

A RESOURCE FOR LOCAL BUSINESSES



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INAUGURATION CEREMONY P.6

Niagara Hostess Society Hosted an Inauguration Ceremony of The New Henley Rowing Center in St. Catharines

COSTCO WHOLESALE P.20

Costco Wholesale Opens First Warehouse Club in Niagara Falls, Ontario

ART AND CRYPTO P.30

Combating the Disinformation Age with Art and Crypto



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PUBLISHER'S NOTE

Dear Business Link Readers,



As is known to everyone of us, we pause in a moment of silence at the eleventh hour of the eleventh day of the eleventh month to honour and remember the heroes who have served the country and made the ultimate sacrifice to which we owe our peace and prosperity today.

New era has new definition of heroes. We are now fighting an invisible enemy, and our front line health workers are the heroes in this new era. Their courage, commitment and competence shield us from incurring more casualties in this new war.

With the second wave hitting back, we stay home as much as possible to alleviate the pressure on the public health resources. If there were a different Remembrance Day for this pandemic in future, every one of us would proudly say we contributed to the final victory, though it was not easy.

Let us do that so we leave a good legacy for our children to remember us by.

Yours in Business

Marilyn Tian M.B.A
President & Co-publisher
Business Link Media Group





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NIAGARA
NEWS

NIAGARA HOSTESS SOCIETY HOSTED AN *INAUGURATION CEREMONY* OF THE NEW HENLEY ROWING CENTER IN ST. CATHARINES

By 2021 Canada Games Host Society

The ceremony on November 12th marks the start of planned improvements to the Royal Canadian Henley Rowing Course, the site that will host the 2022 Niagara rowing competition and the 2024 World Rowing Championships.

The official start of construction for the Henley Rowing Center

took place this Thursday afternoon in St. Catharines, marking the start of construction of a brand new facility at the Royal Canadian Henley Rowing Course. Ensuring that the guidelines for the COVID-19 pandemic are met, a small group of guests joined Doug Hamilton, the president of the Niagara Host Society, to attend the ceremony. Chris

Bittle, MP for St. Catharines, Jennie Stevens, MPP for St. Catharines, Walter Sendzik, Mayor of the City of St. Catharines, and Jim Bradley, President of the Regional Municipality of Niagara, were among the participants in the event.

The Royal Canadian Henley Rowing Course, site of regional, provincial, national and interna-

EXPECTATION

tional competitions for over 100 years, is a premier sport facility in Niagara. In order to maintain the region's reputation as a must-see rowing destination, and to support the athletic development of its many rowers and rowers, the Niagara Host Society, with the support of its finan-

it will also allow Niagara to continue to host major national and international events, such as the World Championships, rowing in 2024. “““

“The Government of Canada is proud to invest in the future of sport and physical activity in

ter represents an important milestone in the progress of the Niagara 2022 Canada Summer Games,” said the Honorable Lisa MacLeod, Minister of Industries heritage, sport, tourism and culture. “Our government’s investments in new sports and recreational facilities and in upgrading existing facilities support our athletes, create jobs and help revive the local economy. I have no doubts that the Niagara region is preparing to host a successful and inspiring Games, while continuing to place the health and safety of their community first. I look forward to helping our top athletes return to the podium, to strengthen the region’s sports and tourism sectors, and to showcase the best our province has to offer.”

“Canadians have been rowing at the Royal Canadian Henley Rowing Course in St. Catharines for over 135 years,” adds Chris Bittle, MP for St. Catharines. “Preparing to host the Canada Summer Games rowing competitions in 2022 presents us with an excellent opportunity to modernize and expand the training facilities at Henley Island. This work will allow us to provide a world-class experience for rowers not only

“Today’s groundbreaking ceremony at the Henley Rowing Center represents an important milestone in the progress of the Niagara 2022 Canada Summer Games,”

cial partners, will build a new Rowing Center at the Royal Canadian Henley Rowing Course that will meet a variety of sport-specific training needs, including indoor training.

“The Henley Rowing Center is a key legacy project for the community, the construction of which is made possible by hosting the 2022 Canada Summer Games in Niagara,” said Doug Hamilton, President of the Host Society of Niagara. “Not only will the region’s rowing community benefit from the work of the Henley Rowing Course in St. Catharines, but

the Niagara region. The improvements that will be made to the Henley Rowing Center will allow athletes to have a training center that matches their talent and make Canada proud,” said the Honorable Steven Guilbeault, Minister of Canadian Heritage. “In addition to having a positive impact on the 2022 Canada Summer Games, the modernization of the center is a vital legacy for years to come.”

“Today’s groundbreaking ceremony at the Henley Rowing Cen-



during the Games, but for years to come.”

“I am proud to join our federal and provincial government partners, as well as the Niagara Host Society, in celebrating this groundbreaking event at the Henley Island facility,” says Jim Bradley, President of the Regional Municipality of Niagara. “This project illustrates how the region showcases the best of what we have to offer the nation. In addition, it will be an important legacy of the Games that Niagara residents and tourists who visit Niagara will enjoy for generations to come. I can’t wait to cut the ribbon of this great infrastructure project, and to welcome Canada to our beautiful region in 2022.”

“Hosting the Canada Summer Games will be a transformative opportunity for our community and will leave a legacy for future generations,” said Walter Sendzik, Mayor of the City of St. Catharines. “Not only will the new Henley Rowing Center be one of the Games’ competition venues in 2022, it will also benefit our rowing community long afterward. This facility will allow us to continue to build the world-class sport tourism experience offered by the City of St. Catharines.”

During the Niagara 2022 Canada Summer Games, which will take place August 6-21, 2022, rowing competition will be held at the Royal Canadian Henley Rowing Course and the new Henley Rowing Center. Completion of the construction of this new facility is scheduled for the end of 2021.

About the Niagara 2022 Canada Summer Games

In the height of Niagara’s most daring summer, more than 5,000 competitors and their coaches will come together to compete for the podium at Canada’s largest multi-sport event for young athletes. On their road to international glory, this brilliant generation of hope will leave their mark on our community and the country - transforming, inspiring and uniting us all through the power of sport.

As Ambassadors of Niagara’s unparalleled compassion, thousands of volunteers will host the nation. The 2022 Canada Summer Games will celebrate the wonders of sport alongside the arts and culture. The Games will honor our Indigenous communities and showcase a remarkable legacy of hard work and innovation in one of the world’s most impressive destinations.

With world-class hospitality, the people of Niagara will welcome tens of thousands of spectators, families and volunteers from all corners of our community. Lively events, spectacular entertainment and the scene of elite competitions will spark new energy in the region. Our streets, skies and waterways sparkle with ceremonies and celebrations worthy of Canada’s best young athletes.

From August 6 to 21, 2022, the Niagara region will be stronger than ever on the national stage. The Games will create a new legacy of ambition, confidence and compassion that will inspire generations to come. For more information, visit niagara2022games.ca/en/ or follow us on Twitter, Facebook and Instagram (@2022canadagames). **BL**

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WE ARE ALL ONE TEAM EARTH

OTE Studio is a Toronto based fashion boutique that crafts one-of-a-kind pieces for sophisticated women. Every piece is exclusive, tailored by our in-house team of tailors, and limited in number.

We are as unique as our customers. We create all our designs in house, carefully crafting of each piece to the highest level of quality. Our diligent search for the best materials and workmanship empowers us to produce the best pieces for our customers. Our pieces are made with love, care, and detailed attention, and it shows.

We have become known for our floral fabric 'Termeh', which is very time consuming to make, extremely limited in production volume, and uniqueness of the fabric. We incorporate the beautiful Termeh fabric into each piece with extra care, and with an eye for modern style.

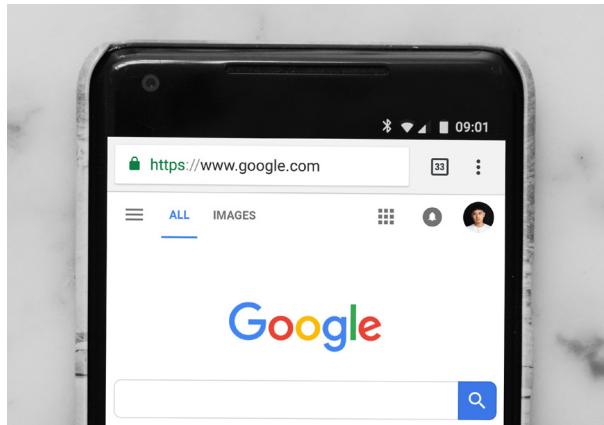
OTE Studio's Winter 2020 collection will launch soon, and we want you to be part of the event. For the latest information about our Winter 2020 collection, our designs, our pieces, and our philosophy, follow us on social media at www.instagram.com/otestudio/, and visit us online at www.ote-studio.com. **BL.**

@otestudio
www.ote-studio.com.



A Google World, No more.

Dennis O'Neill



Several years ago an article of mine in this publication described our world as "a Google world". That was then; this is now.

I now refuse to use google.

Why? Google censor anything that doesn't fit their narrative. An organization I work with planned a campaign a few months ago using google. The results were zero. Notta. I suspected there was interference. Yes there was. They admitted it when we contacted them. Arbitrarily they censored our campaign. We used the word Covid and they made the campaign null and void. All this without announcement.

Last week I searched a name in google. The name of a medical doctor in Europe. Google brought up nothing on Elke de Klerk. I wondered about censorship again. So I used duckduckgo.com. Sure enough, amazing items came up.

If it doesn't fit google's narrative, they censor.

I can play that game too. It's called "I no longer use google". My world has free speech. Free search. No censorship. No google.



CALL OR EMAIL NOW FOR A FREE CONSULTATION

A graphic featuring a portrait photo of Dennis O'Neill in a yellow square frame. To the right of the photo, the text 'Dennis O'Neill' is in green, followed by 'The Business Growth Coach' in smaller text. Below that are the phone number '905.641.8777', the email 'dennis@dennisonneillcoach.com', and the website 'www.dennisonneillcoach.com'. The entire graphic is set against a blue background.

An advertisement for Simplified Technology. At the top, there is a stylized yellow computer chip icon with four vertical lines extending from its top. Below the icon, the text 'SIMPLIFIED TECHNOLOGY' is written in gold. Underneath that, in a larger, bold, blue font, is the tagline 'Simplifying Technology for Small Businesses'. On the right side of the ad, there is an image of a white iMac computer displaying a scenic mountain landscape. To the left of the computer, there is a list of services: 'Managed I.T. Services', 'Disaster Recovery & Business Continuity', 'Cloud Migration Services', 'Hardware/Software', 'Project Management & Consultation'. At the bottom of the ad, the text 'Plans starting as low as \$300 per month.' is displayed in yellow, along with the contact information 'info@simplifiedtech.ca | 905.327.6163'.

The role of economic growth has traditionally been to spur a constant rate of foreign trade expansion, more diversified economies, and low immigration. This has been the case in the G7 nations, which have been in good part by the influx of 'outsiders'. Controversies over migration are nowadays overshadowed by the protectionism of the United States, which offers more opportunities for citizens to oust them from their homes. In other words, migration is no longer a concern for mobility, a concern for upgrading skills.

Today, when the world is at a critical time since the Second World War, migration and settlement patterns are threatened. On the one hand, the ports of the largest countries are the result of the past few decades of visa and permit regimes that have plummeted in popularity. In the first quarter of 2020, the number of visas issued by the United States fell by 20% compared to the same period in 2019. This is due to the wealth inequality that has increased in America and Europe, where middle-class people's incomes could rise to over \$100,000 per year.

According to the UN, the



IMMIGRATION AND SOCIAL MOBILITY

Mauricio Zuluaga

played by migration in economic growth has been critical. Traditionally, countries with an import-export-born population have a better economy than those with capital inflows. The GDP expansion of nations has been supported by the activities carried out by migrants – contrary to the populist belief – caused by politicians waving the American flag - immigrants bring opportunities for locals, rather than threatening the labor market. In other words, migration promotes positive social mobility, except that defines social status

In the world faces the most significant challenges since the Big Depression, both, in terms of social mobility progress, are at risk. On one hand, immigration rates have dropped ever recorded. As a result of the pandemic, issuances of new residence permits in the OECD member states have decreased by 72% in the second quarter of 2020, compared with the same period in 2019. On the other hand, global poverty may increase. Just in Latin America and the Caribbean, the number of people returning to poverty has reached over 30 million.

According to the last Global Wealth Report

published by Credit Suisse, the pandemic has already caused a global wealth fall over USD 7.2 trillion - four times the Canadian GDP. However, not everybody is struggling in the same way. The public attention has been on the rising wealth of some top billionaires, particularly those in the tech industry. Meanwhile, other segments of the population are experiencing a wealth decline. The worst affected region is Latin America, where wealth dropped by 12.8%. The biggest part of this trend is explained not because of COVID-19 per se, but for the currency devaluation. The minor consumption of oil, coal, and gas, as a consequence of the economy slow generated by the pandemic, makes more difficult the situation for the region that depends on mining and oil exports as its main source of dollars.

Before the pandemic, 1% of the global population owned 43% of the wealth, and 54% of the people on the planet accounted for just 1.4% of the world's wealth. By 2019 North America and Europe accounted for 55% of total global capital, but only 17% of the world adult population. This distribution has been a constant motivation for people to try to improve their social status through immigration. The misnamed 'American dream' – understanding that America is not the U.S but the whole continent – was

founded on the idea that rich countries offer a better capital distribution.

The European migration to North America, after the Second World War, shaped the way of the economy in this part of the globe. To rebuild the global economy, and shape the post-pandemic world, migration will be necessary once again. In this way, immigrants will continue to play an important role in economic growth and innovation.

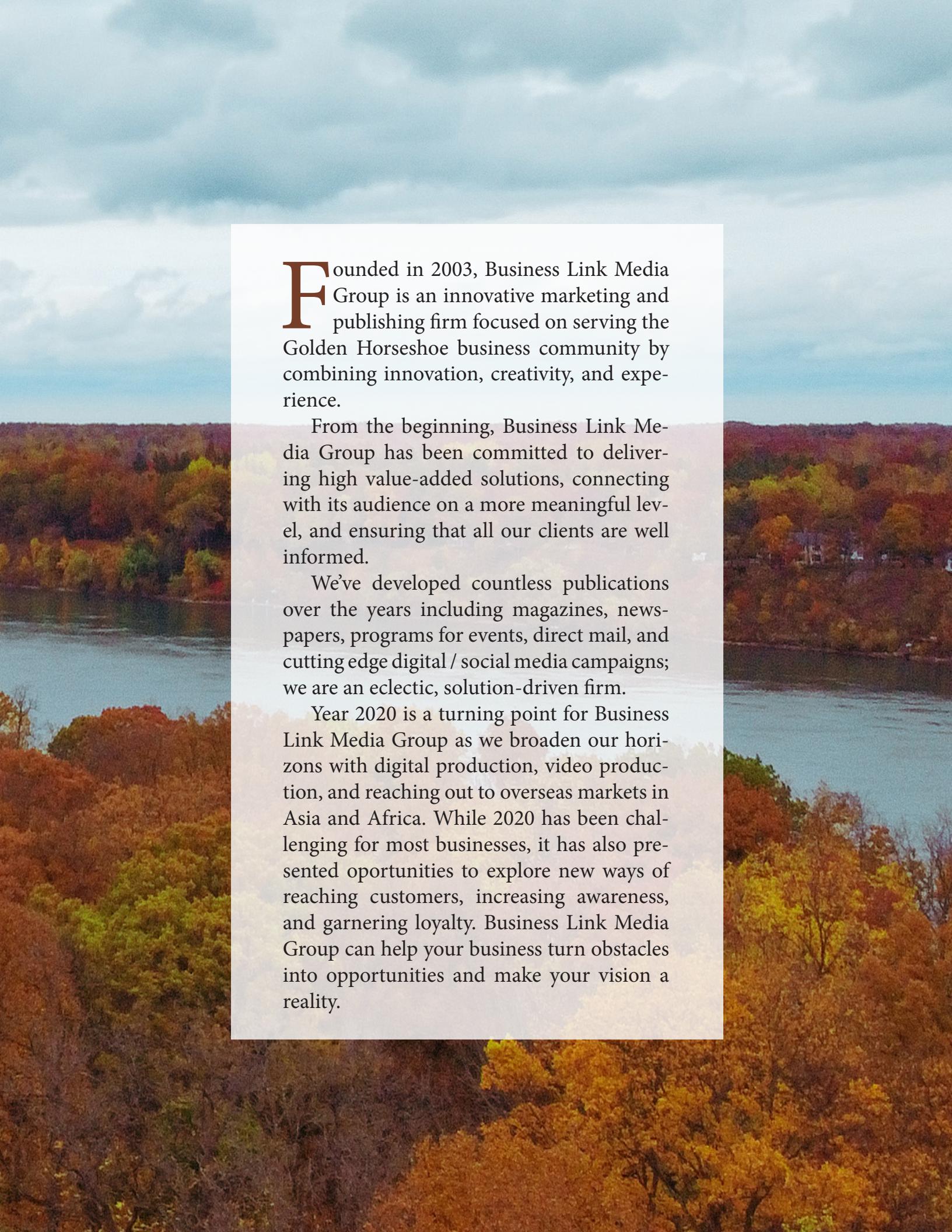
But the benefits of migration are not just related to economics. During the pandemic, immigrant's participation in the labor market has been crucial in terms of public health. According to the International Migration Outlook, a report made by OECD, migrant workers have been on the frontline of the crisis, accounting for a large share of the OECD medical workforce, with one in four medical doctors and one in six nurses in OECD countries. In many of those nations, more than a third of the workforce in other key sectors, such as transport, cleaning, food manufacturing, and IT services, are immigrants. It is important to avoid rolling back on integration and keep position migration as a key component, despite some radical political speeches. **BL**.

Mauricio Zuluaga is a Colombian financial journalist



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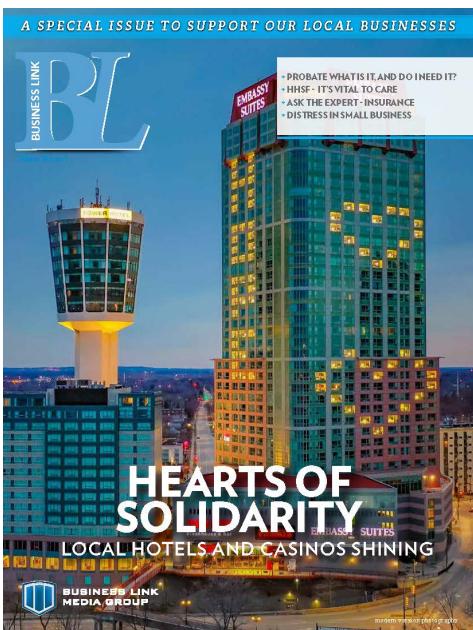


Founded in 2003, Business Link Media Group is an innovative marketing and publishing firm focused on serving the Golden Horseshoe business community by combining innovation, creativity, and experience.

From the beginning, Business Link Media Group has been committed to delivering high value-added solutions, connecting with its audience on a more meaningful level, and ensuring that all our clients are well informed.

We've developed countless publications over the years including magazines, newspapers, programs for events, direct mail, and cutting edge digital / social media campaigns; we are an eclectic, solution-driven firm.

Year 2020 is a turning point for Business Link Media Group as we broaden our horizons with digital production, video production, and reaching out to overseas markets in Asia and Africa. While 2020 has been challenging for most businesses, it has also presented opportunities to explore new ways of reaching customers, increasing awareness, and garnering loyalty. Business Link Media Group can help your business turn obstacles into opportunities and make your vision a reality.



Digital Production

In 2016, we launched our first digital publication. Digital publications reach more viewers, are more diversified, often more creative, and have a higher value to businesses targeting younger audiences. Through our digital publications, we can offer a wider variety of solutions, giving you more freedom of expression.

The Business Link, our

digital publication, is released 12 times each year, and distributed to businesses in the Niagara region, and beyond. We bring a healthy mix of timely articles from around the world, alongside local stories, and high-quality advertisements; we bring new insights and a new reading experience to our audience, and we want you to be part of it.

Video Production

As digital media shifts from static text and images towards video and moving images, we too have made the transition into video production. The 2020 edition of '40 Under Forty' Business Achievement Award for the Niagara region highlighted our creativity and strength

in video production, reaching thousands of viewers in a short period of time – far beyond what we have historically achieved in physical venues.

We launched a new video series, 'The Atrium' with DeLuca Leadership and Spark Niagara, hosted by





Sheila DeLuca. The Atrium looks at positive, optimistic, and inspirational stories from local entrepreneurs, influencers, and leaders. The program shares unique stories that encourage viewers, instils a feeling of delight,

and has already garnered a loyal following.

We have also launched a custom commercial video production service to meet the unique needs of our clients. We combine in-depth

communication, site visits, active input from clients, and post-production editing to ensure that our clients' vision is realized, and that their audience is aware and informed. Our commercial video production services can help your business or organization whether it is in retail, healthcare, catering, travel/tourism, wine and beverages, or any business to customer or business to business environment; in brief, we can help you reach your audience more easily, and more effectively.

Niagara Promotion

We have a deep love and appreciation for the Niagara Region, the wonderful people here, and the amazing businesses that make it a destination for millions of visitors every year. We have supported local businesses pro-bono, adjusted our rates and services to help businesses suffering from the COVID-19 pandemic, and are actively seeking to attract more visitors from the Greater Toronto Area.

We see the advantage and potential of promoting local businesses to readers and viewers throughout the Golden Horseshoe and beyond. There are more than 700,000 people in the Greater Toronto Area being of Chinese descent, and we have ensured to develop meaningful relationships with their businesses and readers. Our network of readers and view-





ers is growing, and our creativity has no limits.

We actively seek out new ideas, niches, and themes to generate awareness, awaken dormant demand, and drive readers and viewers to our clients. We see major advantages in producing short, high-quality videos with positive themes such as beauty, history, and stories of growth and success. We see value in highlighting local entrepreneurs overcoming adversity and providing real meaningful value to their customers. Thus far, we have produced 30 short videos about Niagara Falls, the region, its history, local businesses, heritage sites and buildings, and historical persons. Our videos garner thousands of views, with some reaching more than 40,000 within the first two months!

We have seen interest in the Niagara Region grow as a result of our videos and publications, and are confident in our role to promote the Niagara Region, its businesses, and people, around the world. We are ready to face new challenges, create more value, and help businesses reach new milestones! We are the Business Link Media Group. **BL**.



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ROCKWAY

*Wine talks with
D'Arcy Rheault,
Cellar Master,
Rockway Vineyards*



Q: In an industry where you have a lot of variables to contend with, what was a happy accident that came out of one of those experiences?

A: I would have to say the new 2018 Pinot Noir Canal East and the Pinot Noir Canal West. Generally when we make Pinot Noir we blend grapes that come from Niagara on the lake and from our Rockway estate, but for 2018 the differences were so noticeable between the two of them that we decided to make two very small lots of each individually. Stay tuned for the release of these incredible small lots come the holiday season of 2020.

Q: Any new wines to look out for this year?

A: Some red wines you want to look for in 2020 are our new 2018 Cabernet Shiraz and a couple of interesting 2018 Pinot Noir wines. This year we are also releasing two 2019 Chardonnays: one oaked and one un-oaked.

Q: Which wines are you most looking forward to?

A: First; for 2020 we're releasing the 2018 Whole Bunch Syrah. It is an interesting way of approaching Syrah because we fermented using whole bunches of grapes to create a richer, more full-bodied wine. The white wine that is a must have this year is a 2019 oaked Chardonnay. It is a wild yeast, barrel fermented Chardonnay producing a buttery balanced mouth feel.

Q: What is your most favourite wine to drink at home?

A: The 2017 Rockway Syrah Alter Ego is a special red wine because of the way it was fermented with the addition of Viognier skins. It produced a very floral wine with lots of pepperiness through that process. I also really like the 2017 Small Lot Pinot Noir that has such light fruity notes and is a very soft red wine.

*Stop into our tasting room and mention the **Business Link** to receive a complementary tasting. And don't forget to ask about our Wine Club Membership opportunities..*

www.Rockway.net
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COSTCO NIAGARA FALLS FUN FACTS

NUMBER OF JOBS CREATED: **40**

AVERAGE SALARY: **\$24.67/hour**

SQUARE FOOTAGE OF THE WAREHOUSE

155,340 square feet

24 per cent bigger than previous warehouse

NUMBER OF SHOPPING CARTS: **800**

20 per cent more shopping carts than previous warehouse

NUMBER OF PARKING SPOTS: **800**

NUMBER OF PALLETS: **906 pallets**

43 per cent more pallets than previous warehouse

NUMBER OF GAS PUMPS (NEW): **24 gas**

pumps on four islands



Costco wholesale opens first warehouse club in Niagara Falls, Ontario

40 NEW JOBS CREATED, LATEST SELECTION OF PRODUCTS AND SERVICES OFFERED



Costco Wholesale opened a new warehouse club today in Niagara Falls – the first Costco warehouse in the city. Located at 7500 Pin Oak Drive, the new 155,343-square-foot warehouse has created 40 jobs and an opportunity for local residents, as well as the area's millions of annual visitors, to benefit from the conveniences and savings provided by a Costco membership.

"With the opening of this new warehouse, we can serve all of our members in Niagara, St. Catharines and surrounding area, and can bring new consumers and businesses to uncover the benefits of a Costco membership," said Pierre Riel, Senior Vice-President and Country Manager, Costco Wholesale Canada. "We are very proud to share this new location with our valued members and member businesses in the local community and throughout the area; as well as announcing that

"With the opening of this new warehouse, we can serve all of our members in Niagara, St. Catharines and surrounding area,"

the existing Costco warehouse at 3 North Service Road in St. Catharines will be converted to a Costco Business Centre."

"The arrival of Costco has been highly anticipated and the people of Niagara are really excited about the new full-service location in Niagara Falls," said Niagara Falls Mayor Jim Diodati. "We are looking forward to all of the amazing things synonymous with Costco—bigger, more selection, more parking, a gas bar, the ultimate in convenience, easy highway access and having all of this at our fingertips just in time for the Christmas shopping season! We are very grateful for the confidence that Costco has shown in Niagara

by adding new jobs which will act as a catalyst for this retail node in a high-growth area."

The new location features wide aisles and an expansive selection of food offerings. It also includes a large variety of specialty departments, such as an on-site bakery, fresh meat, extensive produce area, rotisserie chicken section, optical centre – including an on-site independent optometrist – a hearing aid centre, photo centre, five tire centre bays, large food court, gas station with 24 pumps, propane station and a full-service pharmacy. With 12 checkout registers and a new self-checkout section with six stations, the warehouse features



800 parking spots -- 137 spots more than the former St. Catharines location.

Like all other Costco Wholesale warehouses, the new Niagara Falls location offers more than 4,000 high-quality items at unbeatable value. The company provides a wide range of products and services for members' personal use and helps small to medium-size businesses save money on both supplies and items for resale.

Costco Wholesale is open to members only. The annual fee is \$60 for a Business Membership or \$60 for a Gold Star Membership. All Costco Wholesale memberships include a FREE spouse card, and are valid at Costco locations around the world.

Executive Membership

At an annual fee of \$120 per year, Costco also offers an enhanced Ex-

ecutive Membership that includes a 2% reward (up to \$1,000 annually) on all qualifying Costco purchases and a FREE spouse card. Those who choose the Executive Membership option receive exclusive merchandise offers, as well as special incentives on Travel Insurance, Payment Processing, Portable and Self-storage, and more.

In addition to Executive Membership rewards, members can also earn cash back virtually everywhere with the Capital One^{®*} Mastercard^{®†}, exclusively for Costco members.

Costco members can also make purchases at Costco.ca, where they will find thousands of additional items that are available online only.

About Costco Wholesale

Costco Wholesale currently operates 787 warehouses worldwide and 102 warehouses across Canada.

The first Costco Wholesale location opened in Burnaby, BC in October 1985, while the first Ontario location opened in Ottawa in 1991.

Costco Wholesale employs over 40,000 people in Canada with more than 14,500 in Ontario. Its Canadian head office is located at 415 West Hunt Club Road in Ottawa.

Revenues from corporate sales for the fiscal year ending August 30, 2020, were of \$163.2 billion (US) (COST – NASDAQ). **BL**.

Martin Groleau

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INNOVATION INSIGHT

STORTELLING STEM: THE IMPORTANCE OF HEARING FROM EVERYDAY WOMEN IN STEM

Stephanie Thompson



Stephanie Thompson is an Engineering, and STEM Advocate in Niagara. She recently started her own Social Enterprise, STEM by Steph, to help address the issues of promotion and support of women entering STEM careers and runs workshops to break down barriers for women. Connect with Stephanie on Facebook @WomenInSTEMExperiences.

STEM: Science, Technology, Engineering and Math is a term that is used to group together these academic areas. Discussing and promoting STEM related programs is a priority in Canada because too few female students are pursuing careers in these fields. Globally, men occupy the

most seats at the STEM table, account for more than 80% of the STEM pipeline, and share the media's attention for STEM accolades.

There are three important actions that anyone can take to help change the STEM demographic and encourage more women to participate.

Create storytelling in the mainstream media around average men and women in STEM

Too often the hero or ideal version of a Hollywood STEM character looks like this – a reclusive savant or tormented soul whose genius can only be imagined by the everyday person. Media plays up the stereotypes and sells us an image that is always male and always slightly negative.

In order to better change the landscape, it's important that we share the everyday STEM success stories. Careers and jobs in STEM jobs are increasing faster than we have the ability to fill them. We need to do a better job communicating the real STEM stories of men and women to inspire the next generation to believe they are capable.

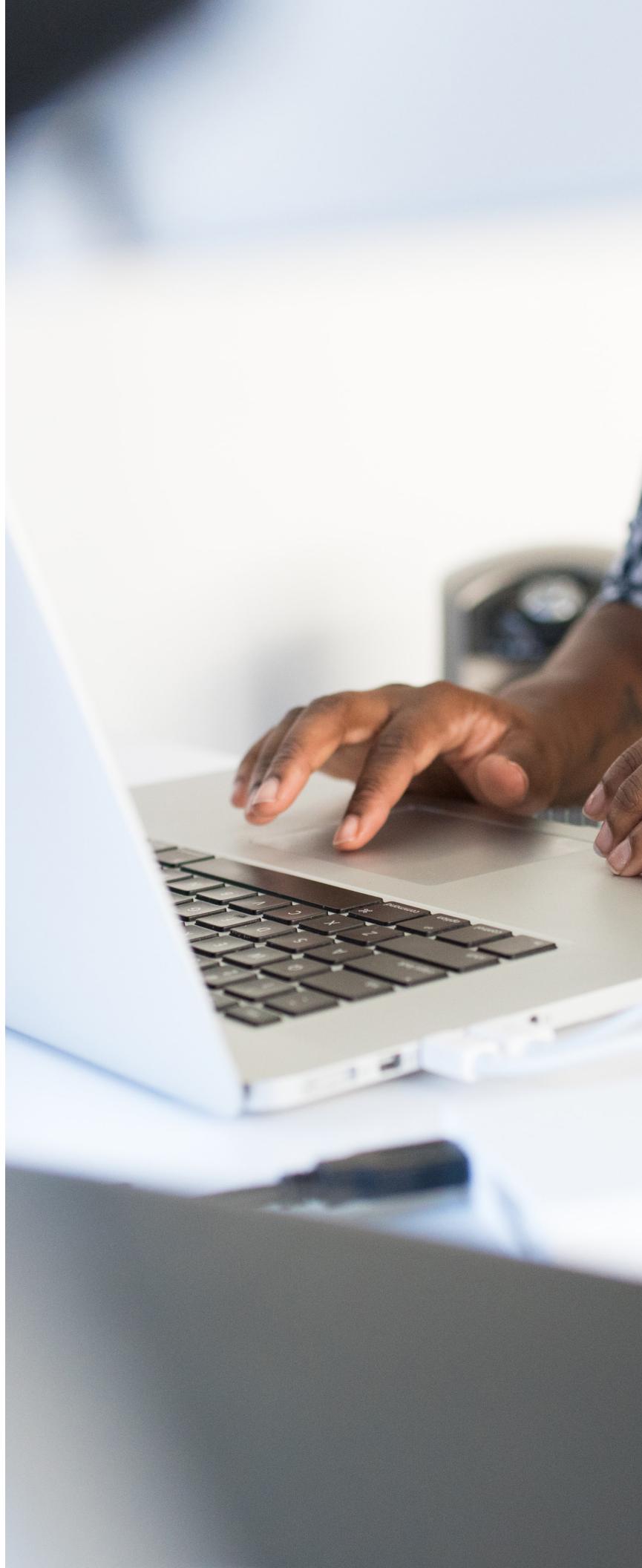
Support the upcoming pipeline of young STEM talents

It's critical that governments, social enterprises, and technical organizations continue ongoing support of encouraging more young girls into STEM fields. Women account for less than 20% of all engineering graduates. Companies want to hire more women knowing that diversity in company profile translates into company profitability, but the number of women graduating from pipeline is still a big concern.

Be a Light, Be a Ladder or Be a Lifeboat

The needs for women in STEM are as unique as the individual, so it's impossible to say how each one can be supported. Be a light and help bring attention to the problems that women face. Use your networks to connect and support the projects that women create. Be a ladder to support, hire, recommend, and mentor the upcoming generation. Be a lifeboat to look for the signs of distress in female STEM employees and be someone that can offer support at critical moments in their careers.

Change is happening. Routinely universities are reporting increased numbers of women in STEM in enrollment, and more and more companies, not-for-profits and education institutions are driving the change at the grassroots levels. Over time, these stories will continue to strengthen the STEM pipeline.



Story Time Yoga

When the pandemic hit, life shut down for everyone. As a single parent working from home and trying to navigate online learning, I struggled to keep my children occupied and keep all of us calm and centred. It was a stressful time for us, personally, as my daughter was also ill. The pandemic had shut down all of my regular yoga offerings. So, I took a step back to figure out how I could move forward in a way that offered support to all of the families out there, struggling through the same thing. As families, we were all turned upside down without warning or preparation. I decided to run free online classes for what I thought was a few weeks until we all returned to "life". That's where Story Time Yoga was born. I began incorporating a Story into my classes to keep the kids interested and plan out the lessons efficiently. We started going live on Facebook and eventually moved to YouTube and Instagram as well. We are now nearing our 100th episode.

What makes Story Time Yoga different from any other yoga class are the consistent elements that I use to teach and anchor in the lessons we learn in every story. The consisten-





cy allows kids to find a routine where there were none. The aspects of proper breathing, yoga poses within a story, relaxation, affirmations and a lesson are all a part of Story Time Yoga. We begin and end each class with bells, and we use a breathing ball to visualize the slowing of our breath. We have fun finding the yoga within the story, and everything that we do takes us into the book's journey. I felt that it was necessary during the pandemic to affirm health, so while I am guiding the kids through a relaxation every

episode, we also affirm "I am Healthy". Then we anchor in the lesson from the story, using an affirmation that fits, and we discuss the choices that we have and how it feels to make good choices. The discussions always relate back to the lesson from the story we read.

Story Time Yoga allowed me to navigate the challenges of 2020 while still being a mompreneur and staying in service to all of the families that are in need of movement, calm and positive engagement.

Melissa Ross, BA, CMCP, RYT200, RCYT Mindset Mentor and Clarity Coach

With 20 years of experience in the field of yoga and mindfulness, Melissa is a leading authority on healing and growth.

As a leader and the founder of Breathe With Me Yoga, Melissa has influenced thousands of kids to connect with their mind, body and spirit through breathing, relaxation and mindfulness. As a speaker, coach, and author, and the founder of Rise2Wellness, she uses her own experience with post-partum depression and anxiety to work with a wide range of individuals in-

spiring and empowering them to navigate – and overcome – stress, anxiety and depression.

After helping her son navigate anxiety at an early age and spending time in the classroom with so many children, it became Melissa's biggest passion to help children and their parents navigate their way through anxiety, bullying and positivity. It has also become her passion to help all women step into their purpose and power through Clarity Coaching for Stressed Out Women. Melissa is the host of both Story Time Yoga (for children 5-9 years and families 2-9 years) and Mat Chat (where she discusses wellness topics from her yoga mat). She is an international best-selling author, an award-winning speaker and entrepreneur, a 200-hour RYT, a 95-hour RCYT, and a proud mother. **BL.**



COVID-19 BUSINESS UPDATE

November 13th, 2020

Covid-19 CNCC News

In consultation with the Chief Medical Officer of Health and the Public Health Measures Table, the Ontario government is taking immediate action to respond to the rapid increase in COVID-19 cases and is updating the Keeping Ontario Safe and Open Framework, by lowering the thresholds for each level in the framework. The framework changes are in response to the current data and trends, and will lower the threshold for each of the five levels for: weekly incidence rates, positivity rate, effective reproductive number (Rt), outbreak trends and the level of community transmission. Based on the new changes, Niagara will move from the Yellow-Protect level into the Orange-Restrict level as of November 16 at 12:01 a.m., and the following requirements will be in effect:

- Contact information required for all seated patrons
- No more than four people seated together
- Volume of music to be limited to conversational level
- Safety plans to be prepared and provided upon request
- Face coverings required at sport and recreational facilities except when exercising
- Face coverings required at all indoor workplaces
- Eye protection required for workers coming within 2 metres of patrons not wearing face coverings
- Increase spacing between patrons to 3m for areas of a sport or recreational facility

where there are weights/weight machines and exercise/fitness classes

- Recreational programs limited to 10 people per room indoors and 25 outdoors
- Require contact information for all patrons and attendance for team sports
- Require appointments for entry; one reservation for teams
- Social gatherings limited to 10 people indoors or 25 outdoors (may not be combined)
- Limit operating hours, establishments close at 10 p.m.
- Liquor sold or served only between 9 a.m. to 9 p.m.
- No consumption of liquor between 10 p.m. and 9 a.m.
- Require screening of patrons at businesses and/or mall entrances (e.g. a questionnaire)
- Closure of strip clubs
- Fitting rooms limited to non-adjacent stalls
- Maximum of 50 people at a supervised event indoors or 100 outdoors (may not be combined)
- Maximum 50 people at any event, sport or recreational venue (revoke CMOH approved plan) in all combined recreational fitness spaces or programs (not pools, rinks at arenas, community centres, and multi-purpose facilities)
- Limit duration of stay (e.g. 60 minutes) at sport and recreational facilities; exemption for sports
- No spectators at sporting venues or events

permitted (exemption for parent/guardian supervision of children)

- Personal care services requiring removal of face coverings prohibited
- Change rooms & showers closed
- Bath houses, other adult venues, hot tubs, floating pools and sensory deprivation pods closed (some exceptions)
- Religious services, weddings, and funerals limited to 30% capacity indoors or 100 people outdoors

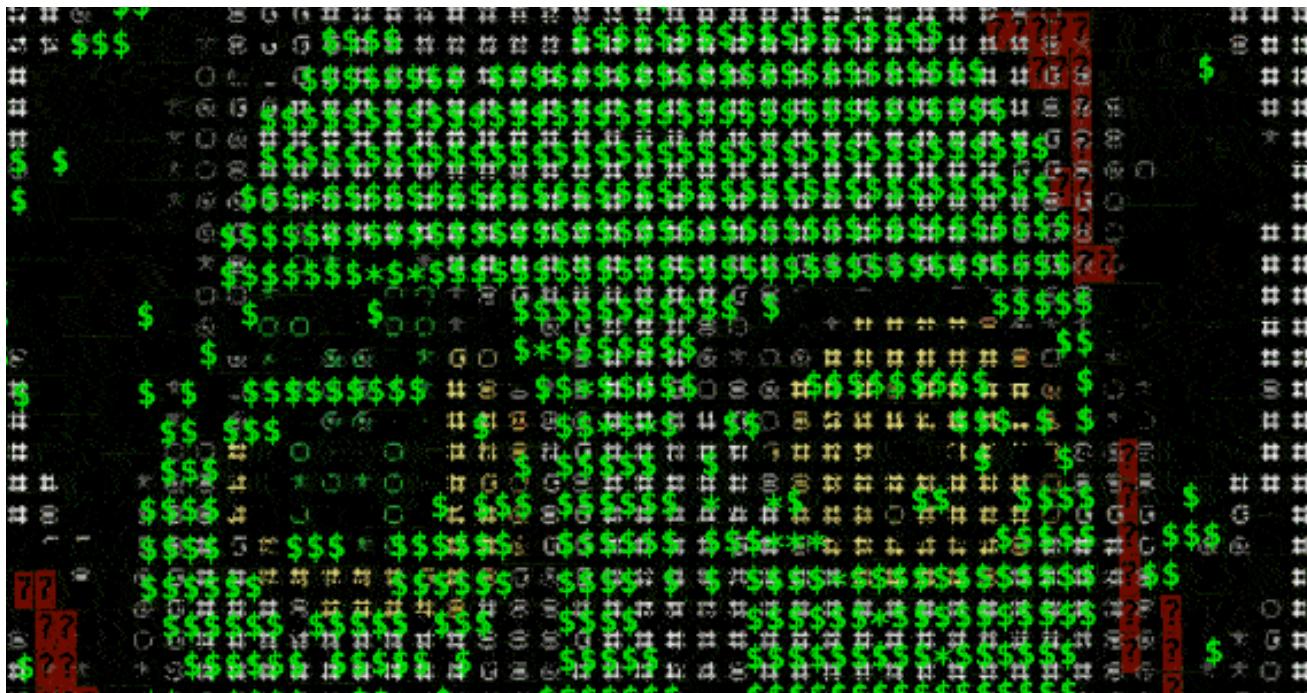


The Canadian Survey of Business Conditions by Statistics Canada revealed that 30% of businesses still operating in October no longer know how they can continue to operate under the existing conditions, and a further 11% indicate they can only operate for 3 more months. Canadian Chamber of Commerce Chief Economist and Vice-President of Policy, Dr. Trevin Stratton, asked policy makers to be laser-focused on the nature of fiscal spending, and to focus on programs that address issues in specific sectors. The one-size-fits-all approach to support programs is not sustainable through 2022, he said, and it may not be particularly useful at this stage of the pandemic. **BL.**



Combating the Disinformation Age with Art and Crypto

Jake Johns - A prolific artist. He is studied art in Florence, Italy, and received his Masters in Painting from the American Midwest.



“Did you look at your phone before you peed this morning, or during mid-stream?...” asks the question by one of the initial Facebook venture-capital investors in the stunning new Netflix Documentary “/the social dilemma.”

This Netflix documentary is a must-watch for any facebook engaged user across the world, to understand to what extent facebook’s platform is placing hidden suggestions and slowly manipulating your inner psyche and physical actions.

If you’re like most Facebook users, you’re probably engaged with your circle of people everyday, and you think its private relationships between you and your friends, or your communities that you’re engaged in. Generally, people are posting about their days, posting pictures of themselves with family and friends, and recently very much their political views. As an Artist, I’ve always been somewhat skeptical of social media and initially thought it was a joke and have always treated it in

the same fashion. I’ve also spent the great majority of the past decade of my life traveling the world and making paintings on different artistic projects and living in different countries where social media wasn’t as accessible, so I’ve never really given a large amount of time to social media until recently since entering a rather lengthy quarantine and making art in my studio, I discovered social media as a way to engage a much larger audience with my art. So I’m a late-comer with fresh eyes on Twitter,

which I really just started to engage in the past year, and I the craziness is (in my opinion) very obvious to me. With that, I'm kind of a new kid on this block, untouched by the artificial intelligent algorithms (that I know of) and able to navigate these social media waters fairly untouched and unscathed. And I'm not posting things about my personal life, so I'm a new specimen of sorts, a non-engaged user who posts don't fit the current majority of the specimens:

Now, since the world has been hit with a multitude of disasters at one time, one thing that I've come to realize as I was creating and engaging with the crypto-art community is that one of the major disasters within itself is social media itself. There have been important people speak out about Social Media and the problems surrounding it, yet people are still engaged with much or less the same way, and the same problems are coming through.

Facebook looks to me just the same as it did 5 years ago, unregulated, anything-goes, filled with

propaganda platform. I'm very familiar with propaganda as an artist, as I've lived a few years working overseas for the Walt Disney company in a communist country. The writing, they say, is all over the wall, and you can begin to understand how the majority of the crowd thinks because of the images and rhetoric writings that masses of people consume, and let me tell you it's a scary thing. You begin to understand how governments can control its people's thinking. When I was in China, let me tell you, it's easy to pinpoint and you understand the underlying reasoning and purpose for this propaganda: It has one goal, to uplift and motivate the communist party, that's it, period. When I returned to America and started to digest what I was seeing



on social media with fresh eyes, it becomes even more dangerous because the propaganda goes to the highest bidder, and there are multiple advertisers with a different set of goals: goals that are not always that easy to understand. The result? You

slowly begin to not have a grasp on a shared reality with your peers, as it becomes increasingly difficult to pinpoint fact from fiction, truth from lies. There are countless propaganda machines running simultaneously, and Facebook is ready to serve you a big helping of whatever bullshit it knows that you are interested in. It will create any narrative for you, and sell it to the highest bidder. This, as you can imagine, is extremely dangerous and



eroding our democratic societies and at a much faster rate than any state-actor could do alone. (But, keep in mind state actors are bidding on your attention too, and one of the ones spending the most money!). Enter covert communist propaganda to our democratic societies. All of this in the name of our capitalist society: profit.

Now most people who starts to understands the true evils of social media abandon the platforms completely, I felt as an artist that a different approach could be taken. Why not use their systems against themselves? A snake in the grass so-to-say. If others are creating fake

news propaganda, can't I create truthful anti-propaganda material? Can we use social media itself to raise awareness? I think so, and the creators of the social dilemma agree with me:

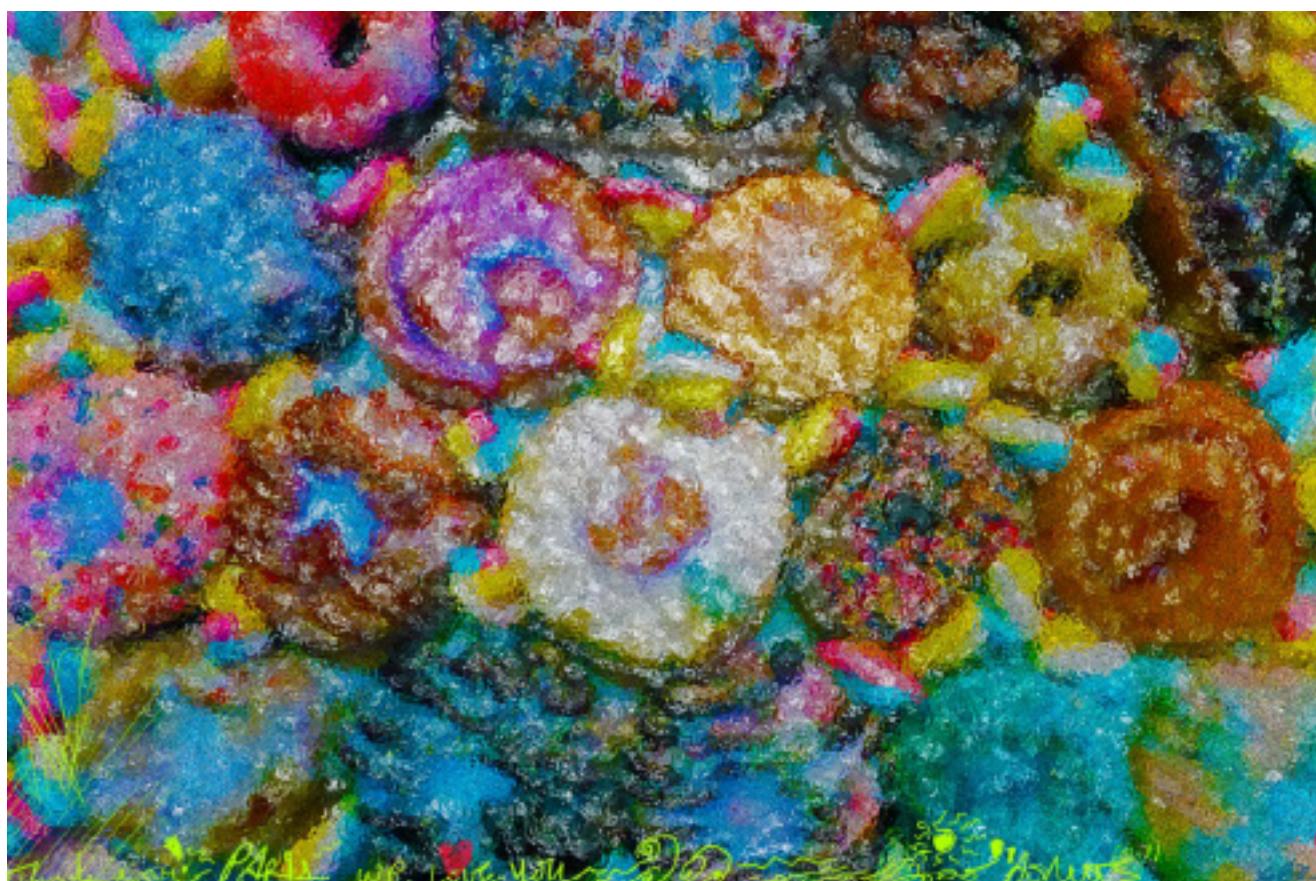
Take for example the recent pro democracy Riots in Hong Kong. At the time, I was in China and (looking over my back) creating art about the movement. It was something that I was very close to.

I had already begun to share my images of the conflict on social media, as I was seeing a lot of strange comments through social media (twitter), I felt the absurdity of it was grand, so I took a traditional approach,

making art about it.

Now, in order to understand how Crypto Art can work here (because cryptoart can work in many many different ways!), lets start with a brief beginning:

I was first invited to create artwork for an innovative new platform called SuperRare (SuperRare Team) almost two years ago. At first, like all, I was skeptical. Who on earth would buy a digital image that is in essence free? I mean, there's tons of philosophical questions and different opinions that have now formed on NFTs (Non-Fungible Tokens) since the explosion of their conception (read more DADA.art, dada.art), one of the most prom-



inent is of course: "Why can't I just screen-shot it?" My answer to this is, well: digital art has been around for a long time.... and it's here to stay with a much different sense of ownership. We can now very clearly see that value with the first Crypto-Art piece selling for 100,000 USD by Chicago artist Matt Kane, and a digital piece representing Bitcoin going up for sale at Christies NYC in conjunction with Async Art (<https://async.art/>) this month.

So I created my journey on Superrare creating comics, and it was an initial blast. There were only a handful of artists at first and we simply promoted on social media, and if one person tells two, word grows really fast! (I also ran advertisements and hosted one of the first physical block-chain and art shows in existence, see www.CryptoArts.org) Since then I've seen many major players take note, especially with an classical comic artist Jose Delbo taking to the scene and issuing genuine original work on the blockchain at MakersPlace.

As a few weeks turned into a few months, things started to progress really quickly. We went from this very abstract idea, (which is still very difficult for most to understand) of giving value to a digital image, to find several important blockchain companies were flat-out copying our artist-lead community, and even celebrities like Ashton Kutcher and Paris Hilton were trolling and recreating mine and other's artworks (remixing artwork is

not a crime, of course LOL, read about Robness Cyberpop and the Trash Art movement). The day I received (I also collect art!) a very unique piece from Sarah Zucker (www.thesarahshow.com) about a digital portrait of her cat, and the very next day we witnessed Paris Hilton publishing on Twitter her very own collectible NFT of digital-kitty kat! Talk about a copy-cat! No joke!

But, putting initial bad feelings aside it's all good, this is decentralized technology, and it's progressive and open to all. And in my mind, it makes our community and the original artists who created this scene even more important, because they (we) are in fact the luminaries that helped create a new art movement! Wow and it's been a wild ride! And of course a little bit of celebrity love can go a long way, because apparently Paris donated her funds to feeding the needy in Los Angeles via the @LAFoodBank , and it's also helped to raise the awareness of collectible digital art which is still fresh and new on the horizon.

I was initially so enthusiastic about the Paris Hilton piece, that I created my own work of art in response, and I of course trolled Ashton Kutcher on my own accord on Instagram (his post has since been taken down after my complaints on his thread for

not giving any credit to me (because he did in fact copy-cat me (and other artists who have done the same!) in a video he made where he was burning physical artwork and leaving only the NFT behind, giving sort of an authenticity to the artwork only existing now on the blockchain).

So moving onward, as our world has been as of late been thrown into a mess, with large crowds of protestors gathering throughout the United States, Europe and Asia, a conversation is starting to happen here with digital art that takes our attention away from disinformation and fake news on social media and more centered onto the truth. I've been working on this project for several months.... Stay tuned for part 2. **BL.**

