



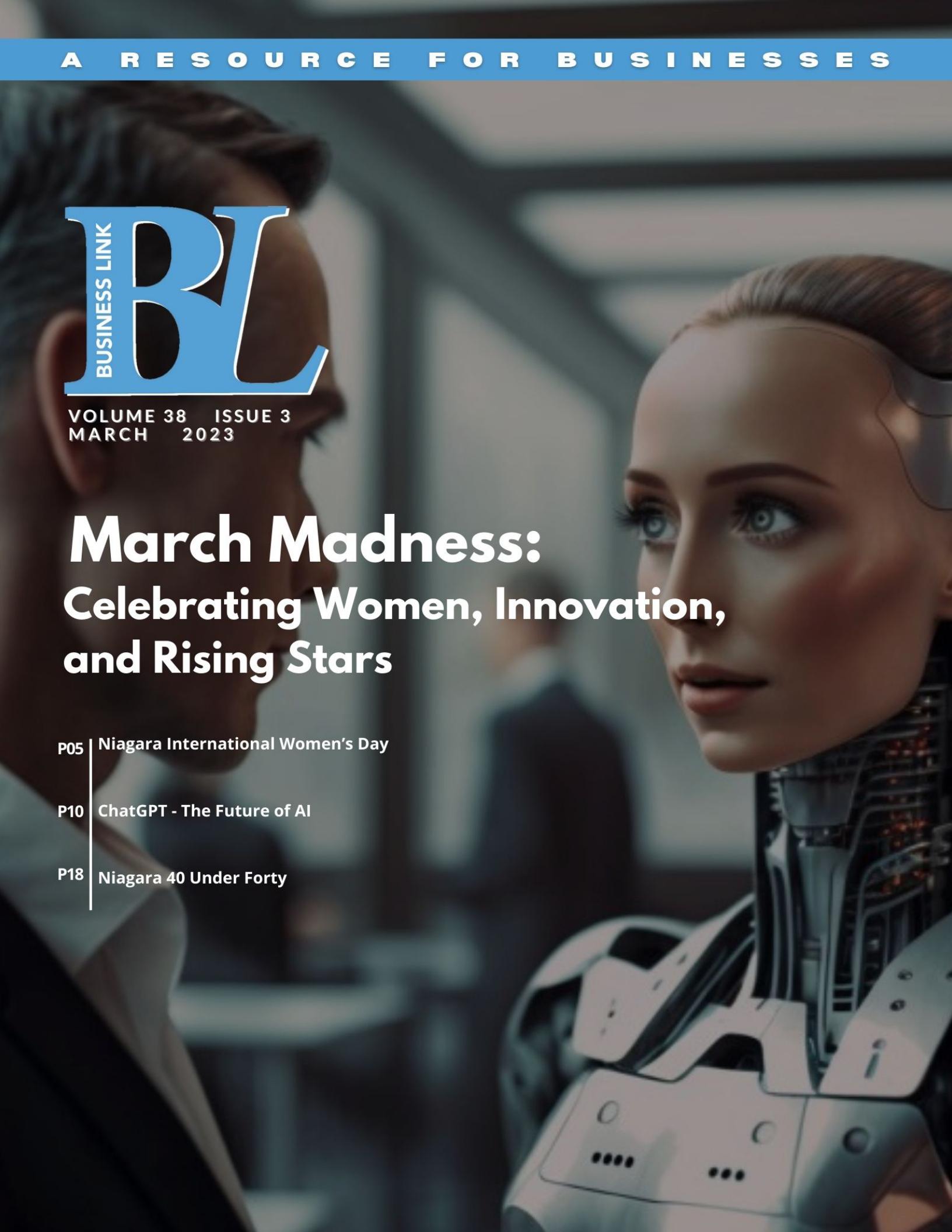
VOLUME 38 ISSUE 3
MARCH 2023

March Madness: Celebrating Women, Innovation, and Rising Stars

P05 Niagara International Women's Day

P10 ChatGPT - The Future of AI

P18 Niagara 40 Under Forty



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PUBLISHER'S NOTE



BUSINESS LINK
MEDIA GROUP

Dear Business Link Readers,

As we enter the spring season, I am excited to present this month's edition of our magazine, filled with diverse topics and stories that aim to inform, inspire, and entertain.

This issue features an array of articles covering various topics that are relevant to the Niagara region and beyond. We celebrate International Women's Day with the theme of "Embrace the Equality," and highlight the amazing contributions of women to society.

We also delve into the future of technology with an article on ChatGPT - The Future of AI. As we continue to experience technological advancements, it's important to keep up with the latest developments and their potential impact on our lives.

Additionally, we pay tribute to the young leaders of Niagara with an article on the Niagara 40 Under Forty program. This program has recognized and honored the rising stars of Niagara for over 20 years now, and we look forward to the upcoming 20-year alumni reunion event.

Furthermore, we explore the power of positivity and how it can help us find joy in challenging times. In a world that can often feel overwhelming and stressful, cultivating positivity is essential for our mental and physical well-being.

We hope that this month's issue provides you with insightful and engaging content that inspires you to live your best life. As always, we appreciate your continued support and look forward to bringing you more informative and entertaining articles in the future.

Happy Reading!

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

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NIAGARA INTERNATIONAL WOMEN'S DAY

EMBRACE THE EQUALITY

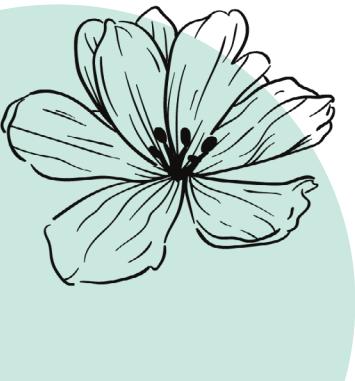


Niagara International Women's Day has always been a significant event for women all over the world. This year's theme of "Embrace the Equality" is particularly relevant as we continue to push for gender equality and the empowerment of women in all areas of life. The theme encourages us to embrace the diversity of women's experiences and to work towards creating a more inclusive and equitable society.

Embracing equality means acknowledging that women have historically faced significant barriers in areas such as education, employment, and politics. It means recognizing that there is still work to be done to ensure that women have equal access to opportunities and resources, and that they can participate fully in all aspects of society.

One of the keyways that we can embrace equality is by challenging gender stereotypes and promoting diversity and inclusion. This means recognizing that women come from different backgrounds, have different experiences, and may face unique challenges based on their race, ethnicity, sexual orientation, or disability status. By acknowledging and valuing these differences, we can create a more inclusive and equitable society for all women.

Another important aspect of embracing equality is advocating for policies and initiatives that promote gender equality and women's empowerment. This could include policies such as pay equity, family-friendly workplaces, and access to affordable childcare. It could also include initiatives to address gender-based violence, increase representation of women in leadership positions, and support women's entrepreneurship.



Embracing equality also means celebrating the achievements of women in all areas of life. It means recognizing the contributions that women have made to society and acknowledging the challenges that they have overcome. It means amplifying the voices of women and promoting their stories and achievements, so that they can serve as role models and inspirations for future generations.

In Niagara, International Women's Day provides an opportunity for women to come together, to celebrate their achievements, and to advocate for gender equality. It is a chance to learn from one another, to share experiences and insights, and to build a supportive and inclusive community. By embracing the theme of equality, we can work towards a future where women have equal access to opportunities, resources, and power, and where their contributions are valued and celebrated.

Women's History Month: A Time to Look Back, While Going Forwards

GYP Journalist's Interview

Written by Ryan Li

Celebrated every March, women's history month is a time to celebrate the achievements of women's rights. However, it's also a time to reflect on current initiatives that aim to balance the gender gap. While massive progress has been made, many disparities between the genders remain and must be addressed - nowhere more evident than in the STEM workplace.

STEM (science, technology, engineering, and math) industries have long been seen as male-dominated fields. However, shifting societal narratives and increasing opportunities for women have closed the gap between female and male representation in most areas. While only 23% of STEM workers in Canada are women, this is still a considerable improvement from only 50 years ago, when a woman in STEM would be unheard of. According to Statistics Canada, this number is sure to continue rising, with just under 44% of first-year STEM students now being women.

Two main reasons behind the spike in female representation have been increasing STEM education for women and shifting societal norms. Previously, women and girls had always been told that they couldn't become scientists, lawyers, or doctors. However, amid intense discrimination, a handful of dedicated women broke glass ceilings in their fields and helped pave the way for others, many of which are featured in this month's "40 Under 40".

Increasing the visibility and representation of women in these fields has broken down this harmful stereotype. In turn, this has led to more STEM programs for women, increasing interest and opening up new career opportunities.

With the influx of women entering the field, historically male-dominated companies had to adapt to changing work realities. To further investigate this change, I interviewed Jenny Xu, a senior software engineer at Sophos, about her experiences and changes that she's noticed as a woman in STEM.

Q. When you started your work in computer science, how many other women did you work with?

A. When I started working in 2000, there were only three other women in my company. Because of this, we had to band together to fight for our rights and equal treatment. Today, it's gotten a lot better, with women being represented at almost every step of the corporate ladder at my company.

Q. What is your company doing to celebrate women in your field?

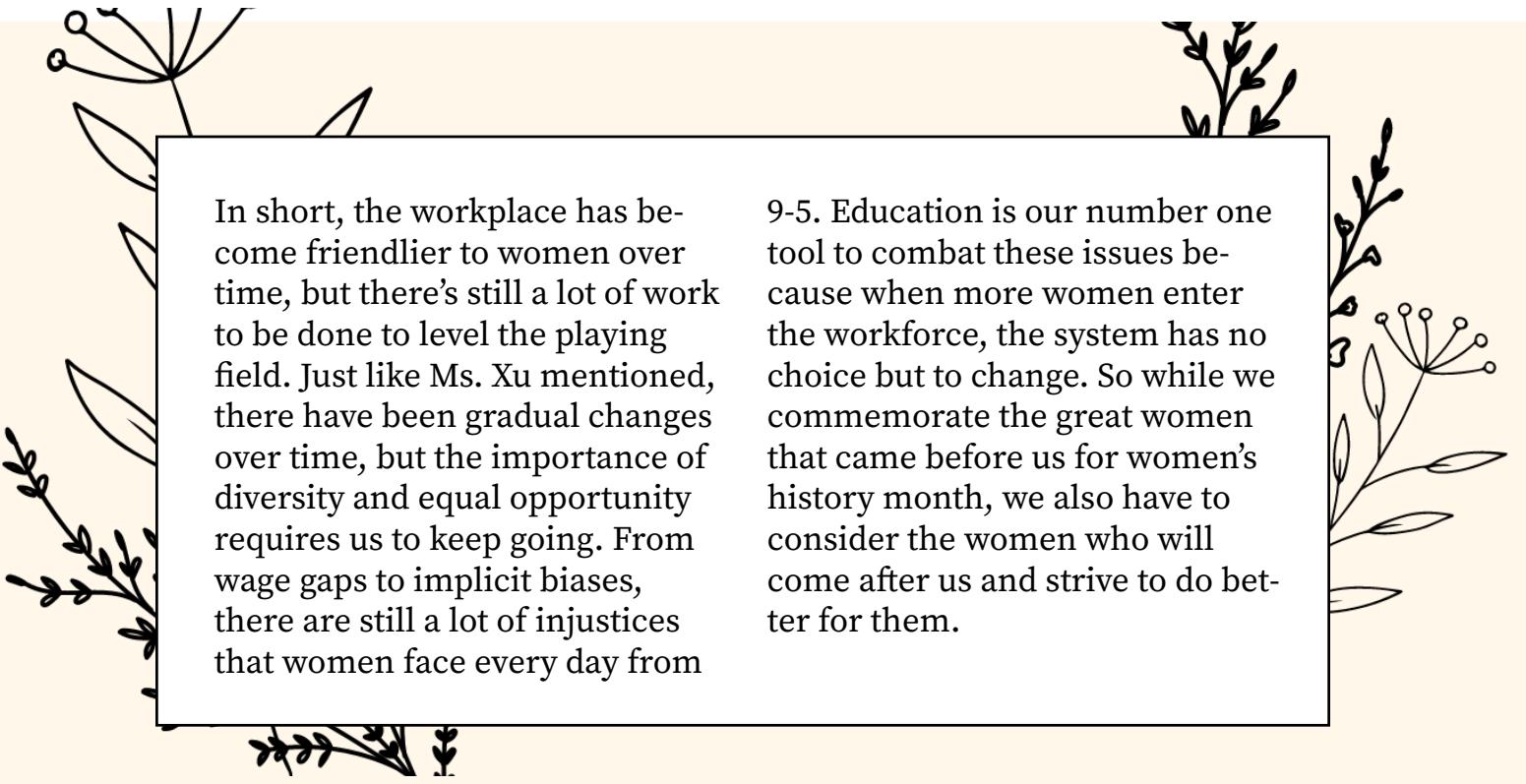
A. Something that I've noticed not just my company but most STEM companies across the board doing, is holding a women's day event on March 8 and highlighting impactful women in their companies. While this is definitely a good start, I think there's still work to be done to fix the structural inequalities baked into our system to make the workplace genuinely equal.

Q. Can you speak a little bit about the importance of education regarding women entering STEM jobs?

A. Education is super important because it can inspire young girls to follow their dreams and teach them that they can be anything that they want. When I was growing up in China, many of my female classmates and I were discouraged from working in hands-on or technical jobs and told to stay at home. This treatment opened my eyes to the power of education because the words and actions of a teacher can impact a young student's life for the rest of their life. When we encourage girls to do whatever they want, we create a better society for all of you.

Q. Why do you think having women in STEM/computer science is important?

A. Diversity and balance in our jobs are always good because it means that the industries to which we've devoted our entire lives are given alternative perspectives and a more holistic understanding of our world. This also helps break stereotypes and make our world more equal outside of work as well, because people will see more women in places of power and authority. Once again, this all goes back to education because when we inspire more girls to participate in STEM, we help close the representation gap and are further empowered to fight current injustices like the wage gap.



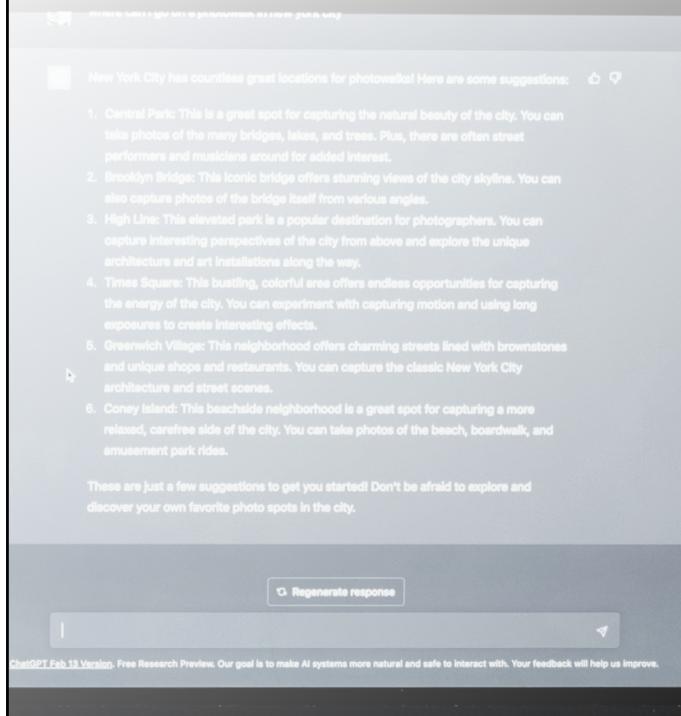
In short, the workplace has become friendlier to women over time, but there's still a lot of work to be done to level the playing field. Just like Ms. Xu mentioned, there have been gradual changes over time, but the importance of diversity and equal opportunity requires us to keep going. From wage gaps to implicit biases, there are still a lot of injustices that women face every day from

9-5. Education is our number one tool to combat these issues because when more women enter the workforce, the system has no choice but to change. So while we commemorate the great women that came before us for women's history month, we also have to consider the women who will come after us and strive to do better for them.

CHAT GPT - THE FUTURE OF AI

The release of ChatGPT has generated a lot of buzz in the tech community. In this feature, we explore the potential of this groundbreaking technology, and its implications for our future.

We speak to experts in AI and machine learning who shed light on the possibilities and risks of ChatGPT, and what it means for our society.



MacBook Air

Artificial intelligence (AI) has come a long way in recent years, and the launch of ChatGPT marks a significant milestone in the field. ChatGPT is an AI language model that uses machine learning algorithms to generate natural language responses to human input. This technology has the potential to revolutionize the way we interact with computers, and it opens up new possibilities for businesses, researchers, and society at large.

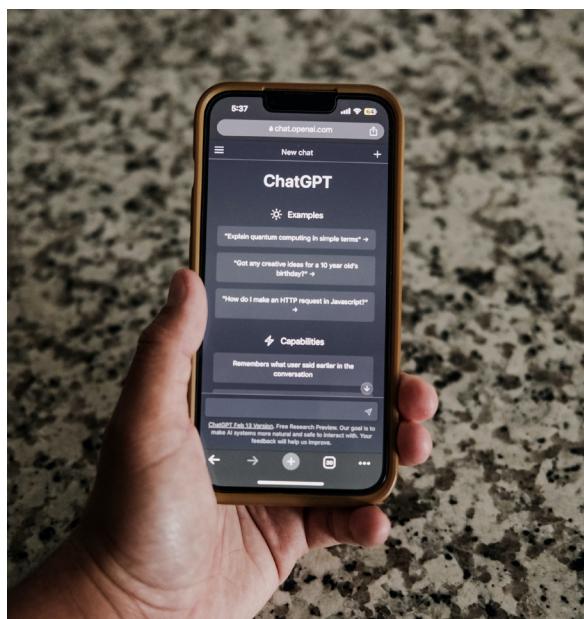
One of the key features of ChatGPT is its ability to understand and respond to human language. This means that it can interpret questions, understand the nuances of language, and generate responses that are relevant and accurate. This is a major breakthrough in the field of AI, as it has traditionally been difficult to create machines that can understand natural language.

Another important aspect of ChatGPT is its ability to learn and adapt over time. This is due to its machine learning algorithms, which allow it to analyze vast amounts of data and generate insights that can be used to improve its performance. This means that as more people use ChatGPT, it will become better at understanding and responding to human language.

The potential applications of ChatGPT are vast and varied. For example, it could be used to create more efficient customer service chatbots, or to develop more personalized digital assistants that can understand and respond to a user's individual needs. It could also be used in education, to create interactive learning environments that can adapt to the needs of individual students.

In addition,

ChatGPT has the potential to revolutionize the way we conduct research. It could be used to analyze large amounts of data from scientific studies and generate insights that would be difficult or impossible for humans to identify. This could accelerate the pace of scientific discovery and help us to tackle some of the biggest challenges facing society, such as climate change and disease.



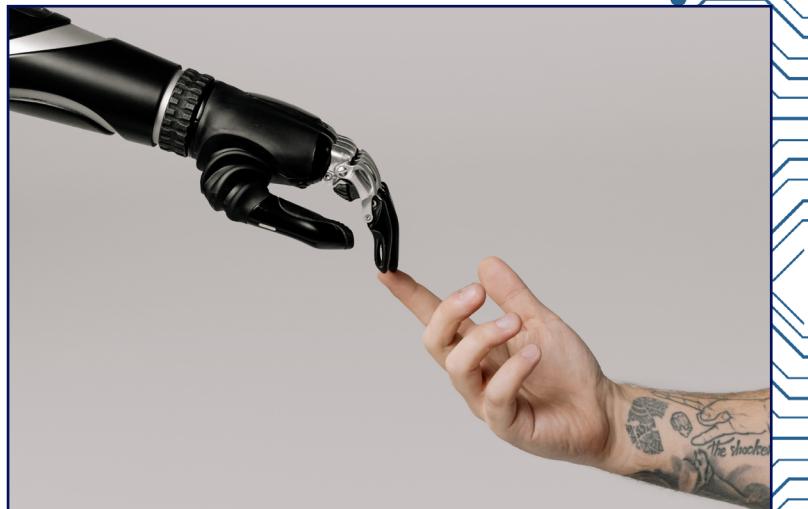
ANY RISKS WITH THIS NEW TECHNOLOGY?

However, there are also potential risks and challenges associated with the use of ChatGPT. One concern is that as the technology becomes more advanced, it may become increasingly difficult to distinguish between human and machine-generated responses. This could have implications for issues such as online privacy, fraud detection, and even election interference.

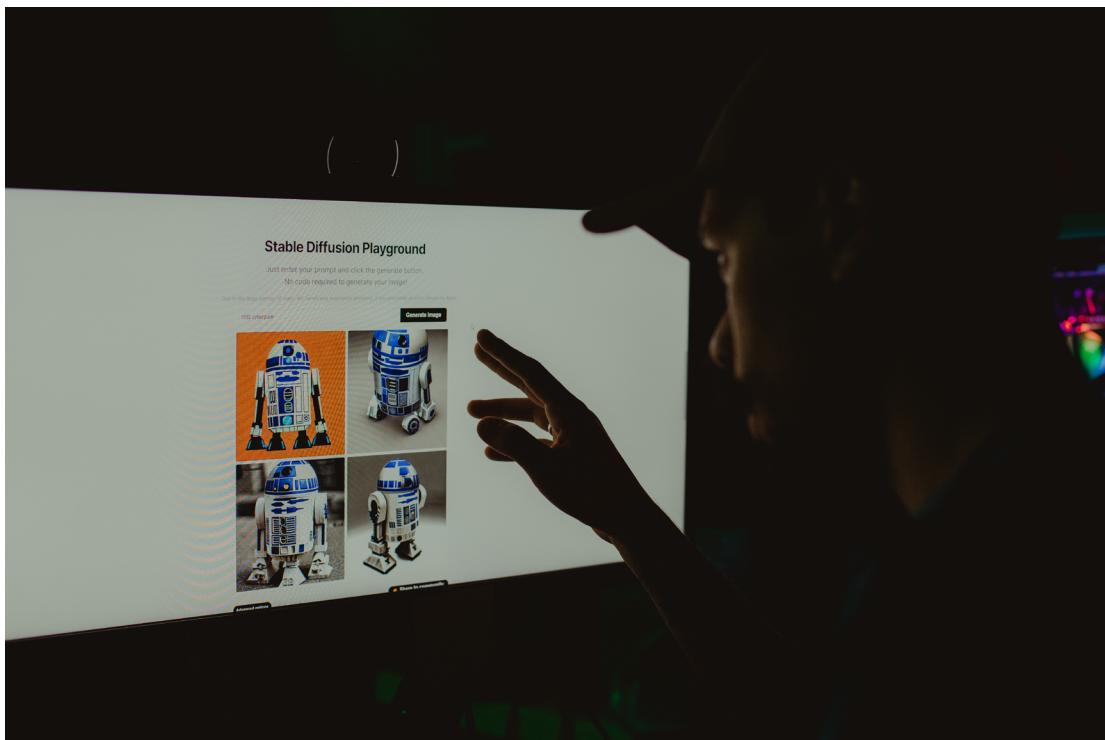
Another potential challenge is the ethical implications of ChatGPT. As the technology becomes more sophisticated, it may raise questions about the role of machines in society, and whether they should be held to the same ethical standards as humans. For example, if ChatGPT were used to make decisions about hiring or promotion, it could potentially perpetuate bias or discrimination.

Overall

The launch of ChatGPT represents a significant step forward in the development of AI technology. It has the potential to transform the way we interact with machines, and to create new opportunities for innovation and discovery. However, as with any new technology, it is important to be aware of the potential risks and challenges, and to ensure that its use is guided by ethical principles and considerations.



EVERYTHING YOU NEED TO KNOW ABOUT MIDJOURNEY



Midjourney is an AI software developed by an independent research lab called Midjourney, Inc., located in San Francisco. It functions by generating images from textual descriptions, referred to as “prompts”, similarly to OpenAI’s Stable Diffusion and DALL-E. The software is presently available in open beta mode since July 12, 2022. David Holz, who co-founded Leap Motion, leads the Midjourney team. According to Holz, the company was already making a profit in August 2022, as reported by The Register. Discord bot commands are employed by users to create artwork using Midjourney

Learn how to use the Midjourney Bot on Discord to create custom images from simple text prompts

STEP 1: JOIN THE DISCORD

Go to Midjourney.com, select Join the Beta, or go directly to the Midjourney Discord.

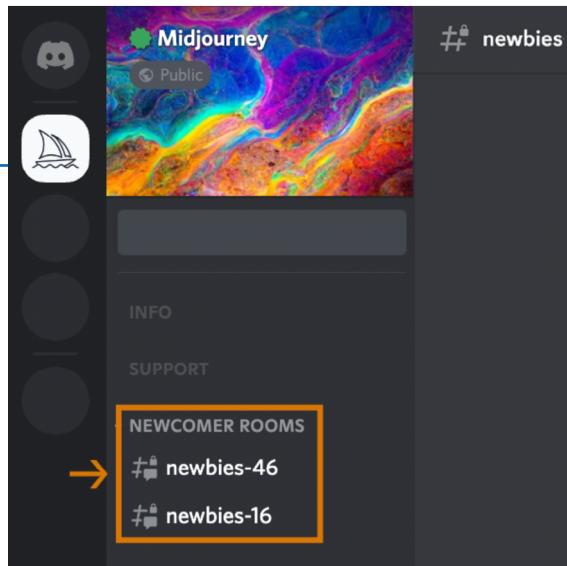
Before joining the Midjourney Discord server, you must have a Discord login.



STEP 2: FIND A NEWBIES CHANNEL

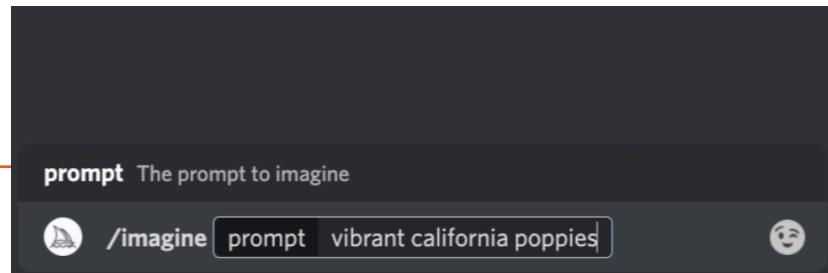
On the Midjourney Official Server, select any newbies-# channel visible in the left sidebar.

On Other Servers, you can generate images with the Midjourney Bot on any server that has invited the Bot. Look for instructions on your server on where to use the Bot.



STEP 3: USE THE /IMAGINE COMMAND

About Discord Commands, interact with the Midjourney Bot on Discord using a Command. Commands are used to create images, change default settings, monitor user info, and perform other helpful tasks. The /imagine command generates a unique image from a short text description (known as a Prompt).



STEP 4: PROCESSES THE JOB

The Midjourney Bot takes about a minute to generate four options.

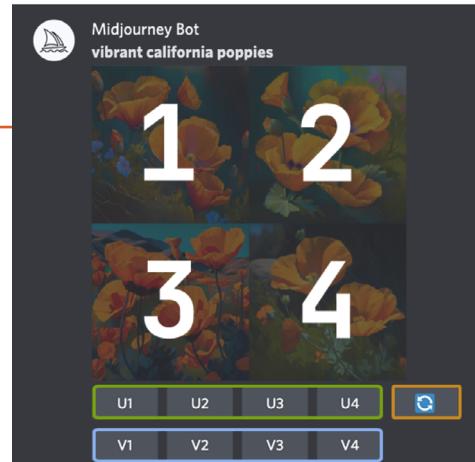
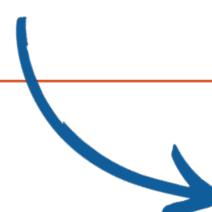


STEP 5: UPSCALE OR CREATE VARIATIONS

After the initial image grid has finished generating, two rows of buttons appear:

U buttons upscale an image generating a larger version of the selected image and adding more details.

V buttons create slight variations of the selected grid image. Creating a variation generates a new image grid similar to the chosen image's overall style and composition.



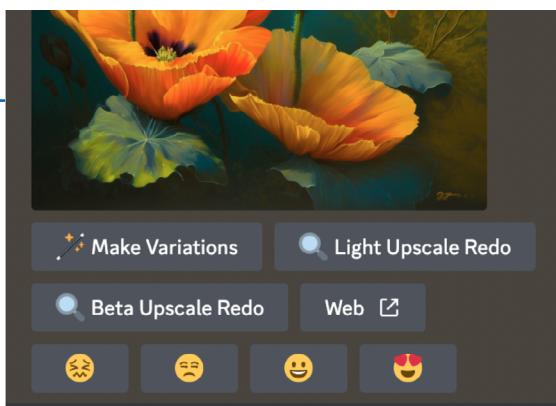
STEP 6: RATE IMAGES

After using upscaling an image, a new set of options will appear:

Make Variations: creates a variation of the upscaled image and generates a new grid of four options.

Beta/Light Upscale Redo: redo the upscale using a different upscaler model.

Web: Open the image in your gallery on Midjourney.com





It's the perfect time for R&R.



STEP 7: SAVE YOUR IMAGE

Click on the image to open it to full size, and then right-click and choose Save image. On mobile, long tap the image and then tap the download icon in the top right corner.

All images are immediately available to view on midjourney.com/app

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STEP 8: SUBSCRIBE TO A PLAN

Trial users have roughly 25 free Jobs. Jobs do not presently expire but will also not renew. To make more images use the /subscribe command in any Bot Channel to generate a personal link to the midjourney account page. Do not share this personal link with others.

Basic Plan \$8 / month Billed yearly Downgrade Plan Switch to monthly billing →	Standard Plan \$24 / month Billed yearly Active Switch to monthly billing →	Pro Plan \$48 / month Billed yearly Upgrade Plan Switch to monthly billing →
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Niagara 40 Under Forty

Honoring Rising Starts

Niagara 40 Under Forty is an annual award that recognizes the accomplishments of young professionals in the Niagara region who have made significant contributions to their fields and communities. These rising stars represent the future of the region, and their achievements serve as an inspiration to others. This year's nominees have demonstrated exceptional talent, leadership, and innovation in a wide range of fields.



The Niagara 40 Under Forty award is an opportunity to recognize and honor the outstanding achievements of these young professionals. It celebrates their hard work and dedication, and acknowledges their contributions to the region's economic, cultural,

and social development. The award also provides an opportunity for networking, mentoring, and professional development, helping to foster a community of young leaders who can support and inspire one another.

The nominees for this year's award come from a diverse range of industries, including healthcare, finance, education, arts and culture, and non-profit organizations. They represent the best and brightest of the Niagara region, and their achievements are a testament to the talent and creativity that exists within the community. Among the nominees are entrepreneurs who have started successful businesses, healthcare professionals who have made significant contributions to patient care, and educators who are inspiring the next generation of leaders. There are also community leaders who have worked tirelessly to promote social justice and equity, artists who are pushing the boundaries of their fields, and volunteers who have dedicated countless hours to serving their communities.



The Niagara 40 Under Forty awards is a testament to the region's commitment to fostering young talent and promoting innovation. It is an opportunity to celebrate the achievements of rising stars, and to recognize the important role that they play in shaping the future of the region. By honoring these young professionals, we are sending a message that their contributions are valued and that they are an integral part of the Niagara community.

In conclusion, the Niagara 40 Under Forty awards is an important recognition of the hard work and dedication of rising stars in the Niagara region. These young professionals represent the future of the community, and their achievements are a testament to the talent and creativity that exists within the region. By honoring their accomplishments, we are sending a message that their contributions are valued and that they have a vital role to play in shaping the future of the Niagara region.

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



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The Power of Positivity: Finding Joy in Challenging Times

It's no secret that the world we live in can be challenging and overwhelming at times. From personal struggles to global crises, it can be difficult to find joy and positivity amidst the chaos. However, research shows that maintaining a positive outlook, even in difficult times, can have significant benefits for our mental and physical health.



The power of positivity lies in its ability to shift our mindset and focus on the good things in life. When we practice positivity, we become more resilient and better able to handle stress and adversity. This is because a positive mindset can help us to reframe our challenges as opportunities for growth and learning, rather than insurmountable obstacles.

In addition to its mental health benefits, positivity can also have physical health benefits. Studies have shown that positive emotions can boost our immune system, reduce inflammation, and improve cardiovascular health. This means that maintaining a positive outlook can not only make us feel better mentally, but it can also have a positive impact on our overall health and well-being.

SO, HOW CAN WE CULTIVATE POSITIVITY IN OUR DAILY LIVES, ESPECIALLY DURING CHALLENGING TIMES?

One way is to focus on gratitude. Practicing gratitude can help us to appreciate the good things in our lives, even when things are tough. This can be as simple as keeping a gratitude journal, where we write down three things we are grateful for each day.

Another way to cultivate positivity is through mindfulness. Mindfulness is the practice of being present in the moment, without judgment or distraction. When we practice mindfulness, we become more aware of our thoughts and feelings, which can help us to let go of negative thoughts and emotions and focus on the present moment.

Finally, connecting with others can also be a powerful way to cultivate positivity. When we surround ourselves with positive and supportive people, we are more likely to feel good about ourselves and our lives. This can be as simple as reaching out to a friend or family member, volunteering in our community, or joining a group or club that aligns with our interests.

In conclusion, the power of positivity is real, and it can have significant benefits for our mental and physical health. By cultivating positivity through gratitude, mindfulness, and connection with others, we can find joy and meaning in even the most challenging times. So, let's focus on the good things in life, and embrace the power of positivity to make our lives happier, healthier, and more fulfilling.





2023 Niagara 20-Year 40 Under Forty Alumni Reunion

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

www.businesslinkmedia.com

Let's Get Ready!

It's time to start preparing for a memorable evening of reconnecting and celebrating.

The 40 Under Forty program, organized by Business Link Media Group, celebrates outstanding individuals under the age of 40 who have made a significant impact in their respective fields. The program has been recognizing and honoring the rising stars of Niagara for over 20 years now, and this year marks a special milestone with the 20-year reunion event.

The reunion event is an opportunity for past 40 Under Forty recipients to reconnect, share stories, and celebrate their achievements. The event will take place in May, with the exact date and location to be announced soon. It's a chance to catch up

with old friends and colleagues, network with other successful individuals, and celebrate the accomplishments of the Niagara region's young leaders.

The soft launch of the event has already generated excitement among alumni, with many expressing their eagerness to attend. The organizers have promised an evening of great food, entertainment, and memorable moments. The event will also include an award ceremony, where a special recognition will be given to the alumni who have made significant contributions to their respective industries and the community.

The 20-year reunion event is not just a celebration of the past; it's also a platform to inspire the next generation of young leaders. By bringing together successful alumni and current 40 Under Forty recipients, the event aims to create a community of support and mentorship that will help young leaders thrive and make a positive impact in their communities.

In conclusion, the soft launch of the 20-year 40 Under Forty Alumni Reunion event is an exciting announcement for all past recipients of the program. It's an opportunity to reconnect, celebrate accomplishments, and inspire the next generation of young leaders. So, mark your calendars for this May and get ready for a memorable evening of networking, entertainment, and celebration!



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