



VOLUME 39 ISSUE 4  
APRIL 2023

# Spring is Here: Visit Niagara, Business Advice and More!

P08 Explore the Beauty of Niagara Falls in the Spring

P14 20th Niagara 40 Under Forty Awards Ceremony

P15 5 Science-Based Steps to Improve Your Workspace

P19 20-Year 40 Under Forty Alumni Reunion



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## PUBLISHER

Business Link Media Group  
4056 Dorchester Road - Suite 203  
Niagara Falls, ON L2E 6M9  
Tel: 905.646.9366

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# PUBLISHER'S NOTE

Dear Readers,



As we enter the spring season, which marks the beginning of the tourism season in many parts of the world, it's an opportune time to explore new possibilities and opportunities for growth in the business world. In this edition of our business publication, we bring you a diverse range of articles that provide valuable insights and tips for entrepreneurs and business owners alike.

One of the most exciting prospects for aspiring entrepreneurs is the chance to start their own business. Our article on "10 Essential Tips for Starting Your Own Business" provides practical advice and guidance on navigating the challenges and complexities of entrepreneurship.

We also delve into the power of technology in revolutionizing marketing strategies. Our article on "The Power of AI-Based Tools in Marketing" explores how artificial intelligence is transforming the marketing landscapes. This article highlights the immense potential of AI in driving marketing success and provides insights on how businesses can leverage these tools to stay ahead of the competition.

As businesses continue to evolve, so do workspaces. Dr. Andrew Huberman's latest article "5 Science-Based Steps to Improve Your Workspace" sheds light on the significance of creating a conducive work environment that promotes productivity and employee well-being. Drawing on scientific research, this article offers practical tips on optimizing lighting, ergonomics, and layout to create a workspace that fosters creativity and enhances performance.

Amidst the hustle and bustle of the business world, it's crucial to take a moment to acknowledge and celebrate the achievements of our peers. Our article on the "20-Year 40 Under Forty Alumni Reunion" highlights the importance of reconnecting, reminiscing, and recognizing the contributions of past recipients of this prestigious recognition.

And last but not least, we invite you to explore the natural beauty of Niagara Falls in the spring season. Our article on "Exploring the Beauty of Niagara Falls in the Spring" showcases the breathtaking views and attractions that this iconic tourist destination has to offer during this time of the year. From the blooming flora to the roaring waterfalls, Niagara Falls in the spring is truly a sight to behold.

As we embrace the opportunities and challenges that the tourism season brings, I encourage you to read through our articles and glean insights from the diverse range of topics covered. May this edition of our publication inspire you to embrace growth, innovation, and collaboration in your business endeavors.

Happy Reading!

Yours in Business  
 Marilyn Tian, M.B.A.  
 President & Co-Publisher  
 Business Link Media Group

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# 10 ESSENTIAL TIPS FOR STARTING YOUR OWN BUSINESS



Starting your own business can be an exciting and rewarding experience, but it can also be daunting and overwhelming. As an entrepreneur, there are many challenges you will face, from developing a business plan to managing finances and building a customer base. To help you navigate these challenges, we've compiled a list of 10 essential tips for starting your own business.

## 1. Develop a solid business plan

A business plan is the foundation of your business. It outlines your goals, strategies, and financial projections. A well-written business plan will help you stay focused and on track, and will also be essential if you're seeking funding from investors or lenders.

## 3. Conduct market research

Conducting market research will help you better understand your target market, as well as your competitors. It will also help you identify any gaps in the market that you can fill with your product or service.

## 4. Choose the right legal structure

Choosing the right legal structure for your business is an important decision. It will affect your taxes, liability, and ownership structure. Consult with a lawyer or accountant to determine the best legal structure for your business.

## 2. Identify your target market

Before launching your business, you need to identify your target market. This includes understanding their needs and preferences, as well as their spending habits. This information will help you tailor your product or service to meet their specific needs and preferences.

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## 5. Secure funding

Starting a business requires capital, whether it's your own money or funding from investors or lenders. Explore all funding options, including small business loans, grants, and crowdfunding.

## 7. Build a strong brand

Your brand is your identity, and it's essential to build a strong brand from the beginning. This includes developing a logo, creating a website, and establishing a social media presence.

## 9. Create a marketing plan

Marketing is essential to building a customer base and growing your business. Develop a marketing plan that includes online and offline strategies, such as social media, email marketing, and networking events.

## 6. Hire the right team

Your team is essential to the success of your business. Hire people who are skilled, experienced, and share your vision and values.

## 8. Manage your finances wisely

Managing your finances is essential to the success of your business. Keep track of your expenses, establish a budget, and regularly review your financial statements.

## 10. Stay flexible and adaptable

Starting a business requires a lot of hard work and dedication, but it's also important to be flexible and adaptable. Be open to feedback and new ideas, and be willing to pivot if necessary.

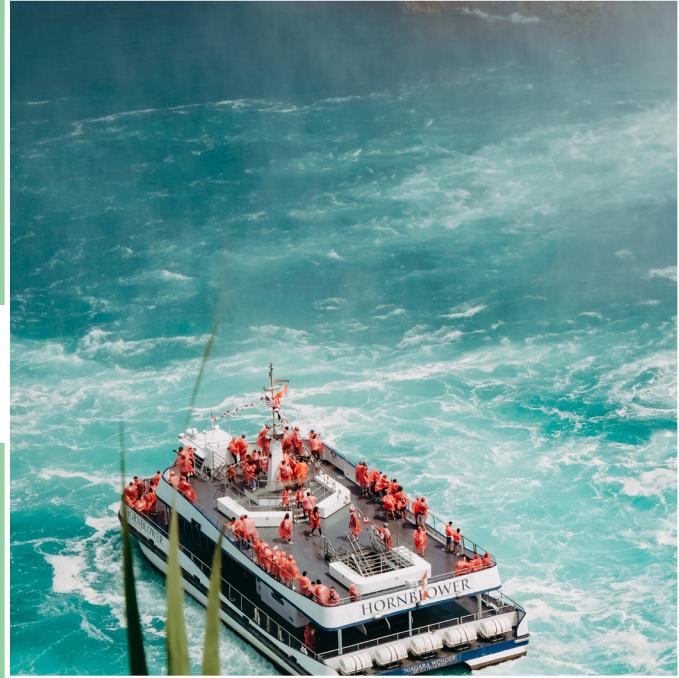
In conclusion, starting a business is a challenging but rewarding experience. By following these 10 essential tips, you can increase your chances of success and build a thriving business.

By Business Link

# EXPLORE THE BEAUTY OF NIAGARA FALLS IN THE SPRING



Spring is a beautiful time to visit Niagara Falls, as the weather warms up and the flowers start to bloom. With so much to see and do in the area, it can be hard to know where to start. In this article, we'll explore some of the top things to do in Niagara Falls in the springtime.



## Visit the Niagara Parks Botanical Gardens

It is a must-visit attraction for nature lovers in the Niagara region. The gardens come alive in the spring with blooming flowers and trees, and you can take a leisurely stroll or enjoy a picnic in the park.

## Maid of the Mist Boat Tour

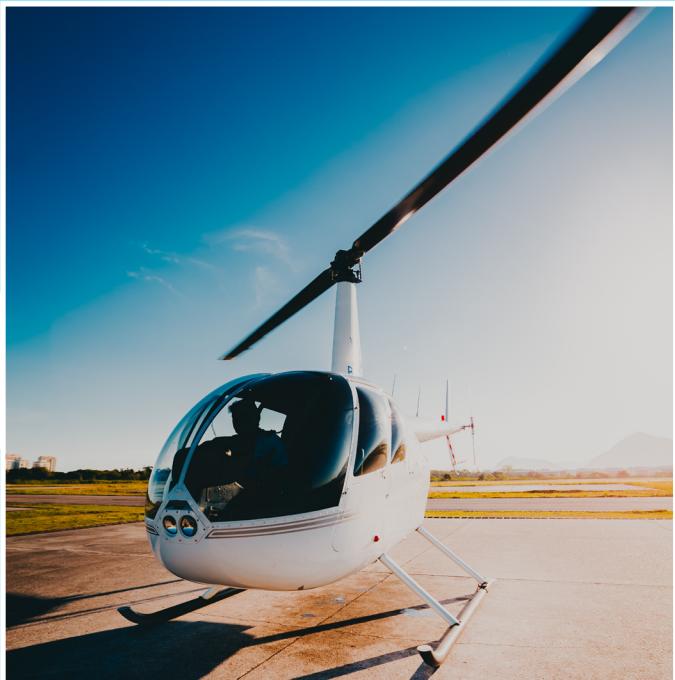
The Maid of the Mist Boat Tour is a must-do experience for anyone visiting Niagara Falls. This tour takes you right up to the base of the falls, giving you an up-close and personal view of the cascading water. The boat tour runs from April to October, so spring is the perfect time to take advantage of this experience.

## Explore Niagara Wine Country

Niagara Falls is surrounded by beautiful vineyards and wineries, which offer tours and tastings throughout the spring season. Take a day trip out to Niagara Wine Country and sample some of the region's finest wines. You can also take a bike tour of the area or go on a guided wine-tasting excursion.

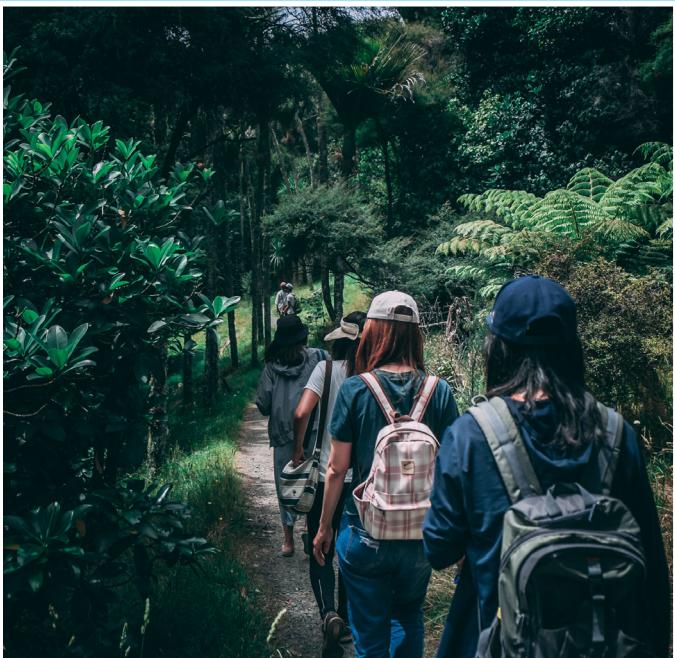
## Take a Helicopter Tour

For a truly unforgettable experience, take a helicopter tour of Niagara Falls. This tour will take you high above the falls, giving you an incredible bird's-eye view of the entire area. Spring is a great time to take a helicopter tour, as the weather is generally clear and sunny.



## Visit Niagara-on-the-Lake

Niagara-on-the-Lake is a picturesque town located just a short drive from Niagara Falls. Here, you can explore quaint shops, art galleries, and restaurants, and take in the stunning views of Lake Ontario. Spring is the perfect time to visit Niagara-on-the-Lake, as the town is filled with blooming flowers and lush greenery.



## Go Hiking in Niagara Glen

Niagara Glen is a nature reserve located just a short distance from Niagara Falls. Here, you can take a scenic hike through the gorge and see some of the area's most stunning natural features, including waterfalls and rock formations. Spring is a great time to visit Niagara Glen, as the weather is cool and comfortable for hiking.

By Business Link



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# REVOLUTIONIZING MARKETING

## THE POWER OF AI-BASED TOOLS

Artificial Intelligence (AI) has revolutionized the world of marketing. AI-based marketing tools have the ability to collect, analyze, and interpret vast amounts of data, providing businesses with valuable insights into customer behavior and preferences. This, in turn, enables marketers to deliver highly personalized and targeted marketing campaigns, resulting in higher conversion rates, increased customer satisfaction, and better ROI.



One of the most significant advantages of using AI in marketing is the ability to automate routine tasks. AI-powered marketing automation tools can analyze customer data, such as browsing history, purchase history, and social media activity, to create targeted marketing campaigns that reach the right audience at the right time. This can save businesses time and money while ensuring that their marketing efforts are as effective as possible.

AI can also help marketers personalize their messages to customers. With the ability to analyze customer data, AI can provide marketers with valuable insights into the needs and preferences of their target audience. This, in turn, enables marketers to create highly personalized messages that resonate with their customers and drive engagement.

Another area where AI can have a significant impact on marketing is in customer service. Chatbots and virtual assistants can be programmed to provide customer support 24/7, answering frequently asked questions and resolving issues in real-time. This can enhance the customer experience and improve customer satisfaction, leading to increased loyalty and retention rates.

AI can also be used to improve the effectiveness of advertising campaigns. By analyzing customer data, AI can identify the most effective channels and ad formats for reaching specific target audiences. This can help businesses optimize their ad spend and achieve higher ROI on their advertising campaigns.

However, as with any technology, there are also challenges associated with using AI in marketing. One of the biggest challenges is ensuring the accuracy and reliability of the data used to train AI algorithms. Additionally, there are concerns about privacy and data security, particularly in light of recent data breaches and privacy scandals.

Despite these challenges, the benefits of using AI in marketing are clear. AI-powered marketing tools can help businesses streamline their marketing efforts, improve customer engagement, and achieve better ROI on their marketing spend. As the technology continues to advance, we can expect to see even more exciting applications of AI in marketing in the years to come.

By Business Link

# JOIN US CELEBRATING THE 20TH CLASS OF NIAGARA 40 UNDER FORTY AWARDS RECIPIENTS



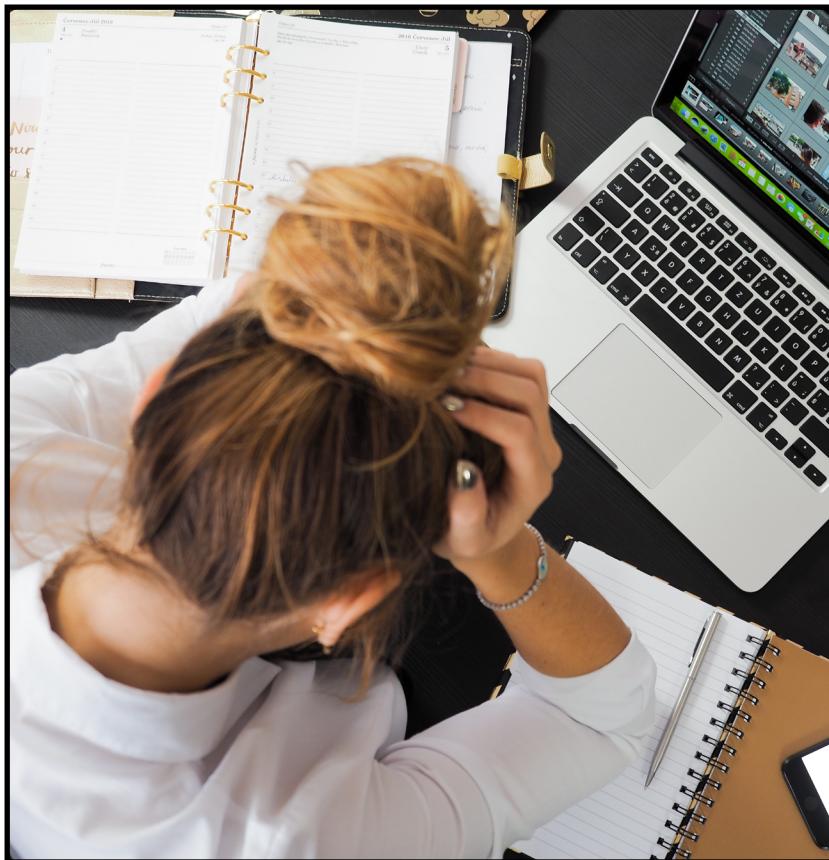
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# 5 SCIENCE-BASED STEPS TO IMPROVE YOUR WORKSPACE

By the Huberman Lab Podcast Neural Network



Regardless of where we work—at home, in an office, in cafes, or elsewhere—we can all do a few simple things to our work environment to optimize our productivity. Below is a short list of the most effective things—none of which require purchasing any products or

1. Maintain alertness and focus longer.
2. Improve posture and reduce pain (neck, back, pelvic floor, etc).
3. Tap into specific states of mind (creativity, logic, etc.) for the sake of work.

## 1. SIT OR STAND?

Many people favor standing desks. Others prefer to sit. The data on this (yes, there are quality peer-reviewed studies on the matter; we discuss those and link to them in the Huberman Lab Podcast episode on optimizing your workspace) indicate that the best approach is: both! It is best to arrange your desk and workspace so that you can work sitting for some period of time—10-30 minutes or so for most people, and then shift to work standing for 10-30 minutes, and then go back to sitting. Research also shows that it's a good idea to take a 5-15 minute stroll after every 45 minutes of work. You do not need to purchase

a standing desk. A very accomplished academic (MD, PhD, member of the National Academy of Sciences) colleague has maintained tremendous productivity for decades by simply placing a box and a few books on their desk to create a simple, effective sit-stand desk. I use a shallow angle drafting table and then move to a regular desk and back again approximately every 30 minutes. There is evidence that such a sit-stand approach can reduce neck and shoulder and back pain and even help augment some of the positive effects of exercise—which we should all be doing too, of course.

## 2. TIME IT RIGHT

We are not the same person across the different hours of the day, at least not neurochemically. I call the first part of your day (~0-8 hours after waking up)

**“Phase 1.”** During this phase, the chemicals norepinephrine, cortisol, and dopamine are elevated in your brain and body. Alertness can be further heightened by sunlight viewing, caffeine and fasting. Phase 1 is ideal for analytic “hard” thinking and any work that you find particularly challenging. It isn’t just about getting the most important stuff out of the way; it is about leveraging your natural biology toward the best type of work for the biological state you are in.

**“Phase 2”:** is ~9-16 hours after waking. At this time, serotonin levels are relatively elevated, which lends itself to a somewhat more relaxed state of being—optimal for brainstorming and creative work.

**“Phase 3”:** is ~17-24 hours after waking up is when you should be asleep or try to sleep. During this phase, do no hard thinking or work unless, of course, you must (cramming for an exam or deadline comes to mind), keep your environment dark or very dim and the room temperature low (your body needs to drop in temperature to fall asleep and stay asleep).

### 3. PLACE YOUR SCREEN (AND VISION) IN THE RIGHT LOCATION

There's a relationship between where we look and our level of alertness. When looking down toward the ground, neurons related to calm and sleepiness are activated. Looking up does the opposite. This might seem wild, but it makes sense based on the neural circuits that control looking up or down.

Standing and sitting up straight while looking at a screen or book that is elevated to slightly above eye level will generate maximal levels of alertness. To get your screen at or above eye level and not work while looking down at your screen may take a bit of configuring your workspace, but it's worth it for the benefits to your mind and work.

### 4. GET THE BACKGROUND (SOUNDS) RIGHT FOR OPTIMAL WORK OUTPUT

Some people like to work in silence, whereas others prefer background noise. Some kinds of background noise are particularly good for our work output. Working with white, pink, or brown noise in the background can be good for work bouts of up to 45 minutes but not for work bouts that last hours. So, use it from time to time. These are easy to find (and zero-cost) on YouTube or in various apps (search by "white, pink, or brown noise").

Binaural beats are a neat science-supported tool to place the brain into a better state for learning. As the name suggests, binaural beats consist of one sound (frequency) being played in one ear and a different sound frequency in the other ear. It only works with headphones. Binaural beats (around 40 Hz) have been shown to increase certain aspects of cognition, including creativity and may reduce anxiety. The exact mechanisms are still under investigation, but the effects are impressive.

## 5. GET THE ROOM RIGHT

There is an interesting effect of workspace optimization called the “Cathedral Effect,” in which thinking becomes “smaller”—more focused on analytic processing, when we are in small visual fields. The opposite is also true. In short, working in high ceiling spaces elicits abstract thoughts and creativity, whereas working in low ceiling spaces promotes detailed work. Even relatively small differences (a two-foot discrepancy in ceiling height) have been shown to elicit such differences. The takeaway: consider using different locations: rooms, buildings, indoors or outdoors to help access specific brain states and the types of work they favor.



## CONCLUSIONS

These are just some ways to optimize your workspace and of course, people differ in their ability to tolerate clutter, noise, etc. Some people find they need silence early in the day and love to work to music in the later day, or vice versa, but these five tools are among the top science-supported ones that I believe all people can benefit from experimenting with.

Click here to go to the Huberman Lab Podcast Neural Network

[Article source: https://hubermanlab.com/optimizing-workspace-for-productivity-focus-and-creativity/](https://hubermanlab.com/optimizing-workspace-for-productivity-focus-and-creativity/)

# 20-Year Niagara 40 Under Forty Alumni Reunion Reconnecting, Reminiscing, and Recognizing



Save the date for the upcoming  
event happening on  
May 25, 2023

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[www.businesslinkmedia.com/event-details-registration/niagara-40u40-20-year-alumni-reunion-2](http://www.businesslinkmedia.com/event-details-registration/niagara-40u40-20-year-alumni-reunion-2)

On May 25th, the Business Link Media Group will be hosting an exclusive event to celebrate the 20-year anniversary of its 40 Under Forty alumni program. This event will bring together the brightest and most successful business minds in Niagara, providing an opportunity to reconnect with fellow alumni, reminisce about old times, and recognize the achievements of the past two decades.

Over the years, the 40 Under Forty alumni program has recognized and celebrated the achievements of 800 individuals who have made a significant impact on the Niagara business community. The alumni community represents a diverse range of industries and backgrounds, from entrepreneurs and small business owners to executives and professionals in large corporations.

The reunion event will include keynote speakers, interactive sessions, and plenty of opportunities to connect with fellow alumni. Keynote speakers will share their insights on the current state of the Niagara business scene, and interactive sessions will provide an opportunity to share ideas

and best practices.

The Business Link Media Group 20-Year 40 Under Forty Alumni Reunion is a must-attend event for anyone looking to expand their business network and connect with like-minded professionals. Whether you're a seasoned entrepreneur, a rising star in your field, or just starting out in your career, this event offers an excellent opportunity to connect with peers, gain new insights, and celebrate the achievements of the Niagara business community.



**DON'T MISS OUT ON THIS ONCE-IN-A-LIFETIME OPPORTUNITY TO RECONNECT, REMINISCE, AND RECOGNIZE THE ACHIEVEMENTS OF THE PAST 20 YEARS. REGISTER NOW TO SECURE YOUR PLACE AT THE 20-YEAR 40 UNDER FORTY ALUMNI REUNION.**

By Business Link

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