



THE FIRST 5

providing support to start-up and small enterprises during their first five years

ensure your business is successful

By: Tony Cerasia
Manger, The Business Centre Nipissing Parry Sound Inc.



2010 was a record year for The Business Centre (TBC) economic impact.

Happy New Year! If your new year's resolution is to start that business venture you have always been thinking about or if it is to expand or develop an existing business, I encourage you to contact our office. At The Business Centre we are committed to helping new small business owners take those few first steps to get off the ground. Our team is also dedicated to working with existing business owners to reach their next goals. With 2011 upon us, we are gearing up for new

seminars and forums and implementing new programs designed to assist our clients with their enterprise. We also have many exciting initiatives and programs for youth. Whether you are brand new to business or an experienced small business owner; give us a call or stop by the office to find out how The Business Centre team can provide you with assistance and support to make your new year's resolutions a reality.

(TBC) has seen record performance and economic impact throughout the programs and services delivered in 2010. There are still plenty of exciting grant and loan programs available to northern businesses, give us a call to start 2011 off right.

The Back To School Company

Getting back to school just got a whole lot easier!

With an ever growing list of required school supplies coming home in June, backpacks, lunchbox items and of course the latest fashions, getting the kids back to school is quickly becoming an expensive, time consuming chore. This is why The Back To School Company was born. Their focus is making back to school shopping easier and less of a hassle for today's busy parents.

The Back To School Company has developed an easy, convenient, cost effective program for students, parents, teachers and schools. They purchase school supplies in bulk and package them into their Back To School Kits, providing a unique alternative to the traditional and somewhat stressful method of back to school shopping.

The Back to School Company offers twelve different kits. Six primary kits for grades one through three and six junior/intermediate kits for grade four through eight. The kits range in price from \$17.00 to \$41.00 with a portion of the proceeds going back towards your child's school student council.

For more information and to order a Back To School Kit please visit www.thebacktoschoolcompany.com.

Justin Egan
232 Almaguin Drive
Sprucedale, ON
P0A 1Y0

T: (705) 685 1248
C: (705) 783 2564
E: justin@thebacktoschoolcompany.com

MEMBER PROFILE

Adeola Sogbein Northern Tech Group

Northern Tech Group, owned and operated by Adeola Sogbein, provides computer repair services here in Northern Ontario. These services are geared toward small and medium sized businesses in the communities of North Bay and Sudbury.

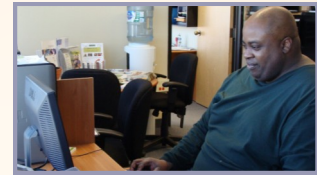
Northern Tech Group stands behind their products and services and continues to grow with the ever changing demand of their client's needs. They take a systematic approach to development while carefully understanding the client's demands. Adeola delivers one on one attention and the personalized service that is

somewhat of a lost art in this day and age.

His services are as follows,

- Computer and peripheral sales
- PC installation
- Troubleshooting, servicing and upgrading
- Virus and Spy ware detection and removal
- Small business and home networking

For more information visit northerntechgroup.weebly.com or call **705 494 9819**.



PARTNER PROFILE

RIVET Insurance



Our experienced and dedicated team of professionals strive to provide top quality service to our clients. Whether you require personal or commercial lines, we are able to offer excellent products and competitive prices.

From our beginnings in Sturgeon Falls we have enjoyed a steady growth over the years and have become recognized as one of the leading brokerages in the area.

We have earned our reputation for professionalism due to the special attention given to the needs and requirements of our clients. With offices located in Sturgeon Falls, North Bay, Sudbury, Chelmsford and Sault Ste Marie, we proudly offer services in both languages to the residents of our bilingual communities.

We specialize in:

- personal and commercial lines
- property
- casualty

We have offices located in:

- Sturgeon Falls
- North Bay
- Sudbury
- Chelmsford
- Sault Ste Marie

Service is the cornerstone of our business and we are dedicated to maintaining high standards. On-going training keeps our staff up-to-date with changes in the industry. Advanced technology ensures you are receiving the best possible service.

Whether you need a basic automobile policy or require a complex business package, our team of advisors will respond to your specific needs, promptly and professionally.

Our 24 hour emergency claim service provides you with peace of mind at any hour of the day. Paying your insurance premium is trouble free with pre-authorized monthly payment plans.

Our Business Insurance Packages include the following:

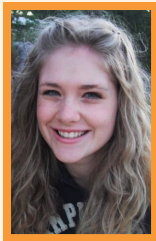
- Contractors
- Service Industry
- Resource Business Operators
- Hospitality Industry
- Resort Insurance Program
- Aviation
- Bonding
- Farm
- Commercial Insurance
- Resort Insurance Program

North Bay Location

1180 Cassells Street
North Bay, ON
P1B 4B6
(705) 474 443

<http://www.rivet-insurance.com>

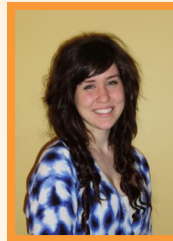
success stories



Malia Janveaux
Zizilia Couture

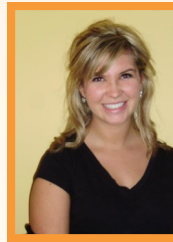
Malia Janveaux first recognized an interest in design and sewing at the young age of five years old. She is now seventeen and has taken her fashion design talent from designing for her barbies to creating unique, hand-made pieces for real clientele. She was the winner of two fashion design competitions and participated in the 2009 Summer Company program last year where she created handmade batik scarves, glass jewelry and clothing. She sold these pieces every Saturday at a local farmer's market under the company name of **Zizilia Couture**.

Malia will be attending Ryerson University this fall to study fashion. Congratulations Malia. Way to go!



Jocelyne Begin & Megan Bonenfant
Passionarts Day Camp

Megan Bonenfant and Jocelyne Begin have both found a passion for two unique art forms, cake decorating and sewing. They've taken these passions and have created Passionarts Day Camp, a new week long bilingual day camp dedicated to teaching kids the art of cake decorating and sewing.



Jocelyne participated in the 2009 Summer Company program and this past summer the two combined their talents and created a fun and inspiring summer business. Congratulations to you both!
For more information regarding Passionarts Day Camp please visit www.passionarts.net.

summer company

The Summer Company program is a valuable program funded by the Ministry of Economic Development and Trade that provides youth across Ontario with an opportunity to start and run their own business for the summer. Together with financial awards of up to \$3,000, guidance, and mentorship, the program ensures participants get the most from their entrepreneurial experience.

The following was the 2010 Summer Company participants:

Canadian Student Painters Liam Sangster
Cassie's Dog Spa/Day-care Cassie Cox
Click Art Stephen Krieg
Cushing's Lawn Care Trevor Cushing
D.A. Landscaping Dustin Albert
Dog-Gone Dayz of Summer Lisanne Roy
Gracious Bodies Fitness and Nutrition Jenny Stewart
Hamel's Woodworks Phillippe Hamel
James Berti: Moving Images James Berti
Learning Curve Jennifer Porter
Liam's Poutine Liam Maxwell
Picnic Perfect Tables Jocelyne Benoit
Picture Perfect Memories Jessica Groom

Raw Tennis Rob Shaw
Super Strings Martin Picard
Text 4 Health Laura Graham
Von Doeler's Ranch Riding School Elana Von Doeler

Thank you to this year's mentors:
Bob Carpenter - Nipissing University
Scott Clark - Clark Communications
Rob Celebre - RBC
Tony Cerasia - The Business Centre
Anna Iati - The Business Centre
Cassie Quizon - The Business Centre



2011 fednor secondary school business plan challenge

Did you know you can win money while enhancing your business skills?

This competition encourages entrepreneurship at the secondary school level and gives students the opportunity to learn what is involved in the business and marketing planning process.

With up to \$2,500 cash prizes locally, the first place winner of the Business Plan Challenge will move on to compete at the provincial level for a chance to win up to \$2,500. This challenge, funded jointly by the federal and provincial governments, engages youth and introduces them to the world of entrepreneurship.

Business Plan Prize Levels

1st Place ~ \$800.00
2nd Place ~ \$500.00
3rd Place ~ \$300.00

Marketing Plan Prize Levels

1st Place ~ \$500.00
2nd Place ~ \$300.00
3rd Place ~ \$100.00



satellite kiosk project

The Business Centre is excited to announce the development of three new satellite kiosks in the communities of Mattawa, Sturgeon Falls and Callander.

These kiosks have been set up as a way for the public to contact our business experts in North Bay from the comfort of their own communities. This means you can cut down on travel time and spend more time developing your brilliant business ideas!

Each kiosk is equipped with a computer for Skype video conferencing and research purposes.

For additional information feel free to contact Gillian McLaren, Project Coordinator at 705 474 0626 ext. 2441.

Visit thebusinesscentre-nps.com for more information.

hello

Gillian McLaren a recent graduate from George Brown College in Toronto, is The Business Centre's new Project Coordinator. She implemented the new Satellite Kiosk Project which provides access to our services and resources for the communities of Mattawa, Sturgeon Falls and Callander. If you have a question about the start-up of the project or are looking for information regarding the services we offer at The Business Centre, please feel free to contact Gillian at (705) 474-0626 ext. 2441

Cassie Quizon a recent Nipissing University graduate with a degree in Business Administration and marketing is the new Youth Coordinator at TBC. She is taking care of the new Summer Company Program as well as the FedNor Business Plan Challenge and all youth related programs and presentations. If you require information about any of these programs contact Cassie at (705) 474-0626 ext. 2523

Carly Hughes graduated from Cambrian College and is the newest addition to The Business Centre in Parry Sound. As a Business Development Coordinator she is able to help you access information and resources that will assist you throughout the beginning stages of your business venture. If you require information pertaining to starting a business as well as any other business related questions, please feel free to contact Carly at 1 888 746 4455 ext. 225

Who's who at TBC

Tony Cerasia

Manger, North Bay

tony.cerasia@cityofnorthbay.ca
705 474-0626 ext. 2425

Cassie Quizon

Youth Coordinator, North Bay

Cassie.quizon@cityofnorthbay.ca
705 474-0626 ext 2523

Anna Iati

Small Business Advisor, North Bay

anna.iati@cityofnorthbay.ca
705 474-0626 ext. 2443

Marisa McCourt

Administrative Assistant, North Bay

marisa.mccourt@cityofnorthbay.ca
705 474-0626 ext. 2528

calendar of events

What: TBC Lunch & Learn Seminar

Year End and Income Tax Preparation

When: 12pm - 1pm Wednesday, January 19, 2011

Where: City Hall, 6th floor, large boardroom

Details: Eretta Richardson, senior accountant at Grant Thornton will explain the ins and outs of year end book-keeping for your business.

From filing deadlines and year and requirements, to tax reports and T2125 slips, Eretta will cover all the important details and help ease your mind during this somewhat stressful time of year.

What: Canadore College Job Fair

When: Wednesday, Feb.16, 2011

Where: Education Centre Gym, at Canadore College

Details: The Business Centre will be participating in this years Canadore College Job Fair. All Canadore students will have the opportunity to meet various organizations, submit applications and discuss job prospects with recruiters for part-time, summer and full-time employment. Join us on February 16th and discover what your future may hold.

What: Part II: Empower your business using Social Media.

When: 8:30am - 4:30am Wednesday, Feb.23, 2011

Where: Charles W Stockey Centre, Parry Sound

Details: With the help from various community partners, our satellite office in Parry Sound is hosting part two of their social media workshops.

Divided into two parts, the morning session is called *Social Media 101* and it will provide a beginners look into the world of social media. While the advanced afternoon session will feature guest speakers, Carl Cliff and Jason Fairfield and is called *Social Media PhD*.

For more information about this event please call Carly Hughes, Business Development Coordinator at The Business Centre in Parry Sound, 705.746.5892.

tbc superstars

Blueprints Jewellery and Design Joanne Wigle

Floral Creations by Phil Phil Edwards

Go Off The Grid Inc. Kristopher Ledoux

Northern Tech Group Adeola Sogbein

OneStopConstruction Kyle Selle, David Dunkley and Rob Gorecki

Pure Envy Salon and Spa Candace Howard

Stix and Stones Rae Brenne

The Escape Movement Andrew Morrison

The Opera Café Kiera Hardie