

# **The 100 Mile Client Roster**

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# **This talk is a How To...**

- define and achieve success
- create self-sufficient clients who still pay you money
- manage expectations
- attract new clients by distinguishing yourself from your competitors
- spread the ethos of free and open source software into the business world.

**You need to define success**

# **my definition of success:**

communities of all kinds are enabled to maintain  
vibrant and productive interaction using FOSS tools  
and open business practices

# **A lesson from Nancy**

# **A lesson from FOSS**

**Give your best service away:  
For Free.**







**FAIL**





**jack o' lantern: 2040 feet**



# The 100 Mile Client Roster



photo credit: melissamaples

# **Client User Groups**

Linux User Group + Chamber of Commerce

# Free Help Nights

- B2B tech support
- Co-opetition
- Fewer small invoices (for you)
- Bigger picture thinking (for them)

# **Businesses in the Client User Group**





# MEMORY GARDEN RETREATS



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## Working With Intentions

New adventures keep arriving on my path. I have decided to trust my decisions about how I respond to the circumstances, opportunities and challenges. I can do that better now that I understand more about intentions. I guess I thought setting intentions was much like setting goals -- lots of planning, list making and checking it all off.

Over the last three years of grieving, I accepted one project (activity) after another. This has certainly kept my life full, productive and positive. So when I ask the question "what is my intention with all these busy choices", I wondered, at first, if it was a way to avoid dealing with the grief. The wisdom came when I changed the question to "What do I want out of life?" The new question brought me more clarity. I realize how all the "activity choices" have given me a deeper understanding of my true intentions. Through them I



### Calendar Quotes

You miss 100% of the shots you never take.

— Wayne Gretzky

**[www.memorygardenretreats.com](http://www.memorygardenretreats.com)**



# The Ginger Press

Giving Voice to Community

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## The Ginger Press

Located in downtown Owen Sound since 1984, The Ginger Press is a bookshop, a café and a publishing house. The Ginger Press is an exuberant centre in a thriving literary and creative community. Readers and writers gather in this comfortable environment to exchange ideas, discuss their latest projects and connect over books.

## The Shop

848 2nd Ave East  
Owen Sound, Ontario  
9:30 - 6:00 Monday - Friday  
9:00 - 4:00 Saturday

Contact

## Roses in December: A Biography of Eddie Sargent by Patty Belle Sargent

On July 29, 1987, Premier David Peterson and his cabinet met in Owen Sound at the invitation of MPP Eddie Sargent. The Premier declared it Eddie Sargent Day across the province in recognition of the longstanding feisty member from Grey-Bruce Riding.

On July 29, 2008, The Ginger Press launched *Roses in December: A Biography of Eddie Sargent* written by his daughter Patty Belle Sargent. Based on Eddie's notes, tape recordings, newspaper clippings and the anecdotes of family and friends, this book reveals the strengths and sorrows of a remarkable man. Elected as Mayor of Owen Sound in 1948 (known affectionately as the "Boy Mayor"), Eddie served the voters of the area for many decades as a municipal and later provincial politician. He shaped his community with his prodigious energy; although not all of his ideas panned out, the city is left with a positive legacy of projects he conceived and supported, including Owen Sound's non profit housing for seniors and the annual Across the Bay Swim (to take place on August 10 this year).

[www.gingerpress.com](http://www.gingerpress.com)

## Welcome

Enjoy the relaxing ambiance of our newly renovated studio with hardwood floors, exposed brick walls, gas fireplace, tin ceiling and soft lighting. Nurture your spirit as you unwind body and mind in our [yoga classes](#) guided by [professional instructors](#).

## Grand Opening

Thank you to everyone who attended our grand opening celebration in January.



## Search

 

# www.trilliumhealingarts.ca



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Thank you to the Trillium Foundation for their generous support of the Weaving Our Community Conference.

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## Welcome

End Abuse Now is the website of the Grey Bruce Domestic Violence Coordinating Committee. It provides information, resources and link for all members of the community on abuse and how we can work together to end it. We are always interested in your questions, feedback or ideas on how to make families, relationships and our communities safe and strong. [Contact us](#) or look for ways to work within your circle of friends and family to end abuse now.

## Weaving Our Communities Conference Report January 2008

The outcomes, action items and next steps from the Weaving Our Communities conference that was held in September 2007 are presented in this report.

We will be evaluating community action and plans for action that are underway since the September conference that brought 165 people

### Events

« August 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
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**www.endabusenow.ca**





*Buy local for global change*

## *The 100 Mile Market*

### Navigation

➤ **About The 100 Mile Market**

➤ **Primary Producers**

➤ **Contact Us**

## *About The 100 Mile Market*

The 100 Mile Market is a small town market in Meaford selling locally produced food and artisan products. Foods on offer include grains, flours and cereals from Desboro's Grass Roots Organic, apples from Meaford-area orchards, and locally produced meats, including beef, red veal, pork, lamb, free range chicken, elk, bison, emu, fresh/smoked/frozen fish, honey and preserves. There is also local organic yogurt and ice cream from Mapleton's and artisan cheeses.

**[www.the100milemarket.com](http://www.the100milemarket.com)**



## marketside food shop and café

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We at MarketSide invite you to enjoy the foods and flavours of the region, prepared in our kitchen daily. Eat in or take out.

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519-371-7666

### From The Front Burner

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# www.marketside.ca





# Shane Jolley

Deputy Leader

## green

Party of Ontario

[Shane's Blog](#) [Green Party of Ontario](#) [Grey-Bruce Views](#) [The LocalMotive Project](#) [About Shane](#) [Contact](#)

### Shane's blog

#### Kicking Down the Door

August 19th, 2008

I recently spent August 8-11th in Guelph Ontario working on Mike Nagy's bi-election campaign. The Guelph campaign is one of three federal bi-elections currently underway in Canada.

"What", you may ask, "is the deputy leader of the provincial Green Party doing in Guelph working on a federal campaign"? Well, besides having the opportunity to spend time with great friends in one of Ontario's more interesting cities, simply put, I'm helping kick down the door.

[sdjolley's blog](#) [2 comments](#) [Read more](#)



### Upcoming events

- [Author Erna Paris in Port Elgin](#)  
(Saturday, Aug. 30)
- [Owen Sound in Motion Workshop](#)  
(Tuesday, Sep. 9)
- [Climate Change in the Lake Huron Coastal Zone](#)  
(Tuesday, Sep. 9)
- [Saugeen Trading Community Market Day](#)  
(Saturday, Sep. 13)
- ["11th Hour" Showing](#)  
(Wednesday, Sep. 17)

### Search

  

### Poll

**How should the Ontario government invest in Ontario's electricity future?:**

- ☐ Nuclear power only.
- ☐ Conservation & renewables (wind, solar, biomass, etc) only.
- ☐ Mostly nuclear plus some conservation and renewables.

[www.shanejolley.com](http://www.shanejolley.com)



# Riverside Yarns

## About Us

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- » [Our Products](#)
- » [Store Hours](#)
- » [Classes](#)

## Newsletter

Receive updates by email, about store events, new products and upcoming classes...

E-mail: \*

## Welcome

Riverside Yarns was created when Colleen Raco, an interior designer, rediscovered her "inner knitter" and realized there was nowhere to buy quality yarns in Owen Sound. She opened the store in September 2006 in a historic building in the recently rejuvenated downtown core. It is a cozy, comfortable and colourful place to shop for the newest yarns, browse through unique patterns, and be inspired by the many knitted samples. The store has proven very popular with local knitters and tourists alike and has inspired many new knitters to fall in love with fiber.

Please take an opportunity to take a look around the site and if you have any questions by all means [get in touch](#).

If you would like to receive updates by mail or email, about store events, new products and upcoming classes then take a minutes sign up for our newsletter (on the left).

**[www.riversideyarns.com](http://www.riversideyarns.com)**



## Local Lunch!

Submitted by anne on Thu, 02/05/2009 - 08:01 | Published in [Around The Sound newsletter](#)

Minus 9 may be "warmer", but I still suggest you start with some hot soup. Brenda Forsyth has made us some chicken soup with homemade chunky noodles. Or make your own with Stuart's tomato garlic herb sauerkraut as a base, adding carrots, barley and, for carnivores, a little smoked pork or kielbassa.

Marketside's four flavours of signature flatbreads are a great accompaniment. Try adding chevre topped with cold smoked Atlantic salmon or apricot hot pepper jelly.

Kelsey's fresh baked breads are just the start of a delicious sandwich. How about chevre with garlic flowers or dill, Grassroots' all-beef summer sausage and buttery Boston lettuce or fresh broccoli sprouts from Chris' greenhouse?

For a hot sandwich, start with an elk or bison burger, or an elk, lamb or pork sausage. Toppings? chili sauce, sage mustard, citrus or 'Ol Smokey barbecue sauce, or for the adventurous - look in the fridge for the Pickle Guy's WOW Wasabi sauce.

A taco beef, tortiere or cajun pork pie "pod" is just right for lunch - at home or on the go.

On the side, try a few of Laura's pickled beets or Ken's Super Dills or Firekraut. Or make your own coleslaw with shredded cabbage, red and green, grated carrots and

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## Everus Communications User Community

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### Chatsworth and Holland Centre get highspeed internet service

Mon, 07/21/2008 - 10:16 — webmaster

#### New high-speed internet in Grey County

Everus has started Community Rollouts to areas in the Grey County Broadband Initiative. Right now we're rolling out wireless high-speed service to homes and businesses with the following addresses:

**RR1 and RR2 Chatsworth - including Williamsford**

and

**RR1, RR2, and RR3 Holland Centre**

[Login or register](#) to post comments [Read more](#)

[Community Rollout](#) [Grey County](#)

### High Speed Internet in Grey and Dufferin County

Fri, 06/27/2008 - 00:00 — president

#### Welcome to the Everus High Speed Community.

This is where you can keep up to date with the latest news about Community Rollouts, learn more about wireless high speed internet, ask questions, get answers and a lot more.

Everus Communications has been chosen to expand internet service to underserved rural areas in Grey and Dufferin Counties. The Ontario Ministry of Agriculture and Food - [through its Rural Connections - The Ontario Municipal Rural Broadband Partnership Program](#) - is contributing up to 1/3 of the cost of the infrastructure for the program. County governments are also contributing about 1/6th of the cost. Everus is contributing the balance, about 65% of the cost of infrastructure

### Search

### User login

**Username:** \*

**Password:** \*

- ☐ [Create new account](#)
- ☐ [Request new password](#)

# community.everus.ca

# **Manage Expectations**

**Charge Appropriately**

**Promote Self-Sufficiency**

**Awesome.**

# Things that can go wrong:

- Clients stop coming (they are now self-sufficient).
- Clients stop needing new work (they are now self-sufficient).

# Solution: The 18-Month Plan

- Create a business plan.
- Always know the next service or product your clients *will* buy. Ask, ask, ask!
- Have a marketing plan and actively market your services.

# **The 100 Mile Client Roster**

- Over 3000 views on slideshare.net
- DrupalCon, FOSDEM, FSOSS, LCA miniconf
- [www.the100mileclientroster.com](http://www.the100mileclientroster.com)



# The Kits

- Identity kit: brochures, business cards and postcards
- Marketing kit: planning calendars
- Web hosting kit: Drupal multisite
- Proposal writing kit: to get new clients
- Money kit: budgeting, planning your work, gnucash, bookkeeping
- Workshop kit: plan and deliver an outcome based workshop
- Web site kit: templates to use with clients (based on my Web site action plan)
- Newsletter kit: based on effective email campaign content
- Desktop publishing kit: OOo templates for nice looking handouts/short books
- Conference kit: plan and run your own conference
- Membership kit: uses open atrium + includes membership model (business guide)

# my definition of success:

**communities** of all kinds are enabled to maintain vibrant and productive **interaction** using FOSS tools and open business practices

# New Definition of Success

**Businesses** of all kinds are enabled to maintain vibrant and productive **client relationships** using FOSS tools and open business practices

**[www.the100mileclientroster.com](http://www.the100mileclientroster.com)**

The first kit will be published at the end of January.