

Holiday Greetings from SLBDC



Arlene greets fans after her Keynote

*On behalf of our
Board of Directors
and staff Happy
Holidays!*

*Here's looking
forward to a
prosperous 2013
for all!*

Business Week 2013 planning will start early in the New Year.

Who would you like to see? What topics do you feel are important for our committee to explore?

Please email your feedback to tracy@slbdc.com and if YOUR suggested speaker is booked as our keynote, you'll win 2 free tickets!

(If more than one submission is received with the same suggestion, a draw for the free tickets will be held)

Thank you to all in Sarnia-Lambton who supported Business Week 2012! The programming and speakers were well received and we'll strive to do just as well, if not better in 2013. The keynote luncheon with Arlene Dickinson, presented by Libro Financial Group and supported by our community partner The Book Keeper - Arlene impressed a capacity crowd of 416 guests with her down to earth attitude and gracious charm. She described how she was approached to audition, the thought process that went into her decision to do Dragons' Den, her relationship with Kevin O'Leary and provided insight on how she decides which deals to pursue from pitchers. Her commitment to achieving a win-win result for both parties in business and her poignant description of the life and leadership lessons she learned while visiting Canadian troops in Afghanistan inspired.

Part of Arlene's talk also focused on the new entrepreneurial economy and how there can never be enough resources in a business owner's toolkit. If you haven't checked out her latest venture, YouInc.com, you should! YouInc.com is an online community of entrepreneurs with contributions from Arlene and many other entrepreneurs just like you! It's a truly interactive site with compelling content. Sign up and get engaged with others who strive to successfully run their own business while maintaining a healthy work life balance.

Social Media is an efficient way to stay connected, get the word out about your happenings, get news first and learn about ideas that make good sense for your business. It's also great for that two minute mental break from time to time! SLBDC is active on Twitter. Stay up to date with speakers, events, solid business resources and yes - a couple things just for fun!

Follow us @SLBDCteam

Money Talks. SLBDC is Listening.



A great business concept can only spring to life with the right combination of hard work, dedication and the funds to realize an entrepreneur's vision. SLBDC has funds of up to \$250K to help businesses come to life! Marilyn Morkin, proprietor of 'The Wicked Pickle' identified the lack of a deli style restaurant in Forest. SLBDC helped Marilyn scale her plans to fit her goals and with a loan in hand from us, she executed her vision and opened 'The Wicked Pickle' for business in December of 2011. With a focus on fresh ingredients, home style food at reasonable prices, Marilyn has seen great success in her new career as both a restaurant owner and a busy caterer. Happy 1st Anniversary, Marilyn. May you continue to see a growth in your clientele for many years to come.

Visit The Wicked Pickle at 50 King Street West in Forest. View her menu online at www.thewickedpickledeli.com Call 226-520-0414 or 'Like' them on Facebook.

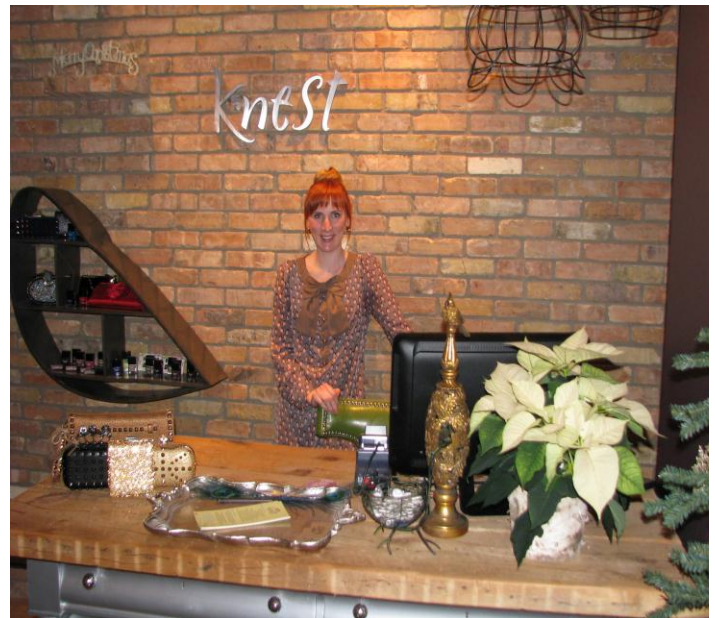
OPEN HOUSE

Each day from 10am-5pm through December 24th Forest Glen Herb Farm welcomes you to their Annual Christmas Open House.

Visit them at 8333 Glendale Drive in Lambton Shores, 'Like' them on Facebook or call 519-899-HERB (4372).

Beauty Means Business

Jess Worton came to SLBDC to explore her options for opening her own upscale full service Salon and Spa in the Bright's Grove area that would perform not only beauty services but also offer sales of complimentary beauty products. Positioning herself as a business that offers a unique blend of value and luxury that clients crave, she launched Knest Beauty Lounge in July of 2012. Out of the gate, Jess has enjoyed a stream of new clientele, business has grown steadily each month and sales have exceeded projections. This type of success proves that with a solid business concept, sound market research, business plan and the commitment to work hard to build and market effectively – a dream and vision can become reality!



Jessica Worton, owner of Knest Beauty Lounge in Bright's Grove

Interested in the Knest experience?
Call 519-908-9281 visit Knest in person at
2587 Lakeshore Road (inside Huron Oaks)
or 'Like' them on Facebook.