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Newsletter:***

Network Newsletter - Issue No. 18

[New Board
Members](#)

We Welcome Two New Board Members

We would like to welcome our new board members Jim Madder, President of Confederation College and Scott Gillis, Director of Business Development & Commercialization with the Thunder Bay Regional Research Institute. They will be replacing Michael Thompson and Ed Schmidtke who we thank for all their help and support over the years. We look forward to the guidance these gentlemen will bring to the Innovation Centre.

[Kayak Kaboose](#)

Testing Out The Kayak Kaboose in the Arctic

In Kayak Kaboose's recent newsletter John E Guldahl of the Norwegian Polar Institute thoroughly tests out the Kayak Kaboose in arctic near Longyearbyen, Norway; a town situated on an island 2,000 km north of main land Norway. Through his testing he notes that the Kayak Kaboose "tracks excellent with less drag compared to anything else [he has] tried."

[Greenhouse 365](#)

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[Click here](#) to read the article.

[Click here](#) for more information about the Kayak Kaboose.

An Update from Greenhouse 365

Other than some finishing touches, they have recently completed their newest GH365 Greenhouse. This project was inspired by a very inspirational lady, Traude (Karia) Wedding, who at the age of 80 is full of energy and still actively pursuing new possibilities. She is a specialist in medicinal local indigenous plants and herbs; what she refers to as "Green Medicine". She sums up her lesson in life as --"Health is wealth for a happy, content and enjoyable life".

Upcoming Events:

TEDxThunderBay is Coming to Thunder Bay

The application process to attend TEDxThunderBay is open and ready for you to apply. There are only 100 seats available for the event. Submit your application now so you don't miss this must attend event.

The purpose of this event is to inspire reinvention in Thunder Bay so we may cultivate and develop a more vibrant community - together. To inspire reinvention, TEDxThunderBay will engage the people of Thunder Bay around the spreading of ideas - so that we will cultivate positive change in ourselves and in our community.

Date: Thursday, February 16th, 2012

[Click here](#) for additional information and to apply.

B2B Sales Process

In this intensive two day workshop you will learn the entire sales process from keeping the sales funnel full, generating quality leads and forecasting sales to effectively negotiate and close a sale. Using your business model as a vehicle this three part series has the potential to be one of the best returns on investment you can make.

Tuesday, January 10th and Wednesday, January 11th, 2012

[Click here](#) to read more.

Introducing the NEW Next Level Program

This great new program infuses up to \$5,000 in funding into your company for sales and marketing, product development and business enhancement. If you are interested in this new program then contact Rick Prior by calling 807-768-6688 or rick@nwoinnovation.ca.

[Click here](#) for more information about this program.

Recommended Reading:

Why The Best Brands Eventually Leave Their Names Behind

Branding giant Joe Duffy looks at the world's most powerful brands and how they've evolved to the point of "wordlessness."

by The Sloan Brothers

In our business, we often have the opportunity to bring a new brand to life. With that comes a question we often hear from clients: "Do you do naming?" And then, "What's your process?"

[Click here](#) to view the rest of the article.

If you have information you would like to add to our monthly newsletter, please e-mail us at info@nwoinnovation.ca.

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