



SLBDC NEWS

Communication is the key to any measure of success and at SLBDC, we strive to communicate to you - our clients, community partners and friends on a regular basis. We also encourage you to be in touch with us. We want your feedback and suggestions on the kind of information YOU want and need at your fingertips. What type of business info, guest speakers and business seminars you would like to see. Check out our Events page for information on Sarnia-Lambton Business Week 2011.

We've recently revamped our website and though we're not done yet, we hope you'll find the new look refreshing and the information regarding our services, resources and projects easier to access. Our commitment to you is that we'll continue to update with regularity. Visit www.slbdc.com today and return often.

The reality today is you are busy; there is a never ending supply of information available and sifting through the good, bad and otherwise proves difficult for any of us to keep up with. To that end a Social Media resource we're finding helpful is Twitter. 140 characters to make a quick point, get the word out about an event, poll for information, post a link to a relevant photo, newsletter or other excellent resource our team has discovered that we think you may find beneficial is our goal.

If you're on Twitter follow us @SLBDCteam
We value your Tweetship!



SLBDC Success Story



Check-out an SLBDC success story on Riley's Place Family Restaurant on page 2.

Riley's Place
4108 Petrolia Line
Petrolia, ON N0N 1R0
519-882-2107

We'd love to profile your Business —
Call
519-383-1371
or email
beth@slbdc.com
or
tracy@slbdc.com

Riley's Place. A True Family Business.

When we say entrepreneurs are our passion - we mean Business! Meet another in a line of SLBDC clients who are making their ambitions a reality and rising above adversity to boot.

Joe and Maureen Sauve had successfully operated the Petrolia Lanes and Sparetime Coffee Shop from 1993 until their business - a bustling and active community fixture - was destroyed by arson in 2004. Following this the Sauves worked in the Valley - Joe for Nova and Maureen at Imperial Oil. Some time passed, but their desire to work for themselves again didn't wane so in 2009, they rented a location on the outskirts of Petrolia and Riley's Place was launched; specializing in Fish & Chips and Ice Cream catering primarily to a takeout crowd. However, as true entrepreneurs know, you never stand still when you run your own business. For the Sauve family, Riley's Place had been successful, but they envisioned a space with more seating and improved visibility to capture the downtown crowd who might not travel to the edge of town for a meal.

SLBDC helped provide guidance on their business plan & offered suggestions to aid their cost management strategies to help them move ahead. With SLBDC financing in place, their building purchased and renovated, the new and improved Riley's Place launched on May 9th, 2011.

The new location of Riley's Place is in beautiful downtown Petrolia, across from the Bargain Shop. Close to many key amenities in town including banks, groceries and pharmacies with convenient parking, sees many more potential customers and within walking distance which has been a great advantage to welcoming new clientele each day. Owning their new location, rather than renting represents a huge benefit to the Sauves - they have more control and are investing and building for the future.

Seating capacity has expanded to 40 - doubling the capacity of their previous business... ambitious for sure, but with the ability to provide more menu options and flexibility to expand their hours of operation, an opportunity for increased revenues and the ability to provide more employment opportunities has been provided. Fish & Chips remains a specialty, but if you're also hungry for all day breakfast, soups, salads, burgers, shrimp or wraps and much more, you should stop by. With 24 ice cream varieties available, including a decadent deep-fried ice cream and beaver bites... how could you resist? Sugar Free options, which are often lacking for diabetics, are featured here too. Business has increased significantly and they now have a wonderful crew of 8. The Sauves are glad they took a chance on a move.

So if you're in the mood for a bite - why not support a family run enterprise? Riley's Place Opens Monday-Friday at 6am, Saturday at 8am and Sunday at 11am. Call 519-882-2107 for takeout. Oh, and if you're lucky, you might just spot the real power and inspiration behind this true family enterprise. Riley, who just so happens, is Joe and Maureen's 4 year old grandson.

SLBDC wishes you continued growth and success!

Sarnia Sunday Market



Anyone can have an idea but it's in the action that you'll see results! With this in mind, SLBDC led an initiative for a 5 week pilot project – A Sunday Market, featuring local producers, farmers, fishers, bakers, chefs, artisans and entertainers. The result was a very well received Sunday Market at Sarnia Bay Marina. Our standards for vendors were different than in many other markets - we insisted that the goods available for purchase were produced or finished

locally. From the first week, it was evident that this concept was a hit!

Many people returned week over week to stock up on the freshest local bounty around and support local producers. You PROVED that people do indeed care about quality.

The atmosphere was friendly, customers and vendors developed relationships and in the end, the market was such a hit that we extended the season to 7 weeks.

Thank you to our amazing vendors, the local media, volunteers and Sarnia-Lambton for embracing this idea so wholeheartedly. Your support of our local economy is appreciated. Plans are being made now for 2012. Do you have feedback to share about what you enjoyed or suggestions to improve? Email tracy@slbdc.com



Check Out Our Clients Launching New Businesses

Able Home Inspections 519-381-2717

Financial Cents 519-331-0096

Graphite 519-383-8316

Fancy Tarts, The Pie Shop—109 Mitton Street South 519-402-2213

Personal Touch Eatery & Catering—144 Mitton Street South 519-344-7070

Raw Symmetry Millinery & Accessories—181 Christina Street South 519-333-8888

Elite Tech—560 Exmouth Street, Suite 102 519-491-1612

New Location for Glow Candles & Bath—159 Lochiel Street 519-491-6999

Community Info:

Junior Achievement is seeking volunteers to deliver in class programs in elementary schools across Lambton County. Contact Marci Palframan for more details 519-336-1484 or at mpalframan@jaswont.org

New Day bereavement counselor, Mary Ellen McDonald, is doing a book signing session on Sunday November 6 from 2-3 pm at the Book Keeper in the Northgate Plaza.

4 Secrets Happy Entrepreneurs Know

Starting a business is a daunting prospect. It can be expensive, frustrating – and lonely. To counter that last part, at least, **Adelaide Lancaster** and **Amy Abrams** founded **In Good Company**, a community workspace for women business owners in New York City. Over the years, they've learned a lot about what makes entrepreneurs flounder, and what makes them soar serenely over the rough patches. In their new book, *The Big Enough Company*, they outline four secrets that happy entrepreneurs know:

Stamina Matters. "Running a business is a marathon, not a sprint, and it can take a while before you see the financial fruits of your labour," says Lancaster. "Sure, you can work around the clock and sacrifice everything else in your life for the sake of your business, but is that sustainable? Bolstering your endurance requires you to adopt a 'work smart' mentality and commit to valuing yourself as much as the business." A few best practices: learning to set boundaries, delegating work, keeping a clear focus on goals, and employing small steps towards progress.

Success isn't about size. "Our culture tends to glorify size and fixate on numbers. This is even true in the small business world where entrepreneurs often tout and compare things such as top-line revenue, the number of employees and locations, and market share. Entrepreneurs often pursue these metrics at the expense of their own satisfaction." Lancaster and Abrams encourage entrepreneurs to generate their own definitions of success, which may include numbers and metrics but acknowledge that "bigger isn't always better." What do *you* want out of your business?

You must learn to say no. "Savvy entrepreneurs recognize that that not all opportunities are created equal," Lancaster says. "Many are merely distractions that drain the company of important resources, such as focus, energy and time. Others may even imperil the whole venture. Successful entrepreneurs cultivate their own restraint, saying no quickly and frequently in order to stay on track."

Admit what you don't know (comfortably and openly). "Most successful entrepreneurs spend a lot of time identifying what they don't know and, more importantly, how they can find out," Lancaster says. "Openly admitting knowledge gaps is as important as comfortably asking for help. Most people are hesitant about displaying this much vulnerability, but entrepreneurs know that their survival depends on it."

Source: www.bnet.com The CBS Interactive Business Network

HOME for the Holidays

Be a Food Star in the eyes of your family and friends this Holiday Season and elevate your entertaining to a new level. Join us for a *delicious* new event that celebrates bringing Local Bounty to your table. Lambton County's finest producers will be preparing and serving up Tasty Tidbits throughout the evening. You'll be treated to Delicious Demos featuring local chefs. All will be sharing their top tips and you'll receive their recipes so YOU can recreate culinary magic in YOUR home!

Vendors will have great gift ideas on hand for you to buy and they will also take orders to allow you to treat yourself and the very special Foodies in your life. Have a great evening, support and learn more about Local Food and cross some names of your holiday shopping list too! There's no place like Home for the Holidays.

Tuesday, November 29th 6-9pm, Pt. Edward Community Hall (210 Monk St.) Tickets \$40

Cash Bar Supports Point Edward Optimists. Tickets available Monday, October 24th at:

