

A RESOURCE FOR BUSINESSES



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November 2025



## NOVEMBER HIGHLIGHTS

*A Spotlight on Leadership, Community & the Future of Innovation*



**Business Link**  
Media Group

# PUBLISHER'S NOTE

Dear Business Link Readers,

Welcome to this month's edition of Business Link Digital, where we are proud to bring together a rich blend of original insights and carefully curated content from trusted sources. Our goal is to present you with the stories that shape our region and inspire innovation across industries.

In this issue, we shine a spotlight on Hamilton's brightest as we celebrate the innovators of the 12th Annual 40 Under Forty Awards Ceremony. We also explore forward-thinking developments with a look at Niagara District Airport's ambitious 20-year vision—a gateway to the future of travel and commerce.

Our curated content continues to offer diverse perspectives. Discover how Northwestern Ontario rose to prominence during the 2025 wildfire season, read about Leadership Niagara's dynamic kickoff for its 2025 program, and learn how the G7 Foreign Ministers' Meeting placed Niagara on the map as a host for global diplomacy. For those seeking a personal edge, we include insights on resetting your body after the end of daylight saving time, courtesy of the Huberman Lab.

On the business front, we delve into the transformative role of B2B SaaS in the robotics sector, elucidating how cutting-edge marketing strategies are propelling growth. Additionally, our analysis of Carney's 2025 budget provides a deep dive into the \$1.25 billion allocation for AI and quantum computing—an investment in tomorrow's technology written by Ryan Li.

At Business Link, our mission is to keep you informed and empowered through a comprehensive mix of original and curated content. We believe that by celebrating local achievements, exploring regional innovations, and analyzing global trends, we can all contribute to shaping a brighter, more resilient future.

Thank you for joining us. We look forward to continuing this journey of discovery, inspiration, and growth with you.

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



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# Celebrating Hamilton's Brightest: A Night of Inspiration at the 12th Annual 40 Under Forty Awards Ceremony



## BUSINESS LINK MEDIA GROUP

Hamilton was glowing with excitement on October 30 as Business Link Media Group hosted the 12th Annual 40 Under Forty Business Achievement Awards at the elegant Carmens Event Centre. Nearly 300 guests came together to celebrate the city's next generation of trailblazers – the entrepreneurs, innovators, and community champions shaping the future of Hamilton.

The evening sparkled with energy as Masters of Ceremonies Savannah Toscani and Vince Genuardi took the stage, welcoming this year's 40 remarkable recipients. Each honouree represented a unique story of drive and purpose – from start-up founders and corporate leaders to dedicated non-profit advocates – all united by their commitment to leadership and community impact.

Supported by 34 local businesses, the event showcased the collective strength of Hamilton's business community. Marilyn Tian, President of Business Link Media Group, and Charlie Agro, Co-chair of the Hamilton 40 Under Forty, expressed heartfelt thanks to sponsors, volunteers, and guests whose support made the celebration possible.

Adding to the sense of pride and recognition, Councillor Mike Spadafora, a 2022 40u40 alumnus, congratulated this year's winners on behalf of the City of Hamilton. Greetings and certificates of recognition were also presented by MP John-Paul Danko, MPP Monica Ciriello, Neil Lumsden, Sandy Shaw, Donna Skelly, and Mayor Andrea Horwath, underscoring the city's admiration for its emerging leaders.

Among the evening's standout moments was the presentation of the 3rd "40 Under Forty Alumni Impact Award" to Michael Macaluso, a 2014 alumnus celebrated for his continued leadership and dedication to Hamilton's growth. The highly anticipated "Best in Class" Award, sponsored by Deso Construction, went to Ornella Marinic, whose passion and achievements embody the very best of Hamilton's business spirit.

Over the past 12 years, Business Link Media Group has honoured 480 leaders through the 40 Under Forty Awards, a tradition that continues to spotlight the people driving innovation across the Golden Horseshoe.

As the lights dimmed and the applause echoed, one thing was clear – the future of Hamilton business is in good hands.

**Nominations are now open for the 2026 class of 40 Under Forty. Learn more at**  
<https://www.businesslinkmedia.com/hamilton-40-under-forty-awards>



**From left to right.** Savannah Toscani, Ornella Marinic, Dennis Sousa and Vince Genuardi



**From left to right.** Charlie Agro, Michael Macaluso and Marilyn Tian

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## LEADERSHIP NIAGARA KICKS OFF ITS 2025 PROGRAM WITH AN INSPIRING START

Leadership Niagara officially launched its 2025 Community Leadership Development Program with an energizing first learning day held at the Best Western Hotel and Conference Centre in St. Catharines. The event brought together 25 students representing diverse sectors across Niagara, along with program sponsors, employers, and community leaders who joined for the kickoff breakfast.

The morning began with a dynamic alumni panel led by **Jessica Potts** of Inspired Strategy. She guided a thought-provoking discussion featuring **Ashleigh Myers, Marla Smith, Kirsten Webb, and Patrick Segawa**—all past graduates of the program. The panel shared how their experiences with Leadership Niagara shaped their personal and professional growth, and how their definitions of leadership continue to evolve within their communities and workplaces.



Following the panel, participants engaged in the **TetraMap assessment** workshop facilitated by **Shane Malcolm**, which encouraged the cohort to explore their individual leadership styles through the lens of the four elements—fire, water, air, and earth. This interactive session provided an opportunity for students to better understand their own communication tendencies and how diverse perspectives strengthen teamwork and collaboration.

In the afternoon, **Holly Catalfamo** led an impactful session on the **Kouzes and Posner Leadership Framework**, prompting participants to reflect on how accountability, communication, and authenticity influence their ability to lead effectively. Through thoughtful exercises and discussion, students began to connect how leadership starts from within—and how showing up with intention can create meaningful change in their organizations and communities.

The day concluded with excitement and optimism for the months ahead as the 2025 cohort embarks on a journey of learning, connection, and community impact.





## G7 FOREIGN MINISTERS MEET IN NIAGARA-ON-THE LAKE

### G7 CANADA

Niagara-on-the-Lake took center stage on the international stage this past weekend as it hosted the G7 Foreign Ministers' Meeting on November 11–12, 2025. The gathering brought together foreign ministers from Canada, France, Germany, Italy, Japan, the United Kingdom, the United States, and representatives from the European Union.

The picturesque setting of Niagara provided an ideal backdrop for discussions focused on diplomacy, peace, and global cooperation. The event underscored Canada's leadership as it continues its G7 presidency, offering an opportunity to highlight both the nation's and the region's role in advancing meaningful dialogue on the world's most pressing challenges.

Chaired by Canada's Minister of Foreign Affairs, Anita Anand, the two-day meeting covered a wide range of topics, including the ongoing war in Ukraine, tensions in the Middle East, economic stability, and global security. Ministers also discussed ways to strengthen international partnerships and promote economic resilience through cooperation on supply chains and critical minerals — issues increasingly vital to both national and global prosperity.

In addition to the G7 members, several guest countries were invited to participate in outreach sessions, including Australia, Brazil, India, Saudi Arabia, Mexico, South Korea, South Africa, and Ukraine. Their presence reflected the G7's broader goal of fostering collaboration beyond its traditional membership to address shared global priorities.

While the meeting focused on serious global issues, it also showcased the beauty and hospitality of the Niagara region. Delegates praised the area's welcoming atmosphere and its blend of local charm with international accessibility. For residents and businesses in Niagara-on-the-Lake, the summit served as a reminder of the region's capacity to host world-class events that bring global attention to the community.

As the discussions concluded, participating ministers reaffirmed their commitment to cooperation, diplomacy, and shared action in addressing the challenges ahead. The outcomes of the meeting will help shape the agenda for future G7 collaborations and further solidify Canada's reputation as a trusted global partner.

Read more here:

[g7.canada.ca/en/news-and-media/news/minister-anand-host-g7-foreign-ministers-meeting-niagara-region-ontario/](https://g7.canada.ca/en/news-and-media/news/minister-anand-host-g7-foreign-ministers-meeting-niagara-region-ontario/)

# Niagara's Sleep Cheap: A 22-Year Tradition of Giving Back

## Niagara's Sleep Cheap: A 22-Year Tradition of Giving Back

Since 2004, Sleep Cheap has become a staple of the Niagara Region's charitable calendar — and 2025 marks its 22nd year. The program gives local residents access to hotel rooms at deeply discounted rates while raising thousands for area charities.

For five nights from **Sunday, November 23 through Thursday, November 27, 2025**, hotel stays will be available exclusively to Niagara Region residents 21 or older. Aggregate proceeds go to local non-profits via the Niagara Community Foundation and the Sleep Cheap committee.

Rates for 2025:

- Standard room: \$65 per night
- Falls-view/Whirlpool: \$75 per night
- Water-park room: \$125 per night
- Each rate covers parking with no resort or hidden fees (plus HST and municipal accommodation tax).

Book your stay beginning **Thursday, October 23 at 9 a.m.** — call or reserve via participating hotel websites starting then.

But Sleep Cheap isn't simply a consumer deal — it's built for community impact. Over \$2.6 million has been raised since inception, supporting nearly 100 charities across Niagara. Local not-for-profits can apply for donations via the official process; funds are allocated each cycle via a competitive review.

For municipalities, developers, tourism stakeholders and residents alike, Sleep Cheap exemplifies what happens when lodging incentives, regional tourism assets and social purpose converge. It's an event rooted in local collaboration and long-term impact.

Whether you're a resident planning a mid-week escape, a charity looking for support, or simply watching how community-driven initiatives scale — Sleep Cheap remains a model of "stay cheap, give back, and stay local."

Learn more at: <https://sleepcheapcharitiesreap.com/>



# A Gateway for the Future: Niagara District Airport Unveils 20-Year Vision

## NIAGARA CANADA

The Niagara District Airport is carving out a bold future as a vital gateway to the region's growing tourism, business, and innovation sectors. Located just a short drive from the heart of the Niagara Region, the airport enjoys a strategic position — close to historic Niagara-on-the-Lake, downtown St. Catharines and the world-famous falls.

In 2025 the airport unveiled its 2025-2045 Master Plan: a community-informed roadmap to evolve from a general aviation hub into a fully modern regional airport capable of supporting commercial passenger service and expanded cargo operations. The vision includes extending the main runway, upgrading the terminal, adding Canada Border Services and other infrastructure, and deploying a digital gateway for improved connectivity. Across the full investment horizon the plan projects more than \$1 billion in economic output and millions of new passengers.

For municipalities, tourists and businesses alike, the airport's transformation promises faster access to and from Niagara, which in turn can boost overnight visitation, enhance supply-chain logistics, and support emerging sectors such as electric mobility, film production and advanced manufacturing. Local stakeholders are cautiously optimistic, however, emphasizing that while governance will shift, front-line services such as flood-risk management and trail access will remain with local authorities.

Beyond tourism the airport also has deep historical roots: welcoming its first flights in 1929, undergoing wartime training service and gradually evolving over decades. As the airport approaches its centennial, its re-imagined role reflects Niagara's ambition for connectivity, innovation and growth.

The Niagara District Airport is more than just a runway: it's a bridge to the region's future. Local residents, industry partners and visitors will all benefit as this transformation unfolds.

Read more here:

<https://niagaracanada.com/niagara-airport-unveils-20-year-plan-to-boost-tourism-and-economy/>



NOVEMBER 16 - DECEMBER 15

# EVENTS

## *Deck the Halls Holiday Market*

Nov 16 – Dec 5, 2025

Niagara Falls Exchange, 5943 Sylvia Pl, Niagara Falls

Event: [nfexchange.ca/about/deck-the-halls](http://nfexchange.ca/about/deck-the-halls)

## *Advancing Women in Agriculture Conference 2025*

November 23 – 25, 2025

Sheraton Fallsview, Niagara Falls, ON

Event: [advancingwomenconference.ca/2025east/](http://advancingwomenconference.ca/2025east/)

## *Her Story Uncorked*

Wednesday, November 26, 2025

Shiny Apple Cider, 1242 Irvine Rd, Niagara-on-the-Lake

Event: [theeventcollective.ca/november-event](http://theeventcollective.ca/november-event)

## *“Taste the Season” - Holiday-Inspired Food & Wine Pairings*

Weekends in November 2025

Niagara-on-the-Lake, ON

Tickets: [wineriesofniagaraonthelake.com/experiences/taste-the-season](http://wineriesofniagaraonthelake.com/experiences/taste-the-season)

## *GNCC: Business After 5*

Tuesday, December 2, 2025

85 Church Street, St. Catharines

Event: [gncc.ca/events/events2025/](http://gncc.ca/events/events2025/)

## *Traditions Through Time: A Festive Family Christmas*

Saturday, December 6 | 10 a.m. - 5 p.m.

1317 Pelham Road, St. Catharines

Tickets: [thebrownhomestead.ca/festive-family-christmas-tickets-2025](http://thebrownhomestead.ca/festive-family-christmas-tickets-2025)

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# Fires at Our Doorstep: How Northwestern Ontario Became Ground Zero in 2025's Wildfire Season

CBC

On what has become one of the most challenging wildfire seasons in recent memory, Northwestern Ontario faced a harsh reality: the summer of 2025 brought rapid fire growth, mass evacuations and a test of resilience for remote communities. According to reports, the region recorded 643 wildfires between April and October, making it one of the hardest-hit parts of the province.

## The Firestorm Unfolds

Across the forests of Northwestern Ontario, exceptionally dry and hot conditions set the stage for widespread fire activity. Many blazes evolved into major incidents, including what is now ranked as the province's largest wildfire on record. Remote communities like the Deer Lake First Nation (roughly 600 km northwest of Thunder Bay) found themselves in the thick of it, prompting evacuation flights that relocated more than 800 members to safety.

Infrastructure was stretched. Communities dealt with extended power outages, and smoke from the fires blanketed towns, forcing changes to daily life and highlighting how interconnected fire-risk and community wellbeing have become.

## The Human Side

For many Indigenous and remote communities, the wildfire season was not just an environmental crisis—but a cultural and logistical one. At Deer Lake First Nation, Chief Leonard Mamakesic said the community relied heavily on one another to cope and respond during the emergency. The mass movement of residents, the reliance on air evacuations and the need to manage community wellbeing under duress underscored the vulnerabilities of remote regions when disaster strikes.



## What It Signals Going Forward

This year's fire season is, in many ways, a foretaste of what's expected to become the new normal. As national data show, Canada's wildfire season is trending toward earlier start dates, higher intensity, and greater geographic spread. For Northwestern Ontario, the lessons of 2025 are especially urgent—improved preparedness, stronger infrastructure for remote communities, and closer coordination between provincial services and Indigenous leadership all stand out as priorities.

## Looking Ahead

While the official fire-season may be winding down, the recovery has only just begun. The challenges: rebuilding, mitigating future risk, and supporting communities as they adapt to a landscape where fires are increasingly frequent and ferocious. The story of Northwestern Ontario's 2025 wildfire season is a vivid reminder that the boreal region is no longer a back-drop—it's ground zero for climate change's unfolding impacts.

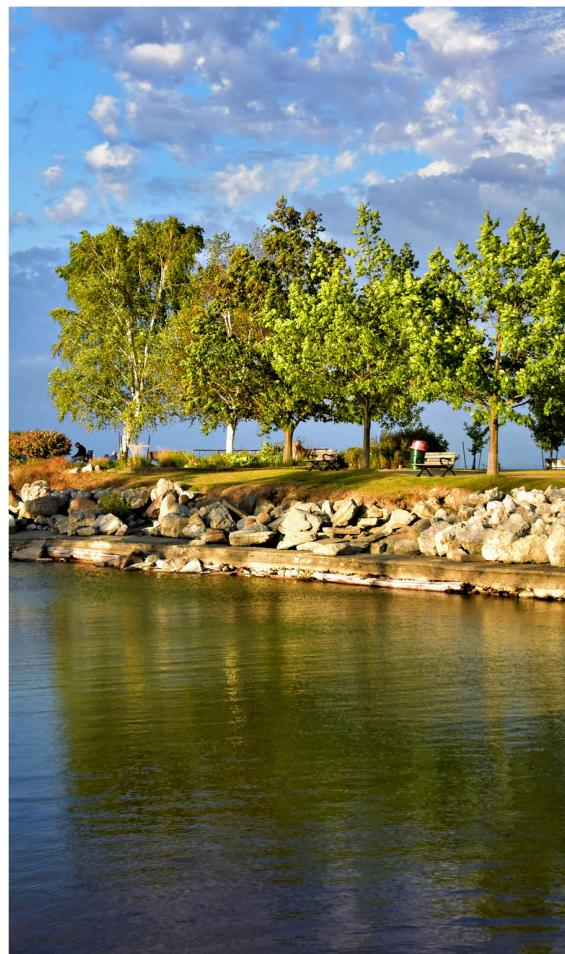
Read more here: <https://www.cbc.ca/news/canada/thunder-bay/2025-wildfire-season-northwestern-ontario-9.6966432>



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## ONTARIO ANNOUNCES NEW AGENCY TO STRENGTHEN CONSERVATION AUTHORITY SYSTEM

### NEWS ONTARIO

The Government of Ontario has taken a significant step to modernize how conservation services are delivered by announcing the creation of a new agency to oversee and streamline the province's network of conservation authorities

According to the official release, the proposed agency — to be called the Ontario Provincial Conservation Agency (OPCA) — will provide leadership, governance and strategic direction for Ontario's many watershed-based bodies. It will be tasked with developing a provincial digital permitting platform, establishing standardized service delivery and simplifying how conservation-authority permitting is handled.

### Why the Change?

The province says the current model, involving multiple conservation authorities operating under differing rules and timelines, has become “fragmented, inconsistent and outdated.” By centralizing oversight and implementing a consistent digital process, Ontario aims to make permitting faster, more transparent, and more predictable for municipalities, developers and residents alike.

## What the Agency Will Do

The new agency will not replace local conservation authorities outright, but will provide a unified structure to support them and ensure that core services remain. According to reports, much of the front-line work — flood-risk management, source water protection, land stewardship, recreational trails — will still be performed locally. The change focuses on governance, standardization, timelines and enabling infrastructure.

## Implications for Municipalities and Communities

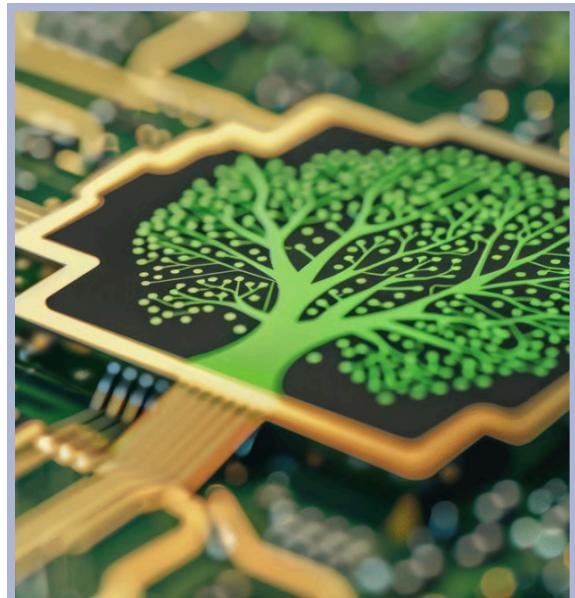
For municipalities, developers and local partners, the overhaul promises clearer processes and fewer administrative bottlenecks. It also comes amid ongoing pressures: housing demand, climate-driven hazard risk (flooding, erosion) and the need to balance development with environmental protection. Local authority chairs have signalled cautious optimism, noting both the potential benefits and the importance of preserving watershed-specific expertise.

### Key Takeaways

- Ontario intends to introduce legislation that will establish the OPCA and ultimately redraw how conservation authorities are structured.
- There will be opportunities for public consultation; changes will not immediately disrupt existing services.
- While staff reductions are not currently planned, roles may shift as governance and service delivery models evolve.

## What This Means for the Future

This initiative marks a shift toward a more centralized, standardized approach in watershed and hazard management in Ontario. If successfully implemented, it could lead to faster approvals for infrastructure, greater clarity for developers, and stronger consistency in safeguarding communities from natural hazards. At the same time, maintaining local knowledge, preserving responsiveness to watershed-specific risks, and ensuring the transition doesn't compromise services will be critical. As the province rolls out its plan, monitoring how these tensions are managed will be key.



Read more here:

<https://news.ontario.ca/en/release/1006682/ontario-creating-new-conservation-authority-agency-to-improve-service-delivery-and-protect-communities>



## Carney's 2025 Budget Includes \$1.25 Billion for AI and Quantum Computing, Political Fate Uncertain

by Ryan Li

In early November, the federal government released its 2025 budget, which proposes over \$1 billion in AI and quantum computing funding over the next five years. The scale of this commitment signals that Ottawa increasingly views the digital world as a significant strategic asset in defence, economic competitiveness, and public sector modernization.

Ottawa has reportedly allocated \$925.6 million until 2030 to support large-scale public AI infrastructure, \$800 million of which has already been set aside in April 2024 by then-Prime Minister Justin Trudeau's budget. While specifics are still lacking, Finance Minister François-Philippe Champagne has claimed that these investments will boost domestic AI computation capacity, while supporting public supercomputing infrastructure to minimize dependence on foreign server clouds. This comes in addition to the announcement of a Digital Transformation Office whose mission is to speed up AI adoption across federal departments by identifying redundancies and coordinating upgrades to promote a more efficient delivery of services.

Beyond AI, the budget includes a \$334.3 million dollar commitment to quantum computing through the Defence Industrial Strategy, reflecting Ottawa's belief that quantum technologies will play a long term role in cybersecurity, finance and logistics. However, as with artificial intelligence, quantum computing is still an emerging field with uncertain timelines and outcomes, and sustained investment is not guaranteed to result in immediate success.

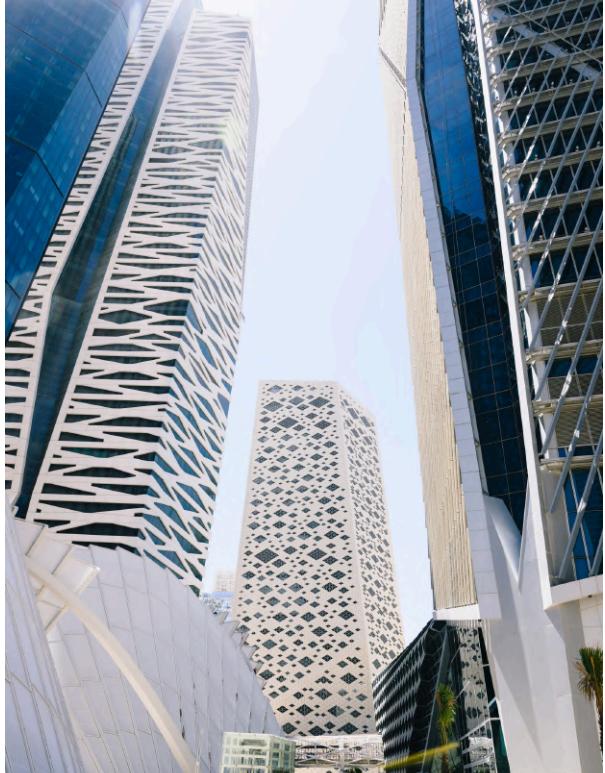


While the budget was released to great fanfare, it is not out of the political woods yet. Despite speculation earlier this week that the Liberals could gain two more seats to constitute a majority in the House of Commons following Nova Scotia Conservative MP Chris d'Entremont's floor crossing to the Liberal Party, Mark Carney still only holds a minority government. Therefore, the Liberals will need the support of another party to pass the budget, and although opposition parties have repeatedly voted against it in various non-confidence motions, no vote has yet united all opposition members in an effort to defeat the budget and trigger a new election.

Even if the budget is approved, the government would still need separate legislation to implement many of the AI and quantum measures. That legislation could face the same political obstacles, creating uncertainty around the pace of rollout and the ultimate scope of the program.

It remains to be seen whether these investments will pay off, especially given the record \$78 billion deficit—the second largest deficit in Canadian history—that Mark Carney has decided to propose. However, regardless of the political outcome of Carney's first budget, Ottawa has signaled to the world that Canada is ready to compete in AI innovation and development. Given the budget's significant focus on public sector AI research and implementation, it shows that the government will no longer sit idly by and hope for the private sector to make a large breakthrough. It is an exciting time to be involved in AI in Canada.

Read more here: <https://www.bbc.com/news/articles/cd04yde70jmo>  
<https://www.cbc.ca/news/politics/federal-budget-quantum-ai-computing-9.6966549>  
<https://www.politico.com/news/2025/11/05/chris-dentremont-mark-carney-conservative-liberal-defections-00637328>



#### About the Author:

Ryan Li is a dedicated Youth Journalist from Vancouver. He is known for his insightful reporting and passion for journalism. Currently, Ryan is a public policy and economics double major at Georgetown University.

# How to Reset Your Body After Daylight Saving Time Ends

HUBERMAN LAB PODCAST

This article draws on insights shared by Dr. Andrew Huberman, a neuroscientist at Stanford University and host of the Huberman Lab Podcast, which explores science-based tools for health and performance.

As we “fall back” into standard time this November, we gain a precious extra hour of sleep — but also lose a bit of evening light. The earlier sunsets can throw off your body’s rhythm, leaving you groggy in the mornings or wide awake at night. The good news? With a few mindful habits, you can help your body adjust smoothly and keep your energy steady through the shorter days ahead.

## Soak Up the Morning Sun

Your body runs on a natural 24-hour rhythm called the *circadian clock*, which relies heavily on light to stay in sync. Getting sunlight in your eyes within an hour of waking up — even on cloudy days — helps set this internal clock for the day. Aim for 10–15 minutes of direct morning light exposure, or up to 20 minutes if it’s overcast. If you wake before sunrise, turn on bright indoor lights until you can step outside. Avoid sunglasses during this time, but remember — never look directly at the sun.

## Catch the Afternoon Glow

Afternoon sunlight is your body’s gentle reminder that evening is approaching. Spending time outdoors in the late afternoon or during sunset can help your body wind down naturally and reduce the impact of bright screens and indoor lighting later on.

## Dim the Nights

Once the sun sets, keep your environment cozy and dim. Overhead lights and blue light from phones or TVs can confuse your brain into thinking it’s still daytime. Try switching to low, warm lighting or even using red-tinted bulbs or glasses. The darker your surroundings in the evening, the better your body can produce melatonin — the hormone that helps you fall asleep.

## Stay Consistent and Move Your Body

Stick to a regular sleep schedule — aim to wake up and go to bed at roughly the same time every day. Consistency reinforces your internal rhythm. Regular exercise, balanced meal timing, and a cool bedroom temperature (around 19°C or 67°F) can also help reset your system faster.

Transitioning out of daylight saving time might make mornings feel brighter and evenings shorter, but with a few small adjustments, you can keep your sleep, mood, and energy in harmony all season long.



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# SCALING SMART: HOW B2B SaaS IN ROBOTICS IS SUPER-CHARGING GROWTH THROUGH MARKETING



## ROBOTICS AND AUTOMATION NEWS

In the rapidly evolving realm of industrial automation, business-to-business (B2B) SaaS firms are increasingly turning to lean yet powerful marketing strategies to accelerate growth, engage decision-makers and build a lasting ecosystem. As robotics companies scale, their marketing playbook is evolving – from technical proofs-of-concept to narrative-driven growth engines.

### The Shift in Focus

Robotics solutions once sold primarily on hardware and engineering credentials are now offered via subscription or platform-based models (so-called “Robotics-as-a-Service” or RaaS). This transition changes the nature of the buyer journey: it’s longer, involves multiple stakeholders (operations, IT, engineering, procurement), and requires marketing to do more than highlight specs. Instead, it must articulate business value, ROI and scalable outcomes.

### Marketing Playbook for Scale

Here are some of the key tactics B2B SaaS robotics firms deploy to scale via marketing:

- Thought leadership & content: Educating the market about how robotics + software deliver outcomes (e.g., productivity-gains, flexibility, cost-avoidance).
- Customer success storytelling: Demonstrating real-world deployments with metrics (reductions in downtime, improved throughput) helps reduce buyer risk.

- **Segmented outreach & personalization:** Since buyers span roles (C-suite, operations, engineers), marketing must craft messages relevant to each persona. And leveraging AI or data analytics helps with this.
- **Ecosystem & partner marketing:** Collaborating with integrators, OEMs and service providers expands reach and credibility.
- **Digital and events mix:** A balance of online (webinars, podcasts) and physical (demo days, trade-shows) works well because robotics still demands hands-on proof.
- **Subscription/Outcome-based offers:** Because the product is SaaS-based, marketing emphasises flexibility, scalability and lower upfront risk—helping overcome traditional hardware hesitancy.

### Why It Matters Now

The robotics and automation market is entering a high-growth phase. Industry reports show service-based robotics models gaining traction and new entrants scaling fast. For SaaS companies in this space, marketing is no longer optional — it's integral to building brand recognition, educating fragmented buyers, and differentiating in a crowded field.

### Implications for Business Audiences

For manufacturers, warehouse operators, engineers and design decision-makers (such as your target audience: MURBs, municipalities, universities, institutions, warehouses, manufacturers, business partners and design-engineers), this shift means robotics solutions are easier to evaluate and adopt — thanks to clearer marketing and messaging. For SaaS vendors in robotics, success will depend on marketing discipline: aligning with business outcomes, tracking subscriber metrics, and continuously engaging a multi-stakeholder audience.

Read more here:

<https://roboticsandautomationnews.com/2025/11/06/how-b2b-saas-companies-in-robotics-are-leveraging-marketing-to-scale/96316/>

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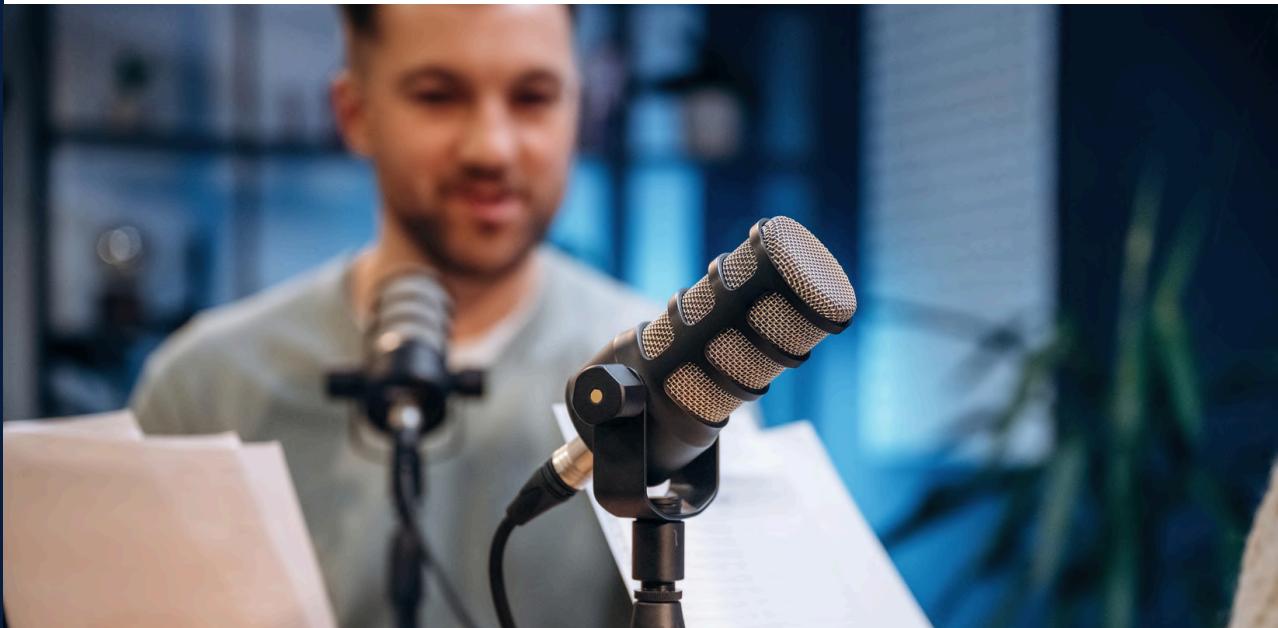
BUSINESS WIRE

## SOCIALNEXT EXPANDS NATIONAL PRESENCE WITH ACQUISITION OF MARKETING NEWS CANADA

- In a strategic move reshaping Canada's marketing landscape, SocialNext, a leading national marketing conference and community network, has officially acquired Marketing News Canada (MNC) — one of the country's most recognized platforms for industry insights, interviews, and thought leadership.
- The acquisition marks a powerful merger of two organizations with a shared vision: connecting and celebrating Canadian marketing professionals from coast to coast. Together, they aim to create a unified national platform that integrates news, education, events, and community engagement under one umbrella.
- Founded by digital marketing expert Darian Kovacs of Jelly Marketing, Marketing News Canada has become known for its engaging podcasts and coverage of emerging trends shaping Canadian media and advertising. Kovacs described the transition as a natural step forward for the brand.

"Selling Marketing News Canada to Mike Morrison at SocialNext was an easy decision," Kovacs said. "Mike has a reputation for keeping things authentically Canadian and amplifying voices that often go unheard in traditional marketing media."

Bringing MNC into the SocialNext family links learning, storytelling, and community in a way that feels genuinely Canadian.



Mike Morrison, founder and president of SocialNext, is well known for building inclusive and dynamic events that spotlight Canada's marketing talent. He sees the acquisition as a way to bring more coherence to the country's creative ecosystem.

"Marketing News Canada has always stood for connection and conversation," Morrison explained. "Bringing MNC into the SocialNext family links learning, storytelling, and community in a way that feels genuinely Canadian."

With this acquisition, Marketing News Canada will continue producing its signature editorial content — including interviews, newsletters, and podcasts — while gaining the reach and resources of SocialNext's growing network of national events. These include SocialPacific in Vancouver, SocialNext Nonprofit & Public Sector in Ottawa, and the new SocialNext Montreal, a bilingual conference launching next year.

Beyond events, SocialNext also operates the SocialNext Marketing Alliance (SNMA), a membership program that connects marketers, agencies, and educators across the country. Together, these platforms will provide more opportunities for professional growth, collaboration, and storytelling in Canada's marketing industry.

As the sector faces rapid changes driven by technology and shifting consumer behavior, this partnership represents more than a business deal — it's a commitment to building a stronger, more connected national marketing community.

Read more here:

<https://www.businesswire.com/news/home/20251029347755/en/SocialNext-Acquires-Marketing-News-Canada-Expanding-Its-National-Marketing-Platform>

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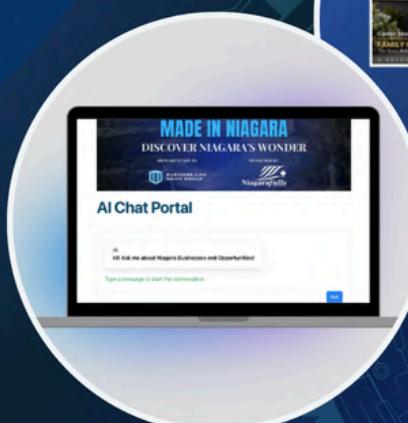
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