



Network Newsletter - Issue No. 8

In This Newsletter:

Photoshop CS Series

↓ Photoshop CS Series

Advanced Program

Harness the Power of Photoshop Creative Suite - 6 week course

Executives in

\$315 if registered by August 27th

Residence Position

\$350 if registered after August 27th

Great New Products

New On Our

Website

Recommended

Reading

Become a Photoshop CS professional with this extensive 6 session training series that will enable you to create eye-popping marketing material and studio quality photos on your own. Jarron Childs B.S. Eng., B. ED, LPPO, is a professional photographer and educator in Thunder Bay who will teach you the essentials of Photoshop CS. Don't have the latest version of Photoshop CS? No problem. Jarron is very familiar with older versions and will help guide you through Photoshop CS-CS5. Visit Jarron's website - www.superiorimages.ca

Wondering what material this series will cover? [Click here](#) to view the course outline.

All workshops occur each Tuesday for 6 weeks from 6:30 pm to 9:30 pm. Additional Training Lab time will be made available.

Location: NWO Innovation Centre, Training Lab, 2nd Floor Room 2011
1294 Balmoral St., Thunder Bay

[Click here](#) to register.

↓ Advance Early Stage Innovation Program Has More Funding

Funding from the Industrial Research Assistance Program (IRAP) has once again been made available! This program provides up to \$5,000 towards the appropriate expertise and resources required to move an idea/innovation to the market place. The support can include prototype development, market research, technical feasibility, engineering and design. All projects supported through the Advance Program must be completed by February 25th, 2011 and there is a limited amount of funding available. If you are interested please contact us at 807-768-6682 or toll free 1-866-768-6682.

↓ Executives in Residence (EIR)

The Innovation Centre is looking to hire 2 to 3 entrepreneurial individuals as EIRs to work with clients on a part-time basis. Executives in Residence will bring management, marketing talent and commercialization experience to innovative growth companies in Northwestern Ontario. The position will involve working directly with 3 to 6 selected companies to bring their technology and business to the next level. This program looks to support companies with growth-focused business models that can be built into leaders in their industries. The EIRs will provide mentorship for clients in such areas as strategic planning, market planning, human resources, accounting, budgeting, fundraising, governance and other areas where the EIR has particular expertise. Applicants should have previous experience as a CEO or general manager of a high growth company, with full profit and loss responsibility and all functions reporting to them. If you are interested please contact us at 807-768-6682 or toll free 1-866-768-6682.

↓ Great New Products

Kayak Kaboose - Shawn and Brenda Whitney

Shawn and Brenda Whitney of Terrace Bay, Ontario dedicated six years to research and development before they were able to bring the Kayak Kaboose to the outdoor adventure world market in February 2009. The Kayak Kaboose is an aquatic carrier which can be

effortlessly towed behind a kayak, canoe, or personal watercraft. At 6 feet of length and 138 litres (69kg) of cargo space, its ideal for long water travels or any time an increased cargo capacity is required. The unique hitch allows the kayak to rollover without upsetting the Kayak Kaboose and also allows for the Kaboose to be brought boat side for quick and convenient on-the-water access to stowed gear. The Kaboose's brilliant and resilient red plastic shell ensures maximum visibility and enduring performance.

For more information please call (888)-825-4580 or visit <http://www.kayakkaboose.com/>

📌 New On Our Website

Over the last month we have been adding some interesting new articles to our Knowledge Bank section of our website. Check them out:

- [Human Resources Planning](#) - Interested in building a high performance team for your organization or would like to develop an effective compensation strategy? This section will answer all of your questions.
- [Financial Planning](#) - Planning an organizations finances is always a daunting task. This new section should help you organize, get you on your way to planning a financial strategy and teach you how to approach potential investors.
- [Marketing Strategy](#) - Need to rejuvenate your business and get more people in your door? Check out this section to find how to uplift your company and really get it rolling.

📌 Recommended Reading:

How to Build Business Alliances

The basic logic of a strategic alliance is often clear, but managing it can be tough. Here's how to forge partnerships that last.

By Inc. Staff | Jun 1, 2010

The basic logic of the strategic alliance -- a joint venture between two companies -- is often irresistible: It's difficult to break into new markets, and a partnership can bring instant access to new customers. "If I move into a market myself, it could take years," says Gene Slowinski, director of strategic alliance research at the Rutgers Graduate School of Management and a partner at Alliance Management Group of Gladstone, New Jersey. "If I do it with a partner, it could take months."

[Click here to for the remainder of the article.](#)

Source: *INC.com June 2010, by INC. Staff*