen and the opening act, Robert Miller, with his own "Buddy Holly" tribute.

For more information, contact Len Macht at LMacht@shaw.ca, or visit www.tgifcanada.com

Acknowledgements:

The members wish to acknowledge the support of their colleagues and guests for either referrals resulting in leads, completed business, or the patronage of their respective business.

Len Macht of TGIF Singles-Vancouver:

- Norm Accipiter, Newsletter
- Jayme Knox, Streetcards
- Dave Watson, eXtra Contact, Email svc

Trudy Gerber of A Clean Sweep:

- Gerry Scallion, for patronage

Neil Hamilton, Royal Le Page, Referrals:

- Bryn Hamilton, Investor's Group
- Marion Maysenhoelder, Invis

Barbara Dajani, Health for You:

- Sean Iles, business advisement

Richard Earl, Hollis Biggs Group:

- Neil Hamilton

Jayme Knox, Cristna Ambrose thank each other for their synergy in working together

Networking Events:

Burnaby Board of Trade

**Thursday September 28, 2006
Effective Advertising: Use Your
Precious Budget Wisely!**

7:00 a.m. to 9:00 a.m. Executive Hotel
Burnaby, 4201 Lougheed Highway

Mary Charleson is President of Charleson Communications, a consulting company specializing in marketing research, strategy and advertising development

Tickets: Members \$20.00 Non-members \$25.00

<http://www.burnabyboardoftrade.com/events1.html#2006-09-28256>

Building Bridges: How to bring your small business to the next level

Thursday Sept 28. 5:30 p.m. - 9:00 p.m.

Hyatt Regency, 655 Burrard St.,
Vancouver, B.C.

Keynote Speaker: Peter Legge,
"Making Your Life a Masterpiece:
Successful Strategies from One of
Canada's Leading Entrepreneurs"

Registration fee: \$65 and includes admission, a three course dinner and Peter's new book, "Make your Life a Masterpiece"

Contact: 604.762.1145
(Courtesy of Gracious Host)

Canadian Public Relations Society Fall kick-off dinner & AGM

Wednesday Sept 20,
Arbutus Club; 5:30 p.m.

Make your vote count as CPRS
Vancouver members elect
a new board at the society's AGM
September 20.

Cost: Student members \$37, Members \$40, Non-members \$50

Contact:
<http://www.cprsvancouver.com/Calendar/EventInfo/?event=26>
(Courtesy of Gracious Host)

Dunbar Business Circle Networking Group

Monday, September 25 6pm for supper
& networking

COST: \$17, supper included
LOCATION: Cafe Organica
3500 W. 41st Ave. Vancouver
Corner of Collingwood, Near Dunbar St.

Guest Speaker: Mary Ellen Sanajko "Leading from your Strengths"

Mary Ellen Sanajko is a Certified Coach working with business owners and executives in transition - helping them get clear on where they are now and where they want to go.

Please RSVP to teyafrance@shaw.ca or call her at 604-267-7571 if you'd like to attend

Entrepreneurial Success Group

ESN Networking Social Evening:
Tuesday September 26, 2006
5: 30pm - 7:30pm (starts promptly)

Empire Landmark Hotel,
Robson & Broughton, Vancouver

Attend an evening of speed networking
in a fun, social environment

Contact Deb Brown at 604.303.6580
info@esnorg.org
<http://www.esnorg.org>

Richmond Chamber

Thursday September 28, 2006 Networking Breakfast

Tickets: Members \$13.00 Incl. GST
Non-Members \$18.00 Incl. GST

Quilchena Golf & Country Club, 3551
Granville Avenue

Vancouver Enterprise Forum

Tuesday, September 26, 2006
6:00 PM to 8:30 PM

Science World, 1455 Quebec St.,
Vancouver

Cleared for Takeoff:
Tips and Techniques for Financing the
Launch of Your Early-Stage Technology
Company

<http://www.vef.org/web/index.asp>

Resource Guide:

For a listing of members' web sites,
please visit our website at
www.nsbsg.com

Online Business Webinars:

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

Virtual Handshake – Online Business Book:

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

Vancouver Enterprise Forum – Vancouver's High Tech networking forum:

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

Chamber events:

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

Maps and Directions:

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

Networking Database:

LinkedIn Resources: SONI Canada
<http://www.atomiccreative.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>

FutureWorks - Wage Subsidy Program (& Job Board)

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

Sales Coaching/ Consulting:

Fiona Walsh
FM Walsh & Associates

604-339-5706

www.fmwalsh.com

Social / Event Management:

<http://gracioushost.ca/>

www.perfectday.ca, www.tgifbc.com,

<http://fairweathercruises.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/>