

Here's to a Successful Spring from Our Board and Staff!

MARCH 2011

**LOAN & OSEB Client Success Story:
JUNIOR BAKER**

It doesn't take long – walk through the doors of Junior Baker and it hits you - the sweet smells of treats baking and a warm greeting from Nicole and John Moore, the couple behind this family business established in 2003 with assistance from SLBDC. In January of this year, they moved just down the street from their original space that measured only 8 feet wide which Nicole will confess she misses a bit – in fact at the end of their display case is a photo of a colourful birthday cake – the last one produced in the small shop. Their current space is triple the size and has cool features like a 'family room' where their kids can safely play while their parents work away on orders. They insist we mention that they wouldn't be working in their newly renovated facility were it not for the support of the SLBDC.

Customer service is more than a buzzword here and there's proof that others agree. Last year, they were nominated and won for Outstanding Customer Service at the Sarnia-Lambton Chamber of Commerce's Business Achievement Awards. This year, they are again nominated, this time in the category of Business of the Year (Small Business). It's hard work that is paying off. They listen to and respond to the needs of their customers but going a step further – they anticipate their needs as well. Junior Baker offers a wide range of specialty items from Gluten free, peanut free, diabetic friendly products and can make delicious products that are egg, corn and soya free too. For these clients, they are proud to be considered a partner in health by providing staples like bread products that make a big difference in their overall nutrition and health.

The proof of the demand is seen in a few ways: empty display cases & shelves almost every day; many repeat clients and in a surprising statistic, over 35% of their business is outside of Sarnia. Clients in London, Michigan and even as far as Ottawa are Junior Baker devotees. One regular client even has a signature product named after her – if you want a single layer iced cake for an office birthday... ask for a 'Deb' cake. We can attest that it is delicious and the perfect, guilt free size for sharing with no leftovers to tempt.



Ontario Trillium Foundation (OTF) Outreach

On February 7, SLBDC hosted an informative session for 46 attendees from a variety of community organizations led by OTF staff Karen Kahelin, Nicole Adan and OTF volunteer, Diane Schultz. Due to the overwhelming response, we are planning a second Info Session for June 2011. This will be of great value to organizations keen to learn more about the Trillium process, and to meet personally with staff and volunteers. If you are considering a July 1st or November 1st application, you'll want to attend.

Email Beth or Tracy if you're interested in attending.

beth@slbdc.com or tracy@slbdc.com

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Small Business
Internship Program (SBIP)

SLBDC is proud to be selected as one of only 17 delivery agents in Canada to administer the SBIP; an initiative designed to expand the ability of Small and Medium Enterprise (SME) to adopt active e-commerce strategies to help their businesses thrive. The program provides funding to hire a student intern for a 12 week, 420 hour work term. Up to 75% funding is available to qualified SME's. Initial information is now live on the SBIP website at: <http://www.ic.gc.ca/eic/site/sbip-pspe.nsf/eng/home>

Interested in learning more? Email tracy@slbdc.com for the link to the April 15th webinar.

Junior Baker Continued

Trends they embraced before the curve is the resurgence of the cupcake and in full sized cakes, 'Topsy Turvy' designs like those featured on Ace of Cakes are growing in popularity. Kids' party cakes are becoming increasingly elaborate – almost in the realm of wedding cakes for complexity.

Though they're open five days per week, they work seven. When you ask what they'd wish they'd known before they started their business that surprised them was the higher than anticipated cost of utilities. Calling or stopping by the shop is still the best way to reach them to place an order for that personal touch you don't find via email.

What's next? One goal is to produce more meal ready options like gluten free, top and bake pizza crusts; Nicole is looking to host an upcoming 'cake challenge' for youth under 15 to introduce some fun decorating concepts. They will continue to support the community by giving back... they see it as a way to thank those who are supporting their business.

Success is Sweet at Junior Baker – visit them in Person at 165 Lochiel Street in Sarnia, call 519-336-0440 or email juniorbaker@cogeco.ca
You can view more online at [Welcome to Junior Baker - The Downtown Sarnia Bakery!](#)

OSEB Client Success Story:

TERRI'S DESKTOP

After 25 years in Finance and Administration in a variety of businesses, Terri (Therese) Roman was part of a major Chemical Valley layoff. Taking this as an opportunity and not a setback, Terri realized this was an opportunity to start her own business and with the support and guidance of the staff of the SLBDC through the Ontario Self Employment Benefit Program, she launched Terri's Desktop in 2005. Learning how to create a business plan, training in customer service, applicable business regulations, marketing fundamentals and how to network – all knowledge gained by participating in OSEB have helped her along the way. She still touches base periodically for guidance.

Busy professionals need to remain competitive and frequently don't have the time, interest or expertise to complete their own important bookkeeping and office admin functions. Terri takes pride in filling that niche market to help you make YOUR business run more efficiently; she has established and nurtured business and community relationships and is pleased that her clients know they can rely on her for excellent quality service delivered by an entrepreneur with integrity.

Terri is just one of SLBDC's many success stories...
She is Open for Business:

Terri's Desktop
519-542-2371
terrisdesktop@cogeco.ca

Connecting with you is important.
It's good business.
GREAT business is connecting you
with others in Sarnia-Lambton.

So... in that spirit – contact me,
Beth, to be profiled in a future
SLBDC Newsletter –and I'll take it
from there!!!
beth@slbdc.com

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