Message from the Executive Director

I tend to get a little reflective during the fall, and this year is no exception. You see, I have had the opportunity recently to help “process the IBDE fall intake.” That’s internal CSSD code for plenty of emailing and telephoning to all the applicants on our list.

I’ve been busy interviewing students, checking skills assessments, and rushing supplies to the post office. I’ve connected with several employment counsellors and agencies, also working hard to support as many clients as possible into IBDE.

I have also connected recently with several Business Abilities clients and heard firsthand about their aims for self-employment. I heard positive things about our coaches’ service as well, and this all leaves me feeling rather, well, “warm and fuzzy.” In that “ah-ha” moment, I clearly realized just how much my work at CSSD means to me. Let me share our vision with you:

At CSSD we believe in the capacity of individuals to achieve. If we can awaken the passion within, we can achieve almost anything.

Through research, collaboration, and thought innovation, we will be the leading provider of online training programs for people facing challenges to employment. We will be known as a compassionate organization and the destination of choice for those wanting to redefine themselves.

In our work we grow alongside our clients. This is a shared journey.

We all had a chance to contribute to the wording of our vision, and what I learned is that we all feel a little “warm and fuzzy” about our work.

Turning now to the newsletter, regular guest contributors, Alice Schoffer and Jean Oostrom, bring another wonderful dose of practicality on the one hand (Social Media for Your Business, page 6) and intense personal experience on the other (New Brain Living, page 11). Helmut Herrmann, The Internet Geographer, has returned to school and must devote his full attention to his studies, quite understandably. We’ll have to wait until the next issue to enjoy his little gemstone of a feature.

Fortuitously, Linda Bayers, Director of the Self-Help Connection in Dartmouth Nova Scotia, has contributed her article on debunking the commonly-held myths surrounding self-help groups. Thank you, Linda, for sharing your article with our readers.

Team writers include Douglas Tardif (Three Powerful Words, page 2), Mary Alton (IBDE Program Update, page 5), and Robert Long (Ask the Expert, page 14). We hope you will enjoy learning from each of them.

Under the client spotlight is Donald Barrie (page 9). Donald describes how he first heard about CSSD when attending one of our presentations. He also discusses the two key points he considers important in running a successful web design business.

A nice surprise addition is a story from Shirley Klim (How to Start a Home Based Web Design and Development Business, page 10). This is a blog entry taken from Shirley’s new blog site, which details her web design training and business planning. Several other students along with Shirley, just completing the Blogging for Business course, have listed their blogs with an invitation to you to follow them.

We have included announcements from EATI, which can provide adaptive technology, equipment, and training to eligible individuals, and Cannexus 2012, the national career development conference being held this January 23-25 in Ottawa.

Finally, now that IBDE is in full swing, I would like to extend our deepest appreciation to Selkirk College, the Vancouver Foundation, and all career practitioners and agencies and community partners. IBDE would not be where it is without your support.

As you proceed through the newsletter, do you notice our new logos? We have been using a new logo for Business Abilities for a few months, but now we have reinvented the look for CSSD and IBDE as well. How do you like the look? Let us know.

May you enjoy the peacefulness the fall can bring. Best to you in all your ventures.

Anne-Marie Edgar
CSSD Executive Director
Three Powerful Words
by Douglas Tardif
Team Leader

On your road to becoming an entrepreneur, there are three essentials: passion, creativity, and dedication. These are the building blocks that will determine your success.

Passion is the fire in your soul that propels you to make your business successful. When you exude passion, you will move heaven and earth. Whenever I speak to anyone thinking about entering the world of business, I look for their passion. Passionate people energize us, and they make us believe their dreams can become reality. Look at the most common traits of popular conference speakers—passion and charisma. They believe what they are saying and carry us along.

Creativity will play a major role in reaching your goals. You may have a great product or service to offer, but you have to reach the eyes and ears of your target market to succeed. As part of your research, learn from the success of great companies. Great companies, you will learn, first identify their niche market and then appeal to that market through their advertising. In other words, they know from the outset how to be most effective. The activity occurring within expanding social media channels and YouTube are great examples of how companies are using their creativity.

Dedication is the ugly sister of the three building blocks. Nobody likes drudgery, but every day there are mundane things you need to attend to. Few entrepreneurs love accounting, but it is a requirement in business. Keeping the office tidy, responding to emails, and answering queries can also be considered drudgery. Your success will be measured by how you handle all the mundane things. You have to be as dedicated to the ordinary parts of the business as you are to the fun parts.

As an entrepreneur, you will be moving from passion to creativity to dedication, several times a day. That’s part of the joy and challenge of being an entrepreneur. You are involved in every facet of your business, and you will derive your energy and drive as your dream becomes a reality. The common trait of all successful entrepreneurs is their joy. After all, if you are doing what you want to do, you can’t help but be happy.

So as part of your transformation to being an entrepreneur, try this simple method to remain motivated:

When you greet someone and they ask “How are you today?”
Answer with “Terrific!”
You will be energized, even if you are feeling down.
Maintain that terrific attitude throughout the day and respond with the same greeting to everyone you meet.

CSSD Announcements

Business Abilities

Start your own business from the comfort and convenience of your own home
Register today at businessabilities.ca
For more information call: 1-888-9-ASPIRE 1-888-927-7473 Ext. 1

IBDE Web Advanced Courses

Learn dynamic database design and website marketing, and become more competitive.
• PHP and MySQL Programming
• Wordtracker for SEO
• Blogging for Business

Courses running June - September 2012

Information and assistance: www.ibde.ca
1-888-9-ASPIRE Internet Business Development for Entrepreneurs

CSSD has a number of applicants on our IBDE program wait list. They are waiting for support so they can learn marketable skills that will help them achieve their financial independence!

DONATIONS
Please consider making a donation to our IBDE student support fund today! You will make a big difference in someone’s life. (Click on Canada Helps to go directly to their site.)
Debunking Myths About Self-help: Setting the Record Straight
by Linda Bayers, Director
Self-Help Connection; Dartmouth, Nova Scotia
http://www.selfhelpconnection.ca/

Even though self-help has been endorsed by the Canadian and American Medical Associations as a powerful complement to professional practice, it remains an underutilized resource for wellness, healing and recovery. Enduring myths persist about self-help and self-help groups, and these influence and shape professional endorsement and referral practices of health professionals, as well as the willingness of individuals to join a self-help group.

Based on the research literature (biomedical, psychosocial), the stories and experiences shared by self-helpers, and my own observations and experiences from working with self-helpers for the last 21 years, I offer these counterpoints in the hope they may “debunk” these myths, and set the record straight. Ironically, one most often hears these myths from professionals, and individuals who have never experienced the self-help ethos—a self-help group is a place where you get help, give help and learn to help yourself. Helping you helps me.

Myth #1: You only get what you pay for.
This notion is deeply entrenched in our social values and mores. Since self-help is free, the tendency is not to value it, or think it’s not worth anything. But we all know that you can’t always judge the value of things by what you pay. As Oscar Wilde observed about cynics, “They know the price of everything and the value of nothing.” Some people argue that “The best things in life are free.” Still others argue that it is very hard to measure or put a price tag on the benefits you get from self-help groups, like acceptance and hope. Einstein had a plaque that hung over his desk that stated (attributed by some to be Einstein himself): “Not everything that can be counted counts, and not everything that counts can be counted.”

Myth #2: He who treats himself has a fool for a patient.
This is a put down, hitting below the belt. Professional knowledge is not the only way to truth, wellness, cure, change. Self-helpers don’t provide treatment services. Rather, they provide emotional support and practical help that is not always readily available in the formal health care system—how to live with, through and beyond an illness, practical coping tips, ways to communicate with doctors, ways to negotiate the formal system and community-based services, and how to advocate for yourself. I argue that while groups are therapeutic, that is, they can have a positive effect on the body, mind, and spirit, they are not therapy groups. Nor do they profess to replace medical care or advice.

Myth #3: It’s the blind leading the blind.
Experiential knowledge comes from living with, through and beyond a particular diagnosis, disability, handicap or problem. You can’t get this knowledge from reading a book, or in a doctor’s office. Because self-helpers share/have the “everyday/every night experience of “blindness,” and learn ways to cope with their situation, they are in a unique position to lead others. Besides, the blind do a good job of leading the blind. Check out the website of the Canadian National Institute for the Blind, at www.cnib.ca.

Myth #4: You’ll get wrong information or bad advice.
You can get wrong information and advice anywhere—on Oprah, Dr. Phil, in the grocery line reading the Enquirer, or even in a doctor’s office. With information rapidly increasing on health issues, and the proliferation of web-based resources, it is getting more and more difficult to assess and balance information to make informed decisions.

Consider this “final word on nutrition and health.” It’s a relief to know the truth after all those conflicting medical studies. Don’t throw that butter and homemade red wine yet!

Diets and Dying

- The Japanese eat very little fat and suffer fewer heart attacks than the British and Americans.
- The French eat a lot of fat and also suffer fewer heart attacks than the British or Americans.
- The Japanese drink very little red wine and suffer fewer heart attacks than the British or Americans.
- The Italians drink excessive amounts of red wine and also suffer fewer heart attacks than the British or Americans.
- The Germans drink a lot of beer and eat lots of sausages and fats and suffer fewer heart attacks than the British or Americans.

CONCLUSION: Eat and drink what you like. Speaking English is apparently what kills you.

Everyone needs information. You need information from various perspectives to facilitate the process of consumer choice in selecting options. What is critical is making a decision that is right for you.
Debunking Myths About Self-help: Setting the Record Straight - continued from page 3

at the right time based on the best available information.

Wrong information or bad advice is an acceptable risk—the potential for good far outweighs the potential for harm. Most selfelpers believe that people have the innate capacity to make good decisions about what is best for them, including when to ask others for expert advice.

Groups don’t see misinformation as a major problem. Groups bring people together who have a variety of knowledge and perspectives, and the likelihood of serious misinformation going unchallenged seems to group members rather small. New information is often available faster because of the combined efforts of the group.

Members are not trying to rival knowledge of health professionals, they are trying to complement it and ensure that they are getting informed access to it. A fully informed patient (sometimes viewed as a burden by health professionals) is better equipped to face treatment and understand their medical situation.

Myth #5: You’ll compare treatment, medication and therapies. Harm will come from this comparing, or usurp the advice and power of health professionals.

We all have the right to refuse as well as the right to choose any treatment or intervention. Individuals have the right to be assertive, the right to voice our opinions without fear of retaliation or denial of services. One of the benefits of self-help is that you learn you have choices, and ways to get the courage to make needed changes. Again, a well-informed patient is better equipped to understand available, and indeed, alternative choices. If your life or health was “on the line,” wouldn’t you welcome the opportunity to not only access the best possible medical treatment, but to hear the experiences of those who have undergone a particular treatment? People are anxious to find out whatever they can that might help them get well again. They are tenacious seekers of health information. Some refuse to relinquish control of the critical decisions having to do with their care. Many question doctors because they want to understand their treatment and participate in it. As Bernie Siegal explains about such health active, health responsible consumers: “They demand dignity, personhood, and control, no matter what the course of the disease.”

Myth #6: Groups doctor bash.

While groups encourage members to tell their stories, doctor bashing is actively discouraged by most groups. Doctors flatter themselves if they think the only thing selfelpers talk about in groups is “medical treatment and information.”

Some people are happy with their doctors, others aren’t. People expect a wellness model, but the response of doctors is often a medical model, where the diagnosis or illness, and not the person, is the centre of inquiry and action. As well, professionals should be responsible for dealing with the negative experiences of patients. Maybe some complaints have merit. People question their doctors because they want to understand their treatment and participate in it, not because they want to doctor bash. People have the right to discuss, question and understand medical advice.

“People have the right to discuss, question and understand medical advice.”

Myth #7: You only get what you pay for.

People leave groups, and this is not necessarily a negative thing. Three main things happen to groups over time—they grow, they stagnate, they end. Groups accept where people are. At a SHG you make connections, and learn about a wide variety of resources and tools for recovery. You may have a goal. The group helps you to be functional, and reach that goal. Your goal might be short term. You get what you want and need, and leaving at any time is always an option.

Perhaps consumers fear that doctors are not telling them everything they know, and become enthusiastic and tireless seekers of health information. Just because consumers discuss medical advice, that doesn’t mean members aren’t mindful of health care they receive. They seek the best care available.

Sometimes you have to push to get the right information, at the right time, information you feel is right for you.

Legitimacy is not conferred by professionals, but decided on by the consumers of services. With long wait times and the lag between diagnosis and treatment, seeking information on what to do, and what to do next, is a viable option.

Linda Bayers, Ph.D. is Executive Director of Self-Help Connection, a province-wide Self-Help Resource Centre in Nova Scotia founded in 1987. She is a research associate at Dalhousie’s Atlantic Health Promotion Research Centre, and an Education faculty member at Mount Saint Vincent University. In 2006, she received a “Rebel With a Cause” Award from the Elizabeth Fry Society, honouring her work as a social justice advocate in the areas of self-help, peer support, mental health, and poverty.
Fall has arrived, and what an exciting time it has been at the CSSD! We've enjoyed another amazing run of the IBDE Web Advanced program, with the NEW “Blogging for Business” course just winding down.

All 17 advanced course students this year are graduates of prior IBDE Web Essentials intakes dating back to 2005. Each has taken this opportunity to further enhance their skills by learning dynamic database design and current web marketing strategies. In the ever-changing field of web technology, IBDE graduates are gaining key skills to remain competitive in today's e-commerce industry.

CSSD and the IBDE Team would like to extend a well-deserved “congratulations” to all Web Advanced graduates. We also encourage all program participants to add your websites to the VirtualMall. The holidays are just around the corner, and what better way to showcase your business, products, and services than by joining the VirtualMall at www.virtualmall.ca. Please contact me if you require information or assistance.

We are equally excited to welcome the new cohort of IBDE participants who have just started the IBDE Web Essentials program, now in its seventh year. Thirty-two uniquely talented individuals have joined IBDE this year, all of whom are eager to learn new technology skills and fulfill their lifelong passion. Welcome, we are very much enjoying working with and getting to know you.

We would like to thank everyone who applied for IBDE this year and for your interest. We have already started a waitlist for fall 2012 and look forward to welcoming you into the program next year!

This year’s Web Essentials program is running from October 31, 2011, until April 27, 2012. Fundamental courses in the program include Site Theory and Design, Introductory and Advanced Photoshop CS5, Dreamweaver CS5, HTML/XHTML Programming, and Website Marketing and Maintenance. Students will also be building their own e-commerce ready website during the program as their final project.

IBDE is offered completely online, and students from coast to coast have joined IBDE to study web design from their own homes. Participants reside in British Columbia, Alberta, Manitoba, Ontario, New Brunswick, and Newfoundland. As you embark on this incredible journey into the world of web technology, we’d like to wish you much success in the Web Essentials program. We are here to support and encourage you in achieving your goals!

“Success comes from taking the initiative and following up... persisting... eloquently expressing the depth of your love. What simple action could you take today to produce a new momentum toward success in your life?”

- Tony Robbins

Post-secondary education can be a very rewarding experience, not only by enriching our lives on an intellectual level, but also by expanding our interpersonal skills. Being successful in an online learning environment requires dedication, perseverance, and practicing what you've learned over and over again. We have been fortunate to see how much passion, creativity, and drive our students have within so many aspects of their lives. We are very confident that becoming a successful web developer or website owner will be easily achievable with some hard work, tenacity, and little guidance from the CSSD team.

Going “back to school” is a big transition for many adult learners, and we’d like to offer some basic tips.

**Keys to Successful Online Learning**

- Be committed to achieving your goals
- Stay motivated and enthusiastic about learning
- Maintain strong communication with staff
- Develop effective study habits
- Manage your time well and follow a schedule
- Schedule study periods for times when you can best focus
- Schedule time for study breaks
- Ask questions
- Seek help and support from your peers in IBDE
- Learn how to troubleshoot and problem solve
- Learn as much as possible, even on your own
- Develop a good eye for detail
- Maintain a quiet, organized workspace
- Rest your mind and your body
- Get a proper sleep each night
- Seek support and encouragement from your loved ones when you are feeling stressed out
- Stay positive, persevere, and love what you do!
Believe in yourself and your abilities! You can learn to do anything you set your mind to. It just takes a little hard work. The effort you are willing to put forth to advance your education and skills will always be met with rewards that are immeasurable.

Social media allows you, not only to get the word out about your business to your “community,” but it gives your “community” a way to stay better connected to you. Here are some web-based social media tips:

- **Keep your messages clear and consistent!** Ensure your messages reflect the goals and mandate of your business and business/marketing plan.

- **Don’t let your social media platform (Facebook, Twitter, blogs, website) fade away!** Look at how often other businesses update their social media. Use this as a basis for determining how often you should be updating yourself. It’s common for extremely active Twitter accounts to update on an hourly basis (during peak hours of the work day), anywhere from 1 to 5 times a day on Facebook and twice a week for websites. Either way, keep your social media tools active and useful or customers will stop using them.

- **Link your information!** Does your business have an interesting event planned? Are you having a sale or sponsoring a fundraiser in your community? Be sure to post information about these events on all your social media platforms and link them.

- **Use photos, videos, and pictures.** Sometimes the best way to generate interest is by posting a photo or video. This captures a different kind of attention than text-based updates and is often considered more exciting and interesting. It is always wise to post photos of events you have held in order to encourage greater attendance in future.

- **Avoid spamming your audience!** If you are posting more than one message a day on your social media sites, be sure to send them throughout the day rather than all at once. Websites like “Hootsuite” allow you to schedule your posts throughout the day. This is especially useful if you have little time to “keep up” with social media. Brainstorming a few posts and scheduling them at the beginning of the day can help you stay active even on the busiest of days. Remember, it’s most effective to engage with your customers as often as possible.

If you are not sure about social media or which platforms to use, sign up for some of the CSSD webinars and open forums or talk to your business coach about marketing online and using social media. The webinar speakers and business coaches are experienced professionals who can help you improve your bottom line. Also, by carefully considering the social media platforms available, you can decide which (or all) are right for you. Remember, take advantage of ALL possible resources to stay ahead of the competition.

Alice Schoffer is a graduate of the Business Abilities program and knows that a holistic approach to business is essential when living with a disability. She has been the sole proprietor of Arrowsmith Consulting for the past three years. Alice has been delivering workshops online for CSSD for nearly three years and enjoys being able to connect with participants who are following in her path of becoming self-employed. You can reach Alice by email at alschoffer@shaw.ca.
New To CSSD

JEN CALLOW, Curriculum Assistant

Jen brings an extensive background in website management, facilitation, writing, and art to CSSD. She is currently updating the content of CSSD’s business planning curriculum. Although Jen grew up in Victoria, BC, she now calls Nelson home. Through her experience of spending a year abroad in Ireland and relocating several times after that, Jen has worked at a wide variety of jobs including an ice skating coach, an administrator for a home-based music business, and a puppetry workshop facilitator, to name a few. Jen has a Bachelor of Arts in Anthropology and Women’s Studies from the University of Victoria and has worked in the nonprofit sector extensively. In addition to Jen’s love of websites and writing, she is a multi-talented artist. With a background in both the visual and performance arts, Jen is currently focused on her passion of clowning and physical theatre. She enjoys helping people laugh and truly experience their emotions, using her art and facilitation skills to lead people to connect more authentically with themselves and others.

JIM LOGGIE, Business Coach

Jim lives near Castlegar, BC, and is a relative newcomer to the Kootenay area. Previously Jim lived in Calgary and Phoenix, Arizona. With degrees in both Sociology and Physical Education from McMaster University and Business Administration from SAIT, Jim ran a fitness program in a Canadian Federal Penitentiary for five years. There, Jim worked to improve fitness levels of both inmates and staff, taught high school equivalency classes, and developed recreational programs. Jim has served in senior executive capacities with both public and private companies in the United States and Canada including positions as Vice President of marketing for American Surface Technologies and National Surfacing Manager for Little Tikes-Rubbermaid. He is one of the founders and developer of a recycled product line and has been instrumental in bringing it to market. Jim has several industry publications to his credit involving patents and new product development for portable and collapsible building structures and sound absorbent panels. As an advocate of green recycling products, Jim brings to CSSD a wealth of industry, product, sales, and marketing knowledge. Jim is a PADI certified scuba diver and has a distinguished background as a world-class amateur rower. Currently Jim completes in triathlons. He has successfully finished Ironman Canada three times.

ROBERT LONG, Business Coach

Bob recently relocated to Nelson, BC, from Alberta. He has a degree in Psychology (minor Sociology) from U of A and a law degree from the University of Manitoba. Bob has an interesting and varied background, which includes practicing small business law and owning and operating various business enterprises. He spent five years in the entertainment business, with two years managing Russell Crowe’s production company (Carey Filmworks) in Los Angeles. Bob’s most recent work has involved assisting successful business owners and high net worth individuals with succession planning and estate and trust issues. Bob has a keen interest in social causes and has been active in various community organizations. He spent two years as a business coach with the grassroots nonprofit organization, “Opportunity Works,” where he worked with marginalized individuals in their efforts to start small business ventures. Over the years Bob has developed a strong inclination to teach and has been working as a sessional instructor with MacEwan University delivering business law courses. Bob enjoys skiing and hiking, which drove his move to Nelson. He also participates in triathlons and has had good success competing in the World Master’s Games. Bob’s triathlon distance is 70.3, which he hopes to finish in under five hours one day. Camping, making films, and developing his own business ideas round out Bob’s interests.

Recent Events – Baby Sacha

During September Carina Costom, Business Coach, had to cease working quite suddenly; however, the reason for this was most positive. Carina and her partner, Martin Gould, were blessed with the birth of their baby boy, Sacha-Michael, who arrived one month early on September 15, 2011. We are so happy for Carina and Martin. Sacha is a delightful and beautiful baby.
Recent Events – Board Meeting

A nice event for us, on September 20, 2011, when the board and service team members met in Nelson, BC. CSSD has a wonderful Board of Directors.

Pictured from left to right- back row: Brad Steele, Roslyn Mooy, Dan Bauer (all Board members).
Pictured from left to right- front row: Jim Loggie (Business Coach), Anne-Marie Edgar (Executive Director), Jan Wright (Board Chair).
Not pictured: Bob Wright (Board member)

Dan takes Christian (son of Anne-Marie Edgar) for a ride on his “wheels.” So much fun!

Equipment and Assistive Technology Initiative (EATI)

The first project of the Network is EATI: Equipment and Assistive Technology Initiative. Hearing • Communication • Seeing • Mobility • Learning • Breathing

- We are able to provide funding for assistive technology and devices for people with disabilities and seniors.
- EATI can fund assessments, training and trialing for equipment and assistive technology.
- EATI has helped people to acquire assistive technology, such as reading software, electric door openers, hearing aids, power wheelchairs/ scooters, van conversions, voice recognition software, speech aids, personal guidance systems (GPS), computers and phones with accessibility features.

To be eligible for EATI, you must be:
- a person with a disability with employment related goals (or volunteer goals leading to employment)
- a BC resident, 18 years of age or older
- unemployed or employed with low skills
- ineligible for Employment Insurance
- able to demonstrate a need for assistive technology
- unable to access other funding
CSSD Client Spotlight – Donald Barrie

Donald Barrie

In 2007 Donald Barrie of Toronto, Ontario, had a hard-earned journalism degree under his belt, but he was growing increasingly discouraged from the never-ending struggle to break into the field of journalism. Hitting so many roadblocks was depressing, and Donald realized he needed to reassess his career choice.

While researching his options at Link Up Employment Services in Toronto, Donald attended a presentation given by Kay Ryan, who was there to introduce CSSD and its programs. Something sparked Donald’s interest as he recalled a prior experience with web design that he had really enjoyed.

As someone who lives with osteogenesis imperfecta, a genetic condition that involves brittle bones and limited mobility, Donald could appreciate Kay’s description of the web design field as being highly accessible. Without delay, he decided to apply for IBDE.

The IBDE program turned out to be an incredibly positive experience for Donald. He found the instructors to be very approachable and, at all times, thoroughly committed to helping the students succeed. And, although switching fields from journalism to web design was a big transition, Donald has found he hasn’t abandoned his journalism skills. He knows that web design will give him plenty of opportunity to incorporate his passion for writing into his work as a webmaster.

Donald understands just how important written presentation is to the design of a website. Some websites focus too closely on visual aspects, and Donald admits to being shocked by the poorly-written content he frequently encounters online. Such deficiencies, he feels, can leave a visitor with an amateurish impression of the site. Another concept Donald understands is the human aspect of web design and just how crucial clear communication between client and webmaster is for a website’s success.

Donald completed IBDE in 2008 and is currently working as the webmaster for www.wateronthetable.com, a website that highlights a documentary film about the protection of Canada’s water resources. He is focusing on redesigning pages for the site and developing its technical aspects. He also plans to launch his own website in 2010.

Donald believes there is no shortage of opportunity for people with a desire to enter the field of web design. As he says, “Web design gives you the flexibility to work where and when you want. It is a growing field that is continually evolving. If that is what you want to do, pursue it. It’s hard work but it will pay off.”

Employer: www.wateronthetable.com
Email: dwgbarrie@rogers.com

We like to feature your business ventures whenever we can, and we are always looking for stories from past and present participants, about their business ideas, successes, triumphs, and challenges.

Anyone can submit an article. Please send them to: newsletter@cssd-web.org
(Please include a photo if you can.)
How to Start a Home Based Website Design and Development Business
by Shirley Klim


Here is a summary of what it has taken me to go from a single stay-at-home mom to starting my own home based website design and development business.

I wasn’t really thinking about starting my own business, but, one day I was walking past the living room and a commercial on the TV caught my attention. It was a federal government incorporated organization talking about how they could help people with basic computer skills that had barriers to work outside their home become independent and start their own business. Well, when not taking care of my family I spent my spare time on the computer so I figured this sounds like the perfect opportunity for me.

- Contacted CSSD – Canadian Society for Social Development to enquire about their IBDE - Internet Business Development for Entrepreneurs program.
- Was informed of their Selkirk College Accredited Web Design and Optimization program, and the possibility of receiving a bursary to help fund the program.
- Registered and applied for a bursary.
- Application and Registration accepted and approved.
- Studied and worked hard for six months, enjoying every aspect of web design.
- Completed the 6 month program in Web Essentials, but wanted to offer more so I registered for the 5 month Advanced Web Design and Optimization Program.

- While waiting for the Advanced program to begin I started the Business Abilities program an online business planning and management program offered through CSSD.
- After the Advanced program I continued with my business planning, I ran a survey and started my first web site (pro-bono).
- Had the utmost pleasure in participating in the Selkirk College Grad 2011 Ceremonies in Castlegar, BC where I had the honour of meeting Anne-Marie Edgar the Executive Director for CSSD.
- Currently taking Blogging for Business and continue working on my business plan and my pro-bono site.
- Due to some equipment and health set backups I have to put the start of my business on hold.
- Waiting for approval of funding for new equipment.
- Will continue blogging, learning social media marketing, my business plan and keeping up on all the latest trends.

Check back regularly for updates on the progress of Starting My Home Based Web Design and Optimization Business, or follow my blog for updates on the Journey Back to Independence. I will be posting the link to showcase my pro-bono site, once it is complete.

Other Blogging for Business Students’ Blogs:

Want to learn more about fair trade or the latest environmental issues?
Follow Rita Tee’s blog and tell her YOUR ideas:
http://weepingwillowwizard.com/blog

Sewing reproduction historic clothing and costumes shouldn’t make you want to run and hide. For practical sewing tips and ideas visit Christiana Unrau’s blog http://dressingtomakehistory.wordpress.com and join the discussion.

If you want to read and/or share YOUR thoughts/feelings and ideas about societal psychological issues...
Follow Allan Heinrich’s blog and inform him of YOUR thoughts and directions that he may address: http://onlinebriefcounselling.wordpress.com/

T.O.U.ché is a blog of “Technology Oldies Unraveled” from Ché Cruikshank’s collection of years of computer hardware and software reference material. As Ché sorts through the boxes, she will create posts of the information she uncovers on DOS and early Windows technology, and help troubleshoot issues for anyone trying to resurrect retrocomputer equipment.
http://www.kleche.com/blog

Calling all BA and IBDE participants. Want to share your blog or website in our next issue? Please email details to newsletter@cssd-web.org.
A Letter to My Caregiver, from the Brain Injured Person

I thought that I would be able to handle anything that life brought my way, but this brain injury has stopped me in my tracks. There doesn’t seem to be any rhyme or reason to how my brain is reacting or recovering.

It helps to know that you are here, because it is less scary, especially when my recovery goes to that dark and lonely place where people with brain injuries seem to go.

I know it can’t be easy for you to hear some of the hurtful things I say, but it seems that sometimes the damaged part of my brain is working against me and takes over. During these times I don’t remember what I say to the people around me or how hurtful I am. Only later do I realize the hurt I have caused.

Only later do I realize the hurt I have caused.

Please know that I only show that dark side to people I really trust. I know that it probably doesn’t make it any easier, but “thank you for being there.”

Please know that I am trying my best to recover, but sometimes the “damaged part of my brain” just takes over. During these times my recovery seems to go backwards.

It might seem like I am feeling sorry for myself, but there is so much going on in my brain that I am sure there isn’t any “brain space” left for pity.

Hopefully as time passes, and I learn to recognize when “the brain has had enough” and “what is causing me to go to that dark place,” we will both be able to “relax” with recovery and start to live with “my new brain.”

Thank You, from the Brain Injured Person

Interview with a Brain Injured Person

Q: What is it like to have a brain injury?
A: Most days learning to live with my new brain is manageable as I learn to re-teach the brain the things that need relearning. There are days, however, when nothing makes sense. Those are the days that cause the most confusion for me and the people around me.

Q: What would you like people to know about living with a brain injury?
A: I wish that people would be more courageous and compassionate about what day-to-day living is like when people have brain injuries.

Q: Courageous, what do you mean by that?
A: I mean that during those times when “the brain has had enough” and “nothing makes sense” and when “damage is caused to relationships,” I wish that people would have enough courage to ask. “How are you doing?” and then listen to the answer with compassion. When I try to explain what is happening in my brain it is good for someone to just listen.

Q: When you are in that dark and lonely place, what bothers you the most?
A: What bothers me the most is that people put my actions and my reactions under a microscope and try to analyze everything. They also exclude me from the decision process, having already decided that because I have a brain injury, I am not capable of making decisions.

Q: What is the biggest frustration about living with a brain injury?
A: The biggest frustration is that the “brain” seems to be off limits to conversation. The brain injured person knows what is happening in the brain but never seems to be able to explain to people what is happening. Imagine what it would be like to live each day and experience all the real confusion about basic things. Imagine what it would be like to live without any past memories. And imagine what it would be like to perform a task one day and not be able to the next. As you can see, it takes a great amount of understanding and compassion to listen to the brain injured person about their brain injuries.
CERIC, the Canadian Education and Research Institute for Counselling, presents Cannexus12 — a bilingual National Career Development Conference promoting the exchange of information and exploration of innovative approaches in the areas of career counselling and career development.

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- Current Research, Theory & Methodology
- Employment Programs
- Ethics for Career Development Practitioners
- Mentorship & Entrepreneurship
- Marginalized Client Populations
- Aboriginal Career Issues
- Practical Applications & Innovations
- Effective Counselling & Facilitation Techniques
- Career Centre Management

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Cannexus is presented by CERIC and supported by The Counselling Foundation of Canada with a broad network of Supporting Organizations.
**Virtual Classroom Schedule** - November/December 2011

Sign up today at [www.businessabilities.ca](http://www.businessabilities.ca) or email [events@cssd-web.org](mailto:events@cssd-web.org). These sessions are available to anyone.

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**CSSD E-news Autumn 2011**

**CSSD Events Calendar**

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**NEW: Open Forum on Change – Ask the Business Coaches** - with Doug, Bob, and Jim  
Thursday, November 17 at 11:00 a.m. Pacific (2:00 p.m. Eastern)  
Have you heard about the nine things that will disappear during your lifetime? Attend this open forum to discover what the future has in store. This is your chance to ask questions about your business, share stories, and get feedback on your ideas. Business coaches will offer suggestions, answer your questions, and welcome new clients to the group. Please come prepared with questions in order to glean the most from this session.

**Nuts and Bolts of Public Speaking** - with Douglas Tardif  
Tuesday, November 22 at 11:00 a.m. Pacific (2:00 p.m. Eastern)  
You want to sell your product or service, but when you meet the potential buyer face to face you freeze up! Learn how to overcome your aversion to speaking to individuals or small groups. You will get some great tips on feeling more comfortable.

**NEW: Marketing with the Social Media or Networking Online** - with George Papazian  
Tuesday, December 6 at 11:00 a.m. Pacific (2:00 p.m. Eastern)  
Technology is opening up a wide range of networking opportunities for people, and now it’s possible to network from the comfort of home. MySpace, Facebook, blogs, websites, and Twittering are all becoming more common in the business world. In this session you will learn how to use free networking opportunities to best represent your business online. We will also address how to find key demographics for your business and how to get listed on the first page of the search engines. Are you ready?

**NEW: Open Forum on Financials – Ask the Business Coaches** - with Doug, Bob, and Jim  
Thursday, December 8 at 11:00 a.m. Pacific (2:00 p.m. Eastern)  
Do financials scare you? Don’t worry, our business coaches are here to explain them to you step-by-step in this Financials 101 forum. This is your chance to ask questions about your business, share stories, and get feedback on your ideas. Business coaches will offer suggestions, answer your questions, and welcome new clients to the group. Please come prepared with questions in order to glean the most from this session.

**Business Start-up Costs** - with Douglas Tardif  
Tuesday, December 13 at 11:00 a.m. Pacific (2:00 p.m. Eastern)  
Do your eyes glaze over when you read about business start-up costs? This informative webinar will remove the jargon and explain in straightforward terms the start-up costs that businesses typically encounter.

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We look forward to seeing you in a virtual classroom session soon!
Ask the Expert: Financial Projections

Q: If I do not need financing or a bank loan to start my business, why must I include a financial component in my business plan?

A: This is a question I hear quite frequently. Quite simply, without a financial component, you will not have a proper business plan. You need to know whether or not your venture has a good chance of success before committing yourself.

The primary purpose of the financial component is to guide you in successfully operating your business. In particular, while preparing your financials you will have to focus in and consider all aspects of your business and remain focused on your goals. Other advantages include:

1. A monthly compilation of all known costs, over time, will indicate the revenue necessary to support these costs, plus a profit. This leads to the question of whether or not this revenue number is reasonable. If not, it may cast doubt on the viability of the venture itself. The business plan is a vital management tool that enables the manager to anticipate situations before they become problems—or worse yet, emergencies.

2. Completing the financial worksheets will give you a general understanding of common financial statements to improve the day-to-day tracking of your business’ progress. The three most important financial statements are the:

   a) balance sheet,
   b) income statement, and
   c) statement of cash flows.

Working through Module 7, “Financial Planning,” on the Business Abilities website, is an excellent way to examine your business concept and learn more about your product or service and the marketplace.

Good luck!
Robert Long; B.A., L.L.B.
CSSD Business Coach

Send your question to Ask the Expert at newsletter@cssd-web.org, and we will try to answer it in our next edition.

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