



m b o t

VOLUME THREE | ISSUE 3

THE THREE *I's* of a **SUCCESSFUL WEBSITE**

PUTTING THE PIECES IN
PLACE FOR SUCCESSFUL
WEBSITE BUILDING

DOES YOUR BUSINESS HAVE
AN INDIA STRATEGY?

Business trade mission opportunity inside

Mental Wellness in the Workplace | Technology Not the Only Answer for
Effective Security | An Ounce of Prevention | Podcasting in the Corporation

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Nomination Deadlines: September 10, 2008

Visit www.mbot.com for nomination information or contact Katerina Alexakis at
Tel: (905) 273-3532 or Email: events@mbot.com

AWARD RECIPIENTS WILL BE RECOGNIZED AT THE NOVEMBER 2008 CEREMONY

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Two new initiatives

I wanted to share two initiatives that your board of trade has been working on.



BUSINESS TRADE MISSION TO INDIA

India and China are seen as business powerhouses right now.

After our successful trade mission to China last year, it is important for us to continue to explore the opportunities to be gained from a venture with these emerging economies. Mississauga Board of Trade, in partnership with City of Mississauga's Economic Development Office and the Consulate General of India, will lead *Team Mississauga - Business Trade Mission to India*, taking place from **October 17-29, 2008**.

Its focus will be on introducing companies from Mississauga's business community to the vast foreign direct investment markets and significant growing economic opportunities in India. Rapidly developing sectors will be explored, including: telecommunications and information technology; financial sectors, including insurance; energy; construction and real estate; transportation, infrastructure and equipment; and automotive and aerospace.

The mission will be ten days in total, and cities to be visited include:

- Bangalore - hub for upper-end manufacturing and IT services
- Chennai - huge auto manufacturing sector
- New Delhi - huge manufacturing sector present
- Mumbai - financial capital of India

Participants can also anticipate a unique itinerary of cultural tours and sightseeing.

In late May, Mississauga Board of Trade held a press conference announcing the mission and promoting the business opportunities that exist in India. Keynote speakers included Mayor Hazel McCallion and Mr. Satish Mehta, Consul-General of India. This official launch for the mission outlined specific travel destinations, scheduled meetings and seminars.

Benefits of this trip include one-on-one business matching meetings, trade information and access to trade show and business forums. (See p.26 for more information on the advantages of travelling on this mission.)

To take advantage of the early bird discount, delegates are encouraged to register before **Friday, July 4, 2008**. To ensure a successful mission, trade delegates will be limited to **35 participants**. Updates are available on our website, www.mbot.com, or contact Policy & Government Relations Manager Lowell Rubin at policy@mbot.com.

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mbot Mission Statement

mbot is a business-to-business publication designed to provide practical information on business solutions and trends. The mission of Mississauga Board of Trade (MBOT) is to fulfill a leadership role as the *voice of business* for Mississauga's business community. MBOT aims to create an environment for Mississauga business to compete and prosper, in recognition of the simple truth that a thriving business sector contributes to the quality of life for all citizens in our community.



LAUNCH OF RIC CENTRE

MBOT is pleased to welcome a new project into its suite of programs. RIC (Research Innovation & Commercialization) Centre - will be a resource for local entrepreneurs. It will provide assistance in bringing innovative services and products to market in aerospace, advanced manufacturing and life science sectors.

RIC Centre officially launches on June 10, 2008. This new partnership is a great opportunity to bring important resources to small businesses to strengthen our local economy.

RIC Centre offers path-finding support to entrepreneurs along the treacherous road to commercialization. It is the entry point for entrepreneurs into the provincial innovation network.

Services include:

- Business support & path finding
- Scientific technical services
- Commercialization events
- Mentorship
- Virtual networking
- Seminars & workshops

RIC Centre is a not-for-profit organization created through partnership with MBOT, University of Toronto Mississauga and the Ministry of Research and Innovation. It replaces Western GTA Convergence Centre which focused on networking to strengthen links between the academic and business communities.

For more information about RIC Centre contact commercialization director Pam Banks at 905-273-3530.



Jake Dheer, 2008 MBOT Chair
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MISSISSAUGA BOARD OF TRADE urges the *Government of Ontario...*

On May 3, 2008 Mississauga Board of Trade participated at Ontario Chamber of Commerce 2008 Annual General Meeting. Delegates representing boards of trade and chambers of commerce from across Ontario debated policy resolutions supporting a competitive and prosperous business economy. Resolutions covered areas including finance, transportation, infrastructure, education and energy. This year, MBOT had two policy resolutions adopted at the AGM.

LEAVE NO ONE BEHIND: CERTIFICATION FOR WORKERS WITH INTELLECTUAL DISABILITIES

Current post-secondary programs designed to assist people with intellectual disabilities only offer rudimentary life skills training that lead to entry-level, low-paying jobs. In Ontario, there is a large segment of the population living with intellectual disabilities that has the functional capacity to achieve a higher level of education after high school. Creation of specialized programs, designed to train these individuals on specific tasks that are in high demand by the corporate community, will allow them to become more self-sustainable and increase their contributions to Ontario's economic well-being.

Mississauga Board of Trade urges the Government of Ontario to:

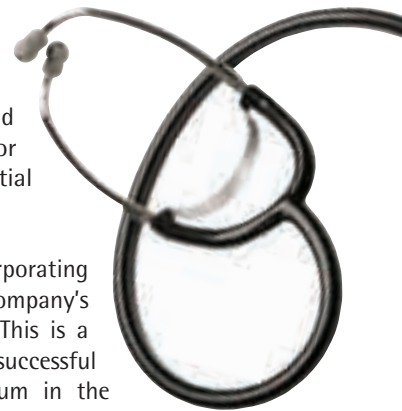
1. Take immediate steps to support certification programs designed to give workers with intellectual disabilities the skill sets that would enable them to earn self-sustaining wages.
2. Immediately work with local and federal levels of government to develop incentives that encourage the participation of workers with intellectual disabilities in these specialized certification courses, in particular co-op placement for entry-level jobs.
3. Immediately develop and support an adult education and training system that improves opportunities for adults with intellectual disabilities to increase job related skills, pursue further education and training and ultimately to enhance personal well-being and quality of life.



PROMOTING WORKPLACE HEALTH IN ONTARIO

Promoting a more comprehensive and integrated approach as the model for workplace health planning is essential for Ontario businesses.

A comprehensive approach means incorporating a range of health programs into a company's mission and strategic business plan. This is a practice increasingly found amongst successful organizations. It is gaining momentum in the political agendas at both the provincial and federal levels, including the promotion of better mental health and work-life balance. Public health departments in Ontario are mandated to assist employers, and to work with local chambers of commerce and boards of trade to implement programs and provide health resources.



"A comprehensive approach means incorporating a range of health programs into a company's mission and strategic business plan."

Mississauga Board of Trade urges the Government of Ontario to:

1. Support an approach to workplace health, including mental health, that incorporates an enhanced research and evaluation capacity that:
 - a. Identifies and builds upon best practices, and champions the establishment of a coordinated and comprehensive approach involving all stakeholders in workplace health as the most effective means of improving health in the workplace.
 - b. Actively encourages all stakeholders to collaborate on workplace health planning, implementation and evaluation, with a view to ensuring optimal use of available resources.

- c. Places an emphasis on prevention of chronic diseases (e.g. diabetes, cardiac disease, cancer and mental illness) by addressing the root cause risk factors (obesity, lack of physical activity, poor nutrition and stress).
- d. Includes enhanced health programming that can be measured and evaluated with other business performance indicators.
- e. Sets out clear standards for workplace health using benchmarking criteria set out by national/international agencies and academic centres on workplace organization and health (e.g. NQI, Six Sigma, Healthy Scorecard, Workplace Health Research Unit) and encourages businesses to actively work toward meeting and exceeding these standards by providing incentives both financial and other, possibly through the use of tax rebates to corporations.

2. Provides small businesses with access to workplace and workforce health research and information (knowledge translation), so that this transfer and sharing of information enables businesses to know which best practices to use.

3. Encourage the Ministry of Labour to work in conjunction with the Ministry of Health and Long Term Care, as well as with businesses, labour, academic research centres and other stakeholders, to support effective workplace health programs and bring them into Ontario workplaces.



SAVE THE DATE!

Canadian Chamber of Commerce has partnered with Mississauga Board of Trade to present its annual International Trade Day on Thursday, June 19, 2008 at Mississauga Convention Centre.

International Trade Day brings together the business community and senior government officials to discuss current issues and priorities in international trade and economic policy. This year's event centres on the changing foreign investment environment.

The objective of International Trade Day is to provide the business community with a better understanding of current trade-related policy issues facing Canada. The event will also serve as the venue



"International Trade Day brings together the business community and senior government officials..."

for the release of two Government of Canada international trade policy documents:

- Canada's international market access priorities; and
- Canada's state of trade in the previous year.

Canada's Minister of International Trade, the Honourable David Emerson, will be delivering a keynote address.

This is the first time the event has taken place outside of Ottawa.

Further details and registration information will be available soon at www.chamber.ca and www.mbot.com.



For further information about any of these policy notes or Mississauga Board of Trade's current policy initiatives, please contact MBOT's Policy & Government Relations Manager Lowell Rubin at 905-273-3524 or policy@mbot.com.

Stay informed on policy news with *Policy and Politics*, MBOT's bi-weekly e-newsletter. Missed an issue? Access e-Newsletter Archive at www.mbot.com to stay up-to-date on policy developments.

Building Bridges for Business

Why Maintaining Canadian Infrastructure Matters

Sponsored by:



MBOT Chair Jake Dheer, CCC President & CEO Perrin Beatty, Mississauga Mayor Hazel McCallion and OCC President & CEO Len Crispino

On March 18, 2008, Mississauga Board of Trade presented *Building Bridges for Business* Executive Luncheon, a panel discussion featuring Mississauga's Mayor and the president & CEOs of Canadian Chamber of Commerce (CCC) and Ontario Chamber of Commerce (OCC).

Each panellist stressed that the municipalities need federal government investment to upgrade their infrastructure, or Canada risks losing out on significant international trade.

Mayor McCallion, who is leading *Cities NOW!* – a national campaign to get more infrastructure funding from the federal government – emphasized that the economic success of any city is based on the state of its infrastructure. According to the Mayor, Mississauga faces a \$1.5 billion infrastructure deficit over the next 20 years and is urging the federal government to share its surpluses with municipalities. "We are very happy that the provincial government is moving in this direction...We need the federal government on board," said the Mayor.

Perrin Beatty, president & CEO of CCC spoke from the perspective of businesses across Canada. "Canada's aging infrastructure is both a priority and a concern as we move forward. Improving this vital tool is the key to improving Canadian competitiveness," noted Beatty. "Canadian businesses are facing a level of competition that's unprecedented, and the only thing we can be assured of is that we're facing less competition today than we are going to face in the future."

Beatty also stressed that a better border infrastructure management and national logistic strategy needs to be in place: "Canada has the potential to drive trade through [the country]. To do that, we need to make investments to support infrastructure, railroads, roads and the border...There is no way people will ship through Canada to Chicago if they lack confidence that they can get their goods across the border on a timely basis."

"Canada's aging infrastructure is both a priority and a concern as we move forward. Improving this vital tool is the key to improving Canadian competitiveness."

President & CEO of OCC Len Crispino also warned that "in a highly competitive global economy, infrastructure is crucial to the attraction of foreign direct investment and business expansion. Ontario is losing ground." He noted that a partnership among all levels of government is needed to address the issue of infrastructure.

According to the speakers, developing Asian countries such as China, Hong Kong, Korea and Taiwan are making huge investments in the state-of-the-art infrastructure. To stay competitive in the face of globalization, Canada needs to start investing in infrastructure.

For more information on the panel discussion, please contact MBOT's Policy & Government Relations Manager Lowell Rubin at 905-273-3524 or policy@mbot.com. ❖

Safety in the Workplace



St. John Ambulance

SAVING LIVES
at work, home and play



It is the responsibility of the employer to ensure employees are working in an environment that will protect them from injury.

Every year, serious injuries and even deaths occur in our city. Quick response by properly trained and equipped employees with the skills to recognize and provide intervention for life-threatening emergencies, has often made the difference between life and death, proving invaluable until medical help arrives on the scene.

As an organization that has been assisting Canadians for 125 years, St. John Ambulance offers employees world class training for their employees. That training includes First Aid, WHMIS, CPR and AED (Automated External Defibrillation), covering such topics as choking, shock and unconsciousness, cardiovascular emergencies, severe bleeding and poisoning. All courses must be renewed every three years in order to remain current and to enable the employee to feel confident enough to use that training when and if it should ever be required. St. John Ambulance will structure classes and course content to the individual needs of an organization. Courses are available in the workplace or in one of the up-to-date classrooms available on site at the St. John Ambulance, Matheson Blvd. location in Mississauga. All courses meet the Workplace Safety and Insurance Board (WSIB) requirements and the Canada Labour Code.

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The most important thing in real estate is location, location and location. Similarly in website building, the most important thing is information, information, information.



THE THREE *I*'s OF A SUCCESSFUL

For many small businesses, there are few dollars available for marketing purposes let alone creating the company website. So the only option for business owners is to create their own websites. But how do you create a site that "gets the click" - gets the targeted traffic that turns into paying customers? You do it by paying attention to the three I's of website building. It's just like the old real estate axiom: the most important thing in real estate is location, location and location. Similarly in website building, the most important thing is information, information, information. The way to provide visitors with first class information is to adopt a process called "CTPM" Those four letters lay out all the steps necessary to get your website noticed by visitors and search engines. CTPM has been proven over and over again to provide great results for those who apply its principles to the letter. The best thing is that there is no cost for implementing CTPM beyond the time you would normally spend building your website.

CONTENT You have to provide great information or content that other people want to read. Many business website owners automatically assume that putting their products front and

"You do not have to be an expert in graphics and programming or search engine optimization. You just have to build trust with your visitor."

centre is all that needs to be done. That may be fine if your product or service is totally unique, but that's usually not the case. You have to speak to what the visitor wants, and the way you do that is by thorough and complete keyword research. Brainstorming the keywords your visitors use to find your business niche tells you what you need to write about to attract your customers attention. Some of those keywords will be demand areas where few websites are already providing information. These are the ones you should build your niche around. There are excellent free tools for keyword research from resources such as "Wordtracker", which even offer free lessons. Just remember to keep it real, find what people are searching for and be prepared to speak to visitor needs. Your goal is to become regarded as a trusted expert in your business area through providing high quality content based on your wealth of experience.

TRAFFIC is the lifeblood of your website. Without visitors coming to your website, you are invisible. Your keyword research helps you start the traffic process by identifying high demand keywords with few other websites supplying information about them. The search engines will find this content and drive visitors

to your website. "Google Webmaster Tools" is an excellent free resource to use to see how often your pages are being indexed and judge the success of your page writing efforts. The tool even suggests new keywords that visitors are using to find your website that you might not have thought of. You can also help the traffic process along by posting regularly to popular blogs and forums that are related to your business. Setting Google "Alerts" to the keywords you discovered during your brainstorming is a great way to find relevant blogs and forums to post to. Just remember to be sincere with your posts. Simply posting your website address in unrelated blogs and forums will not get you the targeted traffic you want.

PRE-SELLING How many websites have you seen where the first thing that is displayed is some product the webmaster expects you to buy? What you need to do is pre-sell your visitor. Warm them up to your product or service by giving the information they want for free. Be honest and truthful with your visitor. Treat them like you are used to treating customers who walk into your store; be kind, helpful and try to make a good impression. All of that will build trust with your visitor and make them want to click on more of your pages. Building trust through pre-selling is ultimately how you get your visitor to come back

WEBSITE

again and again. Repeat visits are extremely important, since most visitors do not buy on the first visit, they buy on the sixth, seventh or eighth visit. That's why a monthly e-mail newsletter can be a valuable pre-selling tool because it keeps your business front and centre in the visitor's eyes.

MONETIZATION You have to provide great content, help your visitor and build trust before you try to sell them anything. Yet so many websites expect the visitor to jump at buying from a total stranger. Provide good content and build the trust factor first. Then comes the monetization aspect. Monetization describes all the things you actually sell or derive income from such as actual product listings, affiliate advertising and your company's services. Monetization can provide the small business with multiple income sources. With devices such as Google's AdSense your website can



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make income from the visitors who click on the contextual advertising on your website. Many websites make significant income from AdSense alone, especially those that focus on providing information to their visitors. The monetization is the easy part; adding it to your website is as easy as cutting and pasting new information. Monetization is always the last thing you worry about with a website, something you do after all the traffic starts rolling in.

In the end, CTPM is just common sense. Any business owner can use the technique to build a successful website be they young or old, experienced with computers or not. You do not have to be an expert in graphics and programming or search engine optimization. You just have to build trust with your visitor. So long as you present yourself in a straightforward manner and have a neat and tidy website that is not difficult to read, you are well on your way to a successful web presence. Just keep providing information, information, information. ❖

Written by Adrian Dunevein of AAA Drafting Services Inc. Adrian can be reached at 905-467-0233 or sales@aaadrafting.com.

TECHNOLOGY



NOT THE ONLY ANSWER FOR EFFECTIVE SECURITY

Wherever one looks, wherever one travels, wherever one turns, security is omnipresent. Visit any bank, airport, mall, government facility, tourist attraction, office tower or even house and you are bound to see the latest in security technology - surveillance cameras watching you every step of the way, card readers controlling access to and within the building, and/or intercom systems ensuring nobody arrives unexpected or unannounced.

I haven't even mentioned window bars, alarm systems, turnstiles, fences and fire alarm pull stations; visible security precautions many of today's facilities count on to ensure business goes on - day after day after day.

And this is just on the technology side of the physical security equation as the use of private guards by Canadian businesses is growing by leaps and bounds.



MISSISSAUGA. OUR COMMUNITY ADVANCES OUR TALENT. OUR TALENT ADVANCES YOUR BUSINESS.

Our **business** and community partners create the synergy to attract and develop exceptional talent to Mississauga. Our **talent** is the driving force propelling our knowledge sectors to excellence. With close to 4,000 companies employing approximately 40,000 information, communications and technology employees, our companies are innovators, business leaders and **community** builders. Our city's **location** offers companies a cost-competitive base with solid infrastructure in the heart of a major air, road and rail network.

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LET US ADVANCE YOUR BUSINESS.





Unfortunately for Canadian businesses, these overt and highly expensive security tools are not always enough in their daily battle to protect their facilities from intrusion, their data from attack, their staff from threats and their assets from theft.

Don't get me wrong; technology definitely helps, but my philosophy on security remains steadfast: Technology is good and it does help protect people and property, but without carefully crafted and delicately implemented security policies and procedures, "proper security" is just a pipe dream.

This emphasis on human action and the understanding of the environment one works in was really hammered home for me when I heard Stan Quintana, vice-president of AT&T Security Services, speak at a recent event in Toronto.



"Security is quite simple - it is all about managing risk. Technology has to be removed; it is difficult to manage. Security has to be met with predictive measures."

The beauty of his message was not in his discussion of the technologies and products currently being used in the security world, but in his premise: Security is quite simple - it is all about managing risk.

"Technology has to be removed; it is difficult to manage," Quintana said. "Security has to be met with predictive measures."

Sure, he discussed current security concerns relating to spyware, Internet security, firewalls, IP devices, wireless networks and Bluetooth technology, but the crux of his message was this: the time has come for businesses, regardless of size or industry, to invest the resources into developing and maintaining risk management and business continuity strategies. This involves businesses taking a process-oriented approach to security, and realizing that technology is not the Holy Grail when it comes to protecting your business 24 hours a day, seven days a week.

Quintana emphasized that security involves developing and implementing a set of policies and procedures that protect four vital elements to every business:

- 1) Revenue generation
- 2) Brand
- 3) Intellectual property
- 4) Essential services offered to customers

By keeping in mind all four elements when planning a business's daily operations and long-term success, companies can begin to explore methods to protect their bricks and mortar, their human capital, their financial investment and their irreplaceable data.

Ultimately, if you understand your assets, then you will be able to understand what you have to do to protect those assets. You can have the most sophisticated and advanced high security locks on your front door, but if you leave that door open, it really doesn't matter. ❖

Written by Paul Grossinger, editor of Security Matters Magazine. Paul can be reached at 905-370-0736 or paul@securitymattersmag.com.

MENTAL WELLNESS IN THE WORKPLACE



Mental wellness plays a significant role in our ability to function and perform in both personal and professional realms. Overwhelming stress, inadequate coping strategies and poor mental health can have ripple effects in all areas of life. Research suggests that mental wellness in the workplace is associated with high productivity, employee satisfaction, loyalty to the organization and increased efficiency. As a result, it is important to encourage an organizational culture that supports mental wellness. It is also the responsibility of individuals to take time out for self care.

EFFECTS OF POOR MENTAL HEALTH

Inundated inboxes and Blackberries have allowed employees to become overly available. Canadians are spending an increasing amount of time at work, feeling less energized, less motivated and more stressed. Stress in addition to often debilitating mental health conditions such as depression, anxiety and substance use are not uncommon in the workplace. The economic toll associated with poor mental health including absenteeism, lost productivity and benefits paid in sick time, costs the Canadian economy approximately \$33.3 billion annually. Given the costs associated with poor mental health and stress, it makes good business sense for organizations to be proactive about supporting mental wellness in the workplace.

Organizations have a responsibility to model beliefs about the importance of good mental health by setting a supportive tone and promoting an environment conducive to discussing related issues. Educational sessions, pamphlets and similar resources for management and employees alike, can aid in facilitating such discussions. Employers are encouraged to learn the signs associated with employee fatigue, poor coping and related mental health issues. Also, be knowledgeable of the services provided by Employee Assistance Programs and mental health resources in the community that employees can be directed to if necessary. When employers understand employees' needs for balance and support ideals of flexibility, family and personal responsibilities, then motivation, productivity and engagement with the organization may result.

FIRST LINE OF DEFENCE

To reduce stress and support mental wellness in the workplace, Canada's National Occupational Health and Safety suggests that organizations consider the following:

1. Employees should feel valued as integral members of the team. Recognition for a job well done is encouraged.
2. Employee workload should be reasonable. Workload should not be overly demanding, but should not underutilize individuals either.
3. Employers should support a degree of flexibility and autonomy within one's position.
4. Opportunities for career development and learning are encouraged.
5. Encouraging social support and good communication can provide opportunities to build cohesive teams and content employees.



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"Research suggests that mental wellness in the workplace is associated with high productivity, employee satisfaction, loyalty to the organization and increased efficiency."

WHAT CAN I DO?

Individual employees are also responsible for taking care of their own mental wellness while at work and in their personal lives. The Canadian Mental Health Association suggests the following helpful tips to practicing mental fitness:

1. **Laugh:** Laughter is one of the best ways to reduce stress. Share a joke or humorous anecdote with a co-worker, family member or friend.
2. **Time out:** We often get used to the fast-paced nature of the work environment. Take a moment to do some deep breathing, gather your thoughts and organize your tasks.
3. **Seek social support:** Talk to others and seek support by communicating with a trusted friend or co-worker, rather than feeling isolated in your struggles.

4. **Write it down:** Keep a journal or write your thoughts and feelings down as a way to cope with stress and gain perspective.
5. **Set personal goals:** No need to be overly ambitious. Setting small, reasonable goals may provide a sense of confidence and satisfaction.
6. **Balance:** After work, take time out to spend with friends and family or enjoy leisure activities or hobbies. ❖

Amanda Sunder MSW, is a mental health crisis worker with Saint Elizabeth Health Care, a leading provider of home and community-based health care. For more information, visit www.saintelizabeth.com.

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Annual Chair's Gala

April 18, 2008

CELEBRATING VOLUNTEERISM, DEDICATION

Mississauga Board of Trade's *Annual Chair's Gala* welcomed over 250 business leaders from Mississauga, Brampton and the Greater Toronto Area for an evening of celebration, honouring MBOT's 2007 Chair Eva Liebermann.

Mayor Hazel McCallion began the evening's formal presentations with a warm thank you to all the businesses and organizations in Mississauga that have become members and given their support to MBOT, emphasizing that, "together we can remain competitive."

Current MBOT Chair Jake Dheer then introduced the evening's honouree, Eva Liebermann. Eva is a long-time resident of Mississauga (since 1981) and is vice-president of information systems and operations at Mary Kay Cosmetics.

"Eva has contributed, very successfully, to the Mississauga Board of Trade mission," emphasized Jake, "she has participated in *Team Mississauga: Business Mission to China*, and was instrumental in bringing together large businesses for round table discussions as part of the first Big Business Brains Trust task force meeting."

Appreciative of all the praise, the evening's guest of honour was humble as she spoke: "even though it is called the Chair's Gala... really it is a celebration of the dedication and commitment of the volunteers, members, staff, Board of Directors and Executive Committee, who have tirelessly contributed their professional expertise, talent and time to elevate Mississauga Board of Trade's progress."

"It has been an honour and a privilege to represent Mary Kay at Mississauga Board of Trade. The past year has been filled with change and continuous transformation [at the Board]... and the change continues..." she stated.

Held at Mississauga Convention Centre, the event featured keynote speaker Dr. Roberta Bondar, who spoke about effective vision and leadership. Zero Gravity Circus performed an acrobatic chair routine, and Sheraton Cadwell Orchestras brought attendees to their feet with engaging jazz.

Plans are already underway for 2009's Chair's Gala, which will honour Jake Dheer of Rogers Television Dufferin-Peel. For sponsorship inquiries for the Chair's Gala or any MBOT special event, please contact MBOT Events Manager Katerina Alexakis at 905-273-3532 or events@mbot.com. ❖

Images by Lindsay Parrish Photography





Jake Dheer welcomes Mayor McCallion to the stage



Members of MBOT's Board of Directors, L to R: Jake Dheer, Louise Mitchell, Eva Liebermann, Lorrie McKee, Lisa Kember, Ellen McGregor and Joe MacInnis



Eva Liebermann addresses attendees

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Top Row, L to R: Margaret and Ray Patrick, Mary Kay Cosmetics; Jake Dheer; George Liebermann
 Bottom Row, L to R: Mary McPherson and Norma Bandler of the Credit Valley Hospital Foundation,
 Dr. Roberta Bondar, Mayor Hazel McCallion, Eva Liebermann



L to R: Mr. & Mrs. Rosario; Victor Oh, president of Mississauga Chinese Business Association (MCBA); Jake Dheer; Lilian Kwok, VP of MCBA

"Even though it is called the Chair's Gala...really it is a celebration of the dedication and commitment of the volunteers, members, staff, Board of Directors and Executive Committee..."



Mayor McCallion addresses attendees



Zero Gravity Circus



George and Eva Liebermann



Jake Dheer and Dr. Roberta Bondar present Eva with a gift for her work as 2007 MBOT Chair

Dr. Roberta Bondar speaks on effective vision and leadership





MORE

USEFUL THAN YOU THINK?

Survey suggests online networking sites capture interest of hiring managers.

Job hopefuls seeking an edge in an increasingly competitive job market shouldn't overlook online networking sites, a new survey suggests. Two-thirds (67 per cent) of executives interviewed believe professional networking websites - like LinkedIn - will prove useful in the search for job candidates in the next three years. And one in four (25 per cent) respondents cited social networking sites - such as Facebook or MySpace - as a recruiting resource they plan to tap.

The survey was developed by Robert Half International, the world's first and largest staffing services firm specializing in accounting and finance. It was conducted by an independent research firm and is based on interviews with 100 senior Canadian executives.

Executives were asked, "Which of the following technology tools do you believe will be most useful in your firm's recruiting efforts in the next three years?"

THEIR RESPONSES (*):

Professional networking sites	67%
Social networking sites	25%
Video resumes	15%
Second Life	2%
None of these	19%
Other/don't know	9%

(*Multiple responses were allowed.

"Job hopefuls seeking an edge in an increasingly competitive job market shouldn't overlook online networking sites, a new survey suggests."

"Maintaining and developing professional contacts has always been a vital job search strategy, and networking websites are another vehicle for doing so," said Max Messmer, chairman and CEO of Robert Half International and author of *Job Hunting For Dummies(R)*, 2nd Edition (John Wiley & Sons, Inc.). "Networking sites can be used to identify new career opportunities, create online profiles that highlight one's skills and experience, and build a roster of business contacts over time."

While embracing technology can be beneficial, Messmer cautioned job seekers not to depend exclusively on the digital world. "Tried-and-true methods such as networking at industry events, submitting well-written resumes and cover letters, and diligently following up with hiring managers are still essential to landing the ideal job," Messmer said. "Combining personal and online networking offers the best of both worlds." →


ROBERT HALF OFFERS THE FOLLOWING TIPS TO MAKE THE MOST OUT OF ONLINE NETWORKING:

- Craft your profile carefully. Pay as much attention to the content of your online profile as you would the information in your resume, and ensure the content highlights your professional skills, not just your personal interests. Also double-check for typos and grammatical errors.
- Ask for recommendations. Most professional networks provide space for others to comment on your work or recommend you to others. Don't be shy about asking colleagues to post on your site. These testimonials help hiring managers learn more about your experience and work ethic.
- Don't post anything you wouldn't want an employer to see. Job seekers should exercise discretion when posting personal information online. Use privacy settings effectively and make sure that any public messages or images you post don't detract from your professional image.
- Don't stop networking once you have a job. Savvy job seekers continue cultivating their networks after they secure positions. Online networks aren't just job search tools; they also help you stay up-to-date on industry trends, find mentors who can offer valuable career advice, and alert you to upcoming events and educational opportunities. ❖

"Don't stop networking once you have a job. Savvy job seekers continue cultivating their networks after they secure positions."

- Robert Half International
For more information visit www.rhi.com.

- Build your list of contacts. The more quality contacts you have, the better. Invite trusted friends and colleagues to join your network. If you see an interesting profile in one of their networks, ask them to introduce or refer you to that person.



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AN OUNCE OF PREVENTION

Really, it comes down to this when you are choosing your company's IT support, equipment and procedures. With the advances in technology also comes the dependence and therefore the helplessness that many companies experience when they do not have the right IT solution for their business.

YOU CAN HELP TO DETERMINE YOUR BUSINESS IT NEEDS BY ASKING YOURSELF THESE QUESTIONS:

What happens to my company when we have a total Internet outage?

How productive can my company be if our computers/networks crash?

What do I lose if I don't have back up and the computer/network fails?

How private or sensitive is the data I work with, and what happens if someone gains unauthorized access to that data?

Can my business survive if all of these things happen to me at once?

These are very real problems, and if they have not happened to your company yet, one or more of them will happen at some time or another. It is worth investigating your IT needs and then investing in the right solution.

Internet outage is one of the most difficult problems to predict and address, but that doesn't make it impossible. The best solution is to have both a wireless and a land-based connection, which will allow for failover on either side. There are services available for almost any budget, but if we're talking about the lifeblood of your company's business then make sure you don't cheap out. If you don't have wireless and your land-based connection goes down, there are mobile wireless services available that aren't meant to carry a full load for an extended time, but they can definitely fill the gap until regular service resumes.

Every company and every user needs to back up their files. A tape backup setup is usually an ideal solution for larger companies. Stick drives and portable hard drives can be a cost-effective

solution for smaller companies. RAID drives (Redundant Arrays of Inexpensive Disks - technology that uses two or more hard disk drives simultaneously united as one, to provide hardware redundancy) are a must have for any company - they've been around since the inception of IT, but they were prohibitively expensive until recently.

Disaster recovery (DR) is often overlooked because it is time-consuming and it can be an expensive investment. However, a DR solution is what keeps companies going when the unexpected disaster does happen. If you don't have the budget for a full DR solution, at least make sure you are backing everything up. As a bare minimum for backup, make sure you have replacement hardware in the event that your server fails. In some instances, a virtual server from Microsoft might be a viable solution as a second server.

"Providing a proper budget for IT support setup is critical; after disaster has struck, the ounce of prevention is too late, and the costs are much higher."

More and more companies are becoming aware of the various safeguards for company information. SSL encryption is vital to protecting anything Internet-related, even a basic non-confidential page. Protect your whole site: SSL certificates protect a domain so you don't save any money by excluding pages. The best way to secure a public site is to ensure your firewalls and servers are maintained with security patches and updates kept current. Use encryption and passwords internally as well; there's a good reason this is becoming a common practice.

Providing a proper budget for IT support setup is critical; after disaster has struck, the ounce of prevention is too late, and the costs are much higher. Some companies don't survive such a massive loss of critical data and time, and ultimately money. Sometimes there is no cure. In the world of IT solutions, an ounce of prevention could be worth your company. ❖

Written by Mike McFarlane, director of network infrastructure, Limitless Computer Technology Inc. Mike can be reached at 416-619-7969 or mike@lctnet.ca.



MISSISSAUGA'S TOP TECH COMPANIES

"Companies today are looking for accurate and comparable data so they can make informed, strategic location decisions."

When site selectors begin their location strategy search, they rely on current economic indicators of a city or location that includes everything from labour and employment levels, population demographics and housing, overall market conditions, land availability and transportation links.

Companies today are looking for accurate and comparable data so they can make informed, strategic location decisions. Standardized data allows for direct comparative values from one city to the next. Whether researching a city in the United States or Canada, the same parameters need to be addressed for a site selector to develop the location strategy and proposal for their client.

If there's one key industry sector that is an enabler to virtually all companies in Mississauga, it is the information, communications and technology (ICT) sector. For this reason, Mississauga's growth in this particular industry continues at a vigorous rate. Currently, the city boasts more than 4,000 ICT companies which allow us to attract and retain leading firms that cross all industry sectors. For many companies, outsourced IT companies are the backbone of their core business, allowing their company to market to the global economy.

Over the past eight years, the ICT cluster in Mississauga has grown by an unprecedented 118 per cent and increased employment in the city by 128 per cent. In fact, Mississauga has the fourth largest ICT sector in Canada.

"Mississauga is strategically positioned for ICT companies on a number of fronts. With a close proximity and time zone overlap with the U.S. market, a highly-skilled talent pool at competitive rates, and a stable, business-friendly environment..."

Mississauga is strategically positioned for ICT companies on a number of fronts. With a close proximity and time zone overlap with the U.S. market, a highly-skilled talent pool at competitive rates, and a stable, business-friendly environment, Mississauga allows companies to service its clients with a mix of local, near shore or remote resources. Companies are able to access both the Canadian market and the U.S. at competitive rates while maintaining their strong presence in their home country.



Mississauga also provides the ICT sector with a dynamic business community and innovative environment. One of the support organizations to the ICT business community is the Mississauga Technology Association (MTA). Established in 1990, it provides a networking forum for professionals in the technology sector to enhance economic and technological growth in the city.

As local, national and international companies continue to define and re-define their core competencies, they will also be examining the way in which technology supports and helps to develop their business initiatives. For some, the cost of doing business and the location value based on a city having a strong technology sector will only further showcase our city. Since Mississauga has one of the four largest ICT sectors in the country, the city is well-positioned to continue to support and expand not only the ICT companies, but all companies that count on technology to enable their business. ❖

PROVIDE ESSENTIAL BUSINESS SUPPORT

From a talent perspective to further support our ICT firms, Mississauga has a well educated talent pool with 82% of Mississauga resident workers possessing some post-secondary education. There are 10 universities and 11 colleges within commuting distance. In fact, the city's location in the Greater Toronto Area (GTA) gives it access to a labour pool of 3.1 million people.



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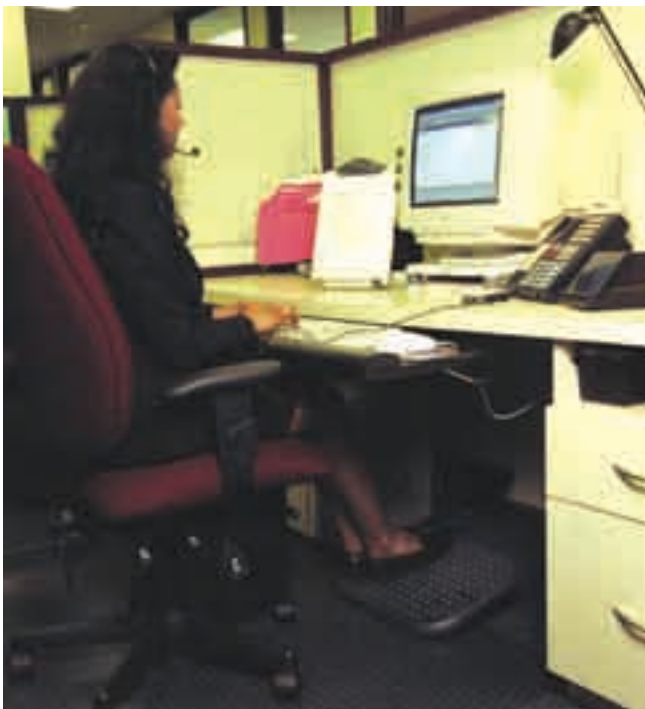


How does your office space

MEASURE UP?

Think your work station is up to health & safety standards? OSSA identifies the good and bad components of two typical work area set-ups.

- ✓ Worker is using a task light to properly illuminate the workspace.
- ✓ Phone is tilted upward so that she can see the digital display and can easily access the keypad.
- ✓ Document holder to the left of the monitor allows the worker to easily see what she is working on.
- ✓ Keyboard has been positioned at the proper angle so that wrists are not bent upward.
- ✓ Footrest ensures that the proper posture is maintained.
- ✗ Cord for the headset is running across the keyboard.
- ✗ Screen is positioned too high. It should be positioned at eye level.



- ✓ Headset allows for the worker to avoid cradling the handset between the shoulder and chin.
- ✓ Computer is set up at a 90 degree angle to the window.
- ✓ Worker is using wrist rest properly, not resting wrists while keying.
- ✗ Chair should have armrests which sit just below elbow working height and don't interfere with typing, but can be used to rest when pausing.
- ✗ Worker does not have the proper monitor and it is not set up at the proper height.
- ✗ Phone should be tilted so it is easier to see.

Reprinted from The Safety Mosaic, the quarterly magazine of the Ontario Service Safety Alliance (OSSA). OSSA is a not-for-profit health and safety consulting company providing health and safety products, training, and consulting services specifically for service sector workplaces. For more information about OSSA, please visit www.ossa.com or call 1-888-478-6772.



Once the domain of self-described techies and audio geeks, podcasting has graduated into the business mainstream. Here's a quick Q&A guide to help you understand this medium.

PODCASTING

in the corporation

WHAT'S A PODCAST?

A podcast is a multimedia file distributed over the Internet and played back on a personal computer or mobile device. Think of an audio podcast as an Internet radio show. Podcasts can also be videos, but let's stick to audio for this article.

You can listen to a podcast on your desktop or laptop computer, or while multitasking by using any portable MP3 player – while exercising, folding laundry or commuting to the office.

Increasingly, people are using iTunes to find and listen to podcasts. This is a free application from Apple that runs on Windows machines or Macs.

WHY SHOULD YOU CARE?

The human touch of audio makes podcasting an engaging communications tool that can be used to augment traditional face-to-face, print and online media – for company news, investor relations, marketing, product announcements, employee recruitment, training and more. That's why such organizations as Disney, IBM, GM and Whirlpool are producing podcasts that inform employees, educate the public and reinforce their brands.

HOW IS A PODCAST MADE?

You can create a podcast with an inexpensive microphone, audio-editing software and your computer. You'll also need a server on which to store the MP3 files, plus a syndication feed to distribute the podcast. The easiest way to generate a feed is by creating a blog online – blogging software will produce one for you automatically.

Serious podcasters often invest in higher-end equipment, but the technique for creating a podcast is the same. Some organizations handle their own recording and editing; others outsource this job.



When planning your podcast, you have to decide how to best meet the needs of your audience. Should you try a talk-show format, a more casual conversation between two co-hosts, a comment-driven show or a simple audio address from the CEO?

You also need to choose a publication frequency. Weekly? Monthly? Perhaps you can produce a series of five or 10 episodes. It's up to you.



"The human touch of audio makes podcasting an engaging communications tool that can be used to augment traditional face-to-face, print and online media..."

SO WHAT ARE YOU WAITING FOR?

Here's some advice before you start your podcast:

- Take a workshop, read a podcasting book or hire an expert to introduce you to podcasting techniques and technologies.
- Plan the topics of your first 10 shows in advance.
- Be sure to invite listener comments – and pay heed to them.
- Make friends with your IT department and be sure they understand what you're doing.
- Keep podcasting. You'll get better each time. ❖

Written by Donna Papacosta, Trafalgar Communications. Donna can be reached at 905-844-7645 or visit <http://trafcom.com>.

An advertisement for ServiceMaster Clean Green Cleaning. The background is a photograph of a clean, modern office interior with a person in a red uniform cleaning a floor. The text is overlaid on the image. At the top, it says "GREEN CLEANING" in large blue letters, followed by "For You. For Our Environment. For Our World." in a smaller font. Below that is a "GoGreen" logo with a green leaf icon. At the bottom, there are three circular icons representing different cleaning services. The text at the bottom of the ad lists "Commercial Specialty Cleaning", "Janitorial Contract Services", and "Residential Carpet and Furniture Cleaning". It also provides the phone number "866.310.0041" and the website "www.servicemaster.ca". The ServiceMaster Clean logo is at the bottom right.

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Does your BUSINESS have an *India* *strategy?*

 **TEAM**
MISSISSAUGA
Business Mission to India
October 17- 29, 2008

I've been asked why India is important for local businesses. First, India presents an enormous opportunity for trade and investment for Mississauga companies - as well as educational and health institutions. The size of the Indian market alone - over one billion people - presents many opportunities. It's been said that the growing middle-class in India is larger than the US population. The fact that English is a common language in both countries is also a desirable factor.

"India presents an enormous opportunity for trade and investment for Mississauga companies - as well as educational and health institutions."

Second, India presents potential new investment to our city. For example over the past few years, we have had six Indian-based companies establish here. They have created hundreds of jobs representing three of our four key industry sectors. These new companies include; Satyam Computers (ICT), Polaris Software (ICT), Athient Technologies (ICT), Aditya Birla (ICT), Ranbaxy (Life Sciences) and ICICI Bank (Finance).

For these reasons and many others, I am pleased to be part of *Team Mississauga - Business Trade Mission to India*. This is the fifth "Team Mississauga" international business mission; "Team Mississauga" was the brainchild of Mr. Andre Mak, President of MakVison, and a local business and community leader. His efforts, along with Mayor McCallion and the Economic Development Office, have helped put Mississauga on the map in places such as Hong Kong, China and Macao.

For international firms, Mississauga provides a cost-competitive base with solid infrastructure in the heart of a major air, road and rail network. The city is home to Canada's largest international airport and just a day's drive from one of North America's richest markets with access to 164 million consumers.

A testament to this fact is that Mississauga is the Canadian headquarters for 59 Fortune 500 and 50 Global Fortune 500 companies. In total, 109 Fortune 500 companies have some type of facility in Mississauga.

For Mississauga-based companies that are interested in expansion into India, this mission will provide very important contacts and build valuable relationships. Particularly for smaller companies, being part of this delegation can help them tap the experience of other firms who have been to these countries. They will also meet directly with key Ontario and Canadian government trade officials in those countries who will help companies to learn the 'do's and don't's' of foreign trade and expansion.

I would encourage any Mississauga company with an interest in trade or expansion in India to join us on this Team Mississauga delegation. ❖

Larry Petovello, Ec.D.
Director, Economic Development
City of Mississauga

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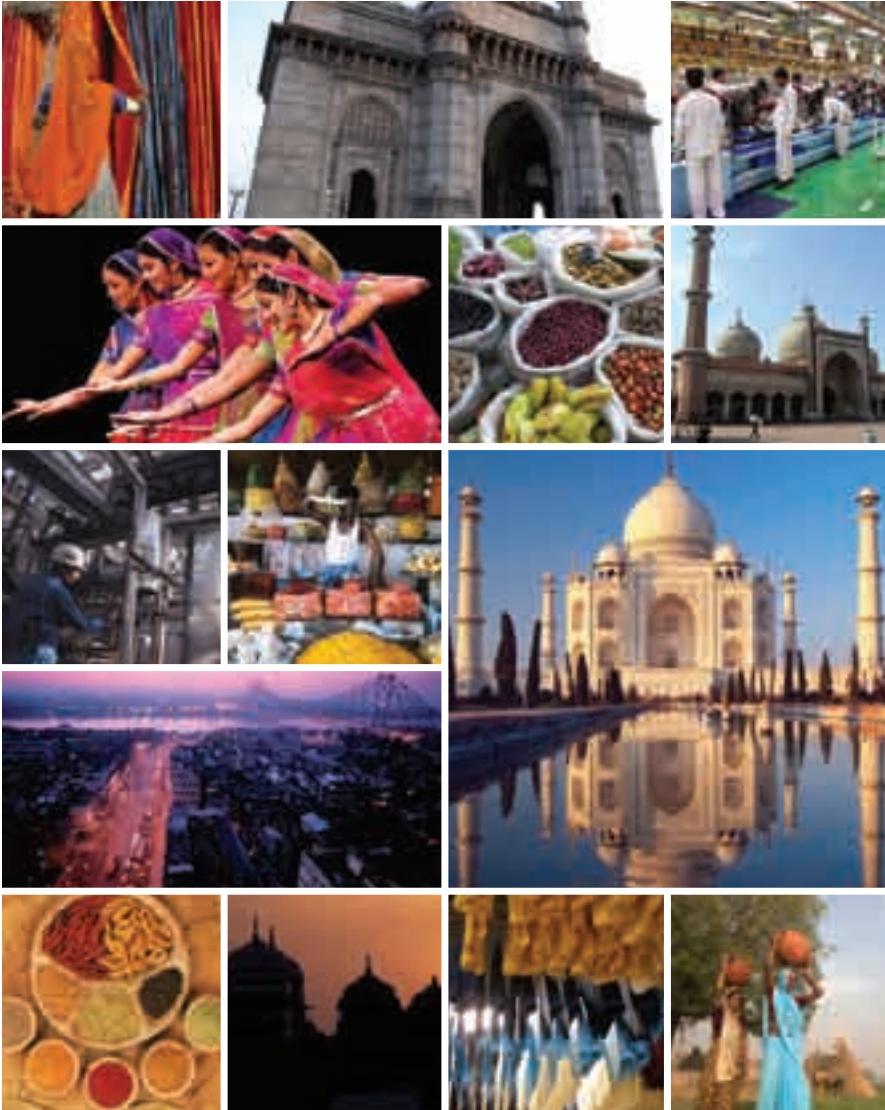


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EVENT CALENDAR

JUNE	
11	<p>GOOD MORNING MISSISSAUGA <i>Business networking before the start of the workday</i> 7:30 a.m. - 9:30 a.m. M \$14 • NM \$25 Speaker \$20 (limited number of spaces available - members only)</p>
19	<p>INTERNATIONAL TRADE DAY <i>Canadian Chamber of Commerce has partnered with MBOT to present International Trade Day, an event that brings together the business community and senior government officials to discuss international trade and economic policy.</i> 7:30 a.m. - 11:45 a.m. Keynote breakfast address by the Honourable David L. Emerson, Minister of International Trade</p> <p>To register, visit www.chamber.ca and click on Events.</p>
20	<p>EXECUTIVE SPEAKER SERIES <i>Speaker: Mr. Lloyd A. McCoomb, president & CEO of Greater Toronto Airports Authority</i> 7:30 a.m. - 9 a.m. M \$26.75 • NM \$36.75 Table of 6 M \$157.50 • Table of 6 NM \$220.50</p>
JULY	
9	<p>GOOD MORNING MISSISSAUGA <i>Business networking before the start of the workday</i> 7:30 a.m. - 9:30 a.m. M \$14 • NM \$25 Speaker \$20 (limited number of spaces available - members only)</p>
10	<p>MBOT ANNUAL GOLF CLASSIC <i>Longest running golf tournament in Mississauga</i> *SOLD OUT EVERY YEAR* 11 a.m. registration 1 p.m. shotgun start, 18 holes (scramble) Individual Tickets: \$236.25 • Foursome: \$929.25 Foursome + Hole Sponsorship: \$1,349.25</p>

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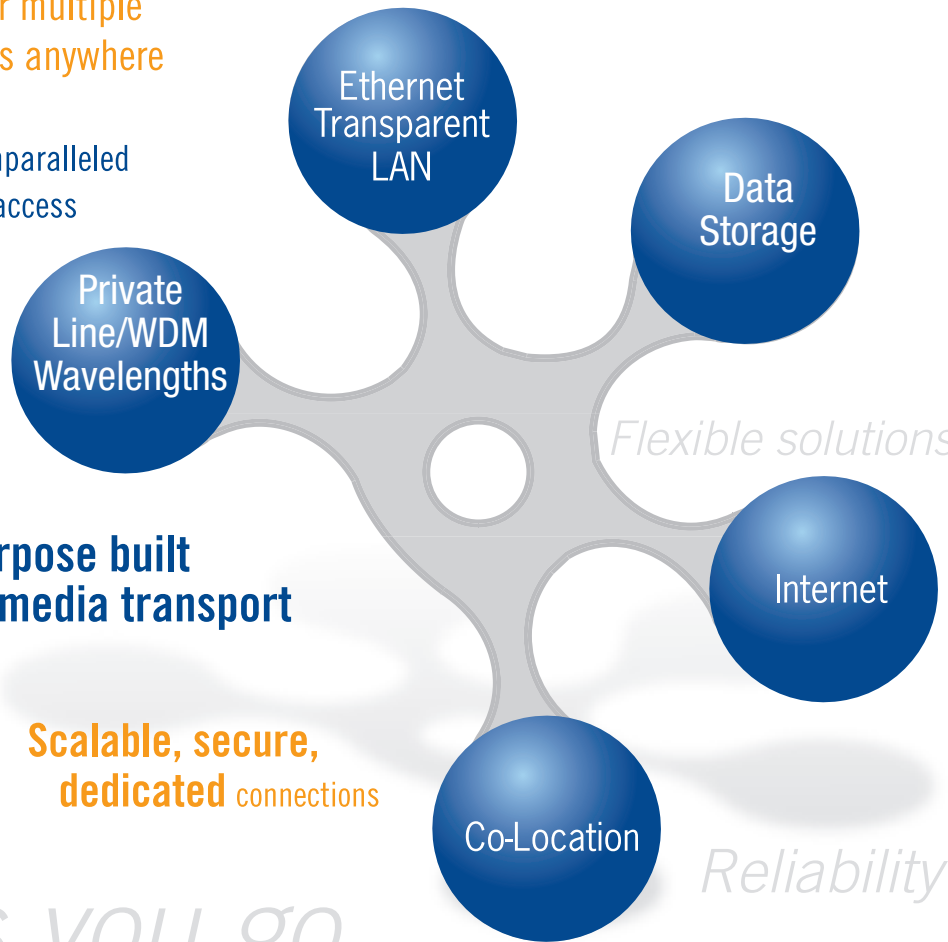
Better Broadband for Business

Connect one or multiple sites anywhere

Bandwidth on demand

Diverse Internet connections unparalleled **high-speed** network access

Industry leading bandwidth throughput



Next generation technology, **purpose built** for IP data, Voice and **multimedia transport**

Flexible solutions

Scalable, secure, dedicated connections

Grow as you go

Reliability

ONE CONNECTION. INFINITE POSSIBILITIES.