

A RESOURCE FOR BUSINESSES



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## JULY: TECHNOLOGY, TOURISM, HEALTH AND MORE!

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COVER PHOTO: NIAGARA FALLS IN THE ERA OF AI

# PUBLISHER'S NOTE



Dear Business Link Readers,

Welcome to the July edition of our business publication! We are thrilled to bring you a range of engaging features and resources to support your professional growth.

This month, we are proud to announce the launch of our AI-Powered Content Discovery Portal developed by Business Link IT. Harnessing the power of artificial intelligence, this innovative platform provides personalized content recommendations tailored to your interests, revolutionizing the way you discover and consume business information.

In this issue, we present an exclusive interview with the Manager of Tourism & Events for the City of Hamilton. Explore the city's thriving tourism industry and gain insights into its strategies for success, along with the challenges and opportunities it faces.

Additionally, we bring you an enlightening article on "Exercises & Nutrition to Support Eye Health" by the renowned Huberman Lab. Discover practical tips for maintaining optimal eye health amidst our digital lifestyles.

Looking ahead, we are excited to announce the upcoming release of the second edition of "Made in Niagara" this fall. This publication showcases the innovative businesses and entrepreneurs in the Niagara region, highlighting their remarkable achievements and contributions.

We extend our gratitude to our dedicated readers, contributors, and partners who make this publication possible. Your support and feedback drive us to continue providing valuable insights and industry news.

Enjoy the July edition, and may it inspire your professional endeavors.

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



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# Introducing the AI-Powered Content Discovery Portal: The Future of Curated Content Search

In today's digital age, the importance of credible and reliable information cannot be overstated. With the abundance of information available online, it can be challenging to find trustworthy sources. This is where our new AI-Powered Content Discovery Portal comes in.



Our team has developed a cutting-edge AI service that provides a conversational curated content search tool. This chat tool allows users to find content, mainly in the form of an excerpt from one or multiple articles, through conversation with the tool, much like that popularized by tools such as ChatGPT. We believe that this service will revolutionize the way people search for information online.

## Why Advertisers Should Care

The AI-Powered Content Discovery Portal is not only a game-changer for individuals looking for credible information but also an essential tool for businesses looking to promote their products or services. By using our platform, businesses can reach a wider audience and establish themselves as credible sources of information.

## How It Works

Our platform is user-friendly and intuitive, making it easy for anyone to use. Users can easily find relevant content that meets their needs and interests. Our AI-powered service ensures that the content recommended to users is credible and reliable.

For businesses and writers looking to promote their work, our platform offers an excellent opportunity to showcase their content to a wider audience. Our AI-powered service ensures that their content reaches the right audience, increasing their visibility and credibility. Once an article is published in one of our publications, it will always be accessible via the tool. During later conversations on the topic with our tool, the users are directed to the content – provided it is relevant – along with the link(s) to the original content, even years later.

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We invite businesses and writers to promote their work on our platform. With our AI-powered service, you can be sure that your content will reach the right audience. Our team is committed to providing the best possible service to our users. Together, we can create a more credible and reliable online community.

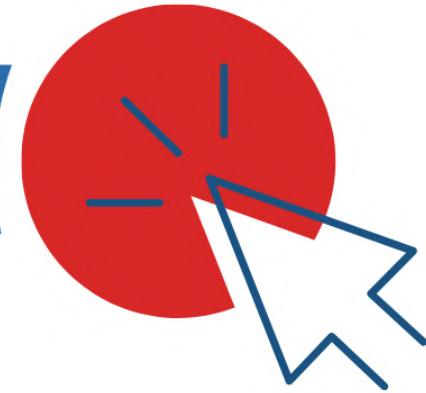


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# Hamilton: From Pandemic Recovery to Tourism Hotspot

*By Ryan Li, Youth Journalist*

Picture this. You step off the GO train after an hour's ride west from Toronto's Union Station. You exit the station and immediately find yourself surrounded by pristine greenspace, public art, and historic buildings. Welcome to the "Waterfall Capital of Canada"; the "Steel City"; the "Hammer". Welcome to Hamilton.

This rapidly growing city of 600,000+ residents has recently become a hotbed for tourism, with exciting events such as the Grey Cup and concerts featuring icons such as Blackpink and Shania Twain headlining the lengthy list of

things to do in the historic city. But things weren't always this way. A few short years ago, the city was grappling with the COVID-19 pandemic, trying to support its local economy and keep small businesses afloat. Today, it's one of the fastest-growing cities in Ontario and has seen record numbers in regard to visitors and the tourism sector. To investigate Hamilton's meteoric rise in fame over the past few years, I sat down with Ryan McHugh, the Manager of Tourism & Events for the City of Hamilton.

**Q: To fully appreciate the recent development of Hamilton's tourism sector, it's important to understand the impact of the COVID pandemic and how it has shaped the tourism industry in Hamilton. How did the pandemic affect small businesses in Hamilton, especially ones that focused on welcoming visitors to the city?**

A: As with many other municipalities across the province, Hamilton was hit hard by the initial wave of the COVID crisis. When I first entered my role as Manager of Tourism and Events in January 2021, the situation on the ground looked bleak. Many businesses that depended on outsider visitors such as restaurants, attractions, and transportation companies were bleeding money, laying off staff, and unsure if they could keep going. Sadly, some of those companies didn't make it, but many others found innovative ways such as partnering with other businesses or going online to weather the storm and come out from the pandemic stronger than before.

The city took steps to support these businesses during this period, waiving business registration fees, supporting "buy local" initiatives, and loosening enforcement of certain street bylaws to allow for outdoor patios to be erected. As we're exiting the pandemic, it's clear that these investments have paid off and business levels are rebounding very well.



**Q: The city has also embarked on numerous projects and hosted notable events to attract visitors and locals alike to some of Hamilton's biggest venues; what specific initiatives or campaigns did the city adopt to boost tourism back to pre-pandemic levels?**

A: One unique strategy that Hamilton adopted was to place aggressive bids for many large sporting events and to incentivize many artists to come perform in Hamilton. For example, we hosted a World Cup Qualifier match between the Canadian Men's National Team and the USA in January 2022, followed a few months later by an outdoor NHL Heritage Classic game between the Toronto Maple Leafs and Buffalo Sabres. As a city, we also hosted the CFL's Grey Cup back in 2021 and have won the bid to host the 2023 Grey Cup as well, which will be hosted later this year in November. The Grey Cup is an event that sort of encapsulates Hamilton's tourism rebound. In the 26 years before the pandemic, Hamilton had not hosted the championship a single time. However, we've hosted the event twice in the past three years.

We've also attracted a flurry of large international events that have given a boost to the tourism industry such as the 2022 World Synchronized Skating Championships which were hosted in Hamilton's main arena: FirstOntario Centre. FirstOntario is also where numerous world-famous artists such as Blackpink, Shania Twain, and Rage Against the Machine have performed to crowds of 15,000+. Speaking of this particular venue, the City is seeking to partner with Hamilton Urban Precinct Entertainment (HUPEG) and Oak View Group, an American company that has built many stadiums down south such as Climate Pledge Arena in Seattle and UBS Arena in New York, to give what could prove to be \$100 million facelift to the arena. After the currently proposed 18-month timeline, FirstOntario Centre will have an NHL-sized rink and provide an appealing destination for even more performers to offer shows in the Hamilton area.

Finally, the renovations of West Harbour GO Station are complete, which recently started offering hourly direct train service straight into the heart of Downtown Toronto. You can now get from the base of the CN Tower to Downtown Hamilton in under 80 minutes – making the city even more popular with day trippers who come down from the GTA.



**Q: According to CBC, Hamilton is one of the fastest-growing cities in Canada. What do you think is spurring this massive influx of residents and visitors into the city?**

A: As you may know, Toronto has some of the steepest housing prices in North America. Since Hamilton, by comparison, has significantly lower housing prices, many Torontonians, especially families, are moving to Hamilton. The cheaper rent has also meant that Hamilton has experienced a boom in small businesses; while big chains remain in the big city, many residents and smaller chains who've been priced out of the market have found a great market in Hamilton to conduct business.

For visitors, Hamilton has endless attractions to experience. Our 100 waterfalls not only give us the title of "Waterfall Capital of Canada" but also symbolize the importance of our natural beauty. All up and down the waterfront, visitors experience the most beautiful waterfront trails they've ever seen, filled with attractions such as the WW2 cruiser HMCS Haida and the 90s television icon Theodore Tugboat – don't just take my word for it, look at the numbers. In 2022, we were one of the only municipalities in Canada to experience a record number of hotel night stays and we have most of our attractions already surpassing their pre-COVID visiting levels.

In addition to the already-existing attractions, Tourism Hamilton is working on enhancing the visitor experience. We've recently reopened our newly renovated Visitor Experience Centre which provides tourists advice, maps, and suggestions of where to visit in the city as well as expanding our online presence to make our information and services as accessible as possible.

**Q: It sounds like Hamilton has so many attractions to enjoy! If I were visiting the city for the first time, what would you recommend doing?**

A: There are endless things to do here, but if I had to pick a few, I would recommend starting your morning in the West Harbour, especially if you're just getting off the GO for a short day trip. Here, you'd want to stroll the waterfront and visit some of the parks to experience the best greenspace on Lake Ontario. Feel free to enjoy the cool public art and ships in the harbour as well.

Once you get your exercise in, take a stroll up James Street North, which is our shopping and entertainment district. Here you will find endless boutiques, art galleries, and breweries. As one of Hamilton's oldest neighbourhoods, the area is a mix of preserved historical buildings as well as a revitalized core full of artists and small businesses – a favourite activity of mine here is to check out the guided graffiti tours.

To end off your day, visit King William Street: our premier dining district – restaurants here can rival anything in the Toronto dining scene. As you're in the heart of another entertainment district, visit FirstOntario Centre, experience the Hamilton Philharmonic Orchestra, or visit a comedy club to get some laughs – the possibilities are endless and there is no shortage of things to do.

The screenshot shows the Tourism Hamilton website's homepage. At the top, there's a navigation bar with a search icon, location pin, and a 'MENU' button. The main content area has a yellow header bar with 'All' selected. Below it are two dropdown menus: 'All Categories' and 'All Locations'. Three event cards are displayed:

- Canadian Warplane Heritage Museum**: A black and white photo of a vintage propeller plane. Description: "The sky's the limit at Canada's largest flying museum with over 40 military aircraft." Includes a location pin icon.
- Because Beer**: A photo of people gathered outdoors at sunset. Description: "July 14, 2023 to July 15 2023. Enjoy stellar craft brews alongside live music." Includes a location pin icon.
- Things to Do With Kids in Hamilton**: A photo of a person pushing a child on a kick scooter. Description: "From lions to hiking trails, there are plenty of fun things to do in Hamilton with the kids this summer." Includes a location pin icon.

To the right, a sidebar titled 'MOST POPULAR' features a thumbnail of a beach scene with a bridge in the background, followed by the text: "Things to Do in Hamilton this Summer. It's time to bring fun back, with a perfect summer getaway, right next door." There's also a heart icon below the sidebar.

Finally, tourismhamilton.com has a complete calendar of events and venues to visit, so if you're ever in town, check out the website for an all-in-one guide to the city!

Not only did Hamilton invest in innovative solutions to make it through the pandemic, but the city continues to invest in the future to make the city as liveable and visitable as possible. The various initiatives and support systems in the city are a masterclass for the rest of Can-

ada to follow to create an amazing and attractive region. As a city that's bounced back quickly from the ravages of the pandemic, Hamilton is planning many fun events that will support the local economy and contribute to the community's continued growth: and you're invited. So the next time you're wondering what to do this weekend, consider visiting Hamilton – a rapidly-ascending city that's perfect for everyone.

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# Exercises & Nutrition to Support Eye Health

*By the Huberman Lab podcast*

Thank you for joining the Huberman Lab Neural Network — a once-a-month newsletter with science and science-related tools for everyday life. This newsletter aims to provide you with actionable information in a condensed form.

In Episode #24, I discuss the science of vision and how your eyes convert light energy (photons) into signals the brain can use to perceive images and to control hormone and neurotransmitter release in the brain and body. Because healthy, clear vision is important to everyday well-being and sense of vitality, this newsletter explains key behavioral and other tools to help improve your vision and eye health and reduce age-related vision decline.

## Daily Practices for Eye Health



Throughout the day, your eyes have to adjust in many ways in order for you to maintain a crisp, sharp image of the world around you. The lens of the eye is “relaxed” when looking off in the distance, such as when looking towards the horizon. To focus on closer objects, the eye adjusts by thickening the lens to bring these objects into sharp view. When you spend many hours focused on close-up objects (computers, screens, phones), the eye muscles and nerves that control them are working hard. Over time, viewing objects up close for most of the day changes the length of the eyeball. These changes make quickly focusing on different distances — especially far-off ones — more challenging and can exacerbate myopia (nearsightedness).

To maintain healthy eyes, focus on periodically letting your eyes relax throughout the day. If you do a lot of up-close work (computer, reading, etc.), aim for more balance of near and far viewing, and allow your eyes to view far-off distances multiple times throughout the day. Try taking calls or joining a meeting while sitting outside or while walking, or look out a window to the furthest location you can. You don't need to fixate on one visual location; rather, viewing to multiple distances far away (beyond 3 feet out to infinity) is key.

Frequently focusing on close-up objects (e.g., computers) can predispose you to tension headaches too. In fact, for every 30-60 minutes of up-close work, allow all your face muscles to relax (including the jaw muscles) for 1-5 minutes or so while viewing things further out in the distance. Even more time viewing things in the distance in this relaxed manner would be better, but most people are simply not able to divorce themselves for more than 1-5 minutes per every waking hour from screens viewed up close. Still, do what you can.

Headaches and fatigue due to up-close viewing can also be mitigated by “optic flow.” Get outside for a walk, run or bike ride. Don't read on your phone for more than a glance or so while doing these activities, of course! The panoramic vision and optic flow induced by self-generated movement can reduce anxiety and improve mood. Alas, while exercise is good, optic flow is not the same on a stationary bike or treadmill. Get outside and move as best and as often as you safely can.

The incidence of myopia is rising around the world, particularly in kids and young adults, who spend more time indoors. Wu et al. found that kids who get more than two hours of sunlight daily have lower incidence of myopia. Much of this effect is probably due to far viewing, and yet we also know that sunlight activates specific neurons in the eye called intrinsically photosensitive retinal ganglion cells that indirectly control blood flow and support the ciliary body (which controls the aperture of the eye) to improve eye health. Those mechanisms may explain why getting outside for 2+ hours/day of sunlight can protect from and possibly help reverse myopia.

Try to get **outside for 2+ hours a day**, preferably without sunglasses — unless of course your eyes are very sensitive — and NEVER stare at the sun. A brimmed hat is fine if you need it; people vary in their sensitivity to brightness. If you must, take your work outside to reach that 2 hours. You can still focus on a computer, studying or working outside, as the ambient sunlight will aid eye health and contribute positively to overall health. Remember to take visual breaks throughout the day to do far viewing, even if working outside.

## Eye Training Exercise

Try the following exercises to help improve voluntary control of these muscles to improve vision, focus eyes quickly to different distances, and offset age-related vision decline:

**Smooth Pursuit Eye Task** – Practice following a small object with your eyes. Try to follow the object with smooth eye movements — not allowing eyes to dart from one point to another.

- In nature, practice this type of eye movement by watching a bird in flight. Or, during a sports game, try smoothly tracking a tennis ball, golf ball or hockey puck. You can also practice this exercise at your computer.
- Try to complete this type of exercise for 2-3 minutes, 3x per week.

**Near-Far Exercises** – Accommodation is the eye's ability to adjust focus to objects near or farther away by changing the optics of the eye and lens itself. As some of you might have already experienced, this ability naturally declines with age, and it takes more time to focus on objects at different distances (e.g., focusing on a server at a restaurant, then looking down to read the menu).

- Train eye muscles by visually focusing on a pen or other small object positioned about 1.5 feet in front of your eyes. Slowly, move the object closer toward your nose while keeping the object in focus. Continue to move the object closer and closer until the image gets blurry.
  - With practice, your ability to move the object nearer to you while maintaining sharp focus will improve. The effort involved will also be less over time.
  - You can also practice this exercise in reverse: focus on an object near to you, then move it farther away.
- Improve your control of eye muscles and the associated neural connections by practicing this exercise for around 1-2 minutes every other day.

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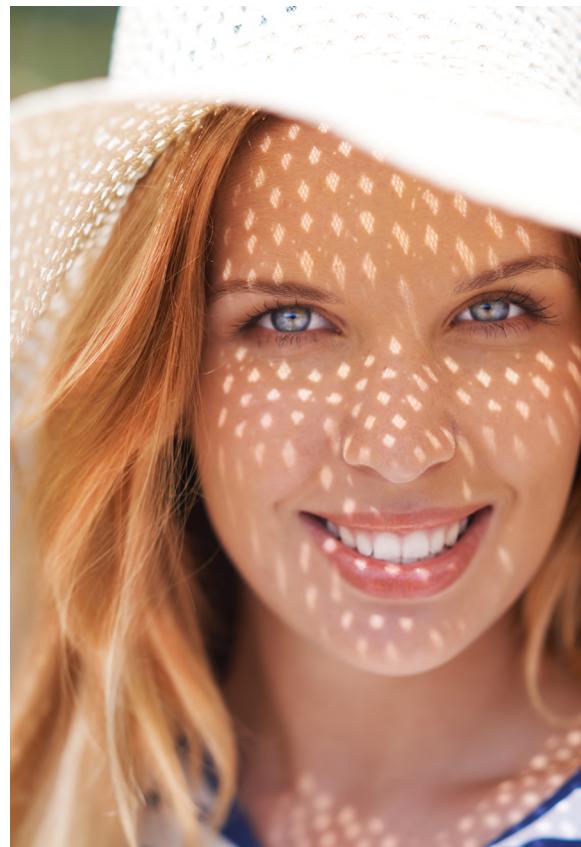
Visit [gncc.ca/yourniagara](http://gncc.ca/yourniagara)



## Set Your Circadian Clock

The eyes are also important for communicating information about the environment to set your body's circadian clock (sleep-wake and hormone cycles). The melanopsin retinal ganglion cells that reside in the back of the eyes (in the retina) signal the time of day to the brain. This information affects sleep rhythms, mood, alertness, hormones, metabolism, learning/memory, pain thresholds, blood glucose, cortisol and dopamine levels. These cells are maximally activated in response to blue-yellow light contrasts that are present in low solar angle sunlight (i.e., sunlight in the early morning and early evening).

- To maintain circadian rhythm consistency, ensure you get 5-10 minutes of sunlight viewing (minimum) as soon as possible after you wake up. Try to get outside a second time in the late afternoon or early evening to do the same as well. Sunlight early in the morning will prime your body to sleep 12-16 hours later and improve overall energy and mood throughout the day along with regular awake-sleep and other 24-hour rhythms.
- The melanopsin retinal ganglion cells are very sensitive and able to detect even relatively dim light at night. Nighttime activation of these cells can disrupt sleep, reduce melatonin, and reduce next-day dopamine release, and it may exacerbate myopia.
  - Try to minimize light in your sleeping environment. If you need to use light, such as when walking to the bathroom, try using a red light. The longer wavelengths of red/orange light do not sufficiently activate the melanopsin cells — unless they are very bright.
  - Also, try to wean kids off nightlights and make lights as dim as possible to reduce their chance of developing myopia. Even a small amount of light in the room can alter next-day glucose metabolism.



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## Nutrition and Supplements for Eye

The photoreceptors and associated molecules of the eye can be further supported through a healthy diet:

**Vitamin A** is essential for phototransduction (the process of converting light energy into electric signals for the brain). A diet rich in dark, leafy green vegetables (like kale, spinach, romaine lettuce and broccoli) and yellow/orange vegetables & fruits (squash, pumpkin, carrots, mango, cantaloupe) will support sufficient vitamin A intake.

- Additional vitamin A is likely found in most foundational supplements.

**Lutein** is another molecule known to support the eye's phototransduction processes. Foods such as egg yolk and dark, leafy vegetables are rich sources of lutein.

- There is also evidence that lutein supplementation (10-20 mg/day), can reduce moderate to severe age-related macular degeneration.

By focusing on a diet rich in **nonprocessed fruits and vegetables**, you will best be able to derive the antioxidant and vitamin support important for overall health, including eye health.



## Contact Lens Caution

As a final note, for those who wear contacts, ensure you follow the package information for total length of wear (different for daily vs. monthly lenses), note expiration dates, and do not overuse contacts. Contacts are made of special material to ensure oxygen diffusion into the eye. However, contact overwear, such as wearing contacts for too many hours in a day, sleeping in nonextended-wear contacts, wearing old or expired contacts, or inadequate lens care resulting in dirty lenses, causes inadequate oxygen flow to the eye. If contact overwear continues, blood vessels can start to grow into the eye, and this can result in impairment of the visual field and painful associated health conditions.

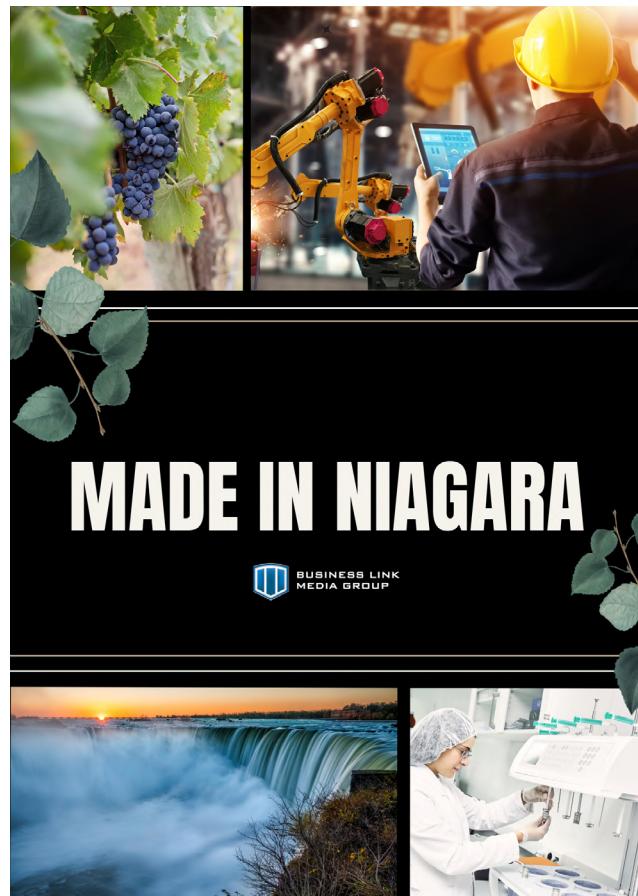


Article Source: <https://hubermanlab.com/dr-jeffrey-goldberg-how-to-improve-your-eye-health-and-offset-vision-loss/>

# Made in Niagara

"Made in Niagara" is a label that signifies a product was manufactured in the Niagara Region of Ontario, Canada. The region is renowned for its agriculture and food production, including fruits and vegetables, wine, craft beer, honey, and maple syrup. It is also home to numerous manufacturing industries such as aerospace and advanced manufacturing, automotive, and chemical.

In 2019, Business Link took the virtual "Made in Niagara" business delegation to attend the International Shanghai Import Expo, where delegations from 150 countries attended the exhibition. Now, in 2023, the Business Link Media Group is publishing a special glossy magazine for Canadian businesses that showcases the various industries and prestigious brands found in Niagara. This full-color publication will offer patrons an educational and informative look at everything from vineyards and manufacturing to healthy food, artistic design, artists, and ongoing festivals.



"Made In Niagara" will distribute this magazine throughout the Niagara region, Greater Toronto Area, and Buffalo for business visitors to use. Business Link will also take the "Made In Niagara" Magazine to various trade and tourism shows across in Canada and beyond.

We invite you to consider advertising your business in the "Made In Niagara" magazine. Whether it's tourists, conference attendees, or business professionals, this magazine will reach thousands of businesses and consumers and inform them of everything Niagara has to offer.

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# The Best of Both Worlds: Encouraging Collaboration AND Independent Work

By Tim Arnold

To unlock next-level teamwork, it's crucial to understand, assess, and optimize the balance between encouraging collaborative and independent work. Regardless of people's individual preferences, and regardless of whether you're working altogether in the office or in a remote setting, team members need to be constantly committed to managing this tension in a healthy way.

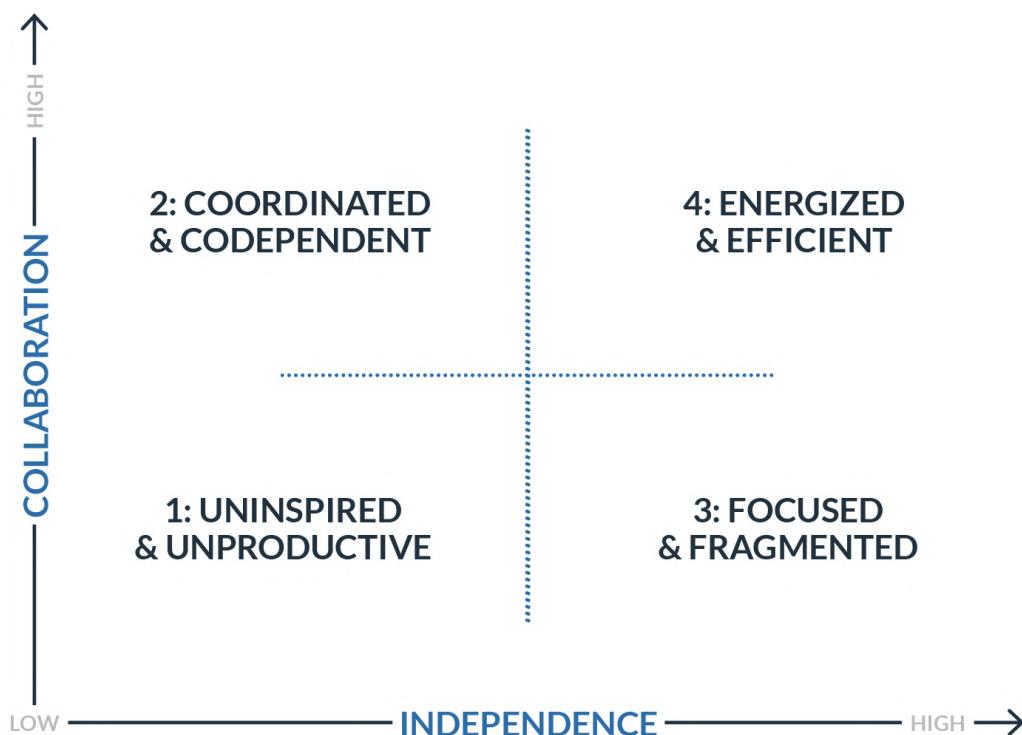
This means that, at times, your team understands that the best way to move things forward and achieve optimal results, is to empower team members to have the freedom to get things done on their own. And, they are just as committed to bringing people together, understanding that at times, none of us is as smart as all of us.\*

There is no single formula that can be applied to every team to make it successful. Each team is unique, and the approach that works best for one may not work for

another. Some teams function like soccer or hockey teams, where collaboration is key, and tasks need to be passed back and forth constantly in order to progress. Others resemble a track-and-field relay team, where individuals can work independently on their responsibilities, as long as they execute their handoff to other team members effectively at the right time.\*\*

Regardless of which type of team your workplace most closely resembles, it's important to find healthy tension between collaboration and independence. Reflect on how your team has been aligned this past season. Are they experiencing all the benefits that come from working collaboratively? At the same time, are you tapping into the positive results that come from working independently?

Take a look at the following graphic and assess which of the four quadrants your team is currently spending the most time in.



Regardless of which quadrant you currently find yourself in, the goal is to spend as much time as possible in quadrant four in the season ahead. To do that you have to start by being clear on these two things:

1. This is not a tension that will be managed well by chance, it will only be managed well by choice.
2. There isn't a one-size-fits-all formula or strategy that will work for every team. The level of collaborative work vs. independent work your team needs to run effectively will be different than any other team.

Once you learn to leverage the tension between working collaboratively and independently, you will experience a dynamic environment where team members feel empowered and energized, leading to greater efficiency and productivity.



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# Pair of Niagara Falls street sweepers have new names after residents cast their votes

NIAGARA FALLS, ON - After receiving hundreds of name suggestions, Niagara Falls residents have officially decided the names of the City's two street sweepers in an online vote.

Earlier today, the City announced that 'Honeymoon Sweep' and 'Obi-Wan Cleanobi' received the majority of the votes, edging out other shortlist names such as Sir Sweeps-A-Lot, Sweep McSweeper, and Clean Latifa.

The 10-day voting period, which ended on June 30th, saw over 800 Niagara Falls residents cast their vote to name the City's street sweepers. This initiative was launched at the City's Touch-A-Truck event in May in celebration of National Public Works Week.

'Honeymoon Sweep' is named after the iconic Canadian rock band and Niagara Falls natives, Honeymoon Suite, while 'Obi-Wan Cleanobi' is named after the Star Wars character Obi-Wan Kenobi.



For more information, contact:  
**Erik Nickel**  
**General Manager of Municipal Works**  
**City of Niagara Falls**  
**[enickel@niagarafalls.ca](mailto:enickel@niagarafalls.ca)**

# Learn German Through T-Shirts: A Unique Language Learning Experience

By Elke Porter, June 26, 2023, Vancouver

Are you looking for a fun and unique way to learn German? Look no further than the German Language Clothing Store, brought to you by Westcoast German News. This exciting store offers an array of one-of-a-kind, light-hearted German language t-shirts that provide an immersive language learning experience through fashion.

Designed for language enthusiasts, culture aficionados, and those simply looking for a conversation starter, the Learn German Through T-Shirts Store offers a range of designs that not only look great but also serve as a tool to educate and engage others. With a commitment to promoting positivity, sharing grammar and pronunciation tips, and reviving old sayings, these high-quality, family-friendly garments are suitable for individuals of all ages.



The store features a rotating selection of at least 10 new designs every week, ensuring that customers always have fresh options to choose from. Whether you wear a shirt, sip from a water bottle/mug, or don a baseball cap, these items provide opportunities to share snippets of German history and culture with those around you.

				
Books Dad hat <a href="#">Log In To View Price And Purchase</a>	Books Men's classic tee with "Bei Dir Piept's Wohl!" on it <a href="#">Log In To View Price And Purchase</a>	Books Men's Long Sleeve Shirt with "Ja" on the front and "Nein" on the back <a href="#">Log In To View Price And Purchase</a>	Books White glossy mug with "Kaffeklatsch" on it <a href="#">Log In To View Price And Purchase</a>	Books Women's short sleeve t-shirt with "Deutschland" on front and "Germany" on the back <a href="#">Log In To View Price And Purchase</a>
				
Books <a href="#">Log In To View Price And Purchase</a>	Books <a href="#">Log In To View Price And Purchase</a>	Books <a href="#">Log In To View Price And Purchase</a>	Books <a href="#">Log In To View Price And Purchase</a>	Books <a href="#">Log In To View Price And Purchase</a>

While it is important to note that these unique garments may be slightly more expensive due to their exclusive designs and educational value, they are undoubtedly worth the investment. Customers can anticipate a shipping fee and longer delivery times for these specially curated items. However, the joy and surprise that these shirts bring to recipients make them perfect for special occasions like Christmas, birthdays, or anniversaries.

In addition to the online platforms where these clothes will be sold, the Westcoast German News Shop also offers an exclusive collection as a fundraiser for your non-profit or charity. This collaboration provides easy access to these exciting language-learning garments for enthusiasts in Vancouver and beyond and will help keep the language and culture alive for the schools, care homes and institutions that still cater to German language-speakers.

For customers seeking personalized designs, the Learn German Through T-Shirts Store offers the option to hire a student designer for a small fee. This opportunity allows customers to create their own custom shirt, tailored to their specific preferences and interests, while still adhering to the store's family-friendly guidelines.

To learn more about the Learn German Through T-Shirts Store and explore the extensive collection, please visit <https://www.westcoastgermannews.com/shop>. For inquiries and custom orders, please contact [germanshirtsbc@gmail.com](mailto:germanshirtsbc@gmail.com).

Don't miss this opportunity to combine fashion and language learning, embracing German culture in a fun and unique way. Visit the Learn German Through T-Shirts Store today and embark on a linguistic journey that is both stylish and educational!



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# Technology

## Vision Pro Devices

Apple has reportedly asked its supplier, Luxshare, to reduce the production of Vision Pro devices by more than 50%. The company is expected to produce around 400,000 Vision Pro devices, down from its plan of producing 1 million devices.

More:

- The mixed reality device was initially planned to be launched on June 5, 2023, before being pushed to 2024.
- Industry experts claim that this deadline setback has to do with Apple's issues with scaling production, something that companies globally have been dealing with since 2020. More specifically, manufacturers are having issues with the Vision Pro's OLED displays, which require new technology.
- The device was promoted by Apple as a "spatial computing" device and was met with widespread publicity from tech enthusiasts and journalists.
- China-based Luxshare is Apple's only publically known assembler for the Vision Pro.

News Source: <https://techcrunch.com/2023/07/03/apple-reportedly-slashes-vision-pro-production-pushes-back-cheaper-model/>

The advertisement features the Leadership Niagara logo (LN) and the text "LEADERSHIP NIAGARA". It highlights the "2023-24 Community Leadership Development Program" and "Applications Now Open!". It asks if you're an emerging or aspiring leader in the Niagara region and provides a description of the program's purpose. A photograph shows several professionals networking. The bottom right corner contains the registration information: "Register at [www.leadershipniagara.ca](http://www.leadershipniagara.ca)".

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### New Twitter Limitation

Elon Musk has cited AI companies scraping Twitter data as the reason behind the company's new tweet limitation rules. Unverified users can now view a maximum of 600 posts per day, while verified users can view 6,000 posts.

More:

- Twitter made the changes in order to prevent AI companies from ruining user experience through their "extreme levels of data scraping," as Musk called it.
- Twitter's vast amount of data was being used by AI companies to train their dataset, something from which the platform was not profiting.
- Musk stated that these rules would soon change, allowing new unverified accounts to view 400 tweets per day.

News Source: <https://www.theverge.com/2023/7/1/23781198/twitter-daily-reading-limit-elon-musk-verified-paywall>

### Possible Partnership Around AI

The European Union and Japan have announced that they are looking to form a partnership around Artificial Intelligence. The partnership is part of the EU's plan to decrease its dependence on Chinese technology.

More:

- EU Commissioner Thierry Breton stated that the initiative would include the formation of an EU-Japan Digital Partnership council.
- This council will handle projects in high-priority fields such as Artificial Intelligence, Cybersecurity, and Semiconductors.
- The recent supply chain crisis made governments in Europe rethink their strategy on key technology products such as semiconductors, which are used to train AI models and power the smart devices of the future.
- EU countries have previously stated that they intend to de-risk their economies from China, a concept that is different from the U.S.' stated intent of decoupling from Chinese technology products.

News Source: <https://www.cnbc.com/2023/07/03/eu-japan-look-to-partner-on-ai-chips-amid-china-de-risking-push.html>

# Sobeys' Grand Re-opening in Niagara Falls

Sobeys in Niagara Falls had a successful re-opening ceremony on July 13 after months of renovation that did not affect daily operations. The store's new look and feel are a testament to the hard work and dedication of the Sobeys team who transformed the store into a modern and inviting space. The new layout and design were carefully planned to make shopping more enjoyable for everyone by making it easier for customers to navigate and find what they need.

The Grand Re-opening was marked by a special ceremony attended by Niagara Falls Mayor Jim Diodati, Tony Baldinelli MP, City Councilors Mona Patel and Ruth Ann Nieuwesteeg, City DEI Committee Chairs Marilyn Tian and Sheila DeLuca, and the Sobeys team. During the ceremony, Mayor Diodati spoke about the transformative change that has taken place within the store and how it will benefit the community.

Sobeys' commitment to giving back to the community was one of the key highlights of the re-opening. As part of their community contribution, Sobeys made a generous donation to Project Share, a local charity that provides food, clothing, and other essential services to those in need. It's heartwarming to see that Sobeys cares about the community and is taking steps to make a difference.

The Sobeys team also spoke about how they have worked together to create a more welcoming and inclusive environment within the store. They introduced new products and services to better serve the needs of the community. Additionally, they provided coffee, cakes, and gift bags to the first groups of customers, which showed a warm welcome and appreciation for their patronage.

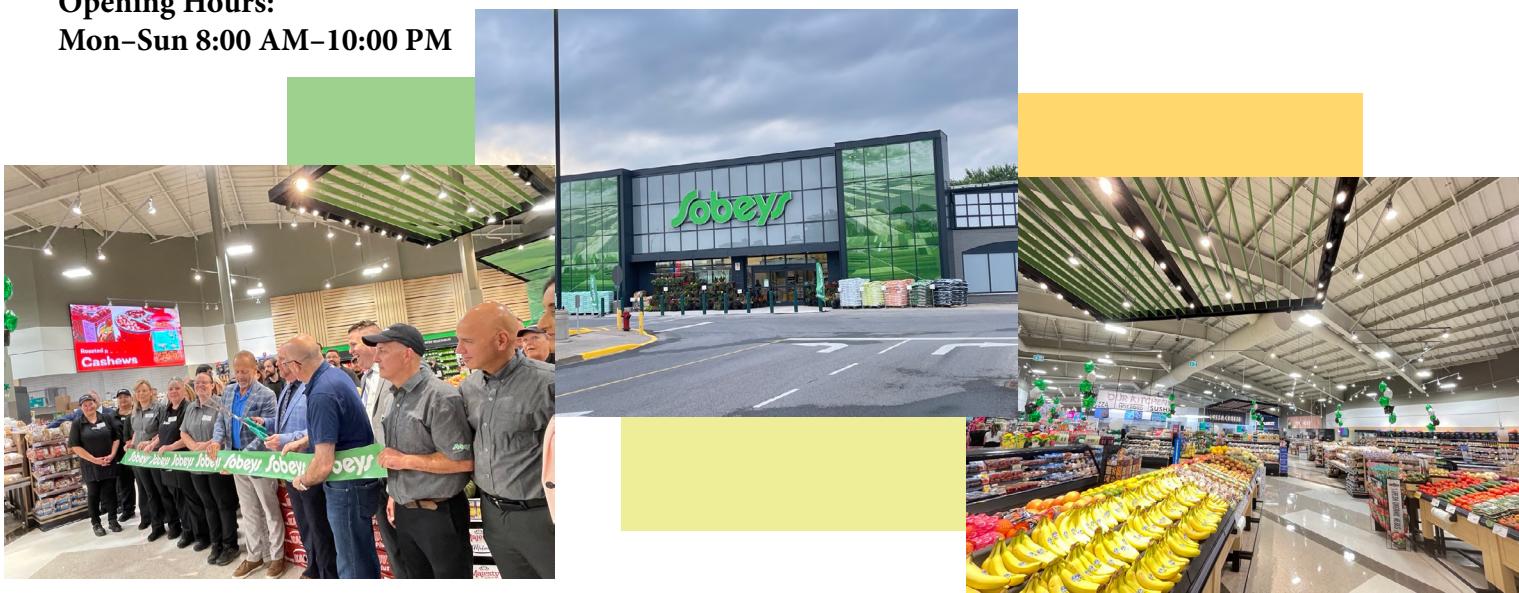
Overall, the Grand Re-opening of Sobeys in Niagara Falls was a huge success. The store's new look and feel are impressive, and it's clear that the Sobeys team is committed to serving the needs of the community. We're excited to see what else Sobeys has in store for us in the future.

## **Store Location:**

**3714 Portage Rd, Niagara Falls, ON L2J 2K9**

## **Opening Hours:**

**Mon-Sun 8:00 AM-10:00 PM**





## Music Niagara Festival 25TH ANNIVERSARY

June 18th - Aug. 23th

Various Venues ,  
Niagara on the Lake, Ontario

905-468-5566 [www.musicniagara.org](http://www.musicniagara.org)

### Irish Music Niagara Folk 'n' Irish music sessions

Every Sunday 1:30pm - 4:30pm

Doc Magilligan's, Niagara Falls

### Steve Wilson Studios & The Gallery

From July 5th to July 29th

4452 Queen St, Niagara Falls

### Community Art Project It Takes a Village

First Free Workshop: July 6th

July 20  
August 3  
August 17  
August 31  
September 14

The Niagara Falls History Museum

### Heartland Beat Drum Circle

July 28th, 6pm - 7pm

8215 Heartland Forest Road, Niagara Falls

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