



Network Newsletter - Issue No. 9

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Upcoming Events

Mobile Applications: What Do They Mean For Your Business?

The velocity of mobile technology development is skyrocketing - adoption, apps and approaches to generating revenue are exploding and never before have there been as many opportunities for businesses and developers. Join [Michele Perras, director of the Mobile Experience Innovation Centre](#), in this 3 hour breakfast workshop as she presents an in-dept overview of the current mobile industry, with a focus on design practices, platforms, branding, business models and approaches to product management.

When: 7:30a.m. - 10:30 a.m. September 9th, 2010

Where: Victoria Inn, Regency Room - Thunder Bay

Cost: \$25 general admission
\$20 students and Innovation Members

Includes Breakfast and HST
To Register [Click here](#).

Got Talent?

The HR Series: Finding It, Keeping It and Knowing The Rules

The most important asset in any business is the people behind it. Having the best employees can have a profound outcome on an organization's goals and objectives. There is a big difference between having an employee that is a "real go-getter" verses an employee that is failing to reach their full potential.

The three part series will be delivered by Marilyn Owston, CHRP, CMC, who is the owner and President of TrendLine Consulting Services in Thunder Bay. Her involvement as a manager in the service sector for sixteen years lends a practical dimension to both the workshop material and presentation. Marilyn has delivered hundreds of well-received workshops and seminars on a variety of human resources topics including recruitment and selection, performance management, team development, and human rights in employment.

The series will include:

When: October 6th, 13th, and 27th (*note: skips a week*). All sessions are from 11:30 a.m. to 1:00 p.m.

Where: Innovation Centre Training Lab, 1294 Balmoral St. 2nd Floor, Thunder Bay

Cost: \$65 for all 3 sessions
\$25 per session

Includes Lunch and HST
[Click here](#) for more information about each session.

Finding It: *Key Concepts in Structured Recruitment & Selection* – October 6, 2010

Keeping It: *Key Concepts in Motivating & Retaining Your Team* – October 13, 2010

Knowing The Rules: *Key Concepts in Meeting Your HR Obligations* – October 27, 2010

To register [click here](#).

Photoshop CS Series

Harness the Power of Photoshop Creative Suite - 6 week course

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 beginning **Tuesday, September 21st**. Additional Training Lab time will be made available.

\$315 if registered by August 27th
\$350 if registered after August 27th

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 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.

Great New Products

Small Camera/iPhone Stabilizer - Cinevate

We got wind that Dennis and his crew over at Cinevate were up to something special in early January. We had a sneak peak at this mystery product that really amazed us but had to keep quiet. We now have the green light to discuss this exciting product.

[Click here](#) to continue reading.

New Look and New Content On Our Website

Come check out our newly renovated website! Candy and her team at Sencia has been working really hard to update and modernize our website. Please check it out here and give us your feedback on what you think by [Twitter](#), [Facebook](#), or [Email](#).

We have also added a large Social Media section to our website for those learning more about a particular social media application or wish to get a few new ideas on how to promote your company. A great place to start is [The Powers of Social Media](#) page that provides an introduction and has links to other articles. Please check back often because this page is a living document as in it will constantly be updated like the rest of the Information Hub.

Online Tools

Create Online Surveys Free

Have you been using SurveyMonkey or another online survey tool to conduct community surveys? A major competitor has jumped to the foreground, and may be worth a closer look. On July 6, [LimeSurvey.com](#) released version 1.90 of its online survey tool, which can be downloaded here for free! LimeSurvey not only costs less than other online survey tools, but has a number of powerful logic algorithms and statistical analysis tools that enhance its interactivity and usefulness. Based on open source software, LimeSurvey has been around in various forms since 2003, but appears to have made a major leap forward with this latest version of its software. Interested? Take a look at LimeSurvey's long list of features by [clicking here](#).

Recommended Reading:

Go-to-Market Targeting: Know the Market and Whether It Cares, Corien Kershey

"If one does not know to which port one is sailing, no wind is favourable."

By Lucius Annaeus Seneca | July, 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: Open Source Business Resource, by Lucius Annaeus Seneca