

A RESOURCE FOR BUSINESSES



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JULY HIGHLIGHTS

***Tech, Automation, Transformation
& A Summer of Smart Shifts***



Business Link
Media Group

PUBLISHER'S NOTE

Yours in Business
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ONTARIO AND CANADA COMMIT \$4.4 MILLION TO RECREATION INFRASTRUCTURE UPGRADES IN NIAGARA REGION

ReNew Canada

The governments of Ontario and Canada have announced a joint investment of over \$4.4 million to improve recreational infrastructure across four municipalities in the Niagara Region. Funded through the federal Investing in Canada Infrastructure Program and Ontario's community development initiatives, the investment aims to modernize parks, playgrounds, and community complexes to create healthier, more accessible public spaces. The funding includes \$2.4 million from the federal government, \$2 million from the Province of Ontario, and an additional \$1.6 million from participating municipalities. These projects are part of a broader strategy to promote physical activity, community engagement, and inclusive recreational opportunities across urban and rural areas.

In St. Catharines, Bogart Park will be transformed with its tennis courts converted into a multi-use surface accommodating tennis, basketball, and pickleball. The playground will be relocated and resurfaced with rubberized materials that meet modern accessibility standards. In Pelham, Marlene Stewart Streit Park will undergo a complete rehabilitation, including replacing the aging outdoor pool, upgrading electrical systems and the pool house, and adding a splash pad, picnic pavilion, and accessibility improvements. Wainfleet's Community Complex will receive significant upgrades as well, including improved field drainage, parking lot resurfacing, new walking trails, updated washrooms, and enhancements to the pavilion and fencing around sports courts, allowing the space to better serve both recreational and community events year-round. Meanwhile, the Town of Lincoln will revamp 17 play spaces—13 playgrounds and four multi-sport courts—by removing outdated surfacing and replacing it with modern, rubberized materials to improve safety and accessibility for residents of all ages.

Elected officials have emphasized the value of these investments in improving community well-being. MP Chris Bittle highlighted the importance of reliable, inclusive infrastructure in building a thriving community, while MPP Sam Oosterhoff praised the upgrades planned for Pelham, Wainfleet, and Lincoln as meaningful contributions to the daily lives of local families. St. Catharines Mayor Walter Sendzik also underscored the importance of inclusive play spaces, stating that the Bogart Park improvements reflect the city's ongoing commitment to creating recreational facilities that are welcoming and accessible to all residents.

These projects align with Canada's long-term infrastructure strategy, which includes more than \$180 billion in federal investment over 12 years in areas such as public transit, green infrastructure, and community development. Ontario's involvement focuses on initiatives that enhance public access to recreational and social spaces. Construction on the Niagara Region projects is expected to begin later this year, with timelines varying by location. Once completed, the upgrades will provide lasting benefits through improved opportunities for physical activity, social connection, and inclusive access to high-quality community spaces

Read more here: www.renewcanada.net/ontario-investing-11m-to-upgrade-recreation-infrastructure-in-niagara-region/



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STUDENT ENTREPRENEURS SHOW THEIR SKILLS AT 2025 SUMMER COMPANY SHOWCASE

Niagara Falls Review

On Thursday, July 10, student entrepreneurs from across Niagara gathered at St. Catharines City Hall to showcase their businesses during the 2025 Summer Company Showcase, organized by the St. Catharines Enterprise Centre (SCEC). The event highlighted the work of local youth who received funding and mentorship through Ontario's Summer Company program.

Funded by the Government of Ontario, the program provides up to \$3,000 in startup funding, along with business training and one-on-one support. Participants commit to running their business full-time over the summer, gaining experience in sales, marketing, and customer service.

This year's participants presented a variety of services including landscaping, swimming lessons, skincare, fashion, music services, and even backyard poultry sales. Many attendees engaged with the students directly, offering encouragement and booking services or purchasing products on-site.

"These young entrepreneurs are learning what it takes to run a business—managing clients, solving problems, and building confidence," said Rob Belchior, Economic Development Officer at the City of St. Catharines.

While the showcase marked a key milestone, many of the students will continue their businesses through the summer, with some planning to grow them beyond the program.

For more information about Summer Company or to support local student-run businesses, visit the City of St. Catharines website or contact the Enterprise Centre.

Read more here: https://www.niagarafallsreview.ca/business/niagara-region/student-entrepreneurs-offer-services-at-st-catharines-summer-company-showcase/article_f710775a-f671-59ac-ac1d-fc61339d7497.html



**THESE YOUNG ENTREPRENEURS ARE LEARNING
WHAT IT TAKES TO RUN A BUSINESS."**



My Mulan: A Fantasy Dance Drama

Returns to Ignite the Stage This Summer

PRESENTED BY MY MULAN CULTURE INC.

PARTRIDGE HALL, FIRSTONTARIO PERFORMING ARTS CENTRE | AUGUST 8-10, 2025

After sold-out performances and rave reviews, My Mulan returns this August to the FirstOntario Performing Arts Centre for three nights only.

This all-original fantasy dance drama tells a powerful story of courage and connection through stunning visuals and world-class choreography. A modern girl, a legendary warrior, and a cross-cultural journey that speaks to every generation.

This year's production proudly features a number of exceptional local dancers, selected through open auditions, who will perform alongside professional artists and choreographers to bring this moving story to life. It's a true celebration of local talent and the strength of community arts.

**Whether you love dance, theatre, or inspiring family adventures,
My Mulan is the must-see performance of the summer.**



Ticket Details & Show Dates

Performance dates:

August 8-10, 2025

Location:

FirstOntario Performing Arts Centre
250 St. Paul St, St. Catharines

More info and tickets:

www.mymulan.ca



Exclusive Offer for Niagara's 40 Under Forty Awards Winners

We are excited to extend a special offer to the talented individuals who were recognized in the Niagara 40 Under Forty Awards. To celebrate your achievements, we're offering an exclusive discount on tickets for **My Mulan: A Fantasy Dance Drama**.

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Three expert-led panels:

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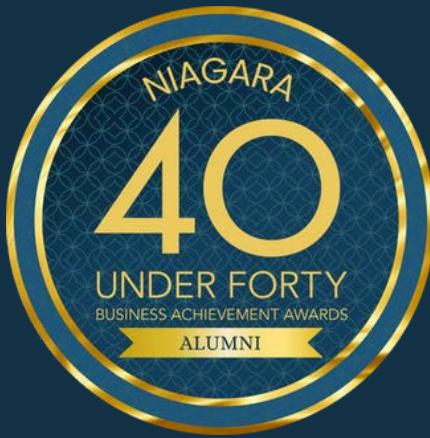
Keynote Fireside Chat on 'Character Based Leadership'

with Madam Justice Leanne E. Standryk.

Moderated by Ruth Unrau, Director, Workforce Collective

Sep 23, 2025, 1:00 PM – 5:00 PM

Americana Conference Resort Spa, 8444 Lundy's Ln, Niagara Falls



Reserve your ticket at or scan the QR code:
www.businesslinkmedia.com/2025niagaraalumnisummit

JULY 15 - AUGUST 15

EVENTS

Community Art Project

Thursday, July 24, 2025 6:30 PM to 8:30 PM
Niagara Falls History Museum, 5810 Ferry Street

Event: nfexchange.ca/museum/museums-events/community-art-project

First Annual Red Ribbon Open Charity Golf Event

Saturday, July 26, 2025 12:00 PM to 7:00 PM
10325 Willodell Rd, Niagara Falls, ON LOS 1KO

Event: positivelivingniagara.com/red-ribbon-open/

Niagara Fiesta Extravaganza 2025

Saturday, August 2, 2025 until Sunday, August 3, 2025
Firemen's Park, 2275 Dorchester Road

Event: www.facebook.com/niagarafiestaextravaganza/

Canal Days Marine Heritage Festival

Monday, August 4, 2025 until Thursday 7, 2025
350 Lakeshore Rd, Fort Erie

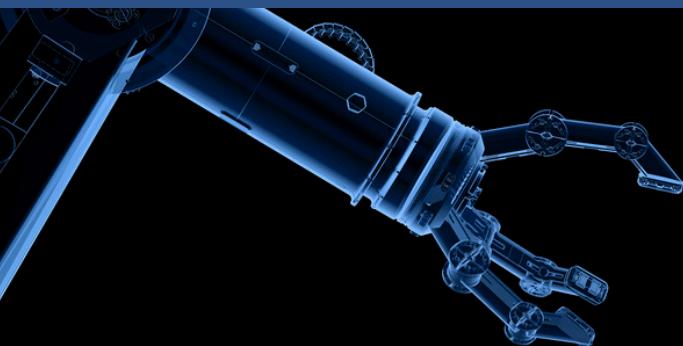
Tickets: www.portcolborne.ca/en/recreation-and-leisure/canal-days.aspx

My Mulan: A Fantasy Dance Drama

Friday, August 8, 2025 until Sunday 10, 2025
FirstOntario Performing Arts Centre, 250 St. Paul St, St. Catharines

Tickets: www.mymulan.ca

WHAT GETS MEASURED, AI WILL AUTOMATE



Harvard Business Review

In the era of AI, the adage “what gets measured gets managed” has evolved into a more profound directive: “what gets measured gets automated.” In their recent Harvard Business Review article, Christian Catalini, Jane Wu, and Kevin Zhang argue that today’s AI and machine learning models are disrupting industries by systematizing tasks that can be quantified and structured.

These trends are already reshaping both creative and analytical professions. Roles such as writers, designers, photographers, architects, animators, and advertisers—once considered impenetrably human—are now seeing workflows transformed by capabilities in text, image, and video generation. Equally, affected are traditionally data-heavy professions: financial analysts, consultants, accountants, and tax preparers are now experiencing rapid automation of spreadsheet-based and rule-driven tasks.

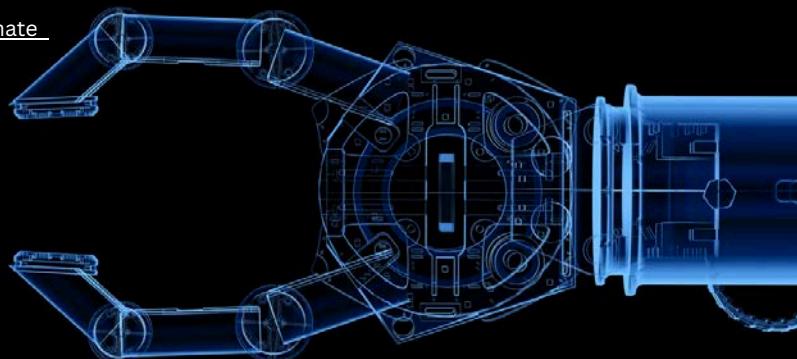
Even high-skill domains such as law, medicine, and academia are not immune. AI’s ability to sift vast volumes of information, extract key insights, and generate tailored guidance or curriculum “at a fraction of today’s cost—and with quality that’s closing in fast” is challenging assumptions about professional exclusivity.

The authors emphasize that, as AI models become more powerful and affordable, the bottleneck shifts from whether tasks can be automated to which tasks have been measured adequately. The critical question for organizations then becomes: which activities should we measure and automate, and which should we intentionally leave unmeasured to preserve uniquely human value?

They caution that focusing metrics on what can be quantified may undervalue the intangible aspects of work—such as creativity, trust, judgment, and experience—which AI is less equipped to replicate. Leaders are encouraged to consciously measure and automate routine or highly quantifiable tasks, while investing human effort in areas that resist automation.

By reframing task measurement as a strategic choice, the article highlights the importance of balancing efficiency gains with the preservation of human judgment. This nuanced approach positions AI as an enhancer, not a replacer, of human capabilities.

Read more: <https://hbr.org/2025/06/what-gets-measured-ai-will-automate>





How Robotics and Automation Are Transforming Water Purification

Robotics & Automation News

As access to clean water becomes a growing global concern, new technologies are stepping up to meet the challenge. Robotics and automation are now playing a pivotal role in revolutionizing how water is tested, monitored, and purified—offering solutions that are faster, smarter, and more sustainable.

One of the most promising developments lies in the use of robotics for chemical testing. In Pennsylvania, water utility company Aqua Pennsylvania has integrated robotic systems into its lab operations to detect harmful PFAS compounds, also known as “forever chemicals.” These chemicals are notoriously difficult to remove and detect.

The automated process can test over 4,000 water samples per year with results delivered in under 24 hours—far faster than traditional lab methods. This efficiency is critical, especially as environmental regulations tighten and lawsuits related to water contamination increase.

Across the Atlantic, researchers in the UK are using drones equipped with spectral sensors to scan lakes and reservoirs from above. These aerial systems collect high-resolution data on water quality—such as color, turbidity, and the presence of pollutants—and then combine it with satellite imagery and ground-based testing. The result is a more comprehensive and real-time view of water health, particularly in remote or under-monitored areas.

Read more here: <https://roboticsandautomationnews.com/2025/06/06/robotics-and-automation-leading-the-charge-in-water-purification/91517/>

The most futuristic innovation may be found at the nanoscale. Scientists at CEITEC in the Czech Republic have developed microscopic robots, just under 3 microns in size, that can move through water using magnetic fields. These “microswimmers” have demonstrated the ability to capture up to 80% of bacteria and microplastics in less than 30 minutes. They can be magnetically retrieved, sterilized, and reused—offering a sustainable way to tackle two of water’s most persistent pollutants.

Together, these technologies signal a shift in how water purification is approached. With the help of robotics and automation, clean water is no longer just a necessity—it’s an increasingly achievable goal.



CHINA ACCELERATES DEVELOPMENT OF VEHICLE ASSISTED DRIVING—BUT WITH CAUTION



Reuters

China is aggressively advancing its carmakers' adoption of assisted-driving technology, aiming to outpace global competitors while tightening regulatory oversight in the wake of a fatal crash.

Following a March accident involving a Xiaomi SU7 sedan—where three people died seconds after the driver took over control from the system—Beijing is finalizing new safety regulations governing driver-assistance systems. The new rules will enforce hardware and software standards designed to constantly monitor driver awareness and the ability to retake control promptly.

Regulators have partnered with companies including Dongfeng and Huawei to draft these measures and have opened a month-long public consultation, which concluded on July 4. One key requirement includes prohibitions on marketing terms like “smart driving” or “autonomous driving,” a ban that was already implemented in April to curb misleading representations.

Despite the added safeguards, Beijing continues to push forward—as the government prepares to resume validation testing of Level-3 assisted-driving this year, with hopes of approving China’s first Level-3 vehicle by 2026. Level-3 systems allow drivers to remove their eyes from the road under certain conditions—marking a significant leap from Level-2, which requires constant driver engagement.

Analysts contend that China’s “move fast but be careful” approach may give its automotive industry a competitive edge. Markus Muessig of Accenture Greater China referenced Deng Xiaoping’s pragmatic strategy, saying that cautious experimentation has “proven very successful for this market.”

Assisted-driving capabilities have proliferated in China: more than 60% of new vehicles now include Level-2 systems—many offered at no extra cost. Domestic leaders like BYD, and brands such as Huawei’s Zeekr, are already gearing up for widespread Level-3 deployment. Meanwhile, Western automakers—including Mercedes-Benz—remain more restrained, citing high costs and regulatory liabilities.

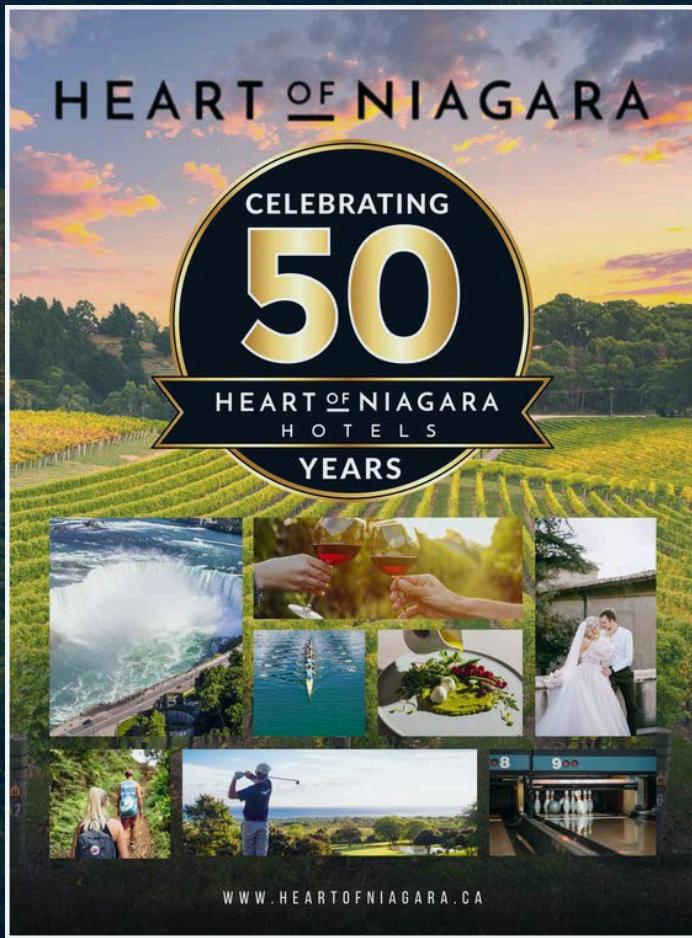
China’s dual approach of rapid innovation tied to emerging safety standards mirrors its playbook for electric vehicles, signaling a strategic drive to dominate the global self-driving car race.

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BEYOND THE BUZZWORDS: HOW MARKETERS ARE MAKING CARBON OFFSETS COUNT



Marketing News Canada

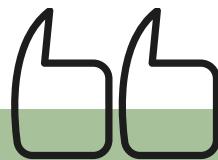
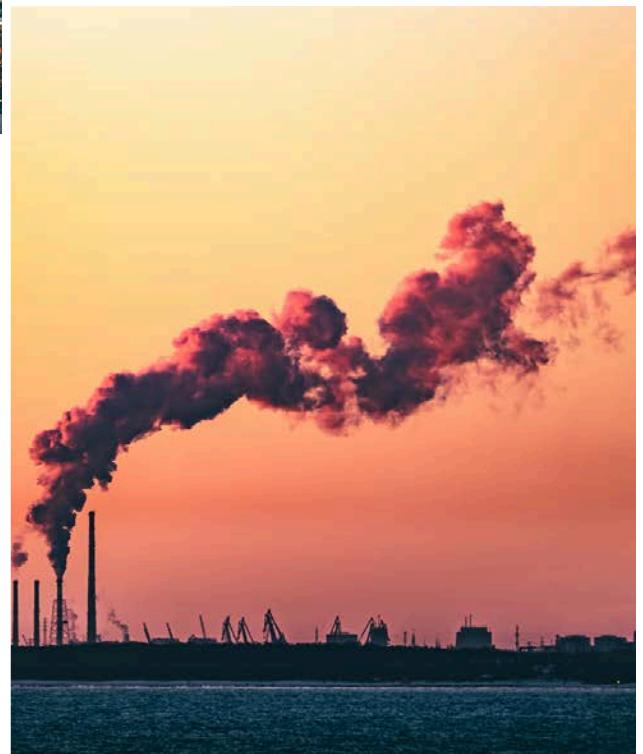
In today's eco-conscious market, sustainability sells—but consumers are becoming increasingly savvy at spotting the difference between genuine climate action and greenwashing. As environmental scrutiny grows, brands can no longer hide behind vague claims of being "green" or "eco-friendly." Instead, the most successful marketers are embracing transparency and science-backed solutions—like carbon offsets—to drive real change and win lasting trust.

But carbon offsets alone aren't a golden ticket to climate credibility. When done right, they can be a vital part of a broader emissions-reduction strategy. When done wrong, they're just more noise in an oversaturated space of half-hearted environmental promises.

So how are smart marketers standing out?

The New Standard: Transparency Over Hype

Brands like Shopify and Air Canada are proving that carbon offsets can be more than a box-ticking exercise. They're investing in verified offset projects—from forest conservation to direct air capture—and sharing the details publicly. That level of transparency isn't just good ethics; it's good marketing. By disclosing where offset dollars go, how projects are verified, and how these efforts fit into a larger sustainability roadmap, brands are giving stakeholders the information they need to believe—and buy in.



here's how we're
reducing emissions, and
where we're investing to
offset what remains.

Marketing with Integrity

Leading marketers are shifting the narrative from “we’re carbon-neutral” to “here’s how we’re reducing emissions, and where we’re investing to offset what remains.” It’s a humble, honest approach that resonates in a world tired of inflated claims. Tools like the Clean Creatives pledge, and third-party certification from groups like Gold Standard and Verra, help marketers back up their messaging with credibility.

Beyond the Offset: Building a Culture of Climate Action

The most inspiring campaigns don’t just tout carbon neutrality—they engage audiences in the climate journey. That might mean interactive sustainability reports, educational content about carbon markets, or even letting customers choose which projects their purchases support. These experiences don’t just build trust—they build community.

The Bottom Line

Sustainability is no longer a side note—it’s central to brand strategy. But in a world where every product seems to come with a green promise, the brands that will lead are those willing to go deeper. That means using carbon offsets not as a mask, but as a meaningful part of a long-term climate commitment.



Smart marketers know:

the future isn't just carbon-neutral, it's carbon transparent.

Read more: https://marketingnewscanada.com/news/beyond-greenwashing-how-smart-marketers-are-using-carbon-offsets-with-transparency_

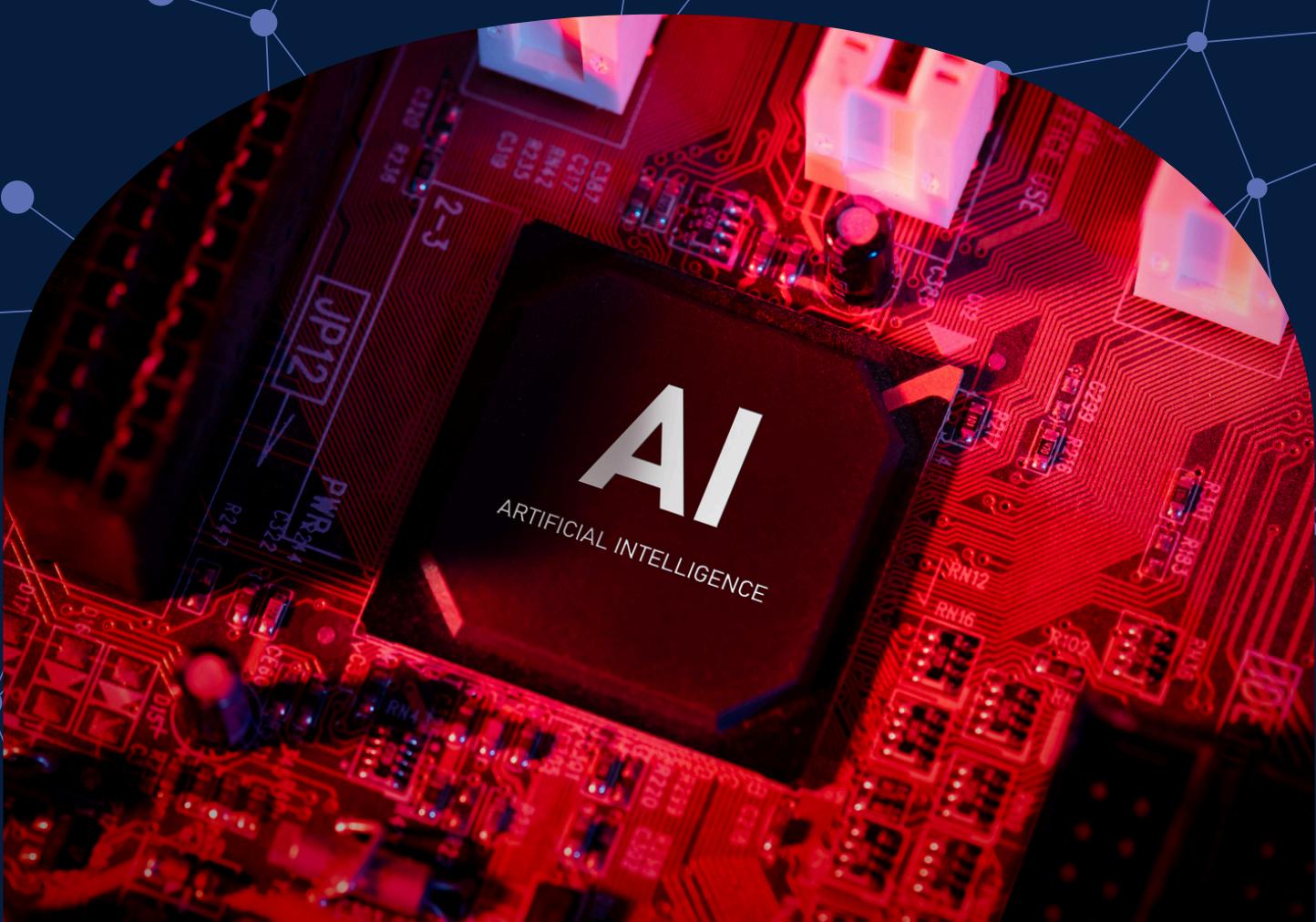
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INSIDE NVIDIA'S \$4 TRILLION RISE: THE HIDDEN ENGINE BEHIND MARKETING'S AI REVOLUTION

The Drum

On July 9, 2025, Nvidia made history by becoming the first public company to reach a staggering \$4 trillion valuation. While the headlines focused on market capitalization and investor confidence, a deeper story emerged—one that marketers can't afford to ignore. Nvidia's meteoric rise isn't just about stock performance; it's about the infrastructure powering the future of artificial intelligence, and with it, the future of modern marketing.

The AI Infrastructure No One Sees, But Everyone Uses

Behind every major generative AI tool—from OpenAI's ChatGPT and Google's Gemini to enterprise marketing solutions—there is one common denominator: Nvidia's high-performance GPUs. These chips, particularly the latest Blackwell and H100 series, are the backbone of AI's rapid evolution. They enable brands to generate content, analyze data, personalize campaigns, and optimize decision-making at unprecedented speeds and scale.

In a sense, Nvidia has become the utility provider for AI-powered marketing. The tools marketers depend on today—and will rely on even more tomorrow—require immense computational power, and Nvidia's dominance in this space has made it the silent partner in nearly every AI-driven strategy.

Why Marketers Should Care

For marketing professionals, this shift isn't just technical—it's strategic. The ability to tap into AI infrastructure is now as critical as creative talent. Real-time personalization, advanced analytics, and content automation all depend on fast, scalable compute power. As competition intensifies, brands that align themselves with platforms and tools built on this infrastructure will enjoy a significant edge.

This also changes how budgets are planned. Marketing departments must think beyond software subscriptions and creative services, and begin accounting for data pipelines, cloud access, and the compute power that fuels next-gen AI capabilities.

The Risks Behind the Hype

Nvidia's rise hasn't been without concern. The company faces serious geopolitical and supply-chain risks, especially with U.S. export restrictions to China potentially cutting off billions in revenue. Internally, over \$1 billion in insider stock sales in recent months has sparked debate about long-term confidence. At the same time, competitors like AMD, Intel, and emerging players in Asia are working aggressively to challenge Nvidia's lead.

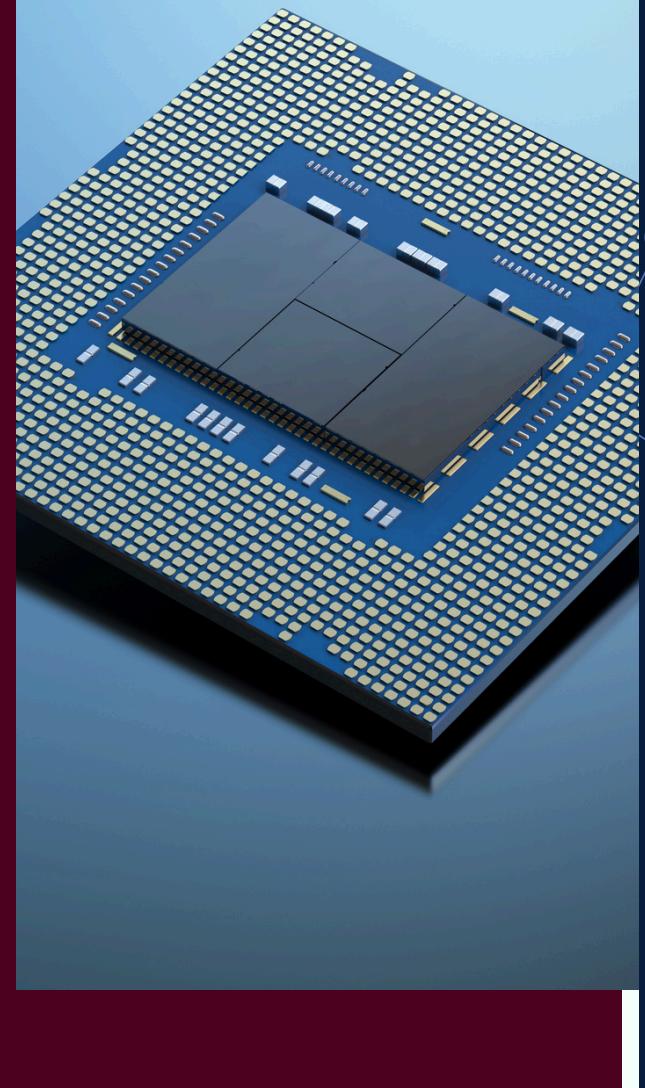
Still, none have matched the scale or ecosystem Nvidia has built. And for marketers, that means the company's influence over AI's development—and their own campaign performance—will likely continue.

A Shift in Marketing Mindset

The marketing industry is at a pivotal moment. AI is no longer a novelty—it is a core part of how modern campaigns are developed, executed, and measured. Nvidia's success is a reflection of this reality. Its technology is enabling everything from programmatic creative to predictive modeling and autonomous customer journeys.

Marketers who understand the infrastructure behind their tools will be better positioned to evaluate solutions, negotiate partnerships, and future-proof their strategies. Those who ignore it risk being left behind.

Nvidia's \$4 trillion milestone is more than a financial headline—it marks the beginning of a new era in marketing. The infrastructure that powers AI is now inseparable from the creative and strategic work marketers do every day. As the tools evolve, so too must the mindset. In this new landscape, understanding the technology behind the scenes isn't optional—it's essential.



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STUDENT UNEMPLOYMENT IS HIGH BUT YOUR SUMMER DOESN'T HAVE TO BE A WASTE

By Ryan Li

If you're a student (or have one lounging around the house this summer), chances are you're not working. That's not an insult; it's a statistical fact. Fewer than 47 percent of students planning to return to school in the fall are currently employed. That's the worst non-COVID summer unemployment rate since 1998.

According to the CBC, young people across Canada are facing the toughest summer job market since the mid-1990s.² Many are stuck at home with little to do, watching their valuable summer slip by. But being unemployed doesn't mean being unproductive. If this sounds like you (or someone you know), here are some ways to make the most of the summer:



Volunteer for a cause you care about or are interested in pursuing further.

Helping out at your local community center, small business, or non-profit organization allows you to develop the same skills that you would otherwise gain at a paid job. In many ways, volunteering is more flexible than a normal summer job, with the ability to choose your own hours and select exactly which initiatives you want to be involved in. In addition to doing good for your community, volunteering is a great way to network with others in the industry, get hands-on experience to see if a certain field is for you, and a chance to put something strong on your resume—especially because your resume won't differentiate between a paid and unpaid job!

Learn something.

Just because school's out doesn't mean learning has to stop. Khan Academy, Coursera, and free university courses are all great resources to help you pick up a new skill, learn that new language you've always dreamed of speaking, or even just fulfill your curiosity. Think of it as building the foundation for future knowledge and keeping your brain engaged for when school ramps back up again in the fall.





Start a side hustle.

If nobody wants to hire you, why not hire yourself? Whether it's tutoring, dog-walking, freelance writing, or more, side hustles can help you to continue to develop skills, while earning a little bit of money on the side. If it takes off, you can even earn more than what you would otherwise make at your minimum wage summer job, in addition to getting to choose your own hours and your job description. What a wonderful introduction to entrepreneurship!

Build relationships.

Use your downtime to reconnect with old friends, strengthen current relationships, or make new professional connections. Reach out on LinkedIn, schedule a coffee chat, or attend a local event in a field you're interested in. Who knows? Maybe you'll learn a thing or two that will help you secure that internship next summer.



Do whatever you have been too busy to do.

That project you've been putting off? The trip you wanted to take? The book you haven't had time to read? Now's the time. You don't have to fill every minute with productivity. Sometimes, the most important thing is simply giving yourself the time and space to rest, recharge, or follow your curiosity.

If you've made it this far, you may have noticed that this advice doesn't just apply for students who have nothing to do during the summer: it applies to anyone with a bit of extra time on their hands. Whether you're learning, volunteering, earning, or just catching your breath, the goal is to be intentional. So go make something of your time off. Even without a job, you've still got plenty of work worth doing.

Article Source:
<http://cbc.ca/news/business/youth-unemployment-rate-1.7549979>

About the Author:

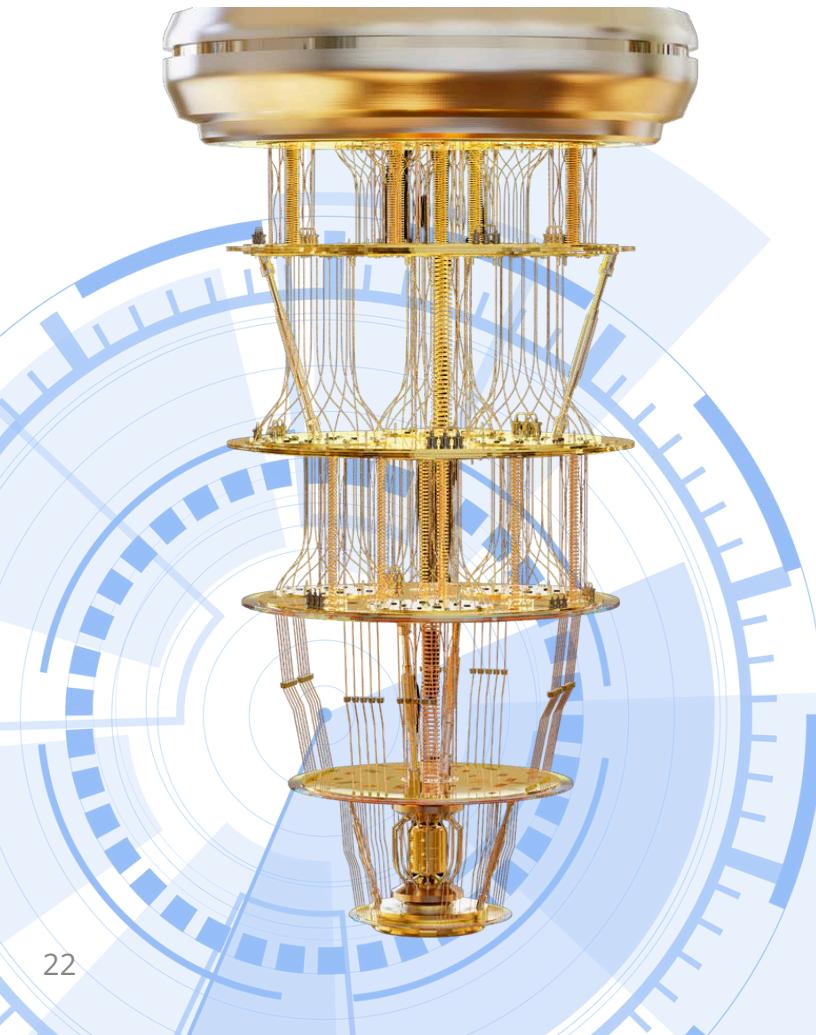
Ryan Li is a dedicated Youth Journalist from Vancouver. He is known for his insightful reporting and passion for journalism. Currently, Ryan is studying public policy at Georgetown University in the U.S.

QUANTUM COMPUTING MOVES CLOSER TO REAL-WORLD IMPACT

CNBC

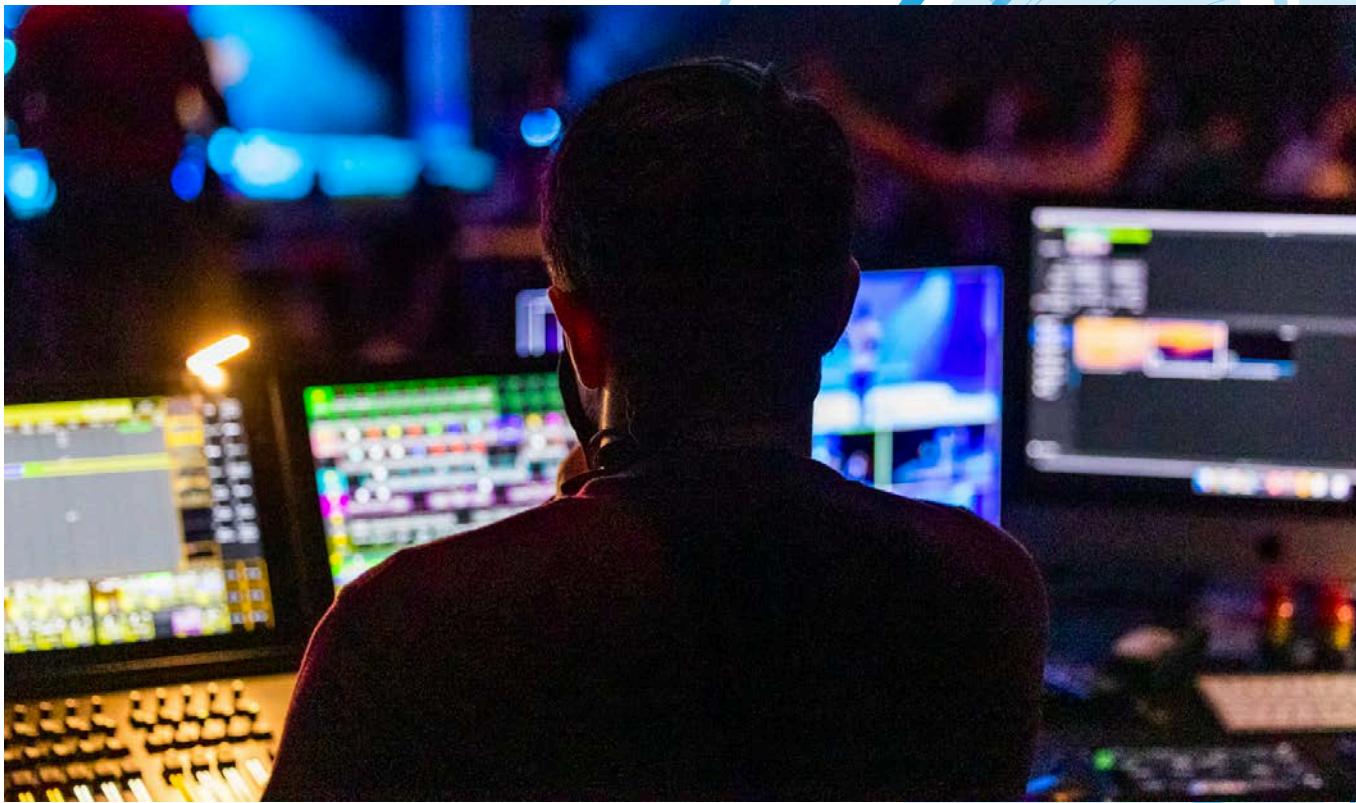
Quantum computing, once confined to theoretical physics and academic research, is now steadily advancing toward practical, real-world applications. While still in its early stages, this powerful and complex technology is attracting major interest from scientists, businesses, and governments around the world. With potential uses spanning healthcare, finance, logistics, and beyond, quantum computing is moving closer to transforming industries and redefining the limits of what computers can do.

At its foundation, quantum computing is built on the principles of quantum mechanics—particularly the phenomena of superposition and entanglement. In classical computing, information is stored in bits, which represent either a 0 or a 1. In contrast, quantum computers use qubits, which can exist in a state of 0, 1, or both simultaneously. This property of superposition allows quantum systems to perform a multitude of calculations at once. Additionally, entanglement enables qubits that are linked to influence each other instantly, regardless of distance, allowing for more powerful processing capabilities.



These differences mean that quantum computers are exceptionally well-suited for solving certain types of problems that would take classical computers an impractical amount of time. For example, simulating molecules at the atomic level is a notoriously difficult challenge for even the most powerful supercomputers. Quantum systems, however, are already being used in pharmaceutical research to model molecular interactions with unprecedented precision, potentially leading to faster drug development and more targeted treatments.

In finance, quantum algorithms are being explored for use in portfolio optimization, risk analysis, and fraud detection. The technology could offer new ways to process vast datasets and identify patterns that traditional methods might miss. In logistics, companies are investigating how quantum computing could enhance route optimization and streamline global supply chains, reducing costs and increasing efficiency.



Major tech companies are driving much of this progress. IBM, Google, Microsoft, and Amazon have all made substantial investments in quantum research and infrastructure. IBM, for instance, has reported nearly \$1 billion in quantum-related business activities, ranging from collaborations with corporations to the use of its quantum computing platform, IBM Quantum Experience. Similarly, Amazon's Braket and Microsoft's Azure Quantum are cloud-based services that allow developers and researchers around the world to experiment with quantum tools without owning the hardware.

Despite these advances, quantum computing still faces significant challenges. One of the biggest is error correction. Qubits are highly sensitive to external interference, which can easily disrupt calculations. Building systems that can automatically detect and correct these errors at scale is a critical hurdle yet to be fully overcome.

Another challenge is achieving quantum advantage—the point at which quantum computers clearly outperform classical ones on real-world tasks. Google made headlines in 2019 by claiming to have reached this milestone in a controlled experiment, but many experts argue that consistent, commercially relevant quantum advantage remains years away.

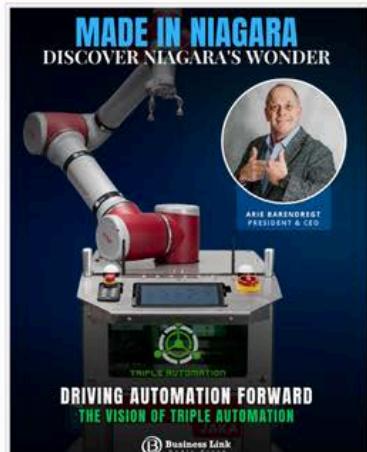
Nonetheless, momentum continues to grow. Governments worldwide have committed billions of dollars to national quantum initiatives, and startups in the space are drawing increasing amounts of venture capital. Market analysts predict the global quantum computing market could surpass \$15 billion by 2030, reflecting growing optimism.

In summary, quantum computing is no longer just a futuristic idea—it is an emerging reality. While its full potential is still unfolding, the foundations are being built today. The road ahead may be long, but it is one filled with extraordinary possibilities, one qubit at a time.

Read more: <https://www.cnbc.com/2025/06/27/quantum-computing-applications-how-it-works.html>

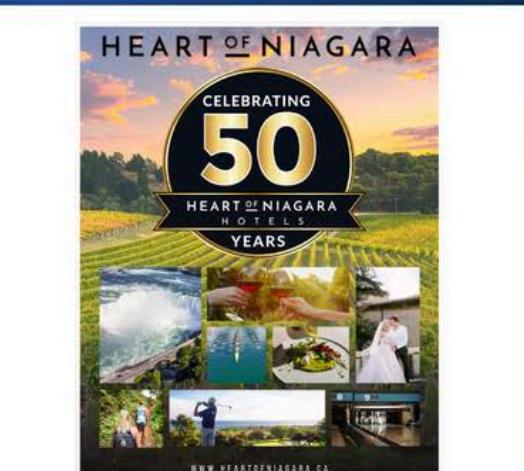
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