

Connected

Using the Internet

HURON SBEC

Small Business Enterprise Centre



Sponsors include:

County of Huron

www.huroncounty.ca

Huron Business Development Corporation

www.smallbusinesshuron.ca

Huron Small Business Enterprise Centre

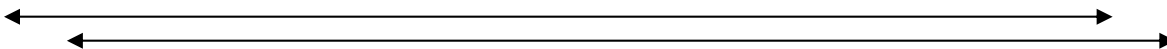
www.smallbusinesshuron.ca

Ministry of Agriculture, Food & Rural Affairs

www.omafra.gov.on.ca

Ministry of Small Business and Entrepreneurship

www.sbe.gov.on.ca



Rural Connections



The **Ontario Municipal Rural Broadband Partnership** Program is a one-time, \$10 million initiative designed to reduce broadband infrastructure gaps in Ontario.

On June 6, 2007, the Ontario government announced that it was accepting applications from municipalities in rural Ontario for the Rural Connections initiative. Thirty municipalities from rural Ontario applied to the program by the July 13, 2007 deadline, and 18 were approved for funding. Huron County included.

The majority of the funds, \$8.5 million, go directly to infrastructure costs, while the balance of the funds, \$1.5 million, was allocated to communities for outreach to promote uptake and use of the new infrastructure by residents, businesses and the community at large.

Each municipality received funding from the Ontario government for up to one third of eligible, approved project costs to a maximum of \$1 million. Municipalities, telecommunications providers, and other private partners contribute the balance of the project costs. These municipalities will work in partnership with community stakeholders and other partners to develop and implement a plan that is designed to reduce broadband gaps.

The municipalities developed detailed business and technical plans, including selecting a telecommunications service provider through a tendering process. The Ontario government would assist successful municipalities in preparing their business and technical plans.

Objectives and Priorities

- Reduce broadband infrastructure gaps in rural Ontario.
- Enable small and medium size business in rural Ontario to fully participate in the digital economy.
- Improve public access to government services and information.
- Support businesses and citizens to effectively use broadband for economic and social development.

Benefits

- Help make Ontario more productive, innovative, and competitive in the global economy.
- Enable a diversified economy in rural communities that fosters entrepreneurship and enables the growth of small and medium enterprises.
- Enhance the quality of life of people in rural areas of Ontario through improved access to multi-level government information and services, education and skills training, health care, and community and global information resources.

High speed Internet access is about to explode in Huron County!

Comcentric Networking Inc.

All of Huron County will soon have access to high speed Internet. Comcentric Networking Inc., a company made up of five local independent telephone companies, has been awarded a contract to provide the service. Comcentric is projecting an investment totaling about \$2.6 million into building and implementing the project. Almost half the county, mostly in northern Huron County, has no access to high-speed Internet. Comcentric proposes using nine existing structures-silos and feed mills, for example-as towers, and building one new tower.

Detailed Steps for Customer Ordering and Installation

The customer applies by fax, phone, online, or by dropping into our offices or the offices of our sales agents.

519-395-3800 HuronTel

519-595-8331 Mornington

519-263-2211 Tuckersmith Communications

Availability and who to call, visit www.cni.on.ca

The application is processed by our billing department and forwarded to the installer group. The installer group contacts the customer to schedule the installation date/time.

On the installation date, the installers will do a site survey to verify signal is available at the location where the equipment will be mounted. If insufficient signal is detected, alternate locations will be tested. If no suitable location is found, the installation is cancelled at no cost to the customer.

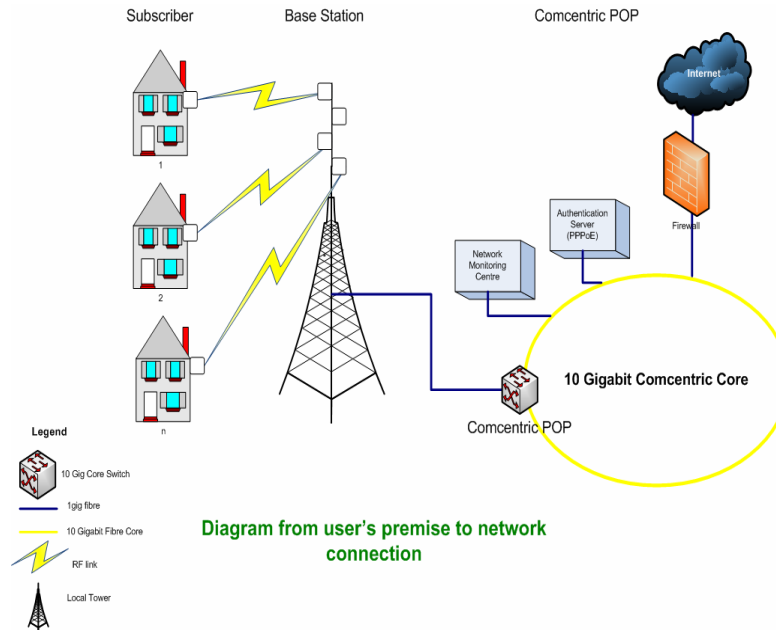
If an alternate location is found that would require additional hardware, such as a small tower or antenna extension, the customer is asked if they would like us to quote on installing the additional hardware. The installer group will contact the customer back with the quote and reschedule the installation.

The equipment is mounted and cabling is run to where the customer requests the indoor equipment be placed. All cabling is professionally installed and weather sealed. The equipment is powered on and the internet connection is tested using customer equipment if possible to ensure they can get online. If customer equipment is unavailable, a laptop will be used to test the connection.

COMCENTRIC partner companies connect wireless base stations to the internet with either wireless backhaul radios or fibre optics. These base stations are typically located within 10-15 km of your home or business community. A wireless transceiver is mounted at your house or business premises. The transceiver is a 12" square flat panel and mounts like a satellite dish. Radio waves then carry internet content at high speed to and from our radio base stations and the transceiver located at the premises.

To receive high-speed connectivity, call the local office of your service provider.

Diagram from user's premise to network connection point



Problem Identification Methods, repair procedures, during normal work hours and after hours

Technical support is available by telephone or email Monday through Friday from 8:00 a.m. to 10:00 p.m. as well as Saturdays from 9:00 a.m. to 5:00 p.m..

If the customer connection fails, initial troubleshooting over the phone will be conducted with the customer to verify connections are intact and hydro is connected.

We will also verify the customer equipment such as PC or router is working correctly.

If a problem with our equipment is determined and the equipment cannot be restored over the phone, the repair group is notified and they contact the customer to arrange site access.

If a point-of-presence equipment failure is detected, automated monitoring will notify on-call staff 24 hours per day, and immediate steps to try to rectify the situation are taken.

Outreach Activities

With funding support from the Ministry of Small Business and Entrepreneurship, the Huron Small Business Enterprise Centre developed an outreach program that featured eight Internet-related workshops during the month of March 2008.

Student Connections, a group from Wilfrid Laurier University, presented a series of four workshops entitled "E-Biz Boot Camp". As well, there were sessions on:

- High-speed Return on Investment
- Addressing Security Issues: Limiting the Risk
- Social Networking: Are you on Facebook?
- Your Website, the Face of your Business



Who uses the Internet?

And what do they use it for??

Huron County is a rural community, with three major pillars of the economy—agriculture, manufacturing and tourism. The lack of high-speed connectivity experienced in many areas throughout the county, especially in the north, has had a distinct impact on businesses. This government initiative is definitely welcome!



As we talked with local businesses about the current connectivity initiative, it became clear that many considered high-speed connectivity critical. First we asked whether or not they currently made use of the Internet in their business. Then we asked about the impact it made on their bottom line. The responses were many and varied.



That led to the development of this booklet. We wanted to illustrate how many ways a business could utilize the technology, regardless of whether the industry was service, retail, construction, tourism, manufacturing or agricultural.

The businesses profiled in this booklet were chosen somewhat at random and the Huron SBEC appreciates their co-operation. They shared their time and information freely. **Thank you all!**

Blyth Festival

A non-profit, charitable corporation, governed by a Board of Directors

www.blythfestival.com



Blyth Festival has been producing live professional theatre since 1975. As well, they offer Young Company and youth programs; a new play development program; and an umbrella organization that includes a professionally led choir, an orchestra and an art gallery co-ordinated by volunteers that hosts three professional exhibitions, one community and one secondary school exhibitions annually. They have only three full-time, but more than 50 seasonal employees. The majority of their patrons come from within Huron County.

Internet use increased dramatically in the past five years and has changed their business significantly. They use the Internet for promotional and marketing purposes; extensively for research of marketing / development activities; for competitive intelligence ... analysis of like-organizational structures; and have just started advertising (banners and buttons) on targeted sites; and recently got into promotional opportunities on social networking sites.

As well, Blyth just went online (April 2008) with a fully automated ticket system. In the past four seasons, patrons have been able to view seating plans and request tickets that were still manually sold through the box office (patron sent an email form). High speed Internet is essential to this type of programming.



Blyth uses e-mail broadcasts for promotions, press releases and many group sales initiatives. This year, actors submitted resumes and photos online for the first time, for consideration of a 2008 audition. Email has been the internal mode of communication between departments for years and is used almost exclusively by each department (artistic and administrative) for external communication.

When asked how internet use has affected their profitability, Blyth referred to a more efficient use of time in research; **increased customer service** and an expanded reach of promotional and marketing materials. However, there has been an impact on workload and time management...

The demand for immediate answers is higher, as is the availability of data for research - thereby often increasing not only work-load, but also deadlines and expectations of more detailed reports.

“Without the Internet I would not have a business in the form that I do. Having the websites as marketing tools allows customers to do research based on recommendations they have received from colleagues. Marketing and, therefore, sales happen much faster.”

Karen L. Brown

www.hipsaver.ca & www.dermasaver.ca

“The leader in hip protection”



HipSaver Canada
P.O. Box 82, Exeter, ON N0M 1S6
 1-888-771-0977

My business was always Internet based but the development of new tools has allowed us to grow and reach more people with 93% Canadian sales coming from outside of Ontario.

Sales take place by phone, fax and of course ‘online’. Having an Internet based business provides access for on line banking; government remittances; shipment progress (inbound and outbound); invoices, order forms, PO’s and product information are transmitted via email.



We conduct research on our own product niches as well as read current journals pertaining to long-term and acute care. Information is shared via teleconferencing using MSN and webcam technologies.

Since 1998, Karen’s business has been located in Exeter, Ontario

Once the in-services are available online, I’ll be able to reach facilities in locations that I might not otherwise visit as well as provide training to new staff members at facilities across the country.

Advantages of using the Internet:

Using the websites to house research documents and order forms saves time and money instead of faxing or mailing. I have found that for my business, trade shows are a waste of my time and print advertising doesn’t give me a justifiable return.

Blackberry allows me to work to some extent wherever I am and respond to customers in a timely fashion impacting how use of time shifts as the workload increases.

“High speed internet has allowed me to work outside Huron County without needing to relocate”

Jane was one of the very early users of high-speed Internet in Huron County - **HuronTel** – May 15, 2001



Focus on Vision

Find the Way

Facilitate Change

Jane Hoy Initiatives

is engaged in assisting government ministries and departments, communities, organizations, schools and workplace to initiate plans of actions by finding effective strategies and securing resources to accomplish positive outcomes

How do you currently use the Internet in your business?

- Email correspondence.
- Share resources (documents and programs)
- Provide reports and minutes directly to an agency, organization, or many committee members.
- Able to ‘send ahead’ PowerPoint presentations for training and keynote talks.
- Provide long distance training e.g. PowerPoint to Dr.s across Newfoundland/Labrador regarding bullying and the positive impact of The Virtues Project™

How has the Internet use impacted your workload and/or time management?

- √ Made communication very efficient
- √ No daily drive to a place of employment
- √ Increased the amount of time for business and personal life and responsibilities.
- √ I am able to meet deadlines right on time.....to the minute!

How do you feel the Internet use has affected your profitability?

- 37% of my income in 2007 was directly implicated by internet access. The remainder was from keynote talks and training seminars.
- I can provide reports and minutes directly to an agency, organization, or many members *with no extra cost*
- Employment is largely outside of Huron County and since there is no effective public transportation, this means an increased cost for a required vehicle that accumulates long distance mileage.

How has the use of the Internet in your business changed in the past five years?

Increased communication:

- Skype allows talking with up to nine individuals around the planet for free. Last week I was online with New Zealand and Manitoba discussing business ventures.
- The visual aspect of the webcam makes a huge difference in being able to communicate at a deeper level because of the non-verbal communication that can only happen face to face.
- I am able to provide a quick response to requests for services.
- I am able to have greater flexibility in my life knowing my hours of ‘income work’ fit into the larger picture of my service and family life.

Jane Hoy Initiatives
jhoy@hurontel.on.ca

83953 Cransford Line, Dungannon, ON, N0M 1R0
Tel: 519-529-7929 Fax: 519-529-7950

NJS Design & Party Rentals

Nancy J. Snell

RR# 1 (Hwy 4 North), 81209 London Rd, Clinton, N0M 1L0

(519) 482-5184

www.njsdesign.on.ca

In 1997 Nancy decided to leave full-time employment and take on the challenge of self-employment. NJS Design began December 1997 with 800 sq ft, as a graphic design/web development company. She also did custom wedding invitations, accessories and favours for special occasions. As time went on, customers began asking for linen table cloths and wine glasses....then backdrops, columns, centerpieces and candles and, as they say, it was the business that kept on growing! Now in 2007 they added 1,200 sq ft, to bring their building space to 2,800+ sq ft.



Serving Mid and South Western Ontario with party rentals for all special occasions, NJS Design & Party Rentals now has five full time staff at its peak rental season. Nancy is a Certified Event Rental Professional (CERP) and she identified that now only 40% of her sales today come from within Huron County. 10% of her business is international.

Since Nancy had the skill to design her own web site, NJS Design marketed on the web in 1997. But it was 2000 before Nancy created a website store. The following year, gross sales increased four-fold. In 2002, gross sales were 5x the 2000 figures and in 2003, they hit a high of 7x the 2000 sales!

When the exchange rate dropped, her gross sales dollars were impacted – not necessarily the sales numbers, but the dollars. Nancy also pointed out the shipping costs are exorbitantly high in Canada compared to the US (\$8 there, compared to \$27 here).

Nancy felt that the Internet affected her profitability through greater efficiency in the flow of paperwork. “Your website can draw clients in”, but Nancy feels “it is **personal customer service** that makes the sale.” That has proven to be her niche advantage!

Due to her location, Nancy was only recently able to get high-speed connectivity. She awaited the change *impatiently*, and welcomed it!



Hensall District Co-operative

1 Davidson Drive, Hensall, Ontario Canada N0M 1X0

Office: 519-262-3002 Toll-Free: 1-800-265-5190

www.hdc.on.ca

Hensall District Co-op is a diversified farmer-owned Ontario Agricultural Co-operative. Established in 1937, HDC is the largest independent agricultural co-operative in Ontario with 4500 members who elect 10 Board of Directors. HDC employs 300 staff members with annual sales of 200 million CDN.

The strength of the Hensall Co-op is in its 4500 members, who realize the importance of local control of a high-volume agri-business. In today's business climate, when more and more of our economy is centred in urban areas, the importance of some economic control in rural communities becomes even more significant.



Their wide variety of products and services includes:

- High quality edible bean and food grade soybeans with sales to over 40 countries.
- Hensall Global Logistics provides freight forwarding to HDC and is also a global third party logistics provider.
- They are a Southwestern Ontario supplier of diesel fuel, gasoline, furnace oil and propane.
- Crop products including fertilizer, seed, herbicides, custom application, and agronomy services. Origination of edible beans and food grade soybeans.
- The elevator is certified ISO 9002, handling edible beans, food grade soybeans, crusher soybeans, corn, and wheat.
- HDC's two production feed mills are certified ISO 9002, producing broiler, layer, swine, dairy and beef pelleted and textured feeds.

Proud To Be Farmer Owned - HDC is committed to building a consumer focused, farmer-owned agri-business with innovative people committed to excellence in a global marketplace.

HDC uses the Internet extensively in their business, and cannot envision operating without high-speed connectivity. Customer service has definitely been improved!

- HDC can check the progress of outgoing shipments for their customers, and also track incoming orders with couriers.
- During harvest, plant hours of operation are posted, for customer convenience.
- Customers check market prices on the HDC website, important in a volatile market.
- Confirmation of phone calls and messages is provided through email responses.
- With overseas accounts, there is no longer the concern of monitoring international time. Emails can be left anytime, providing more efficient customer service.

Progressive Turf Equipment Inc.

Luke Janmaat, Owner

137 West William St., Box 940, Seaforth, N0K 1W0

(519) 527-1080

Toll Free: 800-668-8873

In 1977, Luke Janmaat started Luke's Machine Shop Ltd. Over the next several years after seeing the need for trouble free, well built products, this modest agricultural repair business evolved into strictly manufacturing new agricultural products. During the summer of 1989, Luke was approached with an idea, an opportunity as well as a challenge, to design and manufacture a wide cut, multi-deck rotary mower that would meet the requirements of the Turf Sod Producer. Drawing from over ten years of hands-on repair and manufacturing experience, the first pull behind Rotary Finishing Mower, offering a 22 ft. wide cut, was introduced in 1990. It was this year that Luke's Machine Shop Ltd. became Progressive Turf Equipment Inc.

Within the next year, two more sizes were introduced for the Golf Course and General Lawn Care mowing markets, followed shortly with a line of Rear Discharge single deck, 3 point hitch mowers. Today, after several plant expansions, and with a continued commitment to reliable, low maintenance, and quality built products, new product continue to be introduced.



The future continues to offer challenges as the competitive arena widens and the demand for product improvements and new, efficient ways of maintaining turf are ever present and increasing. The commitment required to meet these challenges is held by all Progressive employees to serve the turf care industry not only now, but for years ahead.

Progressive Turf Equipment Inc. enjoys a leading position within the production, sales and service of Tri-Deck Rotary Finishing Mowers. The basic marketing strategy is to continue to offer thoughtfully engineered, low maintenance and reliable products to the Turf maintenance industry, and to continue to introduce innovative changes to existing products and to introduce new products to enhance our product lines within the three market segments. We believe that the continued management, maintenance, pursuit and growth of a solid dealer base within Canada and the USA assures our future.



To this end Progressive has dealer representation throughout Canada and 50 to 55 dealers within the USA. The commitment required to meet these challenges is held by all Progressive employees to serve the turf care industry not only now, but for years ahead.

Since they have a significant market in the USA (90%), and internationally (5%), their business must have an effective web presence. The web site illustrates individual products, complete with general features and detailed specifications, although there is no price list or online store capability.

Improved customer service was mentioned as the main impact Internet use had on their way of doing business.

- Their Operators Manual and Parts Book are both online, saving postal costs, and allowing for speedy delivery of any updates to customers.
- The timelessness of email responses makes customer contact more efficient. With an extensive overseas client base, having to coordinate when offices were open in Australia was frustrating.
- All Invoices and Purchase Orders are emailed as pdf files, rather than adding the cost of postage. Since they send out 5000 invoices per year, that is a saving of both money (\$1.50 per invoice for postage, envelop and label = \$7,500 saving) and staff time (folding, printing address labels).
- Product, and competition, research is done online since they are in a global market.
- Currency exchange is monitored every day to ensure their products remain competitive.
- The integrated software used in their business is both updated and serviced through the Internet.
- They also find it useful to be able to check the progress of both incoming and outgoing courier shipments online.



“High speed Internet is essential to the operation of our business.”

Large files could not be downloaded when they had dial-up service, and without Internet access, customer service was slower and took considerably more staff time.

Thyme Square Media

Mark & Sarah Hussey

www.thymesquare.ca

(519) 440-0908



Mark & Sarah started their web design family business in 2004 and their services now have expanded to include, along with website development, • custom graphics • cd-rom / dvd authoring • audio / video production • database programming • web hosting • international vhs / dvd transfers • radio jingles, and • soundtracks.

“Thyme Square Media is a company dedicated to assisting you in facilitating the unique marketing needs for all of your business ventures. Make your goals a reality!”

The Internet is used extensively in their business, for email correspondence, website creation, website updates, transfer of files to clients, research and training.

“I can work all over the world from my office in Goderich,” reported Mark. And they estimate that currently 5% of their business is from outside Canada. That’s a growing market. Visit their site to see an impressive variety of projects they’ve been instrumental in bringing to the Net.



The impact Internet use has had on their profitability relates primarily to savings in communication and shipping costs. “People can easily find us and that creates business”, so there has been an impact on our profitability. And being able to contact people at any time of day or night through email saves us time.

“People can easily find us, and that creates business”

Sandra Regier Photography

Sandra Regier, Owner

www.sandraregier.com

(519) 852-4892



Sandra's bio (on-line) states, "I have always loved taking photos. My love of photography grew into a business and since 2004 I've been working under my own name capturing family pictures, engagements, and weddings. I can't imagine a better job. My business has been growing in leaps and bounds and I can't wait to see what the future holds."

She specializes in relaxed, casual portraits, as well as candid shoots, and loves to capture all the little details that you work so hard to create for your big day. Sandra strives to capture people being themselves and the emotion and fun that is a part of a special event.

Four years ago she didn't have a website.... Now Sandra reported that she is almost totally web based.... "very few clients haven't been on my site – less than 1 percent. It's my sole means of communicating with potential clients. Before I meet with brides they have always viewed my site and already know they like my work. Meeting is more of a technicality. ... It's also easier for updates and product changes – people can see them as soon as you update your site."

Internet use has had a major impact on her way of doing business. All the images are hosted online and filled by a third party who then mails her the profit from sales. That eliminated the tedious work of handling the actual photos and distributing them, leaving Sandra more time to work at what she loves – taking the photos!

And she feels that the Internet has affected her profitability "immensely!!! When people can see their images right away they are keen to buy them, and usually spend more!"

As well, Internet use has impacted her workload and/or time management? "I spend a bit more time in some areas but MUCH less in others. People now expect to see new blog entries and photos on Facebook – But I no longer have to take care of print orders or meet with clients who don't already know what my work is like."



High speed Internet is an *essential* component of Sandra's business. Her site is full of photos and, without high-speed Internet, client access would be limited.



Viewpoint Bed & Breakfast

Linda & Duncan Jewell

1-866-749-3946 (Canada & US)

www.viewpoint-goderich.com

Duncan and Linda Jewell retired to Goderich and, in 2001, started a successful B&B overlooking Lake Huron. Located across from the Goderich Lighthouse, with magnificent sunset views from the front veranda, this Victorian home features one king/twin room with a four piece ensuite bathroom and one queen room with a three piece private bath. **Free high-speed wireless internet** is also available.

As well as advertising free high-speed wireless internet for their guests, they use the Internet extensively in their own business:

- Advertising
- Showing availability
- Secure on-line reservation service
- Confirmation of reservations
- Online banking
- Recipe search
- Attraction information for guests
- Theatre reservations for guests
- Researching other B&B's
- Updating software programmes



(Microsoft, accounting, reservation system, Norton security, etc.)

Their Internet use has increased significantly in the past five years since adding online secure reservation service. Profitability has also been increased due to decreased postage and telephone costs. Unfortunately, any reduction in workload due to fewer letters prepared, has been offset by the time spent with the reservation service.

And, high-speed Internet is essential to the operation of the reservation service!

Viewpoint B&B is pleased to have been reviewed and recommended by Janette Higgins' website as one of the Top 5% on "Best Places to Bed and Breakfast in Ontario."
www.bbontario.com.

The following testimonial speaks to the importance of having a Web presence.

"When I went "surfing" on the net, I certainly lucked "in". We are very impressed with your B&B. We have stayed in many on our travels and Viewpoint is the Best, without a doubt. We will return and hopefully soon. The food is absolutely outstanding. The breakfasts are divine! Thank you so much for your warm hospitality and lovely, comfortable home, which you graciously share."

J & R, Niagara Falls



Phone: 519-887-9393
Fax: 519-887-9170
Email: dorothy@barmytech.on.ca
www.barmytech.on.ca

Location:
 42659 Walton Rd.
 Walton, ON
 N0K 1Z0

Barmy Tech is an industrial sewing centre with extensive experience in a wide variety of products and fabrics. They offer quality silk screening using environmentally friendly vegetable oil based inks on customized promotional products. They also replace camper awnings, boat covers, gazebo canvas, motor home drapes or cushion covers. "We are proud to be a part of the community and if all you need is your bowling bag repaired, or a new zipper in your favorite coat we can help."

In 1992, Barmy Tech started as a family business and now has one full time and four part time employees.

***** Barmy Tech receives Manufacturing award *****

Dorothy Cummings of Barmy Tech in Walton received one of three Corporate Citizenship Awards from the Huron Manufacturing Association at the first annual Huron Manufacturing Excellence Awards in 2007.



Even though high-speed internet is *not* yet available, the Barmy Tech website, along with word of mouth, is their most effective marketing tool resulting in 97% sales coming from outside of Huron County.

Time is in high demand!

Besides the actual workload to make the product, time is dedicated to looking for potential supplies, managing accounts on line, sending invoices and accommodating increased customers expectations for product research. "High Speed will make a difference!"

The Bayfield General Store

Rosemarie Wiese, owner
25 Bayfield Main Street N, Bayfield, ON N0M 1G0
(519) 565-2210

In 2005, Rosemarie opened her store, handling Canadiana Gifts and home décor. A perfect fit for the tourist town of Bayfield, she now has two staff and an ever expanding, and changing, inventory of goods. With numerous American cottage owners in the area, it's difficult to identify the percentages of international shoppers, but her guess was 20% of her shoppers reside outside Canada.

Rosemarie uses the Internet for her banking, bookkeeping, communications, research and minor order adjustments. She currently has no website and feels that word of mouth, from a satisfied customer, is her most effective marketing tool.

Although she admits to using the Internet more and more in the past three years, and feels it is a requirement in order to operate a business today, Rosemarie feels it is an expense and a time consumer! She has high speed Internet and feels it is essential for business!



Farming & Renewable Energy

Electricity Conservation on Ontario Farms

Volume 1, Issue 8, October 2007

Electricity in the wind *(Republished with the permission of the Ontario Power Authority)*

Reducing the cost of electricity is a financial touchstone for Huron County egg farmers Carol and Bob Leeming. Their energy goal is to match their farm's electricity consumption with its electricity production.



Since 1987 Carol and Bob Leeming have used technology to build their family business. The production of corn, soybeans, wheat, oats, and eggs requires high efficiency at all levels. Wind power is one method and communication is another...**thank goodness for high-speed!** Use of the Internet provides flexible options for many business activities.

The past five years have brought changes to this business. They are able to:

- make decisions better and faster
- send a picture of a broken piece of equipment to have a diagnostic/clarify what part it is and have the right one shipped
- receive a manual via e-mail that is needed now!
- keep pace with the speed on exchange of information
- can see crop market trends as they happen, not the day after
- check on business bank account balance, pay bills on-line, receive/send invoices
- process month-end bookkeeping faster
- have a better understanding of the computer and the world-wide web
- monitor equipment (wind turbine)

Organizing email files and searching for best research websites can be time consuming. However other activities such as month end bookkeeping and payments are quicker and easier.

Carol & Bob Leeming
Route 4
Seaforth, ON
(519) 522-2248

The internet provides many marketing benefits in addition to print and television advertising and personal contact with in-store promotion. Their marketing association uses all of these effective marketing tools.



100% Pure, Certified Organic

Robinson Maple Products
RR#2 Auburn Ontario, N0M 1E0
Toll - Free: 1-866-879-0303
Fax: 519-529-3036
Email: robinmap@hurontel.on.ca

Welcome to Robinson's Maple Products

Dear Friends:

Whether it's Maple Syrup, Maple Butter or Maple gifts for family and friends or corporate gifts for clients, all of us at Robinson's (a family owned and operated farm) are committed to providing you with the highest quality Maple Products second to none. Robinson's Maple Products continues a family tradition which began in the early 1900's with Bill's grandfather, John Charles Robinson.

The Robinson's business has found it essential to have the high-speed internet to export their product out side Canada. They complete forms for the FDA and Efile all exports. As well, there is an increase in online ordering and inquiries. With such immediate access, it takes less time to complete orders.



We use the internet to order our labels and containers because we can see the actual label and colouring. This makes it much faster to approve the proofs and artwork.

High-speed also allows access to:

- online banking
- paying bills
- our accountant

“Never underestimate to value of road side signs – they work!”

iceculture inc.
A different kind of ice company!

**81 Brock Street,
Hensall, N0M 1X0**
(519) 262-3500 1-888-251-9967
www.iceculture.com

What began with a novelty product for the local wedding market 25 years ago has developed into an internationally-recognized company with fast-expanding markets worldwide. Iceculture manufactures crystal clear ice carving blocks, operates a machinery division that designs and builds equipment, tools and accessories for the ice industry - including the only fully-automatic, 3-D ice carving machine in the world, and provides ice carving services which takes specialist crews all over the world.

Icculture has been a pioneer in the development of specialized equipment and services for the ice business, introducing new technology to a traditional industry that has only just stepped into the 21st century. The company is revolutionizing ice sculpting/ ice construction making Iceculture the leader on an international stage which includes Britain, Europe, South Africa, The Middle East, Australia and New Zealand to name a few.



How did Iceculture become recognized as #1 in the world?

"... it was a calculated gamble in that the company developed an 'open door' policy and was willing to share ideas in the industry - something that had never been readily available for centuries...!"

How did Iceculture move from a \$1 million to a \$5 million enterprise?

".. nothing positive is attainable without risk. This is a great hazard in life - those who risk nothing, do nothing, have nothing and are nothing. The family was prepared to take risks and the payoff came in the form of expanded business."

Icculture created the demand!

85% of business is exported; of that, only 10% is North American – the rest is overseas. The company uses aggressive marketing by promoting its web site and attending key shows and conventions. Every opportunity is taken to profile the Iceculture name and brand so it will be associated with quality and excellence. **The use of the web site has been instrumental in obtaining new business**, as have the brightly-signed company vehicles that draw attention to the company and its web site.



Walton TranCan is Canada's #1 Motocross Race

Over 15 million impressions of combined pre-event promotion, event participation and international post-event coverage have helped to draw the largest motocross crowd in Canada (25,000+) for the past 16 years to the small Huron County town of Walton.

Extensive mass media promotion includes advertising on television, radio, billboards, internet, direct mail, print, posters, etc. plus creative co-promotions with some of the region's most successful marketers. Media coverage includes Canadian and US motorcycle magazines, regional television and radio reporting plus national TV coverage is provided by SPI's one hour broadcast on Speed, OLN, Global and the Extreme Sports Channel.

The internet is a major marketing tool for Tite Racing Promotions Inc.

- Email distribution to 7,500+ confirmed national addresses X3 plus regional PR at 1,800+ pcs
- A website presence on www.waltontranscan.ca; www.motocrosscanada.ca; and www.motoregistry.ca.
- A Facebook group and event page and a poster campaign -50,000 views targeted by region, age and gender
- Google adwords campaign ...1,952,563 views, 3,224 click-throughs
- Banner ads appearing on popular websites with click-throughs to their server
- Featured on Canadian Motocross Radio www.canadianmxradio.com live and podcast
- Coming events calendars on regional community and tourism web sites and special interest sites

Event registration and payment is also Internet enabled, with 2,000+ entries processed and tracked and \$100,000+ in on-line sales.

The Internet also has a useful sales and administration impact. Through the use of a variety of on-line tools, employees from wide spread locations are able to co-ordinate, share and have access to contacts, communications history; calendars; project management; document management; and research.

- www.waltontranscan.ca has registered 3,070,816+ hits by 59,115+ unique visitors up to October 2007
- www.motocrosscanada.ca documented 1,270,948 hits by 10,643 unique visitors in August alone
- www.motoregistry.ca peaked in one month at 2,776 unique visitors

...riders from around the globe, gather in Walton, Ontario, home of Canada's largest outdoor Motocross event, to fight for the Canadian Motocross Championship title and the right to be crowned as "The King of Walton"



Chris Lee
Walton Ontario Canada
www.waltontranscan.ca
www.motocrosscanada.ca
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Services include:

- Confidential consultations
- Assistance in developing a Business Plan
- A "Better Business Basics" evening workshop series
- SEB business planning workshops bi-monthly
- A business resource library
- The Summer Company program, encouraging in-school youth to try their hand at self-employment
- A Business Plan Competition for secondary school students

Internet Service Providers

Below is a list of Internet Service Providers (ISPs) collected as of May 2007. If you are a provider and are not listed, please contact the Huron Small Business Enterprise Centre to be added.

We do not specifically endorse or recommend any of the companies.

Bell Sympatico	www.bell.ca
Bluewater TV Cable	www.cabletv.on.ca
Everus Communications	www.everus.ca
EZ Link	www.ezlink.ca
Hay Communications Co-operative Limited	www.hay.net
Hurontel Communications Co-operative Ltd.	www.hurontel.on.ca
Kincardine Cable TV	www.tnt21.com
Mornington Communications Co-op Ltd.	www.mornington.ca
Quadro Communications	www.quadro.net
Rogers	www.rogers.com
SCS Internet	www.scsinternet.com
Tuckersmith Communications Co-operative Ltd.	www.tcc.on.ca
Wightman Telecom Ltd.	www.wightman.ca
Xplornet Internet Services	www.xplornet.com