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SEPTEMBER 2017

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## WHAT WILL BRING MEANING TO YOUR LIFE

GERRY VISCA

What will bring meaning to your life?  
"We become what we seek.  
When we choose to become the very thing we seek, only then do we uncover the deeper reason for our existence.

Somewhere along our journey we lose our way and disconnect from our inner being." ~ Gerry Visca, author of the transformational novel Remembering Why.

Take a moment and take stock of your life. Ask yourself, "What has brought me meaning thus far?"

Is it the house? The new car? The remodeled family room?  
How about the past several visits to the shopping mall?

I'm sure it wouldn't take long to "rationalize" how much joy your external world has presented you.

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# Commercial real estate acquisition: 5 tips for success

PROVIDED BY THE BDC

**B**

uying real estate is a costly undertaking, and business owners need to exercise due diligence every step of the way. Without proper planning, entrepreneurs can face a host of problems including inadequate financing, unexpected construction costs, inefficient layout and environmental lawsuits.

Although real estate costs have shot up in recent decades, entrepreneurs are still usually better off buying properties than renting them. Not only will you not be faced with rent increases, but your property may appreciate in value as well. Plus, a buyer can deduct the value of a loan, mortgage interest or depreciation in the value of a building from company taxes—something that can't be done when renting.

So what makes a successful commercial real estate acquisition? Here are five tips that can help.

## 1 UNDERSTAND THE LOCAL REAL ESTATE MARKET

Before making a decision on what to buy, entrepreneurs should pay heed to where they're buying. Each local market has its own tax rates, land inventory and environmental issues. The supply of skilled labour in the area also needs to be considered.

## 2 CONSULT AN ACCOUNTANT

Affordability is a big issue in commercial real estate today, so before you go to a bank, you should work with an accountant to determine your budget. Make sure your budget includes all hidden costs.

Tax implications can also be complex in real estate transactions. That's why it's par-

ticularly important to consult an accountant who knows the ins and outs of commercial real estate deals.

Your accountant will be able to tell you, for instance, whether the purchase should be considered a corporate or personal transaction. Other issues include succession planning, transition financing and decisions about how assets will be broken up when the business is sold.

## 3 GET YOUR FINANCING IN ORDER

Getting approved for commercial real estate financing isn't easy. Bankers will want to see high-quality financial statements and evidence that the profits you generate are being retained by your company. All of this will play a big role in determining whether you get the commercial real estate loan you want.

It's also a good idea to shop around for the best financing package. Don't forget that while the interest rate is important, it's far from the whole story. Other factors such as what percentage of the purchase a financial institution is willing to finance are equally, if not more, important.

You should also resist the temptation to sway lenders with overly optimistic forecasts—payment

problems down the line can boost costs and reduce your manoeuvring room.

## 4 PLAN YOUR LAYOUT WELL

Whether it's an existing building or one you're renovating, layout has a major impact on operational efficiency. That's why it's often a good idea to hire an operational efficiency expert to advise you on how to optimize your layout.

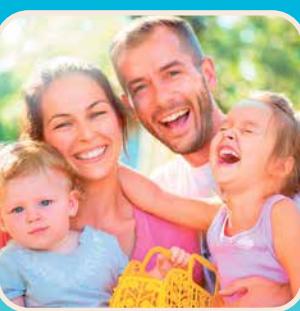
## 5 CHOOSE THE RIGHT BUILDERS

You should be looking for quality builders who have a good reputation and are responsive to your needs. Key traits of good builders include experience, timeliness and knowledge of your industry.

For example, if your building must meet food-industry standards, your builder should have expertise in that sector. A builder's financial history should also be considered. You don't want a situation, for example, where a contractor is taking your deposit to fund a previous job where they ran out of money. If you have any doubts, do a credit check. **BL**

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Let's Get Social



# SEVEN WAYS TO MAKE YOUR SOCIAL MEDIA STRATEGY FAIL - OR SUCCEED

CHRISTOPHER RIVERA

**L**ike it or not, the internet has changed the way business is conducted. No longer are brick and mortar stores and companies advertising locally in their newspapers and phone books. They are instead advertising online and reaching many more potential audiences than ever before- widening the potential for exposure, sales, and growth. The newest phone technologies have opened doors in communication with the use of apps that help customers connect directly with their favorite brands and products. Those who aren't connected on social applications are missing out on huge opportunities to target their exact customer base. With the help of a qualified advertising agency you can up your game dramatically while avoiding pitfalls. Here are seven ways to make your social media strategy fail or succeed.

#### DO NOT USE SOCIAL MEDIA TO ONLY PROMOTE YOUR MESSAGE

Social advertising does not work like classic advertising. Gone are the days when you could simply post a mysterious and eye popping picture on a billboard or run a television ad and then sit back and watch the sales flow. Today's customers demand more from the companies they trust. Along with quality products and services, they demand active participation and communication. If you are only using social apps to post your messages and advertise without engaging customers, they will soon tune out your messages.

#### DO NOT AVOID SOCIAL DISCUSSIONS

We are now living in a society that is more involved in community awareness and local and regional politics, as well as social dialogue among many other different domains. Those companies who want to stay relevant need to engage customers in their fields and be trend-setters in the national or global conversation. Staying silent for fear of offending is now almost as dangerous as taking a controversial stand. Make sure you have a strong message and don't be afraid to speak up.

#### DO NOT SIMPLY POST WITHOUT CONNECTING

Make sure you are connecting with your customers. Comment on their reviews and

learn from the qualitative data that they provide. Many useful innovations can come about by listening to feedback directly from customers.

#### DO NOT AVOID FRIENDING AND COLLABORATING WITH OTHERS

It may seem counter-intuitive to collaborate with others in the industry, after all they are your competitors. However, avoiding the greater conversation will make you look irrelevant. Even competing companies can come together to have a voice in their particular markets.

#### DO BUILD AN AUDIENCE

Build an audience by being authentic, communicating clearly, engaging in dialogue, collaborating with customers and other businesses, and by sticking to your overall marketing messages.

#### DO ENGAGE IN SOCIAL DISCUSSION

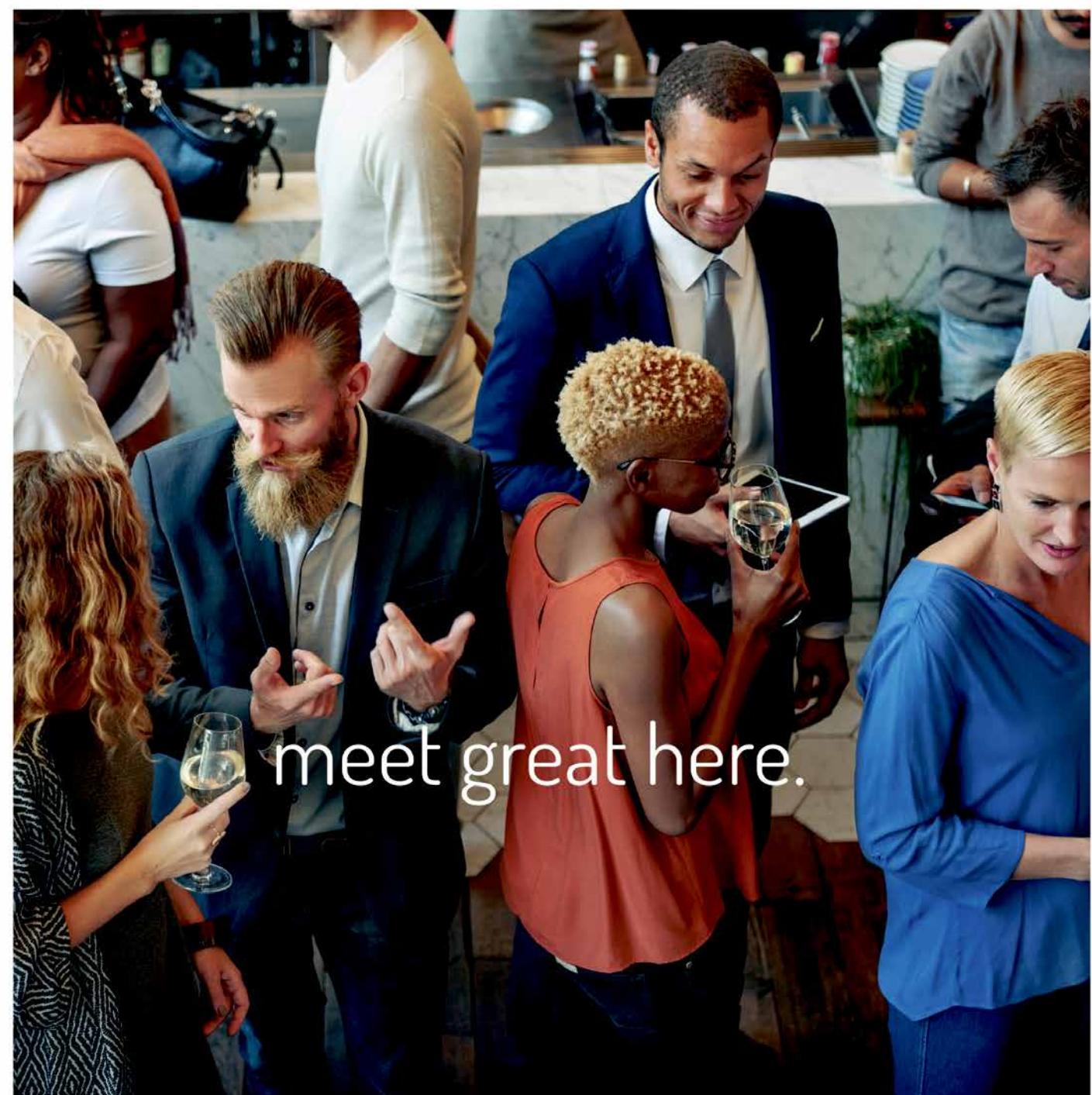
Set the tone of your business by sticking to your mission statement and always exuding integrity as you conduct your business. Be a leader in your industry by connecting directly with your audience and let the strength of your messaging lead the way.

#### DO USE THE HELP OF PROFESSIONALS

If your company or advertising department lacks the experience or expertise needed to navigate the complicated field of social applications, you are not alone. Many businesses outsource their multi-media marketing to professionals with the knowledge of how to get results.

Social media has revolutionized the field of business and advertising. Wield the technology to your advantage and don't get left behind. **BL**

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## STUMPED BY YOUR TEAM'S POOR SALES PERFORMANCE?

Investing in your salespeople is an investment that pays an ongoing dividend of increased performance.

LISA VON MASSOW

**S**ome of the participants in my weekly sales training program are not only salespeople, but they are also responsible for a team of salespeople. They're comfortable managing their own sales activity, but when it comes to sales team management, they're stumped by the team's poor performance. Short of cloning themselves, there are five key improvement areas that sales managers can focus on to achieve sales success in any industry.

### 1 Have a Well-Defined, Effective Selling Process

If you haven't already done so, install a step-by-step selling process that identifies exactly what salespeople are expected to do. Then, hold them accountable to doing it.

Ideally, the process should emphasize qualifying, so salespeople are investing their time and resources in opportunities that have a high probability of closing. Stringently-qualified opportunities progress more quickly. And, they produce better-fit solutions, more focused presentations, and higher closing rates.

### 2 Focus on Salespeople's Activities

Salespeople are experts in the art of constructive avoidance—engaging in contrived activities to avoid doing the real work of selling. Some, for example, will waste an inordinate amount of time updating, categorizing, and alphabetizing a prospect list to avoid actually picking up the phone and calling one of the prospects on the list.

Hold your salespeople accountable to the activities defined by your selling process—activities that keep the process moving forward. Those activities should be focused on moving opportunities into or out of the sales funnel—identifying and qualifying prospects; developing and closing opportunities.

### 3 Ensure that Your Salespeople Have the Necessary Skills

Having an effective and efficient selling process is of little consequence if your salespeople don't have the essential skills to implement it. Working hard is not an appropriate substitute for working skillfully. It leads to frustration, lackluster performance, and below-average sales results.

Monitor the actual results of sales-process-directed activities against the intended outcomes. Where there are shortfalls, identify the deficient skills responsible for the result, and make sure your salespeople receive the appropriate training.

When you arrange for training, it's important for you to be involved in it too. After all, you are responsible for seeing that the content of the training is applied, and for helping your salespeople refine their newly-acquired skills. Finally, training and coaching are interconnected. Support the training with regular pre-call briefings, post-call debriefings, and ongoing coaching.

Continued on page 19



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# HAVE YOU UPDATED YOUR WILL LATELY?

JILLIAN ALI

**W**hile taking the initiative to have a will in place is important for the effective management of personal wealth and assets, remembering to update your will after major life events is equally as important. Key milestones that trigger the need for review include marriage, the birth of a child, separation, divorce and a significant change in wealth. As such, life events may not necessarily have the legal effect you might think; understanding how these situations affect your intentions as set out in your current will is essential.

As common law marriages continue to rise, it is important to note that the Province of Ontario does not recognize common law marriage for the purposes of succession. Therefore, a surviving common law spouse does not have any right to the property of their deceased spouse. Should you wish to provide for your common law spouse you will need to amend your will accordingly.

In Ontario, marriage automatically renders your will invalid unless the marriage was specifically contemplated at the time the will was drafted. This is important to note because if your will has been invalidated by marriage and you die before having made a new will, you will be deemed to have died intestate (i.e. without a will). This means that your assets will be distributed in accordance with the Succession Law Reform Act (Ontario) (the "SLRA"), which may not allocate property among your beneficiaries as you had intended.

Separation does not have any effect on your will. In the absence of a separation agreement drafted to expressly exclude entitlements under the will, gifts to married separated spouses or to former common law spouses shall remain valid. To avoid this, a new will should be drafted soon after separation.

Unlike marriage in Ontario, divorce does not automatically render your existing will invalid. Divorce will only revoke those provisions in your will that appoint your ex-spouse as an estate trustee or grant your ex-spouse any general or specific powers of appointment. Divorce will also deem your ex-spouse to have predeceased you. As such, if the gift to your ex-spouse was that of the residue of your estate, the residue of your estate will end up being distributed in accordance with the

SLRA, which, as mentioned above, may not be in accordance with the distribution you had intended. In order to avoid this, your will should be reviewed to change your appointments and reallocate your estate accordingly.

The birth of a child should prompt a review of your existing will as you will want to make sure that your child is adequately provided for. You can name a guardian to take care of your minor child in the event of your death. You can also consider setting up a trust for your child so that, in the event of your death, your child will not receive their entire share of your estate all at once. With the establishment of a trust, your child's share of your estate can be held by your executor, or a trustee you designate, with your child's share of your estate not to be distributed until your child has reached a certain age or for distributions of your child's share of your estate to be staggered as your child reaches different designated ages.

The acquisition of shares in a private company is noteworthy from a tax planning perspective when contemplating the need to update your will. In order to avoid the application of estate administration tax on the value of privately held shares, it may be more beneficial to have the shares distributed under a secondary will which will not be subject to probate.

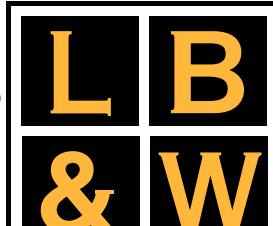
The death of an individual designated as an executor, trustee or guardian under your will is also a time when your will should be reviewed. If you haven't declared an alternate

individual to act in the deceased place, you will want to do so to avoid the appointment by the court of someone that would not be of your choosing.

With the continued advances in technology, your digital assets have also become an increasingly important consideration. Digital assets can be found in a multitude of forms, including devices such as computers, smartphones, tablets and external hard drives, as well as online, including on social networking websites, blogs, vlogs and photo-sharing accounts. With the amount of personal information now stored electronically, your will should include a provision granting your executor the power to access, control, transfer and delete your digital assets according to your wishes. Proper planning with respect to digital assets can help prevent the disclosure of information that could be damaging to your reputation or the cause for dispute among your family members or friends. The prevention of fraud or identity theft have also become important considerations.

As the legal implications of certain life events do not necessarily impact your will in the way you might think, it is important to seek advice at regular intervals to ensure that your assets will continue to be distributed pursuant to your intentions. **BL**

*As a part of the Lancaster, Brooks & Welch Wills team, Jillian Ali regularly assists clients with Wills and Powers of Attorney. She may be contacted at 905.641.1551. Lancaster Brooks & Welch LLP have been Niagara's Lawyers since 1882.*



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## WHEELS OF HOPE NIAGARA

*Essential Canadian Cancer Society program offers transportation to and from cancer-related appointments.*

SCOTT LESLIE

Each year, over 85,000 men, women and children are diagnosed with cancer in Ontario. That's a sobering statistic. But sometimes these patients have another issue to worry about. Approximately one in five cancer patients in Ontario have difficulty getting transportation to their cancer treatments.

That's where "Wheels of Hope" comes in.

Wheels of Hope Niagara is a Canadian Cancer Society initiative that offers transportation to and from these life saving treatments. That includes trips to St. Catharines, Hamilton and Toronto area hospitals. The society's team of volunteer drivers provides these trips Monday to Friday for clients that would normally have trouble getting to their treatments.

"It's a critical service," explains Kim Rossi, development officer at the Canadian Cancer Society. "With our aging population in Niagara, clients may no longer have the support system they once had to get to and from treatment. Sometimes they might require a year or even years of back and forth treatments. With our volunteer drivers, clients have one less worry with someone else behind the wheel."

In order to become a driver with Wheels of Hope Niagara, volunteers need to have a clean smoke-free vehicle, a valid G class driver's license, insurance and a safe driving record. Volunteer drivers must also be over 18, undergo a background check and attend special training and orientation sessions. These drivers are then reimbursed depending on the mileage they accumulate.

"Often our clients and volunteers form a bond on their road trips," Kim says. "Our volunteers are more than just drivers. They become a support system for those on their cancer journey."

The Canadian Cancer Society has been providing transportation services for cancer pa-

tients since the 1950s – and the Wheels of Hope Niagara program has become an uncommon success in recent years. In 2016 alone, the program provided 16,183 trips for 793 clients including adults and children. Volunteer drivers drove a total of 689,784 kilometres during that time.

But funding continues to be an issue. The Canadian Cancer Society doesn't receive any government support for Wheels of Hope Niagara which costs just over \$200,000 a year to operate. The Canadian Cancer Society's Niagara chapter holds annual fundraisers like the Grapes of Wrath, a five kilometre obstacle and mud run that raises a large part of its funding. Clients who register with Wheels of Hope Niagara also help out by paying a one-time \$100 registration fee.

But Kim says individual donations are critical, particularly as the demand for Wheels of Hope continues to grow across the region.

"Unfortunately, this is a program we'll always need," she says. "Approximately one in two Canadians will be diagnosed with cancer in their lifetime, and there's already an increased need in Niagara." **BL**

If you'd like to make a donation towards Wheels of Hope Niagara or become a volunteer, contact the Niagara chapter of the Canadian Cancer Society at 905.684.6455 or niagara@ontario.cancer.ca. For more information or to register with Wheels of Hope Niagara, contact the Cancer Information Services Hotline at 1.888.939.3333 or info@cis.cancer.ca.

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# COADY'S CORNER

## GENERAL MANAGER

ST. CATHARINES CLUB

**D**uring the month of August, the Club has been both a month of planning and excitement as we reopened from our annual two week summer closure to a very busy Club....A big congratulations to Chris Bonelli (Wise Girls Chair) and Holly Mundula (First Ontario Credit Union) of Wise Girls for another successful Tee Party!....The Club recently held our first Designer Bag Bingo which was a success and a big thank you goes out to all of our sponsors for donating the Designer Bags to make the event happen....another example of our wonderful membership community we have here at the club!....our Club Golf Tournament is quickly approaching on September 11th, at Rockway Vineyards (Tony Haney) make sure to get your foursomes in! Interested in the Club? The St. Catharines Club offers very competitive membership pricing and is a wonderful place for both family and networking!....Contact the Club for more details... Feel free to post pictures from around the Club on our Facebook page or mention and follow us on Twitter @StCathClub #theplacetobe BL

## UPCOMING EVENTS

**Saturday September 23<sup>rd</sup>**  
Grape and Wine Parade

**Sunday October 8<sup>th</sup>**  
Thanksgiving Brunch

## WHAT WILL BRING MEANING TO YOUR LIFE

CONTINUED FROM PAGE 1

If you dig a little deeper you would soon realize it's all just "rational lies." What if you took a deeper dive and had a conversation with your heart? What is the love that you are truly seeking?

Now as you swim in a new ocean of belief ask yourself, "What will bring meaning to my life?"

The path to true happiness, inner peace and fulfillment will never emerge from the external world.

Deeper levels of meaning dwells within the light of your "inner being."

It ascends from the stillness of your heart and breaks through the surface with arms thrust out wide.

Breathe in the power of this moment that is your life.

Soak in the wondrous power of your beating heart.

Embrace new levels of gratitude for your soul's desire to awaken its spirit. Feel your inner light filling you up with new levels of love for yourself and everything around you.

You've been gifted life and the exquisite opportunity to savour all that it has to offer.

Gerry Visca is the #Why Guy, a contributor to *The Business Link*, one of Canada's top inspirational speakers, the author of 14 books, including the hit seller: *I Don't Know What the Hell I'm Doing* and *BIG DREAMERS*. Visit [www.gerryvisca.com](http://www.gerryvisca.com) to order your copies or email [gerry@redchairbranding.com](mailto:gerry@redchairbranding.com)

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# INNOVATION INSIGHTS



Innovate Niagara is a member of  
 Ontario Network of Entrepreneurs

## Increase Your Venture's Chance of Success: 3 Skills a CEO Must Possess



CHRIS JANZEN

**F**ounding and running a startup business presents multiple challenges. From finding initial customers to hiring the first employees, there is much that a startup CEO must deal with. Startup success rates are low with the best of conditions; however, it's easy for a startup CEO to overlook their own strengths and weaknesses to the detriment of their business. Forty-six percent of new startups will fail as a result of CEO mismanagement. What are some of the skills a good startup CEO has? This article presents three key skills that any startup CEO must possess.

### INDUSTRY KNOWLEDGE

It is not necessary to be an expert in the industry you are working in; however, it is imperative that a CEO possess the skills to track and understand the opportunities and challenges presented in the market. Not anticipating changes in the market or failing to identify upcoming challenges is one rea-

son startup companies fail. Having a CEO that can anticipate trouble and pivot the business when necessary will contribute to long-term sustainability.

### ARTICULATING A VISION

While it may seem obvious, it is critical that a CEO be able to articulate a vision for the business and get employees and customers to support or buy into the vision. All CEOs have an idea of what they would like their business to be, but very few are able to outline that vision in such a way as to get buy-in and support them from others.

### MANAGEMENT SKILLS

With the vision clearly articulated, the CEO must then possess the day-to-day management skills to carry out their vision. Keeping budgets and projects in line, employees en-

gaged in the vision and maintaining key partnerships are daily tasks that can often be overlooked in the hustle and bustle of startup life. However, without maintaining a pulse on these critical issues, startup CEOs often find themselves struggling to stay focused on their business.

There is no blueprint for how to be a successful CEO in a startup; however, by developing competency in the above areas, startups and their CEOs, will have a much higher chance at success. ☺

*Chris Janzen is the senior business analyst at Innovate Niagara.*

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# ABOUT YOUR BUSINESS DASHBOARD

DENNIS O'NEILL

## YOUR CAR

Each time you step into your car, instantly your auto dashboard offers you the vital info. You need that info before you head out into the unforgiving traffic. Have you got enough gas to get you to Toronto? Each item on your dash supports your safety and convenience. The speedometer helps you stay within the speed limit so you don't get a hefty ticket.

## BUSINESS DASHBOARD

What about your business? When you get to your office, can you turn your computer on and read your vital signs of performance. Shouldn't those items come up on a dashboard on your screen? You could see instantly how things stand. Shouldn't you be able to navigate from your dashboard?

## DASHBOARD INDICATORS

Any effective dashboard needs to show all the key indicators. What do you have to have at your fingertips to navigate your business? The first step requires figuring out the necessary indicators. They need to be in a simple form so you can instantly discern your state.

## FEEDING THE DASHBOARD INFO

Get your IT department involved. Some of the vital info covers financial. Sales, costs, profits, etc. You need to find a way to have accounting feed timely updates to the dashboard.

Other info may be from production. How do you get up-to-the-minute production figures. Do you have indicators for all stakeholders in the business? Ownership, employees, customers, etc. What indicators gauge their interests? Suppliers. Can you show that you will have adequate product supply?

## SUCCESSFUL SYSTEMS

Some of the firms I work with have elegant systems. They can monitor the system clearly on their dashboard as it comes up on the computer. What a relief from stress when you can see at a glance that "everything is under control."

My reaction....why can't every business do that? You can. Just decide and do it. **BL**

Dennis O'Neill, The Business Growth Coach is located in Niagara-on-the-Lake. For more information on how to grow your business, please call 905.641.8777, email [dennis@dennisonNeillcoach.com](mailto:dennis@dennisonNeillcoach.com) or visit [www.dennisonNeillcoach.com](http://www.dennisonNeillcoach.com).

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# Canada's Sesquicentennial

September 2017

## NIAGARA SUCCESS STORY

Edition 9



# BURTNIK PRINTING INC.

*Family-owned commercial printing firm celebrates 60 years of serving Niagara's complete print and copy needs.*

BY SCOTT LESLIE

**M**ike Burtnik has seen his share of changes over the years.

The president and co-owner of Burtnik Printing Inc. in St. Catharines grew up in a time when "cut and paste" had nothing to do with a computer and the old printing presses often had two speeds—slow and slower.

Flash forward to 2017, however, and Mike's commercial printing business has seen the technology grow by leaps and bounds and built up a sterling reputation for its vibrant colours, dazzling speed and printing expertise.

The result? A family legacy that has spanned six decades and thousands of satisfied customers.

"We talk with our customers and figure out the best way to

serve them," Mike says. "We have the processes and the technologies in place to see them through from start to finish—and they really appreciate that. In today's online world, we pride ourselves with meeting our customers face to face and using our extensive equipment and skilled staff to produce over 90% of the work right here under our roof."

### A FAMILY TRADITION

Burtnik Printing Inc. is a full-service commercial printer that provides a complete range of print and copy solutions—everything from digital and offset printing to bindery and digital prepress services. The

Burtnik Printing team can help with any print projects including menus, calendars, stationery, flyers, custom labels, brochures and wide format banners and posters.

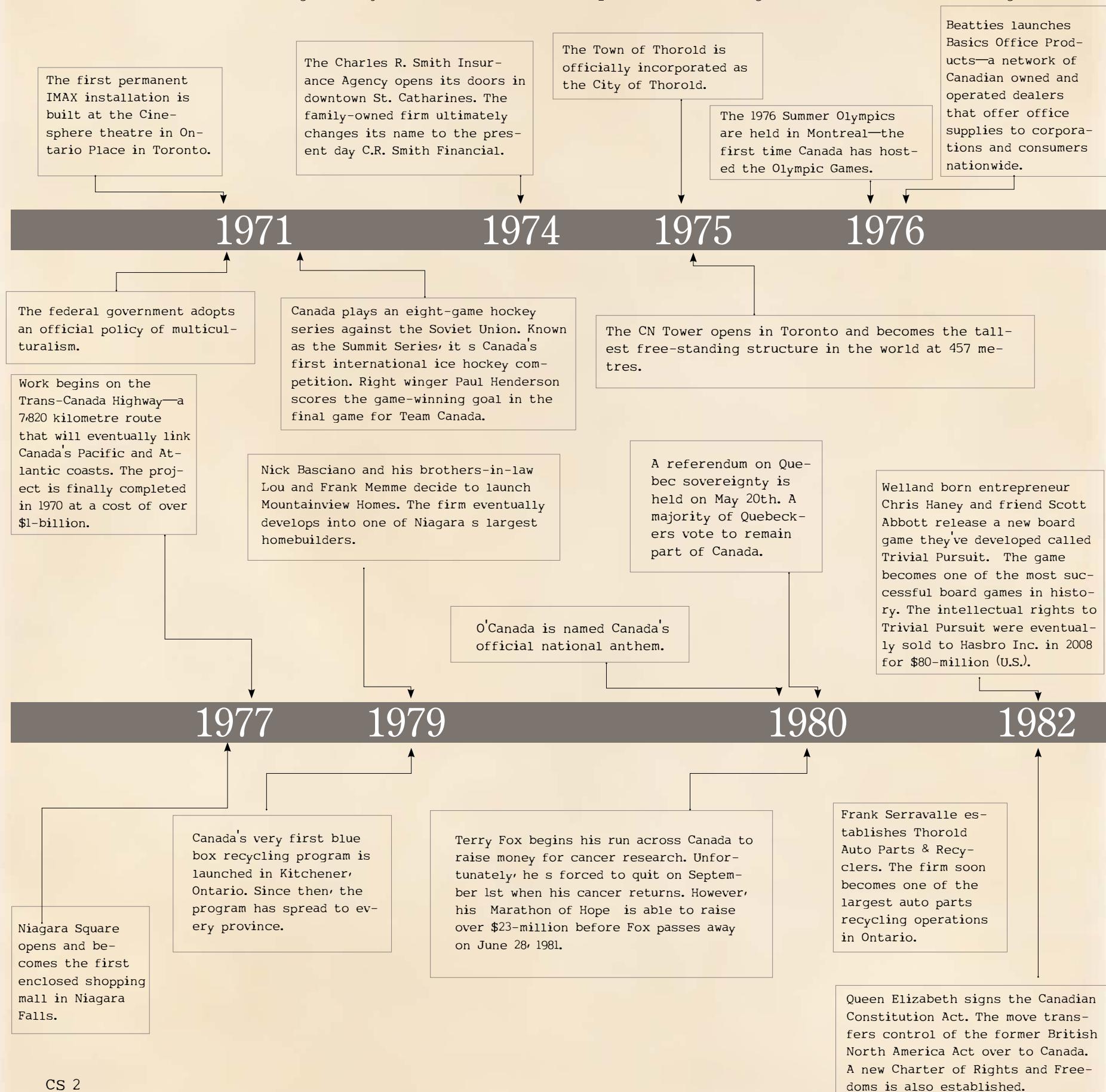
The Burtnik success story all began back in 1957 with Mike's father Mel, an expert designer and artist. Mel wanted to put his creative skills to good use and began doing some small print jobs for local merchants and individual customers.

Mel developed his new business part-time, designing things like brochures and wedding invitations in the evenings and on weekends. He started out small but his cus

Continued on page CS3

# A SESQUICENTENNIAL TIMELINE

*Here are some noteworthy events from Canada's illustrious past—and our region's own remarkable history.*



# BURTNIK PRINTING INC.



Continued from page CS1

tomers grew to love his dependability and the high quality of his work. By 1974, his modest business had grown substantially, and Mel decided to launch Burtnik Fine Print-

ing as a full-time operation. He and his wife Anne purchased their first storefront location at 74 Queenston Street in St. Catharines that same year.

But there were more changes to come.

In 1978, Mel brought Mike on board full-time after his son

graduated from high school. Mike was no newcomer to the printing industry. When he was growing up, he'd often hear about the print business around the dinner table and began working for his father after school and on weekends in 1976.

Mike says it took a few years for him to become accustomed to his father's business and figure out his approach.

"When I started, I was very concerned with trying to grow the business," he says. "I was thinking—'This is my livelihood. I need to make more money.' But my dad told me not to worry about it. He said, 'Take care of our customers and everything will fall into place.'—and he was right."

As the years passed, the father and son team continued to adapt with the times. In 1982, they had grown to a point where they needed a bigger production space and moved their business a few doors down to its present location on 78 Queenston Street. In 1984, the company incorporated, changing its name from Burtnik Fine Printing to Burtnik Printing Inc. Mel and Mike would also become official business partners.

The Burtniks began hiring their first employees around that time. But one of the biggest additions was Mike's wife Kathy who he married in 1984. Back in those days, Kathy was working part-time from home on their accounts and looking after their new family. She eventually came on board full-time in the late 1990s and de-

veloped into an integral part of their team.

Mel would retire in 1998 after four decades in business. At the time, the Burtniks implemented a succession plan that not only transferred the company but passed on the family traditions and responsibilities. In order to prepare for the future, Mike and Kathy soon bought the office next door and expanded into it, creating a large 7,000 square foot space for their operations.

Today, Mike and Kathy are co-owners and operators of Burtnik Printing. But they don't do it alone. The Burtniks' successful firm has seven employees, all of whom have extensive expertise in print and design. Debbie MacGregor has been working with the Burtniks as a customer service representative for over 30 years—and Matt Burnison, a customer service and press operator, has over 15 years of experience in the print industry.

In recent years, the family operation has also grown to include a third generation with the addition of Mike and Kathy's son Jordan who joined the team as a digital operator in 2009. Since that time, Jordan has helped add the latest technologies, and produce a product that is more vibrant and more affordable. Like his father, Jordan is actively engaged in growing the business and stays true to the same values his grandfather Mel lived by.

"Our employees are the cornerstone of our success," Mike explains. "They dedicate them-

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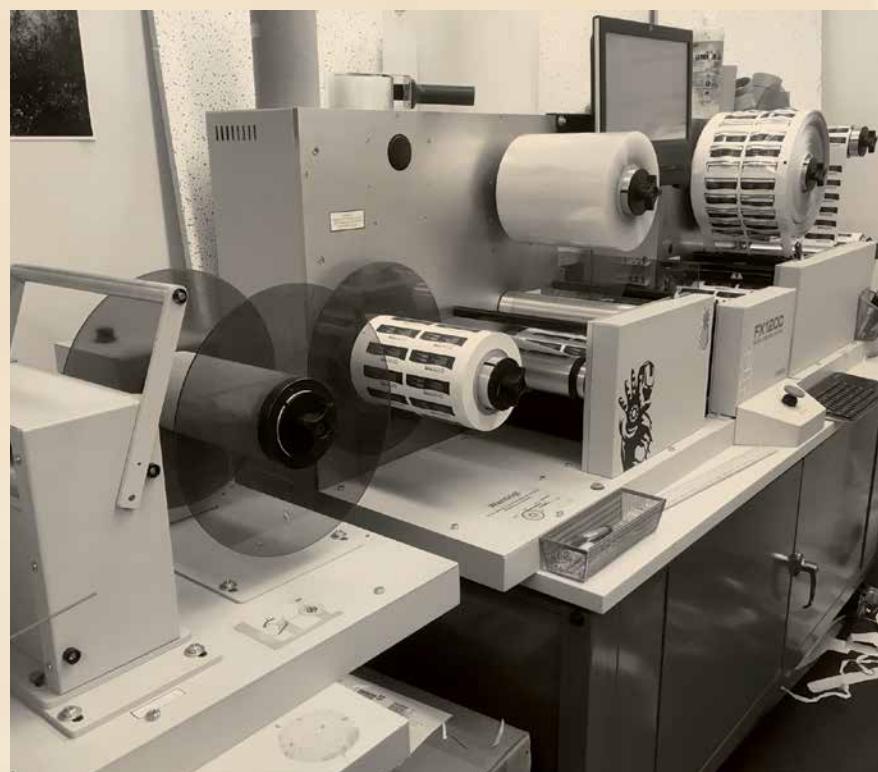
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# BURTNIK PRINTING INC.

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selves to getting the job done for our customers and we're proud of their loyalty. They're not just employees to us—they're family."

## A COMMITMENT TO QUALITY

Quality is one of the big things that keep customers coming back to the Burtniks for their printing needs. Using their client management system, the Burtniks are able to determine what print projects a customer has done in the past and make sure their team captures the same branding and specifications as their last order.

"We take care of what the customer's want," Mike says. "We want to offer them the same quality service and product every time they work with us. The same quality that they deserve."

Mike says some people try to cut corners by using online print services that are outside the community—and their print jobs can suffer as a result. At Burtnik Printing, however, Mike and Kathy's team makes sure the customer gets just what they ordered every time.

"My dad started this business as a personal printing service," Mike explains. "We believe this is still the best method for our customers. The extra care we take doesn't cost anything more. It's simply part of our business model."

Having just the right technology at your fingertips is critical when it comes to serving a customer's needs. Recently, the Burtniks invested in an HP wide format printer which enables them to print images up to 42 inches in size, whether it's on vinyl, paper or any other type of material. The Burtniks also have Xerox digital colour high speed production machines and several other specialized devices like a roll labelling machine that produces custom sized labels on multiple stocks.

Mike says they've often upgraded their equipment working with Advanced Office Solutions—and the results are simply incredible.

"Things are a thousand times better than when we first started," Mike says of the speed and flexibility of today's technology. "Before you could only do one or two colours on a business card. Now everything's full colour. Things are much less expensive, faster and better looking nowadays. We have the ability to capture exactly what the customer's looking for."

Part of the Burtniks' success also stems from the positive working relationships they've developed with their suppliers.

"Whenever we need something for a customer's project," Mike says, "we have excellent suppliers that will come through for us at a moment's notice."

#### BEING GREEN

Protecting the environment has been an integral part of the Burtnik family operation from day one. For the past 30 years for instance, Burtnik Printing has worked closely with Niagara Recycling to recycle all its off cut paper. With its state-of-the-art computer to plate system and chemical free wash, there are no waste by-products finding their way into the sewer system. The Burtniks are also big advocates when it comes to using recycled paper stocks.

"Our waste is very, very minimal," Mike explains. "We use 100% recycled bond paper for most print production, rather than the standard white bond."

Promoting the use of print is another cause that's close to the Burtniks' hearts. Just this past year, Burtnik Printing joined Two Sides North America—a non-profit organization that promotes the production, use and sustainability of print and paper in the graphic communications industry.

"People are under the impression we're saving trees by using less paper," Mike says of the many misconceptions out there.

"The facts show that printing on paper actually helps grow trees and save forests from deforestation. There are more trees now than there were 20 years ago."

Mike says that ignoring the power of print isn't in the best interests of today's businesses.

"Successful businesses realize just how important print is from a marketing perspective," he says. "Just look at direct mail pieces. Print is critical if you want to drive business to your website."

#### TAKING CARE OF THE COMMUNITY

Over its long history, Burtnik Printing has stood behind its work—but it's also stood alongside its community. Through

the years, the Burtniks have donated their time and resources to various local charities and events—everything from sports teams to the arts and non-profit agencies.

"We are proud to give back to our community," Mike says. "We recognize and appreciate how important the work that so many do to simply help someone in need and make another life more comfortable. Where we can't help with our own hands, we assist in other ways."

Mike and Kathy feel that helping people—whether it's in their office or in their community—is one of the real benefits of owning a successful business. Mike says they wouldn't be in a position to give back if it weren't for their customers who keep coming back.

"We've had customers that have been with us for over 30 years," he says. "They keep coming back to us. We know what they need and we deliver for them. We're confident that those who come in the first time will be part of the next 60 years."

In Mike's mind, it all comes down to one simple thing his father told him when they first started working together all those years ago.

"My dad would always stress how important it is to take care of customers with quality and service," he says, "and that's what we've done. That's why we're still here today." BL

Burtnik Printing is located on 78 Queenston Street in St. Catharines. For more information, call 905.682.2458, email [mike@burtnikprinting.com](mailto:mike@burtnikprinting.com) or go to [www.burtnikprinting.com](http://www.burtnikprinting.com).

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# Snapshots In Time

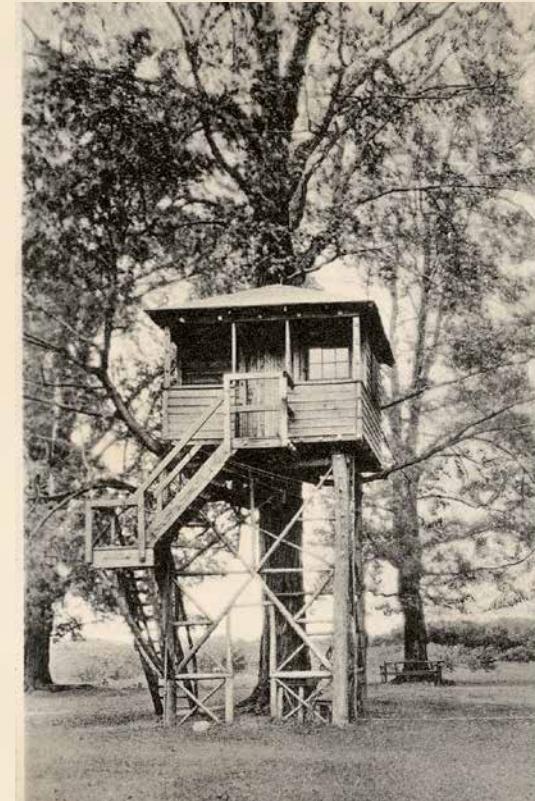
*Take a walk down memory lane with these vintage views from Niagara's distant past.*

BY SCOTT LESLIE

## HONEYMOON HUTS

In 1923, Arthur Burland came up with a novel idea. The previous year, the retired farmer had purchased a 16-acre grove of maple trees along Highway 8, just outside Grimsby, with the intention of building a campground to serve the busy tourist trade along the highway. His new Maplewood Camp soon had several rustic cabins, a tea room, and an outdoor refreshment stand. But he needed something more. That year, he began building several furnished tree houses known as Honeymoon Huts. Supported with heavy beams, these unique cabins were 8 by 10 feet wide and included stairways, porches and full electricity. The new huts were a popular item for many years, until Burland's health began to fail. Entrepreneur David Roy Taylor purchased the campground from Burland in 1933 and reopened the property as Taylor's Autototel. Over the next few years, Taylor would tear down Burland's old tree houses but his own rest stop would last well into the 1950s.

## RADIAL VILLAGE



## DEER PARK GOLF COURSE

Nearly a century ago in 1919, one of Niagara's earliest golfing destinations—the Deer Park Golf Course—officially came into being. Designed by Ernest Aplin and his son Jack, this picturesque nine-hole golf course was located on the west side of Park Road South in Grimsby and became a popular attraction for residents and golfers as far off as Buffalo. The centerpiece of the property was a magnificent limestone clubhouse that featured a pro shop, men's and ladies locker rooms, and a huge ballroom with two fireplaces. Taking its name from a nearby deer park, the scenic course was owned by Grimsby resident and Hamilton department store magnate C.J. Eames. But when the stresses of the Great Depression and the onset of the Second World War became too much, Eames decided to close Deer Park Golf Course for good in 1939 and eventually donated his property towards a new community hospital initiative. The Deer Park clubhouse would be completely renovated, and reopened as the West Lincoln Memorial Hospital in 1946. The new 18-bed hospital quickly became a successful operation, treating 46 patients in its first weeks. Expansions were in the offing when the hospital was unexpectedly gutted by fire in the winter of 1948. Sadly, the grand building was never rebuilt, and the West Lincoln Memorial Hospital would move on, reopening the following year at its present site on 169 Main Street East.



During the 1930s, various campgrounds and rest stops began to spring up along Highway 8 as travelling by car became more and more popular. One of the most unusual of these camps was Radial Village which opened in 1931 at the corner of Highway 8 and Durham Road, just west of Beamsville. The camp owners had purchased a series of streetcars from Hamilton and a pair of railroad dining cars from the States and converted them into makeshift cabins. These cabins all had running water, modest accommodations and were very rea-

sonably priced. The campground itself also had several other amenities including a gas station and the Radial Village Diner where travellers could stop and get a little refreshment. Radial Village would remain open long into the 1960s—but unfortunately, the aging cars were beginning to deteriorate and cross Niagara traffic had long since moved away to the busier QEW. The writing was on the wall for the quaint campground. The camp finally shut down and most of the cars were demolished.

# STUMPED BY YOUR TEAM'S POOR SALES PERFORMANCE?

Continued from page 6

## 4 Help Your Salespeople Enhance their Self-Esteem

Learning new strategies and developing new skills will have little positive impact if your salespeople don't have the confidence to implement those skills. Lack of confidence (fear of failure) is perhaps the biggest roadblock that prevents salespeople from achieving greater levels of success. Providing encouragement, support, and positive feedback to your salespeople is as important a function in your management role.

## 5 Focus on Your People, Not Only their Sales Results

Most sales managers recognize the importance of developing their sales teams. Yet, many say they simply don't have sufficient time or resources to train and develop their people. They tend to be so focused on sales results that they overlook the potential performance improvements that come from investing time to develop their people. Don't make the same mistake.

Self-cloning may seem like the easiest way to see results, but budget-wise, it's highly unlikely. When faced with the challenge of managing a sales team, remember: get a process and measure the right activities. Skill gaps can be addressed with training for both you and your salespeople. Give your sales team permission to step outside of their comfort zone. And finally, invest in your team's future through development. **BL**

Lisa Van Massow is the owner and principal of Sandler Training—Endurance Partners Inc., located at 461 Green Rd, Unit 11 in Stoney Creek. For more information, call 905.963.1339, email [lisa.vanmassow@sandler.com](mailto:lisa.vanmassow@sandler.com) or visit [www.endurancepartners.sandler.com](http://www.endurancepartners.sandler.com).

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# What is the “Cloud”?

**UDO SCHAFER**

We get asked this question all the time. To properly answer this question, we have to look back on the history of computing over the last 40 years. Before the advent of the PC, most corporations had two choices when it came to computing:

- 1] Bring a very large, very expensive mainframe server and store it in-house, or
- 2] To avoid the expense, outsource the computing to a third party.

With the advent of the do-it-yourself PC in the early 1980's it became possible to do computing yourself in an inexpensive manner.

In a bit of a reversal, the advent of fast internet has prompted many corporations to return to outsourcing via the “Cloud.”

Cloud computing means that instead of all the hardware and software residing on your desktop, or inside your company's network, it is provided for you as a service by another company and accessed over the internet. Exactly where the hardware and software is located may not matter—it's just somewhere up in the nebulous “Cloud.”

Most of us use cloud computing all day long without even realizing it. Google, Netflix, Facebook, Twitter, etc., are all examples of cloud computing.

All of these organizations use what are called “Server Farms.” A server farm is a group of large computers known as servers which are housed together in a single location, perhaps thousands of them in one building. All companies that maintain server farms will then replicate them in some other geographic area. For example, one server farm might be in Toronto and backed up constantly to a similar farm

in say Vancouver. This backup system is designed to mitigate any damage caused by catastrophic weather or fire that might affect a server farm.

Customers sometimes have concerns about where the server farm is located. A very common objection we find with customers contemplating moving to the cloud is the U.S Patriot Act implemented following the September 11, 2001 terrorist attacks. This Act allows federal officials authority to track and intercept communications. Many business owners do not want their data residing on a server farm in the U.S. In response to this concern, Microsoft has actually instituted server farms and their redundant counterparts within Canadian borders to allow Canadian customers to use Canadian server farms.

We have embraced cloud computing at Plexis. Our disaster recovery product is cloud-based. We use Microsoft Office 365, which uses the Cloud. This fall we move to a cloud-based Customer Relationship Management system and a cloud-based ticketing and scheduling system. For 2018 Q1, our goal is to migrate our in-house accounting system to a cloud based one.

If you are thinking of moving some of your computing to the cloud, here are some pros and cons:

**PROS:**

- + Lower upfront costs for hardware and software.
- + You will always be current as the cloud provider constantly applies upgrades to the software.
- + Known and fixed monthly pricing.
- + Not having to maintain expensive servers.

**CONS:**

- + You must have a good feed to the internet.
- + Risk of being locked into a contract you cannot easily get out of.
- + Your cloud provider disappears and you are left high and dry. Go with a reputable player.

So while it sounds somewhat mysterious, the Cloud is simply another evolution in computing, and one that makes sense for an increasing number of our customers. **BL**

*If you have any IT questions you would like us to write about, feel free to reach out to us at [udos@plexisltd.com](mailto:udos@plexisltd.com).*

*Udo Schafer is the president of Plexis Limited located on 1931 Fourth Avenue in St. Catharines.*

*For more information please call 905.684.7253, email [udos@plexisltd.com](mailto:udos@plexisltd.com) or visit [www.plexisltd.com](http://www.plexisltd.com).*

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## SMALL BUSINESS CAN COMPETE WITH BIG BUSINESS

RICK SMITH

**S**tarting and running a small business is difficult and many business owners feel they can't compete with the big companies. One big advantage the big guys have is the ability to hire specialists for every job in their company like bookkeeping, HR, sales, etc. Many small business owners feel they must be jacks of all trades and try to do everything themselves and the jobs they can't handle get ignored.

There are alternatives to doing it yourself or just ignoring the problem. The first option is to hire an outside agency for the job. This is especially effective for jobs like bookkeeping, tax preparation and even HR. The other advantage is that you share an expert with other small businesses and share the cost. The second alternative is hiring a company that will work on reducing your costs for a percentage of the savings. This works good for phone and credit card processing.

The first step is to determine which jobs you can/should do yourself and which you need to find an alternative for. Factors to consider are:

Your own expertise. If you have the expertise and the time to do the job you could continue doing it. You should determine your hourly value to your business. Does it make sense to pay an outside firm to free up your time for other jobs that need more of your attention or that you can't afford to hire someone for? If you hire someone, make sure they are not accepting compensation from any other source. Whoever you hire, ask for references. You wouldn't hire a new employee without checking references (hopefully) so you shouldn't hire an outside firm without checking them out. If you are considering hiring someone to do a job, look at all of the costs in doing so and dealing with the various government requirements. Often when all is taken into consideration,

hiring just doesn't make sense.

Having worked in big companies and run my own small company, I'm convinced that the advantages big businesses have are overstated. Yes, they get lower costs for volume so competing on price is just not smart. I know from painful experience that decision making and change is painfully slow in large companies. Often decisions are made because they enhance the status of the person making the decision which often results in poor results.

There are two sides to running any business: the operational side and the sales side. Many business owners are very good at sales but poor at operations. It is very rare that one individual is good at both. Business owners need to decide where their expertise lies and dedicate their time where the best return will be. Small businesses have the advantage of fast decision making and flexibility that big businesses can't possibly compete with. They also have their ear to the ground to get the unfiltered feedback needed to make good decisions. Compete where you can and don't compete where you can't. For instance, going head to head against Walmart on price is not smart. But Walmart can't offer the service and quality goods that small businesses can. Treat your customers the way you would like to be treated and like they are in charge of your success because they are.

Stew Leonard's, the highest volume retail outlet in the U.S., has a simple policy:

**RULE 1:** The customer is always right!

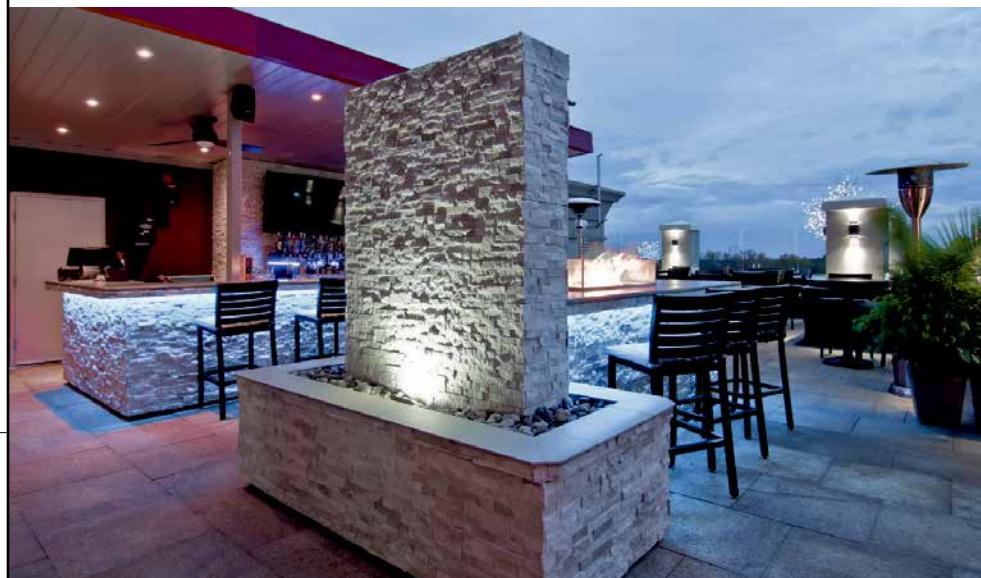
**RULE 2:** If the customer is ever wrong, re-read rule 1. **BL**

*SmallBizAssist is a small business consultants specializing in payment processing. For more information call Rick Smith at 905.714.1487, 1.800.946.2367 or visit [www.smallbizassist.ca](http://www.smallbizassist.ca).*

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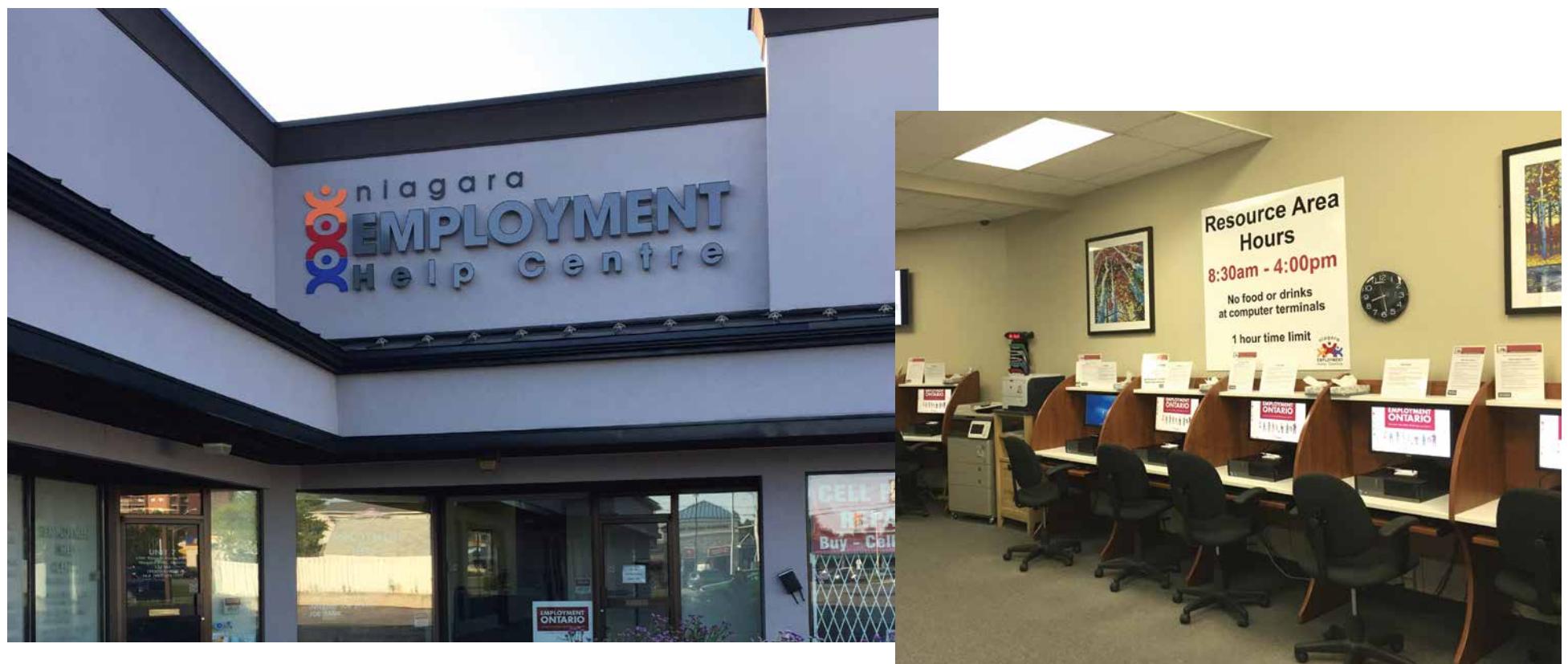
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# Planning For A Better Future

*Niagara Employment Help Centre provides customized employment support, resources and job finding services for employers and job seekers.*

**SCOTT LESLIE**

**I**t doesn't matter if you're a new graduate student looking for work, a laid off employee trying to get back into the workforce or a small business owner searching for that perfect employee, the Niagara Employment Help Centre can help people from all walks of life.

The Niagara Employment Help Centre is in the business of connecting qualified job candidates with local employers. And since 1983 it's been doing just that by offering a unique combination of training programs, employer funding, and employment counselling and resources.

Designed for individuals that are unemployed or underemployed (i.e. working less than 20 hours per week), the Niagara Employment Help Centre is a non-profit organization funded by the Ministry of Advanced Education and Skills Development, and is a service provider of Employment Ontario. At the Niagara Falls agency, all its services are available free to the public with only occasional fees for special workshops. The Niagara Employment Help Centre is also in high demand, serving over 5,500 employers and job seekers each year, and boasting a 70% employment rate with its clients.

**The Niagara Region is one of the most competitive job markets in the country so it's important for people to be open to new**

#### **JOB SEEKERS**

If you or someone you know is looking for work, the Niagara Employment Help Centre has an effective range of solutions designed to give job seekers the tools and support they need to find employment.

It all starts the moment someone walks in the door at the Niagara Employment Help Centre on 6100 Thorold Stone Road, Unit 7 in Niagara Falls. Here, job seekers can use computers, fax machines, photocopiers, and the centre's

extensive resource library to help with their job search. The Niagara Employment Help Centre also offers several workshops such as Smart Serve, CPR and First Aid, WHMIS and Safety Awareness, Forklift Certification, Working at Heights Certification and information on Employment Ontario's Second Career program.

When it comes to online tools, the agency has a job bank where job seekers can access a wide array of job postings from local employers. The Niagara Employment Help Centre also has a Resume Builder tool. With this application, job seekers can create a resume step-by-step and use it to apply for positions on the Niagara Employment Help Centre's job bank.

One of the biggest strengths of the Niagara Employment Help Centre is its team of 14 dedicated staff. These experts work one-on-one with job seekers to provide them with the support and guidance they need to perform a successful job search—everything from developing resumes and cover letters to completing online applications to preparing for interviews and upgrading job skills.

In most cases, the Niagara Employment Help Centre deals with adult job seekers who are unemployed and not currently attending school. But the Niagara Employment Help Centre also offers Youth Job Link—an employment program designed to help youth and students (ages 15 to 29) plan their careers and make the transition into the labour market. In this case, students can enroll in various workshops that will help them overcome

potential barriers and book appointments with special employment counsellors.

#### **EMPLOYERS**

There's much more to filling a position than just placing an ad and waiting for a candidate to apply. Finding the right person can be a difficult task. That's why the Niagara Employment Help Centre has several services and resources available to help employers save time and money—and make their hiring process as easy as possible.

That includes an on-site job developer, free employer job postings and placement services, and access to a bank of potential employees, and free placement services. All job candidates are pre-screened—and in some cases, financial assistance and incentives are available to employers which can help offset the cost of training.

#### **EXPLORING TOMORROW'S POSSIBILITIES**

The Niagara Region is one of the most competitive job markets in the country so it's important for people to be open to new perspectives and techniques. If you want to find work—or find the right candidate—reach out to the Niagara Employment Help Centre. The team can help you plan for a better future and explore tomorrow's possibilities—today. **BL**

*The Niagara Employment Help Centre is located at 6100 Thorold Stone Road, Unit 7 in Niagara Falls. For more information, please call 905.358.0021, email Program Manager Trisha Batticella at [trisha@ehc.on.ca](mailto:trisha@ehc.on.ca) or go to [www.ehc.on.ca](http://www.ehc.on.ca).*



## 2 MINUTES WITH **JANET MADUME**

EXECUTIVE DIRECTOR | WELLAND HERITAGE COUNCIL &  
MULTICULTURAL CENTRE

- NICKNAME:** Jay
- WHERE ARE YOU FROM:** Welland
- WHERE DID YOU GO TO SCHOOL:** Schools in Zimbabwe
- FAVOURITE FOOD:** Sadza with beef stew (staple food)
- WHAT DO YOU LOVE:** Spending time with my family.
- WHAT DO YOU BELIEVE:** Do unto others as you would like them to do unto you!
- YOUR DREAM:** To become the best leader and mum that I can possibly be.
- FAVOURITE QUOTE:** "Our lives begin to end the day we become silent about things that matter." — Martin Luther King, Jr
- YOUR TOP 3 CHARACTERISTICS:** Assertive, persistent and enthusiastic.
- YOUR STRENGTHS:** Hard-working, ability to deal with failures, and adaptability with any environment.
- FAVOURITE ACTIVITY:** Watching my children playing sports and performing music.
- OTHER INTERESTS:** Cooking, love trying new dishes. **BL**

Janet Madume is the executive director of Welland Heritage Council & Multicultural Centre located at 26 East Main Street in Welland. For more information, call 905.732.5337, email [info@wellandheritagecouncil.com](mailto:info@wellandheritagecouncil.com) or visit [www.wellandheritagecouncil.com](http://www.wellandheritagecouncil.com).



## 2 MINUTES WITH **KEN ROCK**

PARTNER | NU-CUT TOOL & BLADE SHARPENING

- NICKNAME:** Rocko
- WHERE ARE YOU FROM:** St. Catharines [Merrit Boy!]
- WHERE DID YOU GO TO SCHOOL:** Merriton High, Centennial College & Niagara College
- FAVOURITE FOOD:** Beef Teriyaki
- WHAT DO YOU LOVE:** Alternative music on vinyl.
- YOUR DREAM:** Going to Isle of Maui before I die to see TT Race.
- FAVOURITE QUOTE:** "Do as I say, not as I do."
- YOUR TOP 3 CHARACTERISTICS:** Punctuality, creativity and loyalty.
- YOUR STRENGTHS:** Accountability and determination
- FAVOURITE ACTIVITY:** Sailing **BL**

Ken Rock is a partner at Nu-Cut Tool & Blade Sharpening located at 43 Scott Street in St. Catharines. For more information, call 905.984.3467 or visit [www.nucuttoolandbladesharpening.com](http://www.nucuttoolandbladesharpening.com).

# Get in Gear for Winter Jobs.



## JOB SEEKERS INFORMATION

- Job postings through our website & job board
- Resource area open to public
- Resume & cover letter writing
- Community resource and referral information
- Job search strategies
- Assistance with clarifying employment, training & career goals
- Second career information & registration assistance

## EMPLOYER INFORMATION

- Free job postings
- Fill job vacancies quickly & efficiently
- Reduce employment costs
- All candidates are pre-screened
- Job trials and training incentives
- Financial assistance opportunities for training costs

## COURSES AVAILABLE **NOW**

- Interview Skills & Techniques
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**Niagara Employment Help Centre**

7-6100 Thorold Stone Road, Niagara Falls  
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This Employment Ontario program /  
service is funded by the Government of Ontario



## 2 MINUTES WITH **CASSY DATT-HANEY**

MARKETING & NEW BUSINESS DEVELOPMENT | ESTATE SALES NIAGARA

- **NICKNAME:** Sassy Cassy
- **WHERE ARE YOU FROM:** St. Catharines
- **WHERE DID YOU GO TO SCHOOL:** Oakville
- **FAVOURITE FOOD:** Greek
- **BIGGEST QUIRK:** Falls asleep on demand
- **3 THINGS THE AVERAGE PERSON DOESN'T KNOW ABOUT YOU:** I have two of the best sighthounds in the universe, I love hottubing and I snore a little.
- **WHAT DO YOU LOVE:** My amazing life.
- **WHAT DO YOU BELIEVE:** The power of positivity.
- **YOUR DREAM:** Bed & breakfast with vineyards and a rescue dog kennel.
- **FAVOURITE QUOTE:** "Appreciate everything, regret nothing."
- **YOUR TOP 3 CHARACTERISTICS:** Optimism, passion and connection.
- **YOUR STRENGTHS:** Creative, entertaining and spontaneous.
- **FAVOURITE ACTIVITY:** International travel
- **OTHER INTERESTS:** Volunteering, cooking, wine, playing cards and live music. **BL**

Cassy Datt-Haney is the marketing & new business development of Estate Sales Niagara. For more information, call 905.650.7705, email [cassy@estatesalesniagara.com](mailto:cassy@estatesalesniagara.com) or visit [www.estatesalesniagara.com](http://www.estatesalesniagara.com)



## 2 MINUTES WITH **BILL STEELE**

PRESIDENT | CM STEELE INSURANCE BROKER LTD.

- **NICKNAME:** The Wheel
- **WHERE ARE YOU FROM:** Port Colborne
- **WHERE DID YOU GO TO SCHOOL:** Port Colborne High School and Mohawk College
- **FAVOURITE FOOD:** Prime rib with Yorkshire pudding
- **3 THINGS THE AVERAGE PERSON DOESN'T KNOW ABOUT YOU:** I wake board and water ski, I'm a good cook, I come from a large family.
- **WHAT DO YOU LOVE:** My wife and three sons, Mitch, Mack and Riley.
- **WHAT DO YOU BELIEVE:** Good friendships are forever.
- **YOUR DREAM:** To own a restaurant.
- **FAVOURITE QUOTE:** "My most brilliant achievement was my ability to be able to persuade my wife to marry me." —Winston Churchill
- **YOUR TOP 3 CHARACTERISTICS:** Funny, being straight forward and devoted.
- **YOUR STRENGTHS:** Being able to bring people together and coming to an agreement all can live with.
- **FAVOURITE ACTIVITY:** Hockey—playing, coaching or just watching it live.
- **OTHER INTERESTS:** Politics, travelling and trying new restaurants. **BL**

Bill Steele is the president of CM Steele Insurance Broker LTD. located at 46 Charleete Street in Port Colborne. For more information, call 905.835.2417, email [wsteele@cmsteeleinsurance.ca](mailto:wsteele@cmsteeleinsurance.ca) or visit [www.cmsteeleinsurance.ca](http://www.cmsteeleinsurance.ca).

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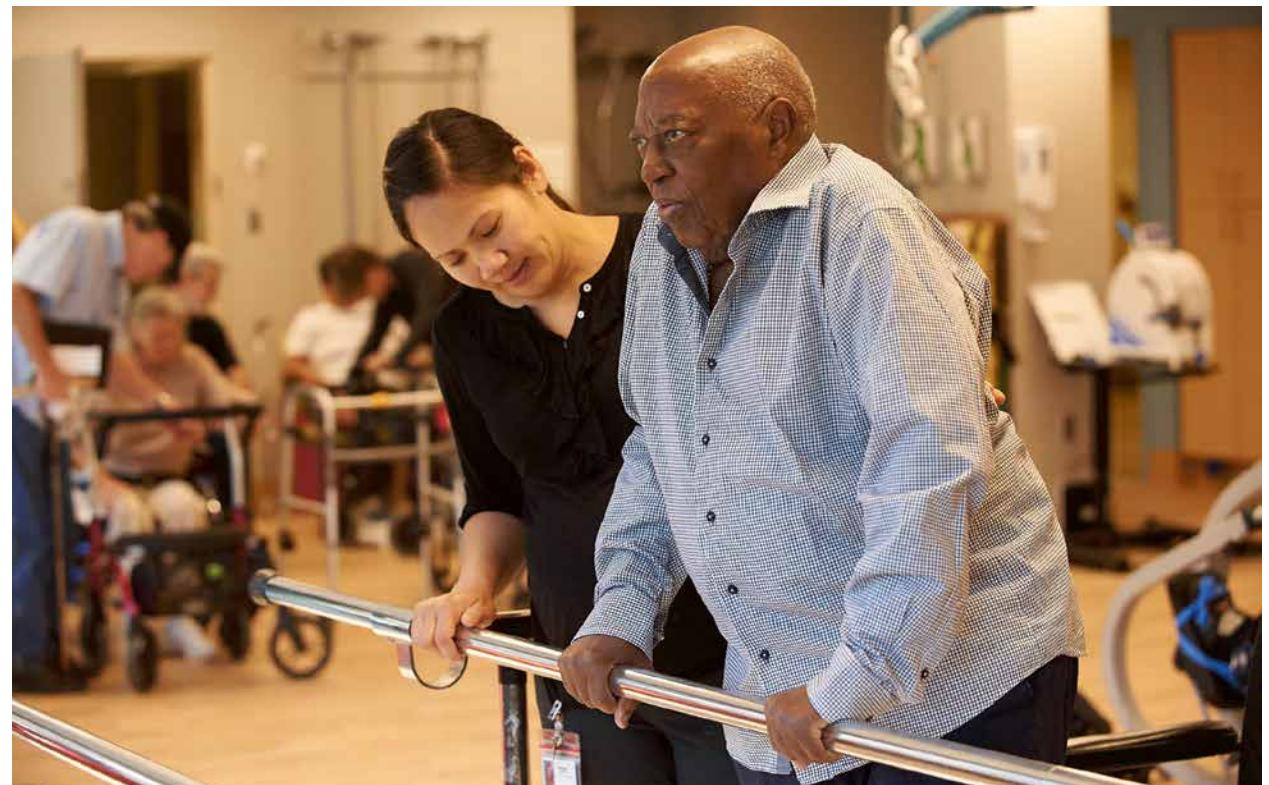
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# CARE AT ST. PETER'S HOSPITAL IS SOMTHING FOR THE AGES



PROVIDED BY HAMILTON HEALTH SCIENCES FOUNDATION

**E**ven people in their twenties can have a heart attack. Or a stroke. Or a traumatic accident that results in an acquired brain injury. Likewise, St. Peter's Hospital in Hamilton provides specialty care and services to adult patients of all ages, despite its well-deserved reputation for excellent programs focused on the care of seniors.

Patients from across the region who require medically complex care or a prolonged restorative care can be transferred to St. Peter's Hospital, which has seen its share of younger patients who have suffered from heart attacks, strokes and traumatic incidents like motor vehicle accidents. The Hospital provides inpatient, outpatient, and community-based programs and services for adult patients of all ages.

The Medically Complex Service provides care for patients who have multiple or complex medical needs and functional challenges as the result of a degenerative disease, stroke or neurological condition such as Parkinson's disease, Multiple Sclerosis (MS) or Amyotrophic Lateral Sclerosis (ALS). The delivery of care is patient-focused and provided in strong partnerships with patients and families.

The Restorative Care Program is designed for patients with complex conditions who would benefit from low-intensity, longer-duration rehabilitation

therapy provided by a multidisciplinary team of clinicians. The average length of stay is 45 to 60 days. In collaboration with the patient and family, the team works to enhance the patient's health with the ultimate goal of helping the patient transition back into the community.

St. Peter's Hospital also provides specialty care for patients with behavioural health conditions, such as dementia and Alzheimer's. Although the majority of these patients are seniors, a rise in early-onset dementia is resulting in a greater number of people in their late forties and fifties being diagnosed with the disease.

The Palliative Care Program at St. Peter's Hospital is the largest in Canada, designed to provide expert end-of-life care to adults experiencing any life-threatening illness regardless of age. The program promotes patient-and-family-driven decision-making to maintain the comfort, spirituality, autonomy and dignity of each patient while supporting families through this difficult period.

Also located at St. Peter's Hospital is the Centre for Healthy Aging, which provides specialized outpatient programs for seniors to enhance their ability to remain in the community. Housed in the Juravinski Research Centre for Studies on Aging, the GERAS Centre is focused on research to enhance the quality of life for seniors.

St. Peter's Hospital Foundation, as part of Hamilton Health Sciences Foundation, is focused on raising funds in support of St. Peter's Hospital and its programs. The foundation provides funding for leading-edge equipment and patient amenities, innovative research initiatives, redevelopment of patient care spaces, and the education and training of health care providers. **BL**

*Donors can make a real difference in the lives of patients at St. Peter's Hospital and help provide care for the ages. Visit [www.hamiltonhealth.ca](http://www.hamiltonhealth.ca) to donate today.*



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## Carmel Fine Art & Music Festival

Three-day event to showcase many of Niagara's top artists and musicians.

**SCOTT LESLIE**

**S**ummer might be fading fast – but there's still plenty of time to brighten up your fall.

This September, Niagara will be celebrating some of its finest artists and musical acts at the fifth annual Carmel Fine Art & Music Festival. This three-day event will take place at Firemen's Park on 2275 Dorchester Road in Niagara Falls.

The Carmel Fine Art & Music Festival gets off to a great start with a special Masquerade Soiree on Friday, September 15th from 7 p.m. to 11 p.m. During this gala reception, attendees will have the chance to dress up and enjoy drinks and hors d'oeuvres while socializing with many of Niagara's premier artists. Entertainment for the evening will include the vintage pop stylings of singer / songwriter Mel Monaco and an inspirational speech by famed Impressionist painter Angie Strauss. Award-winning TV and radio broadcaster Kim Clarke Champniss will also be on hand to MC the event and promote his recent book —The Republic of Rock 'n' Roll.

The main festival itself takes place on Saturday, September 16th from 9 a.m. to 6 p.m. and Sunday, September 17th from 9 a.m. to 4 p.m. Over 60 artists will have their work on display and be selling everything from glassware and pottery to paintings and ceramics. The festival will have a wide range of vendors, displays and food trucks on site, and 17 musical acts will be playing all weekend long.

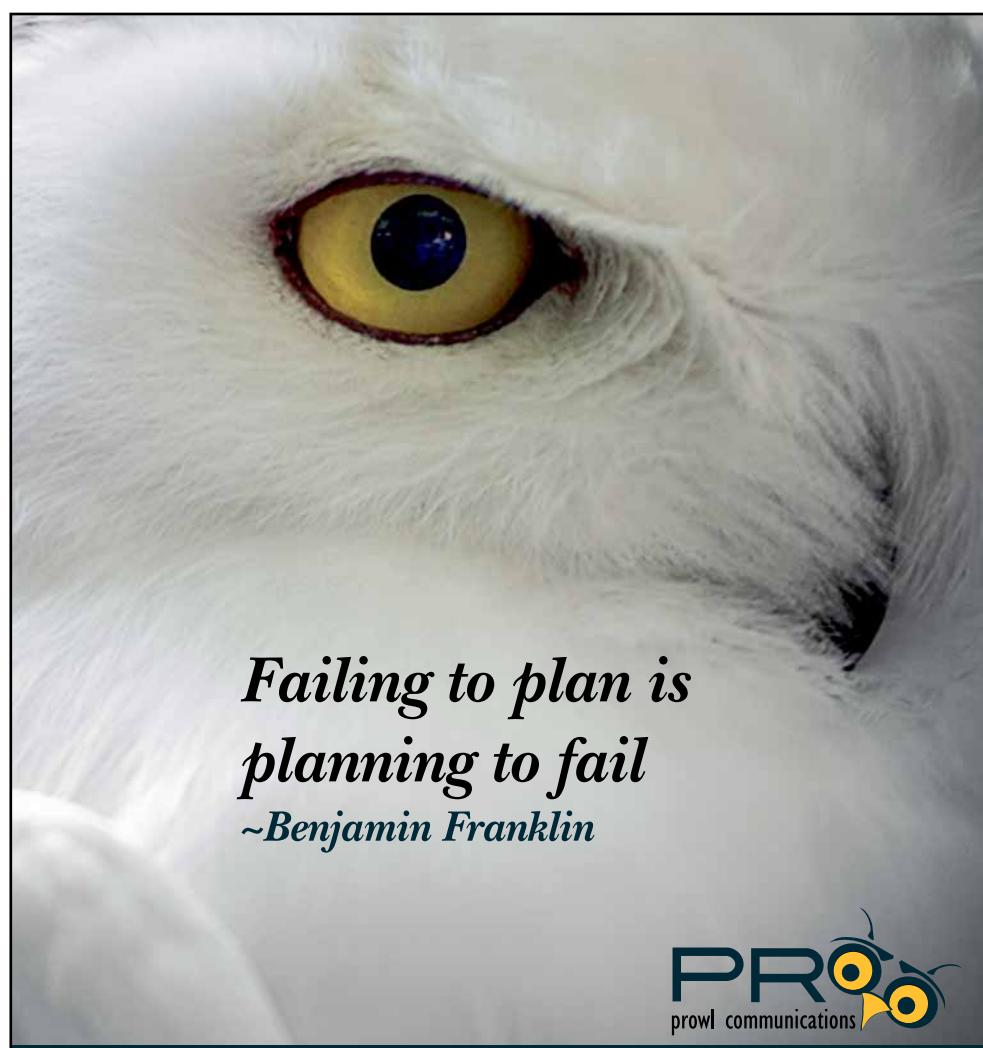
When it comes to family entertainment, parents will find plenty of activities to keep their kids busy. That includes a Kids Art Zone where children can get their face painted and create their own artwork to take home. There are even live art demonstrations, poetry readings and a community art mural where visitors are welcome to add their own artistic touches.

In the past, the Carmel Fine Art & Music Festival was held at the Mount Carmel Spiritual Centre on Stanley Avenue in Niagara Falls and based its name on the venue. This year, however, organizers decided to move the event to Firemen's Park in order to take advantage of the park's expansive grounds and greater amenities. That includes the newly-built Firemen's Hall and an outdoor bandshell where many of the musicians will be performing.

Originally established in 2012, the Carmel Fine Art & Music Festival is now run by Niagara Arts Showcase—a non-profit organization that's dedicated to promoting arts, culture and recreation in Niagara Falls. Niagara Arts Showcase recently acquired the annual festival from its founder Torena Gardner-Durdle when Torena decided to pursue some new business endeavours.

According to Lori Lococo, administrator of Niagara Arts Showcase, the event is a great opportunity for Niagara residents to experience their homegrown artists in action. **BL**

For more information on the Carmel Fine Art & Music Festival, call 905.357.5902, email info@niagaraarts-showcase.com or go to <http://carmelfineart.niagaraartsshowcase.com>. Admission is \$15 for the Masquerade Soiree on Friday night and \$5 for Saturday and Sunday. (Children under the age of 12 are free.)



***Failing to plan is  
planning to fail***  
~Benjamin Franklin



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