



Let's Get Social [f](#) [t](#) [i](#) [in](#)

DIRECT MAIL  
PUBLICATIONS

SPECIALTY CUSTOM  
PUBLICATIONS

MAGAZINES

EVENT PROGRAMS



[businesslinkmedia.com](http://businesslinkmedia.com)

PUBLISHED BY



BUSINESS LINK  
MEDIA GROUP



NEGOTIATING  
OPERATING  
COSTS AS RENT

6



WHY SMALLER  
IS BETTER WITH  
INTERVENTIONAL  
RADIOLOGY

9



PROTECT YOUR  
BUSINESS FOR  
FUTURE  
GENERATIONS

18

WISE GIRLS

Tee Party

This all-ladies event is guaranteed to be a fabulous day!

VOLUME 16 ISSUE 6 // NIAGARA

JUNE 2018

READ ONLINE AT [BUSINESSLINKNIAGARA.COM](http://BUSINESSLINKNIAGARA.COM)

# DESIGNING THE FUTURE

For nearly six decades, the Niagara Society of Architects has been committed to building a better Niagara.

BY SCOTT LESLIE

Whether you're building a new house, a commercial development or just planning some renovations, an architect can ensure the quality of your building project – from design to construction. And when you need a Niagara-based architect to get things done, it's important to go right to the source – the Niagara Society of Architects.

Originally formed in 1962, the Niagara Society of Architects (NSA) is one of 14 regional non-profit chapters of the Ontario Association of Architects (OAA).

Hailing from across Niagara, NSA members come from all walks of life – whether it's professional architects, young interns or members from related professions. Over the years, they've produced hundreds of designs for everything from townhouses and condos to retail outlets and high rises to churches, schools and government offices.

"We have a little bit of everything here," explains Dr. Ian Ellingham, chair of the Niagara Society of Architects. "Everything from large integrated architectural and engineering firms to small boutique practices."

Continued on next page >>



Pathstone/Branscombe Mental Health Centre in St.Catharines, by Emilio Raimondo

**Sure-Fix**  
SERVICE GROUP INC.

COMMERCIAL HVACR • FOOD EQUIPMENT SERVICES • PLUMBING

[SureFixServiceGroup.com](http://SureFixServiceGroup.com)

YOUR FULL SERVICE MECHANICAL & FOOD SERVICE CONTRACTOR

905.357.0919 | 905.685.0480 | 1.800.321.4011

**24HR**  
EMERGENCY SERVICE!

- HEATING & COOLING
- REFRIGERATION
- VENTILATION
- PLUMBING
- FOOD SERVICE EQUIPMENT
- FOOD SERVICE PARTS





Front of Glenridge Public School, 1929 by Nicholson & Macbeth



2016 exhibition of the work of Nicholson & Macbeth held in Willowbank



## MEMBERSHIP BENEFITS

Guided by a four member executive of men and women, the NSA is dedicated to encouraging architectural excellence in Niagara and promoting the importance of quality architectural design in our culture and environment.

Gathering regularly, NSA members meet to network, exchange ideas, promote their profession and discuss how they can improve the environment.

Robert Mackenzie is executive vice-president and director of corporate development at Quartek Group – one of Niagara's largest integrated design firms. An NSA member since 1987, Robert says being an NSA member has its advantages.

"I've met and continue to meet wonderful people there," he says. "The faces change over time but the spirit of contributing to some greater architectural purpose lives on."

Back in the late 1800s and early 1900s, OAA chapters were largely social clubs for people to discuss architecture over cigars and port. Today, it's a much different story.

"We see the need for the sustainability of this great profession," explains Emilio Raimondo, president of Raimondo + Associates Architects Inc., "and the Society provides us with the opportunity for dialogue between our architects and the broader architectural community."

Architecture is an incredibly complex discipline – and that's why many NSA members appreciate the society's commitment to providing its members with so many continuing education opportunities. These include everything from offering all-day workshops and seminars to presentations from guest speakers in the architectural, educational and political fields.

"Architects' careers can go on forever," Ian explains, "so the need for continuous learning never ends."

## LOCAL EXPERTISE

According to Ian, hiring a Niagara-based architect for a local building project can offer the client a world of benefits – whether it's the architect's familiarity with the cultural and economic landscape in Niagara or their experience working with local trades, governments and contractors.

"There's a real sense of familiarity and community when you're dealing with local firms and talents," he says. "I've worked in managing projects throughout Quebec and Ontario – and the most trouble-free projects I've worked on have been in Niagara."

Logistics also plays a big role in the success of any Niagara project. Ian points to the increasing gridlock around the Golden Horseshoe Area that often makes it difficult for outside architects, contractors and trades to get in and out of Niagara.

"Hiring an architect here in Niagara means faster response times at your home, office or work site," Ian explains.

## A COMMITMENT TO NIAGARA

One of the NSA's key mandates is to keep active in the Niagara community. That way, members can broaden public awareness and understanding of architecture and their profession.

"Architecture has proven to add value in our community," Emilio says, "and we're a group of dedicated people who promote, support and publicize its benefits."

NSA members have a long history of serving on local non-profit boards and committees, and in provincial and national forums. In the past, members have also hosted several public exhibitions and open houses through events like Doors Open. Two years ago for instance, the NSA held a special summer retrospective at Willowbank in Queenston to showcase the work of famed Niagara architects Arthur Nicholson and Robert Macbeth, who practiced together throughout the 1920s and cre-

ated many of Niagara's foremost buildings.

"A lot of our members are interested in studying and informing others on various topics and case studies of our built heritage here in Niagara," Ian says.

Right now, the society is working with the FirstOntario Performing Arts Centre to present several architectural documentaries at The Film House starting in June. A major sponsor of the annual Niagara Design Awards, the NSA also supports the Niagara community by providing scholarships to local high school graduates who are pursuing a post-secondary education in the architectural field.

"The Society here in Niagara is always about being part of a larger community," Robert Mackenzie says. "One voice that can speak to issues impacting all our practices or broadcast to the public or local influencers what collective importance locally-derived architecture is to our culture and well-being."

Niagara has changed dramatically in the past two decades, adding more and more attractions and building projects every day. These structures add new energy and enthusiasm to our communities and change our lives for the better. And the Niagara Society of Architects is committed to maintaining that high quality of Niagara's built environment for years to come.

"We're all interested in building a better Niagara and making it more attractive to investment," Ian says. "We want to make it a good place to live."



[www.niagaraarchitects.ca](http://www.niagaraarchitects.ca)



# Quartek

Architects • Engineers • Planners • Project Managers

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

905.984.8676



**RAIMONDO**  
+ ASSOCIATES  
**ARCHITECTS INC.**

## ARCHITECTURE MATTERS

4687 Queen Street, Studio 2  
Niagara Falls  
905.357.4441  
[raimondoarchitects.com](http://raimondoarchitects.com)

# WHERE FUTURE BLUE JAYS TAKE FLIGHT



## BISONS

The future is now at Coca-Cola Field. Toronto's top prospects and incredible value are just a short drive away. To purchase tickets or view this year's events and schedule, [visit bisons.com](http://visitbisons.com).

# CONTENTS

VOLUME 16 ISSUE 6 // NIAGARA

JUNE 2018

READ THIS PUBLICATION ONLINE AT BUSINESSLINKNIAGARA.COM



BUSINESS LINK  
MEDIA GROUP

Locally Owned and Operated

#### PUBLISHER

The Business Link Niagara Ltd.  
36 Hiscott St., Suite 200  
St. Catharines, ON L2R 1C8  
Tel: 905.646.9366  
Fax: 905.646.5486  
email: info@BusinessLinkMedia.com  
www.BusinessLinkMedia.com

#### CO-PUBLISHERS

Jim Shields, Adam Shields

#### CONTRIBUTING WRITERS

T. Hayward, S. Leslie, L. O'Neill, B. Meadows, T.O'Malley, R. Davidson, B. Kennedy

#### CIRCULATION

The Business Link Niagara Ltd. is published 12 times per year and distributed to all businesses in the Niagara Region via Canada Post.

#### SUBSCRIPTION RATES

\$48+HST for 12 issues. Send a cheque or money order to the address above.

Any reproduction or use of the content within this publication without permission is prohibited. Opinions and comments within this publication reflect those of the writers and not necessarily that of The Business Link Niagara Ltd. All advertising is accepted subject to the Publishers' discretion. The Publishers will not be responsible for damages arising out of errors in advertisements beyond the amount paid for the space occupied by that portion of the advertisement in which the error occurred. Any design, artwork, copyright or typesetting supplied by The Business Link Niagara Ltd. is for the exclusive use by the Publishers. Any other use not authorized is an infringement of copyright. No part of this publication may be reproduced or transmitted in any form or by any means, without prior written permission of the Publishers.



Let's Get Social



6

## Negotiating Operating Costs as Rent



12

## Being Average Guarantees You Will Not Be Extraordinary

# WHAT ELSE

## THE OTHER WAY ROUND

7

## THE IMPORTANCE OF STAYING CURRENT

8

## BIG THINKERS AT THE FIRSTONTARIO CENTRE

13

## FIND YOUR MISSING MONEY

17



9

## Why Smaller is Better with Interventional Radiology



18

## Protect your Business for Future Generations

A Clean Car is a Happy Car!

best CUSTOMER SERVICE AND CAR WASH in the Niagara Region

Welland Avenue CAR WASH

272 Welland Ave., St. Catharines

905.682.2143

www.wacw.ca



## Tips for finding a retirement home

PROVIDED BY NEWS CANADA

**W**E ALL WANT THE best quality of life during our retirement years. Whether you're planning for your own future or for your parents', making wise choices is essential for enjoying this life stage.

As older adults stay active and healthier longer, a popular option for a place to live is a retirement home. There are many important factors to consider when researching a home. Here are some tips that make the process easier, recommended by the Retirement Homes Regulatory Authority. They license and regulate retirement homes on behalf of the government of Ontario.

Plan. Make a list of the care services you need now or may need in the future. This can include anything from help with bathing to meal preparation and medication administration.

Consider. Now is also the time to think about what you would want in an ideal living environment. Be sure to think about the community, the size and type of building you want to live in, the accommodations you would prefer, and how far family or friends would be able to travel to visit. Can the home accommodate independent living and what does it offer residents in the way of events and community activities in addition to care services?

Research. You can find out about the homes inspections reports, services offered and more for the more than 700 retirement homes in Ontario through the RHRA's public register. Look up homes by name, license status, city or even postal code. Make note of any questions you would like to follow up on with your preferred residences.

Tour. Visit your top options in person. Many offer tours, meetings with staff, and even the opportunity to enjoy an activity or a meal. This will give you a better idea of whether the home is the right fit. Be sure to bring along your list of questions to make the most of your time.

Find more information at [www.rhra.ca](http://www.rhra.ca).

Article courtesy of [www.newscanada.com](http://www.newscanada.com).

We help our clients remain independent while providing extra help in home as needed.

Providing:

Home Support Attendants	Patient Transport
PSW/RPN services	RPN/PSW relief staffing
Appointment Attendants	for Retirement Homes

Life's too short not to enjoy your retirement!



*Your concierge of home health care.*

[www.encompasshomecare.ca](http://www.encompasshomecare.ca)

Contact us for your free in home assessment - 289.969.2536

FIND FREEDOM IN YOUR MOVEMENT



**Increase mobility  
Decrease risk of falling  
Have more ease of movement  
Move with less pain**



**Movement Unlimited Inc.**

**905.892.1239**  
178 Highway #20 West  
Fonthill, ON  
[www.movementunlimitedinc.com](http://www.movementunlimitedinc.com)



# NEGOTIATING OPERATING COSTS AS RENT

BY JEFF GRANDFIELD AND DALE WILLERTON - THE LEASE COACH



RENT

**A**S A COMMERCIAL TENANT, the monthly base rent you pay your landlord for leasing commercial space may not be the only rent you pay. Many commercial tenants will also pay a secondary amount for property Operating Costs. The good news is that both these rents are often negotiable.

To clarify, Operating Costs (also referred to as Common Area Maintenance/CAM, Triple Net/NNN Charges or Additional Rent) are the costs of maintaining and managing a property. Examples of valid Operating Costs include property taxes, property insurance, maintenance, utilities, landscaping (which includes snow removal), and garbage collection. Valid Operating Costs will benefit all of the tenants in a commercial property – not just one or two. Commercial tenants need to understand and remember that Operating Costs are charged proportionately to all tenants. Therefore, a tenant occupying seven percent of a commercial property will, typically, pay 7% of the total Operating Costs.

Operating Costs are not, however, used equally. For instance, we are familiar with one tenant who created only one bag of garbage per week. He chose to load this bag into his own van, take it home, and place it outside with his own trash. Despite this, he was still obligated to pay his proportionate share of Operating Costs. In this case, it may be possible to exclude these charges for an individual tenant who can argue they are receiving no benefits from such Operating Costs.

Any costs that are not covered by the commercial tenant's contribution to Operating Expenses become the responsibility of the landlord. Understandably, landlords want to ensure that tenants' fees cover all the building costs. What is wrong, however, is when all the tenants within a commercial property are paying needlessly to subsidize capital improvements on the building. The capital improvements costs could mean the construction of a new building or the installation of new pylon signs on a prop-

erty when none existed before. Another common scenario when Operating Costs can increase dramatically is when a new landlord purchases a building that has much deferred maintenance to be completed. The landlord's motivation to complete this maintenance is to charge higher rents and fill vacancies, but this comes at the expense of higher Operating Costs for the current tenants. Commercial tenants should be looking at other similar buildings in the area and seeing what their Operating Costs are running at. If Operating Costs at one particular building are quite low and the property appears in need of updating, it is reasonable these costs may rise significantly in the future.

A commercial property's Operating Costs need to be completely spelled out in a tenant's lease agreement. When this occurs, a tenant can examine, question, and negotiate each listed item. Beware that commercial landlords can be quite creative when it comes to listing Operating Costs. We have seen cases where landlords require all of their tenants to pay an annual fee to have a pool of money available for damage not covered by insurance. In most of these cases, the tenants were required to pay this fee for the entire duration of their tenancy. If damage occurred during a tenancy, a landlord will tap into this reserve fund. If a tenant has relocated, the money that he/she paid into the pool was not refundable.

When a building is fully occupied (or close to fully occupied), the landlord may be less motivated to try to charge their tenants more than their fair share. Prior to signing the lease, a tenant must ensure that there is no language within the lease permitting the landlord to charge back shares of Operating Costs for any vacancies to the tenants currently occupying the property. Even if your lease does not permit this, tenants must review their Operating Statements closely every year to ensure that they are not absorbing Operating Costs that should be attributed to any vacancies.

When it comes to deciphering Operating Costs, read carefully! These are a few of the potentially detrimental issues that can neg-

atively affect commercial tenants:

**Administration/Management Fees:** If tenants are paying the property manager's salary through Operating Costs, but the landlord adds a further 15 percent management fee to CAM costs, this can be considered double-dipping (or double-billing for essentially the same service). If the landlord levies administration fees on property taxes and/or insurance, it may be possible to exclude these items from the fee as there is very little landlord's administrative work involved with these.

**Utilities:** Electricity, natural gas, and water may be provided by the landlord or be separately metered for each tenant. In some cases, the landlord may have one meter on the property and a check meter on each tenant's unit to measure consumption. If you're paying your own utilities to the utility company, you'll have your own meter. Often, the landlord bills back utilities to tenants in Operating Costs. Make sure that you know in advance what your lease agreement calls for so you don't pay twice.

**Tenant Audit Rights:** The landlord has a fiduciary responsibility for accountability to the tenants for the money collected from and spent on behalf of the tenants. Your lease should include tenant audit rights which allow you to examine the landlord's books, if necessary. **BL**

---

For a copy of our free CD, *Leasing Do's & Don'ts for Commercial Tenants*, please email your request to [JeffGrandfield@TheLeaseCoach.com](mailto:JeffGrandfield@TheLeaseCoach.com). Dale Willerton and Jeff Grandfield - The Lease Coach are Commercial Lease Consultants who work exclusively for tenants. Dale and Jeff are professional speakers and co-authors of *Negotiating Commercial Leases & Renewals FOR DUMMIES* (Wiley, 2013). Got a leasing question? Need help with your new lease or renewal? Call 1.800.738.9202, email [DaleWillerton@TheLeaseCoach.com](mailto:DaleWillerton@TheLeaseCoach.com) / [JeffGrandfield@TheLeaseCoach.com](mailto:JeffGrandfield@TheLeaseCoach.com) or visit [www.TheLeaseCoach.com](http://www.TheLeaseCoach.com).

# THE OTHER WAY ROUND

BY DENNIS O'NEILL

**W**E'RE BEING SHOWN AN upside down picture. Marketing generally shows up as a cost on the ledger sheet. But...marketing doesn't cost, it produces. Marketing generates sales. Marketing makes money. What else multiplies your dollar? Yet on every P&L sheet, marketing shows up as a cost.

#### Upside down picture

Let's say a firm spends \$20,000 in marketing. Then it yields \$500,000 in sales. Accountant-think says that marketing amounts to a cost of 4% of sales.

#### Right side up picture

The dynamic of the picture says that \$20,000 marketing produced \$500,000 sales. That's a return of \$25 in sales for every dollar in marketing investment. A fabulous return! Where else could you get that kind of return?

Your marketing informs people what you offer and why they should buy from you. That produces customers and sales.

If one dollar in marketing returns \$25 dollars in sales, why would I want to reduce my one dollar? Wouldn't I want to know what happens if I increased the one dollar to \$1.25 or more?

#### Investment not cost

Marketing should not be considered as a cost, ever, ever, ever. Marketing acts as a dynamic investment. It pays you back many times in its value.

#### Cutting real costs

If you need to cut costs find a real cost. Don't cut the item that feeds you.

#### Sales to marketing ratio

It's time to stop the accounting system that calculates marketing and advertising as a percentage of sales or of total costs. Start calculating your sales to marketing ratio.

$$\frac{\$500,000}{\$20,000} = \frac{25}{1} = 25 \text{ to 1 Return}$$

Think of your marketing as your multiplier. Now put your effort on making your marketing even better. **BL**

Dennis O'Neill, The Business Growth Coach is located in Niagara-on-the-Lake. For more information on how to grow your business, please call 905.641.8777, email [dennis@dennisonneillcoach.com](mailto:dennis@dennisonneillcoach.com) or visit [www.dennisonneillcoach.com](http://www.dennisonneillcoach.com)

**GET ON THE  
RIGHT COURSE**

*One of the payoffs from Dennis's Business Coaching:  
"makes me think, with good questions"*

**DARCY SCHMIDT  
OWNER GOLFSTUFF.CA  
Niagara St. Welland ON**



**GOLFSTUFF.CA**

**Dennis O'Neill**  
"The Business Growth Coach"

**CALL NOW FOR A FREE  
NO OBLIGATION DIAGNOSTIC**

**905.641.8777**

dennis@dennisonneillcoach.com  
[www.dennisonneillcoach.com](http://www.dennisonneillcoach.com)

**chemical - free**  
**bare.**  
**cleaning essentials**

**BARE. PRODUCTS**  
**BOGO**  
**30% OFF**  
**IN-STORE ONLY**

**341 MERRITT STREET | ST. CATHARINES**  
**905.380.0347 | [www.cleanwithbare.ca](http://www.cleanwithbare.ca)**



**REVITALIZE SOLUTIONS**

**Quality Management Simplified**



**Because your ISO 9001 system is an investment not an expense.**

Dave helped us not only transition to the new ISO 9001 standard, but helped us transform our quality management system from a checklist approach to a system that assists us in driving continuous improvement bringing value to the organization.

**Jordan Sherlock, President**  
*North America Traffic*



**289.990.2525 | [dave.brown@revitalizesolutions.ca](mailto:dave.brown@revitalizesolutions.ca) | [revitalizesolutions.ca](http://revitalizesolutions.ca)**



## THE IMPORTANCE OF STAYING CURRENT

BY TAYLOR HAYWARD

**T**ECHNOLOGY CHANGES SO QUICKLY nowadays, it's hard for a business to stay current. Particularly for small businesses that can't afford a full-time IT staff. Staying current isn't just about maintaining your Windows updates either. It includes all your software updates such as your line of business applications and your anti-virus needs. It entails keeping your hardware current for maximum staff operating efficiency. It means maintaining that hardware and all the associated firmware, bios and driver updates. Even small businesses with what appear to be smaller IT requirements can become burdened with trying to keep things current.

But when something becomes harder or more difficult than you thought it might, does that mean you should ignore it or put it on the backburner? Would you do this with maintenance for your car? Perhaps you may delay getting your vehicle serviced next, but most people are aware that if you delay for too long, your vehicle's efficiency drops and your risk of a costlier issue occurring increases significantly. There is a strong value in taking care of your vehicle and the same can be said of your business's technology. By not having maintenance performed regularly on your technology, not only do you decrease the operational efficiency and lifespan of your technology, you increase your risk of a security breach.

A large part of the need to stay current is the need to keep your technology running and your data safe. If your data is breached and encrypted by the ever-popular and ever-growing ransomware infections, what would that mean for your daily operations? As the attempts and methods of possible infections grow, so do the types of protection available. Did you know there is a new Microsoft update that includes a new feature for Windows 10 computers called "Controlled Folder Access"? This feature is specifically designed to stop a ransomware infection in its tracks. With this in mind, have you brought Windows 10 into your business, or are you still operating on Windows 7? Or, perish the thought, Windows XP? And with this new attempt to stop ransomware, there is no doubt that there will be adjustments to how ransomware operates as it is an extremely lucrative practice for those with low to no moral standards.

Even as new features become available to you through updates and upgrades, do you have the IT savvy, not to mention the time, to implement them effectively for your business? Just as you would with your vehicular needs, hire an expert to take care of your technology needs. Doing so ensures your IT infrastructure gets maintained properly and allows you to focus on running your business, serving your customers and doing what you do best. In the long run, it will prove to be a far better value for you and your business. **BL**

Taylor Hayward is the owner of STS, a technology company dedicated to simplifying IT for small and medium-sized businesses in the Niagara Region. Taylor can be reached at 905.327.6163 or go to [simplifiedtech.ca](http://simplifiedtech.ca).



### Simplifying Technology for Small Businesses

[info@simplifiedtech.ca](mailto:info@simplifiedtech.ca)  
905.327.6163



# WHY SMALLER IS BETTER WITH INTERVENTIONAL RADIOLOGY

PROVIDED BY HAMILTON HEALTH SCIENCES FOUNDATION



Imagine having a surgical procedure conducted through a tiny nick in the skin instead of a large incision. This is often possible with interventional radiology, which is used to diagnose and treat patients while minimizing their risk, improving health outcomes and enhancing the patient experience.

Approximately 5,000 procedures are performed annually through the Interventional Radiology Program at Juravinski Hospital and Cancer Centre, which serves patients who live across the region.

"Interventional Radiology uses the latest in imaging technology to precisely target medical therapy for cancer and other diseases," says Dr. George Markose, interventional radiologist at Juravinski Hospital and Cancer Centre. "Diagnostic imaging technology, such as CT, ultrasound and MRI scans, are used in conjunction with surgical instruments so we can view an organ or organ system while conducting a procedure."

Shorter recovery times and less pain are some of the many benefits of minimally-invasive procedures conducted through interventional radiology, which is less traumatic to the body than traditional surgical techniques.

"Through a small nick in the skin, we use our imaging technology to guide needles, tubes or wires throughout the body to sample tissue or treat conditions," explains Dr. Markose. "Interventional radiology can be used to diagnose and treat a wide variety of conditions. Patients can now have many procedures done as day cases, then be back home in a matter of three to four hours."

The interventional radiology team conducts a wide variety of

procedures, such as biopsying a mass, inserting a dialysis catheter, or injecting chemotherapy at a higher dose directly to a tumour.

In one case, Dr. Markose treated a patient who was suffering from a large bleeding ulcer caused by long-term use of anti-inflammatory drugs. The patient's extensive level of internal bleeding was life-threatening and he might have died within hours without the proper care.

This is just one of the many success stories of interventional radiology, which is used by all specialties at Juravinski Hospital and Cancer Centre. The combination of advanced imaging technology, medical knowledge and surgical tools is making a real difference in the lives of patients.

The Interventional Radiology Program continues to expand as the need for its services increases. In 2017, a transformational gift from Ron and Nancy Clark enhanced the program by redeveloping the current interventional suite and adding a second, state-of-the-art suite. The upgrades are allowing the teams to better meet current and future patient needs.

"Donor support helps us deliver the best possible care through interventional radiology," says Dr. Markose. "Improving facilities and improving our capabilities helps us improve how patient care is delivered for patients throughout southcentral Ontario." **BL**

---

You can support cancer care in our region by registering and fundraising for Illuminight, a new fundraising event organized by Juravinski Hospital and Cancer Centre Foundation that will be held on October 26th. Register today at [hamiltonhealth.ca/illuminight](http://hamiltonhealth.ca/illuminight).

Your support helps enable specialized health care for patients throughout south-central Ontario.

**DONATE TODAY**



Visit [hamiltonhealth.ca](http://hamiltonhealth.ca) or call 905-522-3863



# HEALTH CARE, TRANSFORMED.





# 600 AND COUNTING!

**Business Link celebrates Niagara's  
New Leaders at 15th anniversary  
40 Under Forty Gala**

Business Link Media Group proudly recognized 40 of Niagara's finest at the 2018 40 Under Forty Business Achievement Awardson May 16th. Over 350 young people, 40 Under Forty alumni and special guests attended the 15th anniversary gala event which took place at the Holiday Inn & Suites Parkway Conference Centre in St. Catharines.

Jack Peets of 102.9 K-LITE FM's Midday Show was master of ceremonies and introduced the 40 award recipients which included local entrepreneurs, business professionals and members of the non-profit sector. Past award-winners Chiara J-Magna of BayShore Groups, Briar Krieger of 8 Week Challenge Inc. and Brandon Currie of Sun Life Financial were also on hand to offer their encouragement to the 2018 slate of winners.

"We'd like to congratulate this year's winners – and thank everyone who took time to nominate these outstanding individuals," says Adam Shields, president of Business Link Media Group. "Without their efforts, these people might not have received the recognition they deserve."

Since 2003, Business Link Media Group has proudly sponsored the 40 Under Forty Business Achievement Awards which recognize 40 business people under the age of 40 for their business success and contributions to the Niagara community. In the past 15 years, Business Link Media Group's 40 Under Forty Business Achievement Awards have recognized 600 of Niagara's next generation of business leaders.

"These annual awards wouldn't be possible without the generosity of many businesses and volunteers," Adam adds. "We'd like to thank our many sponsors and patrons for seeing the value in these awards and their ongoing support."

Serving the Golden Horseshoe since 2003, Business Link Media Group is a leading media firm that develops direct mail B2B publications, magazines, specialty custom publications, event programs, social media and on-line platforms. Some of its many publications include The Business Link Niagara, The Business Link Hamilton, All In The Family Magazine and HWS – Health, Wellness & Safety Magazine. **BL**

**LOOKING TO NOMINATE SOMEONE FOR 2019 40 UNDER 40 VISIT  
[businesslinkniagara.com/40-under-forty/](http://businesslinkniagara.com/40-under-forty/)**

## CONGRATULATIONS!



"The Class of 2018" at the recent 40 Under Forty Business Achievement Awards

# THANKS TO OUR SPONSORS

PRESENTING SPONSOR



BayShore Groups®

CORPORATE SPONSORS



COMMUNITY SPONSOR



GOLD SPONSOR



SILVER SPONSOR



AUTOMOTIVE SPONSOR



BRONZE SPONSORS



WINE PROVIDED BY



BEST IN CLASS SPONSOR



TABLE FAVOURS PROVIDED BY



RECIPIENT GIFTS PROVIDED BY



PHOTOGRAPHY BY

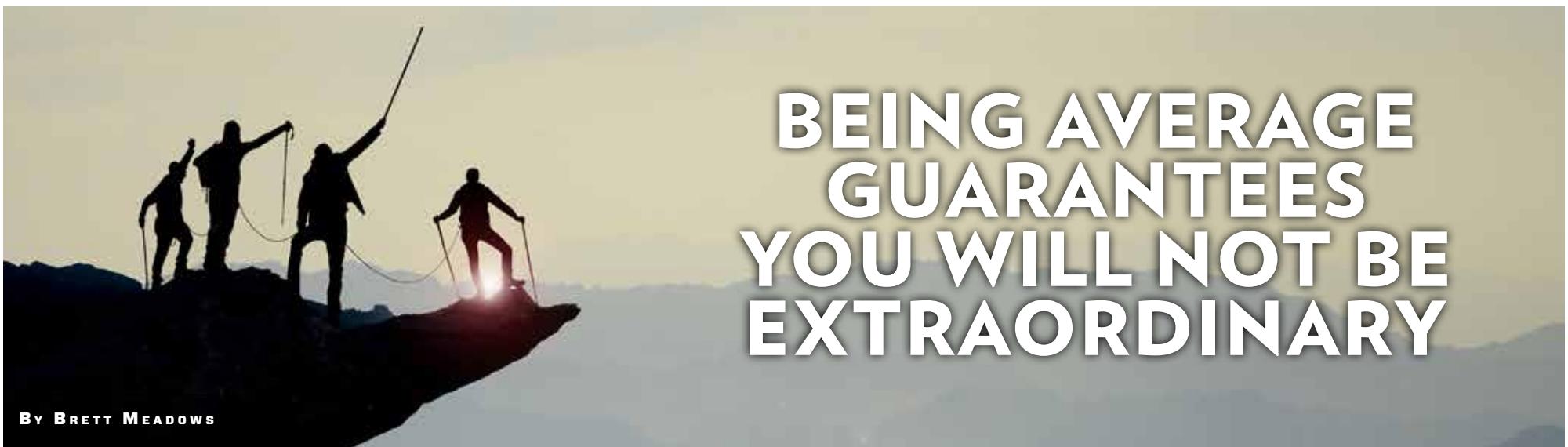


MULTIMEDIA



TABLE SPONSORS





# **BEING AVERAGE GUARANTEES YOU WILL NOT BE EXTRAORDINARY**

BY BRETT MEADOWS

**T**O BE EXTRAORDINARY YOU must be willing to do the things other refuse to do. The reality is that you have to put in the extra effort to have a great marriage than just an average one. You also have to put in the extra effort if you want to make \$1-million over 100,000 or 100,000 over 50,000.

Sound crazy?

It's not—and you'll see this when you start putting in the extra effort it takes to be successful. Your goals will not be accomplished unless the actions you take finally start to match who you want to become and what you want to accomplish. Average marriages, bank accounts, weight, health, businesses, never create any real success.

Average works for many because average is the norm. It is comfortable for most and others around you. Average is steady and predictable. If you want to lead an extraordinary life you need to put in the extra effort that others will not.

The average person will watch TV for 9.1 years. This is about 2.8 hours a day. How much work could you get done while the average person sits in front of watching TV reruns?

When was the last time the TV company sent you a cheque for watching their programs?

The average person sleeps eight hours (i.e. one third of a day). An average person sleeps for one third of one's life. If you live to 75, that's 25 years asleep or 9,125 days.

The average person will read one book a year. The average CEO reads 60 books a year! Average never yields anything more than just that; average or much less. Average thinking and actions will only guarantee you average results at best or at worse, failure.

The vocabulary and mindset of average people, even those individuals close to you, is always the same-be careful, play it safe, don't do that, money and success isn't everything, be satisfied with what you have, life is to be lived, don't want so much, take it easy, you don't have experience, you're too young, you're too old-blah, blah, blah.

When you hear what average people say and think, thank them for their advice. Then tell them that you would rather commit to your dreams and goals and risk failure than to live an average life.

Want to blow your sales quota out of the water? Put down the remote and start to read books on sales, success, and attitude. Wake up one hour earlier to get work done and watch your sales -and best of all your wallet-grow. **PI**

---

*Brett trains, coaches, and speaks to salespeople all over the country. For more information on seminars and training, please visit [www.brettmeadows.com](http://www.brettmeadows.com) or contact the friendly folks at Meadows Performance Sales and Strategy via email at [info@brettmeadows.com](mailto:info@brettmeadows.com) or by calling 289.696.3605.*

**#1  
BEST PLACE  
TO WORK  
ASI - COUNSELOR**

---

**2018**

We always felt it.  
But now it's official.

# BIG THINKERS AT THE FIRSTONTARIO PERFORMING ARTS CENTRE – WHAT A BIG IDEA!

BY TERRY O'MALLEY

**EVERY DAY WHEN YOU** head off to your workplace, you're in a competition. Rivals are after the same customers, clients and opportunities. Colleagues, as much as you like and respect them, will put their foot on your throat to get ahead. And in all these scenarios what is the weapon of choice?

An idea. A unique, one-of-a-kind, it's mine, get out of the way idea.

So, when I walked into the FirstOntario Performing Arts Centre for the recent BIG Thinkers: Innovation in Business event and waded into a sea of black clad thirty-somethings, sipping an early afternoon Chardonnay, and buzzing about the upcoming afternoon session, one thing struck me. I hardly recognized anyone and that was so reassuring. The old guard, my old guard, is gradually becoming history and a different breed has galvanized in brand new areas of business, chasing new ideas.

Hosting the day was former TV personality Kate Carnegie, now heading her own full-service PR agency in Niagara. Her very presence elevated the day to another level. Innovate Niagara's head man Jeff Chesebrough then took the mic to welcome the audience (and give far too much recognition to me for my peripheral involvement).

Kate introduced the day's keynote speaker, Meghan Chayka of Stathletes, a major sports analytics and insight business. (Her brother is the very young GM of the Arizona Coyotes.) For a sports junkie like me, her observations and message were mesmerizing. Consider "the humble work ethic of Niagara will get you a lot further than you can imagine." "Be open to new opportunities and roll with it, and be confident. We can compete on a global scale every day."

The two panel discussions that followed showcased local innovators and entrepreneurs. In one instance, maximizing data, and in the other, cross border involvements with health sciences.

In total, eight truly impressive panelists passed along insights such as "remember, data can be done anywhere"; "find a mentor, ask for advice"; "don't be shy" and in the world of data "people are growing up, fully connected and they care less and less about their data."

St. Catharines Mayor Walter Sendzik spoke briefly, urging us to think outside our comfort zones. The health panel left us with thoughts such as "The U.S. views risk very differently. When dealing there, don't hesitate." "Build at home first then be aggressive." And from our American panelist: "Don't be discouraged by rules and regulations. NAFTA is not on most people's radar."

This was quite an "innovative" afternoon. And one of the most pervasive messages of the day was "We have to brag more. Brag about Niagara. Brag about our academic resources. Brag about our lifestyle and our people." And that for this new breed is one hell of an idea! **BL**

Terry O'Malley, a native of St. Catharines, is one of the most highly acclaimed creative talents in modern Canadian advertising. O'Malley is the former creative director and partner in the highly influential Toronto-based agency Vickers and Benson Advertising. In more than 30 years at V&B, O'Malley helped build the agency into one of the leading brands in the Canadian advertising industry.



**Fire Your Boss  
and Own a Franchise in Canada!**

We help you identify the perfect franchise for you by matching your passions & expertise to your dream business



**Ask us how we can assist you to arrange franchise financing  
Helping You Find The Perfect Franchise**



**CANADIAN FRANCHISE  
CONSULTANTS**

Helping To Find The Perfect Franchise



**cfcfg2000@gmail.com • 1-888-550-0456  
www.CanadianFranchiseConsultants.com**

# VAMP IT UP - YOUR STYLE, THAT IS!

BY BETH KENNEDY

Revamp your wardrobe on a budget for spring and summer. The colour palette of 2018 will work with your body type and even the colours you have picked up, say in the last five years of your shopping sprees, will "sass" up your look.

For example, red, teal or even royal blue, pink, white, and patterns came out in pants and texture, and florals came out five years ago in skirts, scarves and more. This was a softer look, and now everything is bolder in colours, prints and even florals.

Most everyone has the wardrobe staples in jeans, skirts, dresses, jackets, tees, and silk, cotton, button-up shirts or blouses - and for footwear, anything goes in sneakers, heels or even wedge shoes, ankle boots and sandals.

As a creative personal stylist, I always tell my clients to buy clothes or even accessories that have versatility. The most versatile must-have is a pair of jeans. Choose a dark navy blue or a black pair and then add a splash of colour to your jeans by adding a bold coloured blazer or jean jacket in a colour that you love. One idea might be a green jean jacket worn with a printed button down shirt, and wear it with a pair of white, grey or even a coral pair of pants.

I've shown my clients how to put together outfits that can last for each day of the year and any occasion, and they're amazed at what we create from their closet. They look at me and say "I never thought that these two textures or colours would look good on me." So why not vamp-up your style? **BL**

*Beth Kennedy is a creative personal stylist and the visionary behind Find Your Style With Beth. You can email her at [findyourstylewithbeth@gmail.com](mailto:findyourstylewithbeth@gmail.com) or check out Find Your Style With Beth on Facebook.*



*Be Summer Sassy...*  
Revamp your Wardrobe

**Find Your Style with Beth**  
Call Beth now and book your personal style consultation!

**289-213-6379**  
[Facebook.com/FindYourStyleWithBeth](http://Facebook.com/FindYourStyleWithBeth)

# 10 KEY WAYS TO DEVELOP YOUR COMMUNICATIONS EXPERTISE

BY JIM MURRAY

Next to your actual sales force and your own undeniable persuasiveness, your website, corporate brochures, trade show collateral and identity kits should be among your hardest working communication tools.

To help you maximize the power of these tools, we have put together a checklist of attributes or elements which no self-respecting corporate identity or marketing program should be without.

- Synergy with your company's overall image
- Your strong selling proposition or brand solution
- The top five reasons why your prospect must do business with you
- An appealing look and positive feel
- Consistent narrative logic flow from top to bottom in every piece
- Obvious corporate identification
- The "you" story
- Simplicity, simplicity, simplicity
- A definite selling attitude throughout
- Testimonial and case study support

If you're currently not doing any or most of these things, you are not maximizing the biggest opportunity to sustain your branding. And we guarantee that if you do start doing them in the right way, your results will improve. Want to know more? Just ask us at [admin@bulletproofconsulting.ca](mailto:admin@bulletproofconsulting.ca). We'll take it from there! **BL**

*Bullet Proof Consulting. Helping Niagara businesses change their thinking for the better. Contact Charlene Norman at 647.991.8743, Jim Murray at 289.687.3475 or email [admin@bulletproofconsulting.ca](mailto:admin@bulletproofconsulting.ca).*

## THE 'EXPERT PERSONA'... LET US BUILD ONE FOR YOU

One of the fundamentals of a successful business is that people buy from people they like and trust.

The way you treat your customers makes them like you.

And the expertise you offer them builds trust.

This is what we call the 'expert persona' and it's something that many of the most successful entrepreneurs have in common.

Creating this 'expert persona' and helping build the 'like and trust' factor is a key part of what we do for our entrepreneurial clients.

And what we can do for you.

If this is something that appeals to you, let's talk.

**Call us today at 647 991-8743  
to arrange a no-obligation meeting.**

**[ BULLET PROOF ]  
CONSULTING**

**Effective, affordable business & marketing solutions for forward-looking enterprises**

**[bulletproofconsulting.ca](http://bulletproofconsulting.ca)**



Your Car. Your Family.

**[InsuranceJustOnline.com](http://InsuranceJustOnline.com)**

**Protect All Of Them With  
Just One Click!**



**Get A Free Quote Now**

**For All Your Insurance Needs**

## YOUR BRAND OUR BOARD



### CONTENT FLEXIBILITY

- AD CHANGE IN REAL-TIME
- MULTIPLE DIFFERENT ROTATING ADS
- LIVE SCORES AND COUNTDOWNS
- DAY PARTING
- WEATHER TRIGGERED AD CHANGE
- BOARD DOMINATION
- UNLIMITED CREATIVE CHANGES
- PROOF OF PERFORMANCE REPORT
- OPTIONAL ADVERTISE WITH ONLY TORONTO OR NIAGARA BOUND TRAFFIC

STRATEGICALLY LOCATED ON ONE OF CANADA'S BUSIEST HIGHWAY CORRIDORS, WE SERVICE BOTH THE GTA AND NIAGARA/USA BOUND TRAFFIC

OVER  
**5 MILLION**  
MONTHLY  
VIEWERS

“ During our advertising campaign with XDM, our business experienced a 28% **increase** in revenue and over 40% **higher walk-in volume** for the duration of the ad. I would encourage anyone who is considering marketing or advertising their goods or services to give XDM a try.

- Sam Kerbabian, nooKz Home Comfort Centre



Reserve your spot today on the **ONLY** digital billboard along the Q.E.W. Please call **905-901-1909** or visit [www.xdmc.ca](http://www.xdmc.ca) for more details. Receive a 25% discount if you book any period in 2018. Offer expires June 30<sup>th</sup>, 2018.

# FIND YOUR MISSING MONEY

BY TRACEY MACKENZIE

**C**RM is an acronym for Customer Relationship Management. This has become a common term in the business world today and is one of the best investments you can make in your business – and they don't have to be expensive! In fact, I know a few free ones including a "low tech" method for the technology adverse out there.

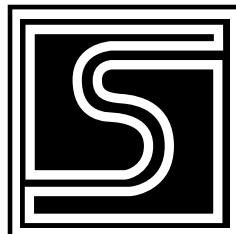
When picking a CRM, make sure you are picking the right one for your company. A salesperson needs different functions than a cleaning company, who needs something different than a chiropractor, a hairdresser, a realtor, a construction company, and so on.

The average service company can pick up between at minimum 25% more business just by simply engaging the right recall system (a systematic way to reconnect through your CRM with your customers when they haven't done business with you in a while). Similarly, seasonal businesses can smooth out the low periods with the implementation of a tool that reminds customers of their last interaction and that they are due for their next visit. The right tool increases both customer satisfaction and revenue.

How much hidden money do you have hiding in your client data today? Find out more at [www.powerprofits.ca](http://www.powerprofits.ca). **BL**

Tracey MacKenzie is the owner of Power Profits.

**GET AFFORDABLE  
HOME & AUTO  
INSURANCE  
FROM YOUR  
LOCAL BROKER**



**C.M. Steele**  
INSURANCE BROKERS LTD.

Est. 1898

46 CHARLOTTE ST  
PORT COLBORNE  
**905.835.2417**

442 MILLEN ROAD UNIT 12  
STONEY CREEK  
**905.664.9898**

[www.cmsteeleinsurance.ca](http://www.cmsteeleinsurance.ca)



# Power Profits

At Power Profits, we help businesses increase profits. Our unique program helps businesses make back 10-20Xs their investment. When you join our program, you'll know exactly what you need to do to turn your business into a profit making machine.

Visit [www.powerprofits.ca](http://www.powerprofits.ca) for more information

Brought to you by:

*Tracey MacKenzie Co*  
[www.traceymackenzie.ca](http://www.traceymackenzie.ca) 905-401-0765



**LOUNGE  
SIX**  
Parkway Sky Bar

327 Ontario Street, St. Catharines, ON  
905.688.2324 | [www.HONHotels.com](http://www.HONHotels.com)





# PROTECT YOUR BUSINESS FOR FUTURE GENERATIONS

BY KRISTI COLLINS

**C**ONGRATULATIONS! YOU HAVE BUILT your family business into a great success! In a time when big box businesses reign supreme, this is no easy feat. You have invested all of your energy, time and money into making your business what it is today. Your family has been with you through the highs and lows, and you want them to share in your success. The last thing you want is for your legacy to fall apart and cause family strife in your final "golden" years or after death.

As estate litigators, we see first-hand how family businesses can fall into litigation during periods of succession. The following are some issues to consider now to help keep your family business out of estate litigation in the future:

Start planning early. Smoothly transitioning your business from one generation to the next takes time and careful planning. You should begin considering your succession plan in conjunction with your estate plan at least five years before your planned retirement. Consider also a contingency plan in the event you are forced to retire sooner than you thought. What would happen to day-to-day operations if you were suddenly unable to participate? Who would make the decisions? Does the business have mechanisms in place to quickly introduce new leadership, if required? A sudden void in leadership due to illness or other unforeseen circumstances can often leave a business on shaky ground. Likewise, unforeseen incapacity may preclude you from later changing your will, leaving the future of the business and the estate in confusion and conflict.

Be realistic about your family and your business. Are your children involved in the business? Do they work well together? Do they want to continue in the business long-term? Is one more involved than the others? Do you have non-family business partners to consider? Are there existing personal dynamics which complicate your business and/or estate planning, such as divorce/remarriage or family in-fighting? Does the business have long-term viability or can you already foresee a decline in market presence? If there is no clear path for handing down a successful business and you anticipate trouble, consider whether selling the business during your lifetime and dividing the proceeds in your will is the more realistic approach to maximizing value and peace of mind for your family.

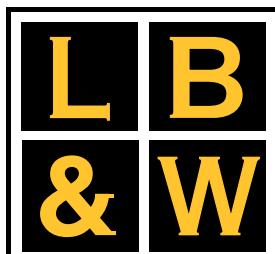
Consider your priorities. What is best for your company's future may not be what is "fair" or "equal" among your heirs. Indeed, what is equal is not always fair. Equally dividing management

or ownership of a company may cause difficulties in decision-making down the line. Moreover, one or two of your heirs may invest more time and effort into the success of the business, in which case it may be more fair for them to hold more of an ownership stake. You could leave management with one and divide ownership – the use of non-voting shares, for example, is a useful way to split ownership but not decision-making. Still, you should be aware that disgruntled shareholders have various legal remedies to challenge directors which could ultimately overcome your intended plan. While succession planning, you may wish to revisit your company's articles, bylaws and shareholders agreement(s) to address your specific concerns.

Comprehensively discuss your considerations with your advisors and periodically revisit your plan. The more information about your business, your priorities and your assumptions for the future that you share with your financial and legal advisors, the better able they will be to craft a solution that's right for your family and business. Multiple wills, estate freezes, trusts, non-voting shares and various other provisions within shareholder agreements are all legal tools that can be used to plan your estate and minimize the likelihood of a future legal challenge. They can also be the source of litigation if they are used inappropriately or based on mistaken assumptions. As your circumstances change (such as market changes, divorce or death of a partner or relative), revisit and revise your plan as necessary to ensure it continues to represent your intentions.

Talk to your family about your plans. Even a carefully thought out estate plan may cause conflict in your family or business. By not discussing it with your family, you only delay the inevitable and eliminate your important role in resolving the matter. Directly explaining your intentions and rationale for your estate plan will go a long way in preventing misunderstandings, resentment and hurt feelings down the road, which, after all, are at the foundation of most estate litigation. **BL**

*Kristi Collins is an Associate in Lancaster, Brooks & Welch's Litigation law team. She handles a variety of civil litigation matters including estate litigation, complex corporate and commercial litigation, bankruptcy and insolvency law. She may be contacted for a consult at 905.641.1551.*



LANCASTER,  
BROOKS &  
WELCH LLP



## Kristi Collins

**We are Niagara's Lawyers since 1882.** Kristi is an Associate in our litigation law team. She handles a variety of civil litigation matters, including complex corporate and commercial litigation, bankruptcy and insolvency law, and estates litigation.

800 - 80 King Street, St. Catharines, ON L2R 6Z1 | 905.641.1551 | TF: 1.866-835-3934 | [www.lbwlawyers.com](http://www.lbwlawyers.com)

# APOCALYPSE NOW:

## When Your Business Runs Out of Bandwidth

BY RICH DAVIDSON

**O**NE OF THE MOST common technical support calls we receive is related to what customers perceive to be a slow internet connection or degraded network performance. Very rarely is there actually an issue with the network though. Most of the time, the customer is consuming all their allocated bandwidth without realizing it.

When it comes to the internet, it's "first come, first serve." In other words, users and applications alike are in constant contention for bandwidth. Here's an example. You arrive at the office and open a web browser, and notice that things are moving slowly. Like, 1998 slow. So, you do a speed test, and the results are clear. These are not the speeds you're paying for.

But ask yourself this: what else is happening on your network at that exact same moment?

In anyone streaming video? What about large file transfers or backups? Maybe people are accessing resource intensive business applications over a VPN connection. In any case, all these things will impact your internet connection and your speed test results will show it. You'll call your internet service provider, they'll pull a utilization graph, and likely inform you that you are hitting your bandwidth cap.

The easiest and quickest solution? Upgrade your internet connection! Still, an argument can be made that sometimes two internet connections are better than one. In fact, one of our long-standing fibre customers recently encountered this very issue.

Twenty years ago, Clint Green and Darren Cranford founded Keyframe Studios, a one-stop media shop that would later grow into two divisions: Krow VFX Inc, which specializes in live action visual effects, and Keyframe Animation. As the company grew over time, Keyframe Studios emerged as a force in the VFX industry, swelling to a 50+ person studio, developing their own software, and creating intellectual properties. In 2014, they opened-up shop in St Catharines. "Once we got a foot hold and started working on TV and film in Toronto, we decided to commute for meetings and kept the shop in Niagara," Green said. "You just can't get this way of life if we were to pack up and move to Toronto."

Suspecting that Keyframe's internet bandwidth requirements would grow exponentially over time, Clint and Darren made the decision to bring high-speed fibre into their new studio during construction.

"Everything we do is received and delivered over the internet," Green said, "and as demands increase for higher resolutions like HD and 4K, we'll need our bandwidth to expand with our company."

Earlier this year, I received a call from Keyframe Studios. At that point, they were feeling the bandwidth pinch, and suspected a possible technical issue with their NRBN internet connection. My primary concern was the immediate impact to their business, so as soon as I arrived on site, I doubled their bandwidth while we investigated the issue. Next, I pulled their internet usage graph. Sure enough, Keyframe had been hitting their bandwidth cap. The source of their issues? Constant contention for bandwidth.

"Access to shared bandwidth is an ongoing challenge. Staff require constant internet access, and hourly file backups consume a tremendous amount of resources," Green said. "NRBN has been a great internet partner. First, setting up our initial fibre service that helped us transition from the old office to our new office five years ago. Best of all, they offer a scalable internet service. If we require more speed, we can call and within minutes, our bandwidth will be upgraded. Most recently, we added a second internet connection that lets us manage our traffic and resolve our bandwidth issues."

You can catch Keyframe Studio's VFX work on *The Expanse*, a sci-fi thriller that airs on the Space network and just wrapped up its third season. Not to be outdone, their animation division is hard at work on *OLLIE: The Boy Who Became What He Ate*, which airs Saturday mornings on CBC. **BL**

---

*Rich Davidson is a network architect at Niagara Regional Broadband Network. To find out more about the NRBN, please call 1.877.331.6726 or go to nrbn.ca.*



**Downloading in slow motion? Go faster with fibre.**

- \* Dedicated fibre Internet with speeds ranging from 10Mbps to 10Gbps
- \* Private point-to-point and point-to-multipoint network connections
- \* Fully managed WiFi and network security solutions
- \* Local 24/7 technical support
- \* 100% fibre based service-delivery

**BETTER INTERNET IS HERE**

No usage caps, no hidden charges – just big bandwidth, all the time.

**www.nrbn.ca • sales@nrbn.ca • 1-877-331-6726**



# BIZCON X

**NETWORKING**

 #bizconxiagara

## NEXT MEETING

JUNE 27<sup>TH</sup>, 2018  
5PM - 7PM

  
**WILDFIRE GRILLHOUSE & LOUNGE**  
410 ONTARIO STREET  
ST. CATHARINES, ON

Join today at  
[www.meetup.com/bizconxiagara](http://www.meetup.com/bizconxiagara)



**IT'S NOT WHO YOU KNOW,  
IT'S WHO KNOWS YOU**



ORGANIZING &  
DECLUTTERING

JOANNA PETERSEN  
Owner & Certified Professional Organizer

[www.spacesensesolutions.com](http://www.spacesensesolutions.com)  
[info@spacesensesolutions.com](mailto:info@spacesensesolutions.com)  
905-324-2322



RELEASE YOUR  
INNER ARTIST

Corporate  
Fundraising  
Team Building

[www.paintnite.com](http://www.paintnite.com) | 416-554-5432



*Bottled Water  
Delivery Service  
serving Niagara  
since 1994*

**Wilma Snippe**

Wilma@H2Only.ca  
905-934-0966  
888-834-0966  
[www.H2Only.ca](http://www.H2Only.ca)



**CANADIAN FRANCHISE  
CONSULTANTS**  
Helping To Find The Perfect Franchise

[cfcfg2000@gmail.com](mailto:cfcfg2000@gmail.com)  
905.290.0456 | 416.839.4328  
[www.CanadianFranchiseConsultants.com](http://www.CanadianFranchiseConsultants.com)

Explore your investment  
choices in your TFSA.



**Nicolle A Lalonde**  
Financial Advisor

10 Hwy 20 East  
Fonthill, ON L0S 1E0  
905-892-9930  
[nicolle.lalonde@edwardjones.com](mailto:nicolle.lalonde@edwardjones.com)

**Edward Jones®**  
MAKING SENSE OF INVESTING

### Niagara First Aid Services



**James Grenier**  
Owner/Lead Instructor

[niagarafirstaid@gmail.com](mailto:niagarafirstaid@gmail.com)  
**289-213-9496**

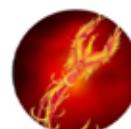
CANADIAN RED CROSS TRAINING PARTNER

### Silver Phoenix Jewellery

Fairview Mall  
285 Geneva St. St. Catharines  
905 - 512 - 0428

[www.SilverPhoenixJewellery.ca](http://www.SilverPhoenixJewellery.ca)

TRENDY STERLING SILVER \* STAINLESS STEEL \* SCARVES



Finding Balance Through

Shifting Gears

To a Healthier You.



*Specializing in supporting families of  
PTSD Survivors*

905-704-9702 | [www.ShiftingGearsLifeCoaching.com](http://www.ShiftingGearsLifeCoaching.com)

# BIZCON X

## BUSINESS PROFILE



### DreamTrips Travel Members Club

DreamTrips is a vacation club and travel community for adventurers, luxury travel seekers and everyone in between. It's the ultimate travel club community that allows you to travel anytime, anywhere. With DreamTrips, you can experience customized travel opportunities and valuable deals at fine restaurants, energized clubs and exquisite hotels.

Every day, DreamTrips members are traveling the world on one-of-a-kind curated vacations, experiencing new destinations and creating memories with their families and friends. All the work, planning and price-haggling have been done for you – so your only job is to sit back, relax and enjoy the experience!

At DreamTrips, our travel experts scan the globe daily for the world's best experiences and deals, and package them up for you – saving you time, money and stress. Your thoughtfully-designed DreamTrips experience also comes with all kinds of custom extras and bonus features that are only available when you leverage the power of group rates.

With DreamTrips, you'll experience better properties, better service and better prices. So become a DreamTrips member and begin your adventure today! **BL**

To find out more about DreamTrips, call 289.438.2995,  
email [canada.dreamtrips@gmail.com](mailto:canada.dreamtrips@gmail.com)

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

## SOCIAL MEDIA FOR BUSINESS

Solutions Specifically Designed  
For Your Business

- ▶ Social Media **MARKETING**
- ▶ Social Media **CONSULTING**
- ▶ Social Media **TRAINING**



**289-434-4874**

Get new fans and  
customers who keep coming back for  
more with effective  
Social Media Marketing

## CORPORATE TRAINING

# AAPEX DRIVING ACADEMY



SAFER DRIVERS SAVE LIVES, MONEY AND YOUR COMPANY'S REPUTATION.

We will customize a program specifically designed for your employee's driving scenarios.

Register online - [aapexdriving.com/register](http://aapexdriving.com/register) 1-800-463-1436

## PROTECT YOUR REPUTATION

**Invest in your team!**

Safer Drivers saves lives  
You can make a difference  
and save money too!



# HAS RAISED AND ROLLED BACK **\$3.11 MILLION** TO WORTHWHILE CAUSES ACROSS NIAGARA

## SOME OF THE BENEFICIARIES OF OUR EFFORTS ARE:

YMCA's of Niagara	Infinity Play Place	Women's Place of	Lincoln Community Complex	Learning Disabilities Niagara
Hotel Dieu Shaver Health & Rehabilitation Centre	Alzheimer Society	South Niagara	Hospice Niagara	Niagara-on-the-Lake Library
Niagara Regional Health Department	Wellspring Niagara	Gateway of Niagara	Hope Centre	Niagara Youth Orchestra
Niagara Children's Centre	Bethesda Community Services	Start Me Up Niagara	Hannah House	St. John's Ambulance
Pathstone Foundation	Big Brothers and Big Sisters	Bethlehem Housing & Support Services	Adolescents Family Support Niagara	Strive Niagara
Niagara Health System	Norm Foster Festival	Gillian's Place of St. Catharines	i-CANTER Therapeutic Riding	Yellow Door Theatre Project
Family and Children Services (FACS)	Red Roof Retreat	Niagara Child Advocacy Centre	CNIB	Community Living Port Colborne/Wainfleet
Heart and Stroke Foundation	Niagara Regional Police Department	Autism Society	Kidsport Niagara	Boys & Girls Club of Niagara
YWCA "Drug Awareness Program"	Children's Discovery Centre	Project Share	Community Living St. Catharines	Links for a Greener Learning
Community Care St. Catharines and Thorold	Children's Safety Village	Brushed Aside Program	Fort Erie Performing Arts Centre	Niagara Furniture Bank
Community Care of West Niagara	Port Cares	The Raft (a resource association for teens)	Scouts Canada Welland	McNally House Hospice
	Heartland Forest	Niagara Symphony Orchestra	Brock University Sports	Niagara Folk Art Multicultural Centre
	Brain Injury Association of Niagara	Niagara Regional Sexual Assault Centre	Wigs for Kids Canada	Friends of Roselawn Centre
	Habitat for Humanity			Equine Ability Therapeutic Riding Centre

## UPCOMING EVENTS

### CHUCK SMITH PUB NIGHT FRIDAY, JULY 13th, 2018

GRANTHAM HOUSE • 14 SECORD DRIVE, ST. CATHARINES

### VALVANO 'the RIDE' FOR WISE GUYS SUNDAY, JULY 15th, 2018 at 8:00 am

VALVANO SALON SPA • 134 NIAGARA STREET, ST. CATHARINES

### AUCTION & DINNER PARTY TUESDAY, JULY 17th, 2018 AT 6:00PM

COPPOLA'S RISTORANTE • 203 CARLTON STREET, ST. CATHARINES

FOLLOW US ONLINE [f/WiseGuysCharity](#) [@WISEGUYSCHARITY](#) [@WISEGUYSCHARITY](#)

### 28th ANNUAL CHARITY GOLF TOURNAMENT WEDNESDAY, JULY 18th, 2018 AT 7:15 AM

LOOKOUT POINT GOLF & COUNTRY CLUB • 209 TICE ROAD, FONTHILL

### 12TH ANNUAL LEGENDS BOXING NIGHT FRIDAY, JULY 20th, 2018 AT 6:00PM

MERRITTON COMMUNITY CENTRE • 7 PARK AVENUE, ST. CATHARINES

### 4th ANNUAL WISE GIRLS TEE PARTY MONDAY, AUGUST 13th, 2018 AT 12:30PM

ST. CATHARINES GOLF & COUNTRY CLUB • 70 WESTCHESTER AVENUE, ST. CATHARINES

Donated by:  
BUSINESS LINK MEDIA GROUP

## UPCOMING EVENTS

# THANK YOU TO OUR GENEROUS SPONSORS



## CHAMPIONSHIP SPONSORS



## GOLD TEE SPONSORS



## BLUE TEE SPONSORS



## WHITE TEE SPONSORS

Salit Steel  
Trius Winery at Hillebrand

Lookout Point Golf & Country Club  
Liquid Entertainment

Boldt Pools & Spas  
Royal LePage

## RED TEE SPONSORS

DJB Chartered Accountants  
Burtnik Printing  
Advanced Office Solutions  
Grant Thornton LLP  
Henley Honda  
Horton Automatics of Ontario

RBC Commercial Markets  
Rankin Construction  
Walker Industries Holdings Ltd.  
Lightning Circuits  
Latcham Marine Services / (PML Foods)  
Mike Hildebrandt / Verge Insurance  
CIBC Wood Gundy / The Carломusto Financial Group

Fidelity Investments  
Niagara Clifton Group  
Niagara Tents and Events  
Clare's Cycle & Sports Ltd  
Escarpment Advisory Team  
The Grantham House  
Premier Bailiffs

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

Donated by:  
BUSINESS LINK  
MEDIA GROUP

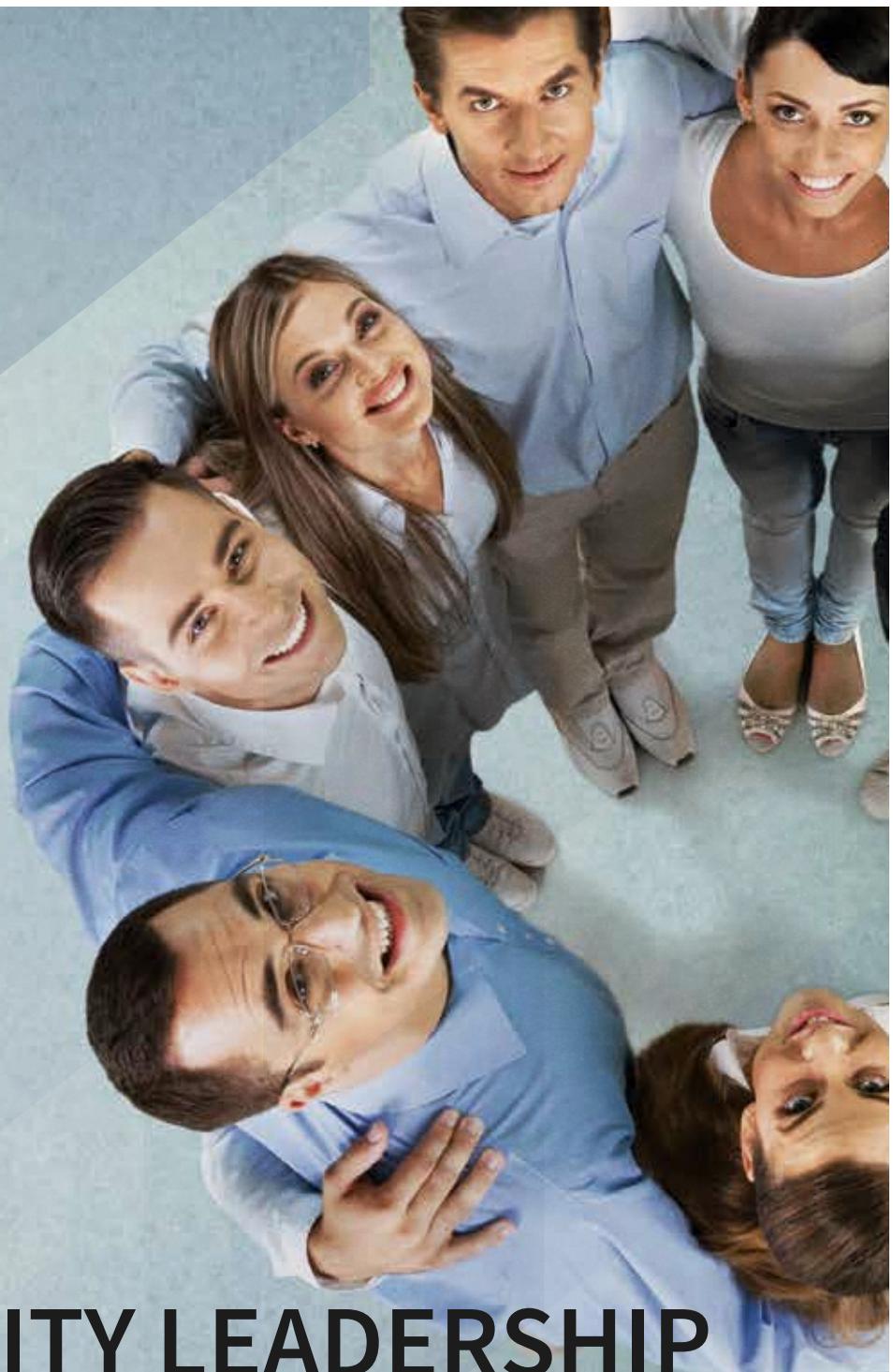
How do you...

# ENGAGE ENRICH EMPOWER

... your employees?

Engaging and developing emerging leaders in your organization is an investment that pays off.

To find out more, visit us today  
[www.leadershipniagara.ca](http://www.leadershipniagara.ca)



## COMMUNITY LEADERSHIP PROGRAM **2018/19**

**“ [Leadership Niagara] helped me begin my lifelong practice in leadership and has given me the tools to identify, understand, and act upon opportunities for positive growth ... within myself, my workplace, and my community. ”**

- Laura Fyfe, LN Grad 2018

T: 905.688.5550 Ext. 5847  
E: [info@leadershipniagara.ca](mailto:info@leadershipniagara.ca)  
W: <http://www.leadershipniagara.ca>



**LEADERSHIP NIAGARA**  
INSPIRING LEADERS. BUILDING COMMUNITY.