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Volume 17 Issue 09

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## **BUSINESS LINK INTERNATIONAL** NEW B2B WEBSITE PROVIDES COMPANIES WITH A FREE LINK TO LOCAL – AND GLOBAL – BUSINESSES.

Business Link Media Group has been proudly serving the succinct advertising and marketing needs of our valued clients in the greater Niagara community since 2003. Now Business Link is dramatically expanded its services to help meet the growing needs of Niagara's 12,000 businesses with Business Link International.

With this user-friendly B2B portal, businesses can promote their products and services to local and global audiences. By registering with Business Link International, you can:

- Receive free listings in our business directory.
- Post news stories and up to three advertising images for free.
- Connect with thousands of like-minded businesses in the Niagara, Hamilton and GTA regions quickly and easily.
- Develop business opportunities in North America, Europe, Africa, Asia and The Middle East.

### **How does the Business Link International Portal work?**

- Members can create a profile in our directory including listings and photos to introduce their services/capabilities to other like-minded business owners.
- Members can then search our business directory to find just the right partner for their needs and develop profitable business opportunities.
- Members will receive periodic reports on the member businesses that've visited their profile.
- Members can even post their own local news updates and send inquiries to potential clients.

### **Why did we create this international platform?**

- We want to help people search for valid prospects in the most efficient way and acquire leads quicker and cheaper.
- Members can develop worldwide sales channels and save on international travel.
- We also want to help attract more business opportunities to the Niagara Region and publicize international business events.

### **How much does it cost?**

- Membership is free.
- At the end of this six-month trial, this basic membership remains free.
- Members will have the option to purchase a premium account for a one, two or multiple-year period at a modest fee \$52 per year – just one dollar a week.
- Premium members can take advantage of the site's full functionality.

### **Why should I sign up?**

- Business Link International is a convenient way for businesses to expand their supply chain, acquire new talent, and promote their products and services to a targeted worldwide audience.
- It's a great alternative for small businesses and start-ups looking to connect with other local businesses and get added exposure.

**For more information, contact us at 905.646.9366 or email [info@businesslinkmedia.com](mailto:info@businesslinkmedia.com).**



# CONTENTS

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Let's Get Social



## CORPORATE EVENTS



## BEWARE OF PASSION-BLINDNESS

## what's inside

- 05** Supporting Health Care Is Everyone's Business
- 06** The Importance Of Estate Planning For The Millennial Generation
- 11** 5 Things Successful People Do After Getting Back From Summer Holidays
- 15** Government Of Canada Pledges Support For Local Tourism Projects
- 16** Body Language
- 21** Does Your Leadership Build Bridges Or Walls?

# SUPPORTING HEALTH CARE IS EVERYONE'S BUSINESS

PROVIDED BY HAMILTON HEALTH SCIENCES FOUNDATION

Operating a successful business is about more than just making a profit. Businesses can also make a genuine, positive impact on the lives of people in their community.

Throughout southcentral Ontario, businesses are playing an important role in supporting health care excellence by participating in the Care4 cause-marketing program. This program is an innovative partnership that drives sales for the business and raises funds that enable Hamilton Health Sciences to stay on the leading edge of health care in the region.

When consumers make a purchase from a Care4 partner, a portion of the purchase (which is unique to each partner) directly supports patient care, education, research and equipment across the supported sites of Hamilton Health Sciences.

"Whenever they are given a choice, customers are more likely to choose a business that is supporting a charity," says Tamara Pope, vice-president of marketing and communications at Hamilton Health Sciences Foundation. "Both The Foundation and corporate partners benefit from the branding as another means of amplifying their message and reaching customers."

Hamilton Health Sciences provides specialized care to a population of 2.3 million people throughout southcentral Ontario. Many services provided at Hamilton Health Sciences sites like Hamilton General Hospital, McMaster Children's Hospital, and Juravinski Hospital and Cancer Centre are not available anywhere else in the region.

Patients are often transferred to Hamilton Health Sciences sites from community hospitals in Niagara, Brantford, Kitchener-Waterloo and Burlington for highly specialized care.

"It makes sense for us to work with businesses throughout southcentral Ontario because their families, neighbours and customers are receiving care at Hamilton Health Sciences," says Pope.

According to Pope, the Care4 program is also great for employee engagement and retention as employees feel a sense of pride in working for an organization that gives back or is actively engaged in supporting a cause. **BL**

*If you have a consumer-based business and are interested in becoming a Care4 partner, please visit [hamiltonhealth.ca/care4](http://hamiltonhealth.ca/care4) or call 905.521.2100 x44847. You can also make a real difference by purchasing the products and services offered by our Care4 partners.*



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# THE IMPORTANCE OF ESTATE PLANNING FOR THE MILLENNIAL GENERATION

BY ALEX SMITH

If you were to ask a millennial to make a list of their life plans or priorities, it would likely include such things as educational and career accomplishments, vacation experiences and building relationships. Graduating, landing their desired job, paying off their debts, buying a home and traveling are likely to be high on that list. Estate planning, on the other hand, is likely to be near the very bottom, if it were to appear at all. This is unsurprising, given that the millennial generation is experiencing a delayed path to achieving traditional life milestones, and thus, in many cases, significant asset accumulation. However, a lack of emphasis on the importance of estate planning, and a lack of knowledge of the many benefits that can be gained from setting up an estate plan are likely also contributing factors.

For one, Part II of Ontario's Succession Law Reform Act, which governs how your assets are distributed if you die "intestate" (without a Last Will), provides a very rigid formula that is based on traditional societal values. These rules can be summarized as follows:

1. If the Deceased has a spouse (common law spouses are not included) and no issue, the spouse is entitled to the entirety of the estate.
2. If the Deceased has a spouse and issue, the spouse is entitled to the first \$200,000 of the estate, and the remainder is divided evenly between the spouse and any issue.
3. If the Deceased has no spouse and no issue, the estate goes to the Deceased's surviving parents, equally.
4. If there are no surviving parents, the estate goes to the Deceased's siblings equally (and if a sibling has predeceased, that sibling's share goes to their respective children).
5. If there are no siblings, the estate goes to the Deceased's nephews and nieces equally.
6. If there are no nephews or nieces, the estate goes to the next of kin of equal degree of consanguinity.
7. If there are no next of kin, the estate escheats to the Crown.

When you begin to apply these rules, it becomes clear that for many millennials relying on the rules of intestacy means having their estate divided in a way that does not accord with their wishes. For example, the millennial generation are proving to get married later in life, and less frequently. Yet, unless you're married, if you die without a Will your common-law spouse will get nothing. Further, regardless of your marital status, creating an estate plan allows you to make specific bequests of your assets – of both sentimental and financial value – to the family, friends, and/or charities of your choosing.

Another advantage of creating an estate plan is that it provides you with the opportunity to plan for times of incapacity. As young, healthy individuals, living busy lives, incapacity is likely far from the front of the mind for many millennials. However, as unfortunate as it may be, accidents or unexpected illness can occur at any time. As a generation that is taking time to travel, adventure, and explore the world before entering the job market, creating a power of attorney allows you to appoint someone to care for both you and your affairs in the event that such an event were to occur.


Lastly, for a generation that is increasingly tech-savvy and active on social media, creating an estate plan is uniquely valuable because it allows you to document your intentions with respect your digital assets. In your Will, you can outline who is entitled to receive any on-line assets that have financial value – like Paypal accounts or loyalty rewards programs – and also how those digital assets with personal or sentimental value – like Facebook or Instagram – are to be managed and by whom. Stating your wishes in this regard can help to instruct someone who otherwise may not know how to access your accounts, and also works to eliminate conflicts that might otherwise arise among family members who disagree on how to manage them.

Understandably, setting up an estate plan is not naturally priority number one for the millennial generation. However, with an aging population, it is inevitable that there will be a significant wealth transfer between baby boomers and millennials for years to come. Thus, while this article provides just a few examples of the benefits of creating an estate plan for the millennial generation, the importance of doing so is only going to increase rapidly over time. **BL**

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*Alex Smith is an Associate within the Lancaster Brooks & Welch LLP corporate and commercial department where his focus includes Wills, Estates and Real Estate. Alex may be contacted at 905.641.1551.*



A full-length portrait of a man, Alex Smith, standing against a white background. He is wearing a dark navy blue suit jacket over a white dress shirt and a purple tie with a small white polka-dot pattern. He has short brown hair and a light beard. His right hand is in his pocket, and his left hand is at his side, showing a watch on his wrist.

**ALEX SMITH is an Associate within the Lancaster Brooks & Welch LLP Corporate, Commercial and Estates Department.**

**When you need support in a Will, POA, Estate or business matter, it is good to have someone who can navigate the law and represent your interests.**

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## Hilton Garden Inn Niagara-on-the-Lake

World-class hotel destination is the perfect venue for your next Christmas party or corporate event.

By **SCOTT LESLIE**

Everybody wants to get away for a little while. Whether it's a long weekend or an extended stay, we all need some place we can put up our feet and recharge those batteries.

If you're planning a little getaway of your own, you can't go wrong with a world-class destination like the Hilton Garden Inn in Niagara-on-the-Lake.

Conveniently located in the heart of Niagara Peninsula, this award-winning hotel has plenty to offer the out-of-town traveler and local resident. Established in 2005, the Hilton Garden Inn combines the comforts of a small inn with all the luxuries of a four-star hotel. With its 118 modern rooms, the Hilton Garden Inn features a full range of uncommon amenities including a state-of-the-art fitness centre, a heated indoor pool, and a 24-hour business centre. Each guest room comes with all the comforts of home – like complimentary Wi-Fi, a widescreen HDTV, and a full hospitality centre with microwave, refrigerator and coffeemaker.

Are you looking for just the right venue to house your next staff party or family event? The Hilton Garden Inn has all your bases covered with an expansive 3,030 square foot hall that provides seating for a maximum of 220 people. This space can be sub-divided to accommo-



date a wide range of business or social functions. That includes everything from trade shows and seminars to birthdays and retirements to wedding receptions and Christmas parties. Have a particular audio-visual requirement or food allergy? The Hilton's special event coordinators can accommodate any request and make your next occasion one to remember.

The Hilton Garden Inn is one of Niagara's most irresistible locations with six acres of lush gardens and finely manicured grounds. The Hilton is just minutes from several first-class shopping and entertainment venues like the Shaw Festival, the Fallsview Casino Resort, the Butterfly Conservatory, and the Outlet Collection at Niagara – Niagara's largest open-air outlet shopping mall. Don't forget – there are plenty of wine tours and tastings to be had at nearby Inniskillin Wines and Reif Estate Winery, not to mention the stunning vistas of Queenston Heights and the always iconic Niagara Falls.

There are countless options out there for your vacation dollar. But only the Hilton Garden Inn has the comfort, attractive setting and incredible amenities to make your little getaway a big success. **BL**



*The Hilton Garden Inn Niagara-on-the-Lake is located on 500 York Road in Niagara-on-the-Lake. To your next special event, call Sandra Fraser at 905.704.3805, email [sandra.fraser2@hilton.com](mailto:sandra.fraser2@hilton.com) or go to [hiltongardeninn3.hilton.com](http://hiltongardeninn3.hilton.com).*





# THE BEST OF THE BEST

Best Western Plus Rose City Suites in Welland gets even better with massive renovation.

BY SCOTT LESLIE

The Best Western Plus team is dedicated to going beyond its clients' expectations. In order to celebrate its 30th anniversary in 2020, however, Best Western Plus Rose City Suites has just taken luxury and accommodations to the next level with the completion of a brand new renovation.

Best Western Plus Rose City Suites is situated on 300 Prince Charles Drive South in Welland and was originally built in 1990. This world-class hotel has undergone several changes over the years including a substantial renovation in 2007.

The latest renovation work began last year and was completed in April. During its early stages, the meeting rooms were refurbished with new carpeting, chairs, décor and vinyl accents. Next, the public areas including the lobby, hallways and stairwells got a complete facelift. Finally, the hotel's 68 well-appointed guestrooms were all remodelled with the addition of new furnishings, artwork and carpets.

Lynn Goulet, assistant general manager at Best Western Plus Rose City Suites, says she and her team did their utmost to minimize the impact of the renovations on the environment.

"We've recycled as much as we could of the older items," she says. "We utilized online sites to sell items locally, and one company in the GTA bought many things to resell to other hotels and motels. Items that weren't sold were donated to Matthew 25, Furniture Bank and ReStore. Very few items actually went to the landfill."

If you're planning to visit the Niagara Peninsula, Best Western Plus Rose City Suites offers convenient and attractive accommodations that are close to home. Located minutes from Toronto, Hamilton and the U.S. border, Best Western Plus Rose City Suites' 500 square foot suites feature all kinds of desirable amenities including dual flat screen TVs, ergonomic chairs, fully stocked kitchens, en-suite bathrooms and complimentary Wi-Fi.

"Our location is terrific for those who want to explore Niagara Falls and exchange the congestion of a tourist area with the spaciousness of a quiet newly-renovated suite," Lynn explains. "Our guests choose this location for its proximity to the cycling trails, and we host several cycling tours each year. Canal history enthusiasts also book here to be close to the old canal, and just a short drive from the current active canals."

In recent years, Best Western Plus Rose City Suites has become one of the most desirable hotel destinations in the Niagara Peninsula. Lynn says the latest renovations are all part of their firm commitment to providing their clientele with the best "stay" imaginable.

"Improvements are always going on," she says, "because every Best Western Plus is constantly being refined to meet the needs of business and leisure travelers." **BL**

*Best Western Plus Rose City Suites is located at 300 Prince Charles Drive South in Welland. To make reservations or book space for your next special event, please call 1.800.387.8186 or go to [www.bestwesternniagara.com](http://www.bestwesternniagara.com).*



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# Beware of Passion-Blindness Why striving to be “well-rounded” doesn’t work in business.

By JESSICA POTTS

We can all hear the proud parent voice, “And Johnny made all of the sports teams, he got straight A’s - and he got lead in the school play!” Swoon! Generations of parents - myself included - endeavour to make our children “well-rounded.”

I whole-heartedly believe in exposing our children to many diverse experiences that help them build diverse skills and knowledge - it’s the only way to find something that we love to do - to discover one’s passion and purpose over time.

That said, I think it’s even more important that at some point as we develop, we invest in ourselves and pinpoint our purpose with precision. What is it that we were built for? What are the things that we do with ease and enjoyment that pass time quickly and leave us feeling energized and satisfied?

I cut my teeth in the business world with a unique group of clients who either were, or would become, self-employed in their own ventures. Now there’s an inspiring, passionate group!

A large number of the clients who I coached and consulted with at the government-supported entrepreneurship resource centre were in individual-contributor businesses that ultimately allowed them to earn their own paycheque and maintain a lifestyle outside of a traditional nine-to-five.

While many use the term “entrepreneur” as an umbrella term for anyone who launches their own “side hustle,” I’d prefer to view these individual contributors as entrepreneurial, but not necessarily a capital-E entrepreneur. I reserve the term entrepreneur for someone who scales their business beyond an individual-contributor model.

That’s largely because I witnessed firsthand the curse of trying to be “well-rounded” in business. It’s just not sustainable to try to do it all. I found that even in the smallest businesses, individual specialization is required.

“Do what you do best, outsource the rest” was early advice I’d often hear mentors advise their clients.

In working with hundreds of lifestyle businesses, I saw a good percentage successfully launch, and a much smaller percentage successfully maintain.

One of the most common scenarios involved the technically-gifted specialist - artists, machinists, designers, consultants, day cares, restaurateurs - struggling in the operations side of business like finances, sales funnel, and strategic growth.

It was those who saw beyond their passion project and understood the context of their role, and how they could best add value in the overall operation of the business who I admired most. They let go of having their finger in every proverbial cookie jar and understood the value of a mul-

tiplier-contributor model.

Passion-blindness is also a common issue with newer managers and team leaders across industries. It becomes incumbent on leaders to help themselves and their teams identify opportunities to add the greatest value to the total output.

So instead of striving for well-rounded, we should think of our strengths like a star, shining brightly. We want to sharpen the points of the star with our own points of excellence, getting better in the areas that bring us continued success.

A wonderful thing happens when the right group of individual-contributors bring their shining stars together in a shared purpose - you get a well-rounded team. And these interdependent teams rely on one other, offering their unique talents, skills, and knowledge to strengthen the overall results of the team. **BL**

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*Jessica Potts is the president of Inspired Strategy Group Inc. and a Gallup Certified Strengths Coach, working with clients to develop leaders, build high-performing teams, sustain stakeholder and employee engagement, and realize their goals. Her approach is rooted in a strengths-based philosophy that maximizing potential happens when we encourage people to become great at what they’re naturally good at. For more information visit [www.inspiredstrategy.ca](http://www.inspiredstrategy.ca), or search “Inspired Strategy” on your favorite social media platform.*



# 5 things successful people do after getting back from summer holidays

BY BRETT MEADOWS

Coming back from a summer vacation with friends or family vacation isn't exciting. One minute, you're lounging by the pool without a care in the world. Next, you're back in your gray cubicle, feeling tired and sunburned.

But your transition back to the office doesn't have to be a total disaster. In fact, if you take certain steps on your first day back, it'll make the whole process much easier.

With some simple steps, you'll get back into your groove in no time:

**1. Start early** - If you want to ease back into work, you've got to prepare. Get to bed early the night before, and get into the office a little early. This will mitigate the workload avalanche and give you a head start without the water cooler distractions.

**2. Get caught up** - When you arrive at the office early, you'll have the time to tackle the avalanche of emails that await you. You need to beware of spending too much time responding to every email you missed while you were out.

It's easy to get sucked into responding to every email without considering whether it's the best use of your time on the first day back. Don't confuse email activity with productive work, be strategic and only respond to emails that are time sensitive

**3. Stay focused** - There's bound to be a bunch of distractions waiting for you back at the office. People will be coming by your desk to ask you how your vacation was giving you the opportunity to relive your awesome vacation on multiple occasions throughout the day. Don't waste time chatting and avoid showing off all of your summer vacation photos unless you're at lunch. If you do, it will only distract you from work and you will be feeling further behind than when you arrived back at the office.

**4. Take care of yourself!** - Taking care of yourself is necessary for your physical and mental health. However, more often than not, it's the first thing we drop when we find ourselves stretched for time. Without adequate self care, we are less likely to be the best possible version of ourselves, and our work often suffers as a result. Although it might feel like the opposite, the times when we feel least able to pay attention to our self care are the times when we most need it.

**5. Check in with your team and customers** - Now that you're back, it's a good idea to touch base with your boss and co-workers to let them know what you're working on. It's important to keep these interactions brief and on point, until "you're comfortably caught up."

You should also connect with your best customers.

Take the time to connect with your best customers to let them know they're top-of-mind with you and that you're back if they need anything. It's a simple customer service touch point that can make a big impression.

I hope you enjoyed your summer vacation – but it's time to get back to work! **BL**

*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 email at [info@brettmeadows.com](mailto:info@brettmeadows.com) or by calling 289.696.3605.*



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# SIMPLY — THE — BEST

George's Greek Village restaurant – Niagara's first choice for a true Greek experience.

**By Scott Leslie**

What do you think of when you think of Greece? The Olympics? The beautiful Mediterranean climate? The food?

If you chose "the food," you won't find a more authentic Greek experience around than George's Greek Village on 535 Queenston Street in St. Catharines.

George Kountourogiannis, the restaurant's owner and namesake, says the popular St. Catharines eatery has been doing exceptional business since it opened nearly three years ago.

"The secrets to our success here and the other restaurants I've worked in is simple," he says. "It's all about great food, great portions, great price and great service."

Open for lunch and dinner, George's Greek Village is one of just a select few restaurants in the Niagara area to offer a true

Greek menu. Looking for the ultimate date night? Or dinner with friends and family? George's has plenty of Greek fare to choose from – everything from chicken from the village, gyros and souvlaki to roast lamb, mousaka, their famous tzatziki, and the flaming saganaki. And don't forget the best part – George's desserts. There's plenty of mouth-watering treats like kataifi, galaktobouriko and baklava to go around. All you need to top it off is a fine Greek or Niagara wine – or one of their specialty coffees.

"We have local beer from Oast and Silversmith along with bottled beer from Greece," George says of their domestic and imported liquors. "We feature sangria and different cocktails."

George says eating at his restaurant is an experience in itself.

"Some of the traditional dishes we make here are just what my mom made at home when we were growing up," he explains. "We have our traditional Greek specialties – all the lambs, the pork souvlakis, the pork kebobs, the chicken kebobs. But we also like to think outside the box where we do our lamb shank, our stuffed chicken and other feature

dishes. We're always experimenting."

George's Greek Village whips up a brand-new feature each weekend, experimenting with seafood selections like branzini, snapper and sautéed shrimp or vegetarian dinners like tiropita and spanakopita. Their lamb shank dinner and lamb lollipops are particular faves with their regulars.

"We try to change it up on a weekly basis," George says. "We've just introduced our new olive medley and Greek pizza – they're great appetizers! You always want to try something new and see if it works."

George's Greek Village can handle any kind of occasion including birthdays, weddings, baptisms and confirmations, baby showers, retirements and graduations. There's even a roomy banquet hall with seating for over 130 patrons and a 20-seat board room with a 55-inch LCD screen for business meetings and private gatherings.

When the hot summer weather hits, George's is a definite must-see – and not just for its delectable dishes and frosty beverages. The breathtaking patio offers a bird's-eye view of the Welland Canal and the many passing lake freighters.





George and his "right hand woman" Daniela Goldsworthy

"Everybody should try it once," George says of the patio, "and then you're hooked because the energy on the patio is absolutely amazing."

In several respects, George is the glue that holds George's Greek Village together, managing its day-to-day operations, and working 15-hour days, whether it's sourcing produce from local vendors or adding a final touch to his dishes back in the kitchen.

But George's Greek Village is far from a one-man outfit.

George's "right hand woman" is Daniela Goldsworthy who manages the front of the restaurant and has been a employee of the Kountourogiannis family for many years now. George's also boasts over 45 employees. That includes 25 front house staff and another 20 working the kitchen.

"We have a great team!" George says. "One of the best I've worked with."

#### A FAMILY TRADITION

The Kountourogiannis family has had a long history in the restaurant game, operating the Pine Centre Restaurant in Thorold for 25 years before buying another Greek restaurant on Lake Street in St. Catharines in 2003. Their family business would expand dramatically when Frado's Restaurant on nearby 535 Queenston Street closed its doors in the summer of 2015.

With its impressive location and picturesque views, Frado's was an opportunity they couldn't pass up.

"In 2016, we purchased the property here and the land," George says, "and after 13 months of renovations and a lot of money and a lot of time, George's Greek Village was born."

With the lease not being renewed at their Lake Street business and the retirement of his parents Ted and Tola, George has taken over the lively family restaurant. But George's continues to be a proud family-run operation.

George and his wife Cheryl have two sons – Brian and Theodore. Both have worked in the restaurant at various times. Brian currently works in the kitchen while Theodore works the floor. George is also joined by his sister Hellen Theriault who's often busy serving the front of the house.

"It's a family run business," George says. "My dad still comes in to



visit every morning for a couple of hours. He's just got it in his blood!"

In three short years, the Kountourogiannis family has turned their restaurant into one of the most popular Greek destinations in the Niagara Region. Last year, George's Greek Village won the St. Catharines Standard's Readers' Choice Awards for Best Greek Cuisine and Best Patio in the Niagara Region. Customers are pouring in from across the region and around the world.

"Every year we're getting busier and busier," George says of the 270-seat restaurant where they often have customers lined out the door on summer nights. "I have to thank the people of Niagara. Without their support, we wouldn't be where we are today."

George's Greek Village has become a runaway success – but that doesn't mean George has any plans to take it easy. There's always another customer to serve, another exciting dish to create.

"I've been working in kitchens now since I was 12-years-old," George says. "I was born and raised in the restaurant business. This is what my passion is. I'm going to be 50-years-old this year and I still have a passion for it." **BL**

*George's Greek Village is located at 535 Queenston St, St. Catharines. Call 905.684.5484 or visit [georgespriekvillage.com](http://georgespriekvillage.com).*

## Ask the **EX**PERT



# HOW SAFE IS YOUR HOME?

Peel Regional Police recently had help catching a burglar from home video surveillance. The suspect was arrested for multiple home invasions in the Mississauga area. A video camera installed with your home alarm system is one of many ways to reduce the risk of burglary. Insurance companies do not necessarily recognize video surveillance as an underwriting factor but for peace of mind, this and many other safety precautions can be taken.

The Peel Regional Police have posted a Home Security Challenge on their website at [www.peelpolice.ca](http://www.peelpolice.ca). Consumers are asked to answer several questions and are scored based on their answers. Along with the questions are explanations as to why certain measures increase security. This tool allows you to determine how secure your home is currently and also what you can do to improve security. For example, the screws that secure the strike plate opposite the lock of your entry door should be 2.5 to 3.5 inches long. According to the website, most door installations use screws of less than an inch. With shorter screws, doors are easily prone to being kicked in. This is a common way of entry for burglars.

Peel Regional Police reported that 27 homes were broken into last week in Mississauga. Suspects gained entry through unlocked backyard gates in fences then proceeded to look for unlocked windows and doors. Oddly enough, their Home Security Challenge does not suggest locking your fence gate. **BL**

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"I turned to Build a Dream to help me explore different career paths. At the event I was able to listen to all the information the guests speakers had to offer as well as talk one-on-one with tradespeople. After the event, I was able to set up visits with companies I had talked to to get a better perspective of what that trade would be like. If it wasn't for the Build a Dream event I wouldn't have known all the skilled trades that are offered and the educational support for the skilled trades."

- Nicole St. Amour, Electrician

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Brandy Coulesey, Marketing & Vendor Relations



"Recently we conducted a hiring exercise and doubled the number of female applicants. We credit our exposure through Build a Dream with this incredible response to a vocation that has always been difficult to attract women in."

Shawn Ramey, President



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# GOVERNMENT OF CANADA PLEDGES SUPPORT FOR LOCAL TOURISM PROJECTS

Minister announces over \$1.2-million in funding to enhance the region's indigenous, wine, food and craft beverage industries.

By Scott Leslie

Niagara's tourism sector just got a big shot in the arm.

During a recent two-day tour of the Niagara Peninsula, the Honourable Mélanie Joly, Minister of Tourism, Official Languages and La Francophonie pledged more than \$1.2-million in support for six local tourism initiatives.

On August 19th, Joly made three funding announcements at Niagara Oast House Brewers in Niagara-on-the-Lake to support the region's wine, food and craft beverage industry. These included \$250,000 towards the Grape Growers of Ontario to host the International Cool Climate Wine Symposium in 2020, \$50,000 for the City of St. Catharines to launch a GoSip Niagara website dedicated to promoting Niagara's food and craft beverage industries; and \$34,160 for The Exchange Brewery to establish Sourpalooza – Niagara's very first sour beer and food festival.

The following day, Joly made additional funding announcements in St. Catharines and Welland. This included \$175,000 towards the City of St. Catharines to support two annual Celebration of Nations Indigenous Arts Gatherings, and present 20 indigenous performances and films. Later, Joly announced \$500,000 in funding for the City of Welland to create a year-round tourist destination along the Welland Canal. The Minister also pledged \$200,000 for the City of Port Colborne to help revitalize H.H. Knoll Lakeview Park and better accommodate such prominent events as the Canal Days Marine Heritage Festival.

The recent investments were made through FedDev Ontario's Canadian Experiences Fund (CEF). Delivered by regional development agencies across

Canada, this two-year national program is designed to help Canada's tourism sector to grow and innovate by providing targeted investments.

The announcements are also part of the Government of Canada's new Creating Middle Class Jobs: A Federal Tourism Growth Strategy which the Minister of Tourism unveiled back in May.

According to Joly, the CEF investments will help stimulate the local economy and encourage visitors at home and abroad to discover everything Niagara has to offer.

"These investments will enable local businesses and organizations in the Niagara Region to develop facilities and experiences that will attract even more tourists year-round," she explains. "This will help our communities reap the benefits of the global tourism boom to diversify their economies and create good jobs for middle-class families, while showcasing Niagara's features to the rest of Canada and the world."

Vance Badawey, Member of Parliament for Niagara Centre, says this recent series of investments will go a long way towards supporting the enhancement of the Niagara tourist experience.

"Niagara is well-known around the world for its spectacular wine, food and landscape," he says. "With this funding, Niagara can continue to innovate and explore avenues to attract new visitors and stimulate our economy." **BL**

*For more information on FedDev Ontario's Canadian Experiences Fund, please go to [www.feddevontario.gc.ca](http://www.feddevontario.gc.ca).*



The Canadian Experiences Fund is available to support indigenous tourism, winter and shoulder season tourism, farm-to-table and culinary tourism, tourism in rural and remote communities, and inclusiveness.

## 14 MILLION

The Niagara Peninsula currently attracts over 14 million visitors a year.

## 33,000

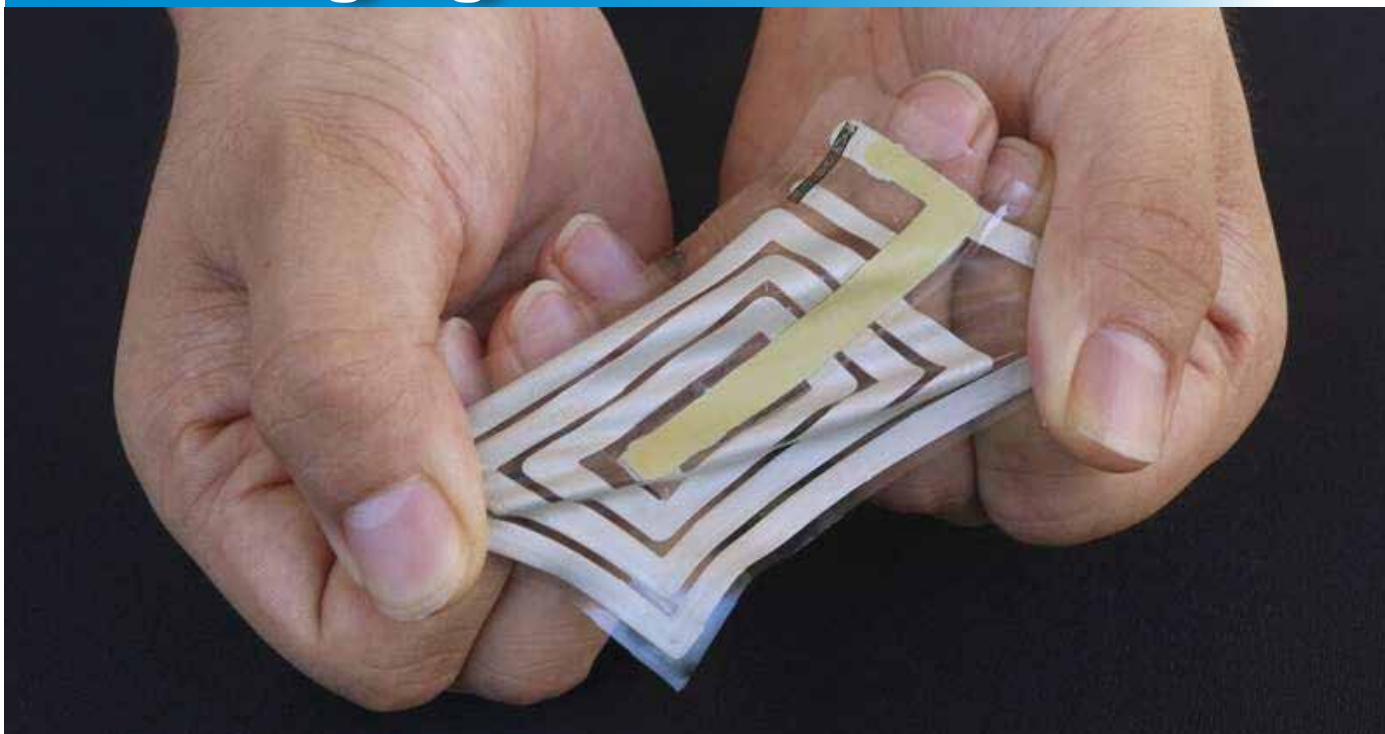
These visitors support 33,000 hospitality and tourism positions in Niagara.

## 2%

Tourism represents more than 2% of Canada's gross domestic product and supports more than 1.8 million jobs across Canada.



[feddevontario.gc.ca](http://feddevontario.gc.ca)



# BODY LANGUAGE

New wireless BodyNet sensors will help doctors monitor their patients more effectively.

By SCOTT LESLIE

Sure, you can hear your stomach grumble when you get hungry. But if you're looking to track your pulse or monitor your respiration, your body isn't going to tell you a thing.

Until now.

Researchers at Stanford University in Stanford, California are looking to help people learn more from their bodies with a brand new invention – a wearable technology called BodyNet.

Completely chip and battery free, these wireless sensors are designed to stick right to the skin – just like a band-aid – and bend and stretch along with the person's movements. These light rubber stickers are screen printed with metallic ink and come with a special

sensor and an antenna to gather and send medical data. These readings are then picked up by a small flexible receiver that's clipped on the person's clothing. This receiver then uses Bluetooth technology to upload data from the sensor to an outside computer or storage device.

During their initial trials, researchers took a subject and attached BodyNet sensors to their wrist and abdomen. These stickers were then able to monitor the person's pulse and respiration by determining how much their skin stretched and contracted with their breathing and heartbeat. Later, sensors were placed on the subject's knees and elbows to monitor their arm and leg movements. Here, the sensors were able to determine how far the subject's arms and legs moved based on how much their muscles tightened and relaxed.

The Stanford research team is looking to use BodyNet in medical environments where doctors can monitor patients with various heart conditions and sleep disorders. New sensors are already under development to help track the body's temperature and stress

levels. Ultimately, the researchers want to create a wide range of BodyNet sensors for consumers that will paint a more detailed and accurate picture than the fit watches and smart phones currently out on the market.

So far, the only snag Stanford researchers have run into is trying to keep the BodyNet sensor close enough to the receiver in order to transmit data. In the course of their experiments, researchers simply attached a receiver to a piece of the person's clothing, just above the sensor. This set-up works fine in a medical setting. Researchers still need to determine how to install a more substantial portable antenna that can pick up signals where the person is making broad movements like running or exercising.

But once they get that mystery solved and BodyNet finally hits the market, you'll be able to listen to your body loud and clear! Just don't forget to keep that grumbling stomach to yourself. **BL**





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# STOP BUILDING SANDCASTLES

**BY DENNIS O'NEILL**

Why do you have one-time customers? How can you bring them back? Always track what percent of your customers are repeat customers. You should value them as a major asset of your business. You've got a lot riding on those loyal fans.

Any firm that gets mostly one-time customers finds itself in the sandcastle business. The waves just wash them away. Then you have to do it all over again. Repeat customers provide the momentum of your firm. Surveys indicate that it costs five times as much to get a new customer as it does to keep one. Figure it out.

Serve them. Track them. Reward them. **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@dennisonellcoach.com or visit www.dennisonellcoach.com.*

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## Brock LINC – An Enabling Environment

Celebrating creativity, inspiring innovators and empowering entrepreneurs.

By DAN LYNCH

There's something new and exciting opening at Brock University this fall. With established strengths in transdisciplinary research and experiential education, Brock is an active partner in the building of a strong foundation for the revitalization of the Niagara Region, helping transform Niagara into a flourishing centre of innovation and entrepreneurship. And finding powerful new ways to advance efforts to create and transform great ideas into economic and social innovations continues to be a priority for Brock.

As its initial step, Brock established BioLinc as its on-campus incubator for experiential entrepreneurship education and to nurture innovation. With its limited space and capacity, and an increased demand for its services from students and private sector collaborators, Brock realized there was an urgent need to enhance its size and scope. It was also critical to connect BioLinc with Brock's other innovation-enablers, and create a centrally located, seamless system of on-campus innovations and support.

The result is the new Brock LINC located in the Rankin Family Pavilion.

With \$8.5-million from the federal government's Post-Secondary Institutions Strategic Investment Fund, Brock has converted the former open air pedestrian mall in front of the Schmon Tower into an exciting, purpose-built \$19-million, two-story, 41,000 square foot research, innovation and commercialization centre at the entrance to the university.

Here, the new Brock LINC – which stands for Learning, Innovation,

Networking, Collaboration – provides Brock and the Niagara community with space and partnered resources to inspire inquiry, curiosity and engagement.

Brock LINC welcomes you to campus to gather and nurture Niagara's growing culture of innovation.

- Need help finding your way/connecting at Brock? Stop by the LINC Welcome Desk for information and directions, in the centre of the Rankin Atrium.

- Alumni returning for a visit? Check out the Golden Badger display for artifacts and memories featuring our first alumni.

- Looking for new skills, experiences and opportunities? Explore your potential at Brock LINC, where you can choose your own venture with some of Brock's most unique resources including the Library's expanded Makerspace and new Digital Scholarship Lab, CCOVI's first-of-its-kind VR/AR Consumer Lab, plus the business services and programs of The Goodman Group.

At the heart of your Brock LINC Experience lies our two intertwined pathways for students and innovators built upon creativity, innovation and entrepreneurship:

- The first is "PLP," your own "Personal LINC Path," an open program of activities, events, workshops and sessions that lets you tailor your own path of learning events, advanced technological skills, and entrepreneurship education.

- The other is "KSE," our admissions-based "Kick-Start Entrepreneurship" program of credit and experiential activities, that provides immersive experience, expert mentorship, and support for business and opportunity development to entrepreneurial and innovation-minded participants, building towards business incubation and residency in LINC space or with our Niagara partners.

Brock LINC integrates the resources of its partners and contributors, in research, experiential education, skills training, innovation, business and technology to provide a range of compelling high-value programming and activities.

From literature to prototyping, from neuroscience to networking, from wet lab to web app: Brock LINC is a bridge between academic interest and creative problem-solving that gives participants the skills to build businesses, strengthen organizations, and contribute to the region, to the nation, and to the world. What are you waiting for? Discover for yourself, get started on your Personal LINC Path at Brock LINC. **BL**

*Dan Lynch is Special Advisor, LINC, Office of the Vice-President, Research, at Brock University and formerly Manager of BioLinc. Dan brings a strong and career-long commitment to assisting SMEs and academic researchers, mentoring entrepreneurs, and facilitating commercialization and industry liaison.*



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# The Value of Mentors

BY MICHAEL WARCHALA

Entrepreneurs are often faced with a variety of tasks and sometimes they find it difficult to make tough decisions. You're not only working in your business – you're also working on your business. But who do you ask when the answers or the direction isn't clear? This is where having a mentor, or group of mentors becomes valuable.

At the Small Business Enterprise Centre, we run a variety of programs that include a mentorship component. Oftentimes, program participants overlook the mentorship component at the onset, only to look back and realize that mentorship was what they ended up valuing the most, rather than a monetary contribution.

Mentors don't always have the answers – but they can offer you a fresh or different perspective on matters, often based on personal experience. Mastermind groups or peer groups are another peer mentoring option for entrepreneurs, consisting of meetings in a group setting to share ideas and best practices.

If you are looking for a mentor, ask around your networks. You'll be surprised by the amount of knowledge that's out there – and the amount of people willing to share it with you. **BL**

*Michael Warchala is a small business consultant at the Niagara Falls Small Business Enterprise Centre on 4343 Morrison Street in Niagara Falls. For more information, contact Michael Warchala at 905.356.7521 x5004, email [mwarchala@niagarafalls.ca](mailto:mwarchala@niagarafalls.ca) or go to [niagarafalls.ca/business/small-business](http://niagarafalls.ca/business/small-business).*



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### BUSINESS LINKS TO NIAGARA'S EVENTS

Your guide to the region's business events.

#### Niagara Grape & Wine Festival 2019

September 14<sup>th</sup> to 29<sup>th</sup>  
Montebello Park, 64 Ontario Street, St. Catharines

#### Niagara Networks 2019

Niagara's Largest Business to Business Networking Event  
September 18<sup>th</sup>, 4 p.m. to 7 p.m.

Fallsview Casino Resort  
6380 Fallsview Blvd, Niagara Falls

#### Power Lunch: Navigating Insurance For You & Your Business

September 18<sup>th</sup>, 11:30 a.m. to 1:00 p.m.

The Social Gourmet  
82 Main Street East, Grimsby

#### Marketing to Boomers & Beyond

September 18<sup>th</sup>, 5:30 p.m. to 7:30 p.m.

Niagara College Canada,  
100 Niagara College Boulevard, Welland

#### Selling on the Spot Marketplace - Niagara

September 19<sup>th</sup>, 10 a.m. to 1 p.m.  
Courtyard by Marriott  
5950 Victoria Avenue, Niagara Falls

#### WINspirational Women Revamped

September 24<sup>th</sup>, 6:30 p.m.  
Sue-Ann Staff Estate Winery  
3210 Staff Avenue, Jordan Station

#### BizConX Niagara

September 25<sup>th</sup>, 5 p.m.  
Cat's Kitchen + Bar  
6788 Thorold Stone Road, Niagara Falls

#### Business Excellence Awards 2019

September 26<sup>th</sup>, 5 p.m. to 7 p.m.  
Buffalo Canoe Club  
4475 Erie Road, Ridgeway

#### Scaling Up Your Business: Breaking through the Barriers to Sustainable Growth

September 27<sup>th</sup>, 9 a.m. to 6 p.m.  
Oban Inn  
160 Front Street, Niagara-on-the-Lake

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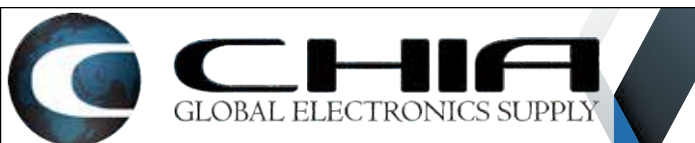
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# DOES YOUR LEADERSHIP BUILD BRIDGES OR WALLS?

BY TIM ARNOLD

When you look at this picture what do you see? Do you see the rabbit or the duck? My guess is that you are able to see both. But I bet you saw one picture more quickly than the other. Even though you know there are two pictures in one, I bet you see one more clearly. This would be an example of a “bias.” A bias is your preference or your default point of view. It’s what you see first and what you see the clearest.

Similarly, with most of the tensions you face as a leader, you will have a bias towards one side over the other. For example:

- Manage Cost or Maintain Quality
- Embrace Change or Preserve Stability
- Give Freedom or Hold Accountable
- Short Term or Long Term
- Planning or Action

Having a bias isn’t a bad thing - in fact, it can be a positive thing. However, your bias is either working for you or against you. If you possess an “either/or” mindset, it can build divisive walls between team members who see things differently. If you have a “both/and” mindset, it can provide your team with a unique point of view that can connect with other diverse perspectives for a full, more accurate picture.

Here are two steps to having a “both/and” mindset so you can leverage your bias;

## STEP 1 – BE CONFIDENT AND HUMBLE

Confidence comes from knowing that you possess a unique point of view, potentially a perspective that no one else on the team fully sees or understands. You have a responsibility to bring this perspective to your team. Humility comes from knowing that there’s often a different—yet equally true—point of view. This diverse point of view is one that you might not be able to see clearly, or even see at all, without the help of others.

## STEP 2 – EMBRACE YOUR OPPOSITE

All humans have what is called a “confirmation bias.” This means that we search out people and information that affirms our existing beliefs. Confirmation bias is why you tend to watch news sources and “like” things on social media that align with your political perspectives. It feels good to be affirmed! But when it comes to your biases at work, you need to search out a person with the opposite point of view. A person who shares the same mission but often has different biases than yours. By searching out this perspective, you’ll find that you don’t have to exchange your viewpoint for the other, but instead, each viewpoint can be expanded to see the big picture.

As a leader who is both confident and humble, and who has learned to embrace your opposite, your bias can be a healthy and powerful tool. You’ll become a leader who is known for building unifying bridges, not dividing walls. **BL**

*Tim Arnold is passionate about helping people understand the chronic issues that limit leadership and teamwork so they can thrive. He is the author of the book *The Power of Health Tension* and speaks to organizations around the globe on how they can overcome chronic issues and conflicting values. Go to [www.leadersforleaders.ca](http://www.leadersforleaders.ca).*





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