BLUE SKY NET
ONTARIO • CANADA
Blue Sky Economic Growth Corporation

Tech -Talk
Volume:1 Edition:1

Resources for Businesses

Thursday August 22nd, 2013

What is Tech -Talk?

Tech-Talk is published by Blue Sky Net, with the purpose of increasing knowledge, sharing ideas, and generating excitement about E-Commerce and technical opportunities that exist for small businesses in Northern Ontario.

The global economy is rapidly evolving. Most businesses are no longer competing with other local businesses in their industry. Instead, the entire industry is competing on a provincial, national or global market. This evolution of the business environment has changed the way small business owners should approach their relationships with other local businesses. Instead of viewing the others in our local communities as competition, we should be viewing them as allies. Many businesses in Northern Ontario share common challenges, which with proper communication, can be overcome much more easily as a community, rather than a group of individuals.

You might be thinking that you already have your E-Commerce strategy set up for your business and therefore don't need to make any improvements. You might also be thinking that most businesses are more advanced than yours, and when it comes to E-Commerce, you don't have anything of value to add to this community. To each of these groups I will leave you with some food for thought.

Technology can be compared to a downward escalator. Even those at the top must continue to progress to avoid finding themselves back at the bottom. So for those of you who have a handle on technology now, don't let that get in your way of continuing to improve. Tech -Talk is a good place to start.

This issue of Tech -Talk includes a fair amount of housekeeping information, so less space was available to dedicate to some of our hot business topics. However, we do have some valuable and interesting links included in the section below. Another regular section in Tech -Talk that you can look forward to will be our featured BEAM recipient of the month. All businesses featured in this section have recently completed a BEAM project with Blue Sky Net, and a link to their new website will be provided for you to go check out their new virtual home. This months featured business is The Engraving Shoppe. At the end of each volume of Tech -Talk we will also give you a glimpse into the future, as we will disclose the future subjects for upcoming Tech -Talk editions. Make sure to keep your eyes peeled for the ones that suit your needs.

Free Online Resources

Check out the "Resources for Businesses" section of our website @ http://www.blueskynet.ca/for-businesses. Here you will find free materials such as E-Books and links to get information on topics such as "Profiting From Technology" and "Social Media for Businesses" just to name a couple. Don't forget to browse the rest of our website for more information on Blue Sky Net's current projects, including BAIMAP (Broadband & Associated Infrastructure Mapping & Analysis Project), BEAM (Broadband for E-Business And Marketing), or our Municipal GIS partnership project.
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A Note From Our Executive Director

It has been such a pleasure to work with all of our BEAM clients. We are grateful to FedNor for their continued support of Economic Development in Northern Ontario and for their support for the BEAM program. Watch for more great opportunities in each issue of Tech Talk.

Yours in success,
— Susan Church

BEAM Recipient of the Month

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Upcoming Volumes of Tech -Talk

The topics for the next issues of Tech -Talk will be listed here. Make sure to look here for upcoming topics that might be of help to you and your business. Also feel free to contact us to suggest future ideas you would like to see discussed.

8/22/2013
SEO - What it means and why it matters.

9/19/2013
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