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VOLUME 15 ISSUE 11 // NIAGARA

DECEMBER 2017

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BE THE LIGHT

When we all reach out and inspire others we create a new ROI for the world.

BY GERRY VISCA

I WOULD LIKE TO SHARE with you some energy from my new upcoming transformational novel called: "Why am I here?" I define this deeper "Why" as "the World Helped by You." Inside each one of us is a calling to our higher purpose, the light of our true selves. In this so-called "Connection Age" that we find ourselves living in, one only needs to look around and notice how "disconnected" we truly are. We don't seem to look up any more.

I don't know about you but somehow I don't think the "Bigger Picture" for humanity was to build more shopping malls, do you?

As we approach the final month of the year, we all have a unique opportunity to embrace the light of our true potential. What is this light? It's people's true self, the real self, the soft chewy centre that intuitively knows its passion and purpose. I'm not talking about the disconnected "self" that hides behind flat screens and pursues visions of grandeur through five easy steps. I'm referring to the self that wants to contribute to the growth of humanity. Isn't that why we're all here?

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I've often said that you don't need to know what the hell you're doing! I think I even wrote a book about it. However, you do need to know Why! It's the deeper Why that lives and breathes inside of you, that will turn on the lights this holiday season. The first step is to believe that you are here for a much bigger reason. Trust in your unique gifts to reach out and inspire others, to find their light.

So, why write about it? 'Twas the night before publishing when I could have drifted off to sleep. But something was stirring inside me. The light that drives my deeper Why, my reason for being was turned on.

Not too long ago in a distant land far, far away. I chose to become what I was seeking. Throughout my wondrous journey towards the light, I arrived at a profound understanding that the very thing I was seeking was exactly what I wanted for others: "inspiration." I've come to appreciate the power of this word "inspiration" which essentially means "in-spirited" with one's life purpose.

The times when you felt most inspired was when you felt the power of your inner light. It turned you on! You heard the faint whispers of your 'inner self', the oldest part of you, your soul. It spoke the language you abandoned a long time ago on your quest for success. So, what is this language? It's your passion, the things that bring you joy and your purpose, your contribution to others. And when you combine them you create the meaningful outcomes in your life.

It has been said that our deeper purpose is revealed to us seconds before our death. I say, why the hell wait for that defining moment. Act now. Do whatever it takes to ignite your bigger dream. Surround yourself with people that won't let you dim your light. Perhaps, it's time to strike off the "ankle biters" from your Christmas list. Give away your unique gifts freely to the world. Trust me, it's the greatest present they will ever unwrap.

What I know for certain is a light of unbridled possibility dwells within your soul. It burns deeply inside of you like a fiery dragon. When you release it, your greatness will scorch the skies like a thousand fireworks. Your light will burn in our hearts and it will inspire us to pick up the torch and dash to the finish line. Your light is what the world needs now, more than ever. When you choose to be the light, you crush the fear and you allow the love to flood your heart.

Here's the thing. You, my reader, mean the world to me. I know what happens when you turn on that light. It will radiate out like a brush fire and inspire everyone else around you to "look up" and light their flame.

So, are you ready? Let's light this candle.

Gerry Visca is the #Why Guy, a contributor to *The Business Link*, one of Canada's top inspirational speakers, the author of 17 books, including the new transformational novel: *Remembering Why*. Visit www.gerryvisca.com. When you order two copies of Gerry's books you receive the gift of one-on-one WHY Time with Gerry. Email gerry@redchairbranding.com. Follow Gerry on twitter @gerryvisca www.facebook.com/gerryvisca

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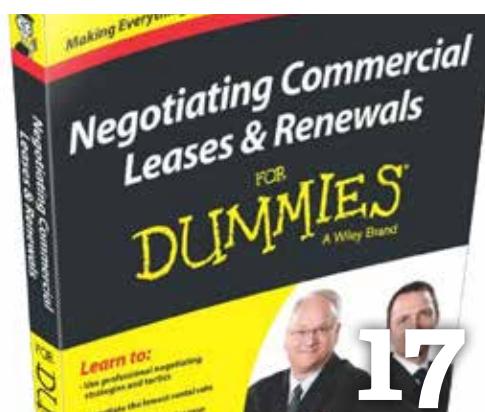
**NO ONE CAN DO IT ALL ON
Their Own and Succeed**



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No One Can Do It All on Their Own and Succeed

By Gasper Paul

WE ARE ALL GOOD at something and most of us are not good at everything.

It wouldn't make sense for a sport team to have their leading scorer focus on everything else it takes to operate a sports franchise other than being the best at creating scoring opportunities for the team?. Imagine if Wayne Gretzky had played goalie some games, coached other games, performed general manager duties sometime, and helped out with travel plans, equipment management, payroll, administration, arena operations amongst the numerous other functions it takes to operate a hockey team / organization. Well, that would've just been silly. He and the organization obviously would never have reached the pinnacle of success that it did. But because Wayne Gretzky did focus his time and efforts on honing and delivering his unique value, he became the greatest scorer of all time which subsequently created a dynasty of its own spawning many other great players and people in the making.

Now this is a stark comparison to most of our situations. However, it is very important to recognize the model of honing and focusing on your specific craft while building a network to manage the supporting functions on the perimeter. Whatever it is that you are good at, it is probably the best use of your time to do those things as much and as often as possible. To be as effective and happy as possible, you need to start reducing the time spent on the things that make you less productive and less satisfied while increasing the time developing, performing and delivering

your core value, making your core value and competencies your focus and your priority. Only when you start doing this will you and your team then become all that you can and should become.

Of course there will be many practical responses such as "I can't afford a personal assistant or a coach," "Someone else won't care as much as I do," "They won't do it the way I like it done," and the list can go on and on. But if there's something that you are good at, or even great at, take pride in and it can be of value to others, then ask: "Would it not make sense to do more of that specific thing as you can?"

Your "That" can be anything. It may be practicing law, medicine, accounting, sales, providing services, manufacturing and/or creating products, athletics and/or arts. Your "That" can and should be further broken down into subcategories which allows you to drill down even deeper to the core of what your finite expertise is. Once you can dial in to honing your finite expertise, your "That" then becomes so much more valuable and sought after. So exactly how and where do you stop doing the things that you are not so good at? The things which keep you from doing all that you are really good at.

Quite simply, you begin by assessing and listing the all the things that prevent or distract you from your core competency. Once you have identified your systemic time suckers they need to be rated and categorized. From there appropriate tactics need to be formulated. Such tactics can be as simple as scheduling, dividing labour, delegating tasks and for some it will mean hiring or contracting other resources and/or technologies. Keep in mind you cannot irresponsibly hire a team or resources that you cannot afford or are not the right fit to your needs and organization. However, as soon as you can, gain effective control of your schedule, divide your labour, incorporate technology, hire people, delegate the most non-essentials functions, and start maximizing your time focusing more and more on your area of expertise.

This step as scary as it may seem, needs to be recognized as an investment in both you and your team, strategically and wisely executed so that it will yield a targeted ROI for you, your people and your organization. It is further imperative to have the right people on your team in the right seat, doing the things they are good at and enjoy, knowing their strengths and contributions to the team.

But what if you can't afford this? Certainly this is a very real concern and a fair question. To address this let's consider, if you are truly really good at something, allowing yourself the time to incrementally progress to doing more of "That" something full-time, is an investment and a strategy that you "need" to employ to generate more opportunities, more market penetration and more revenue. So I counter the "What if you cannot afford it?" question with: "How can you afford to miss out on opportunities?"

Think deeper. If you are not out there ceasing opportunities, I assure you that your competition will, leaving you at even greater risk.

Look to successful business people, professional athletes, actors, entertainers or any profession. It is their "Craft" and they find a way to spend as many hours each day studying, planning, creating, working out, practicing, and honing their craft. They all have some form of teams and coaches to help them, support them, balance things and no matter how it happens, they ensure that they focus as much as they can exclusively on their craft. You too need to find a way to get the help you need to develop, improve and deliver your craft because: "No one can do it all on their own and succeed. We all need a team." **BL**

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2 MINUTES WITH PEOPLE IN OUR COMMUNITY

Monthly feature asking local business people some friendly questions.



MARK DELAMAN

PRESIDENT/FOUNDER | NOTL PROPERTY MANAGEMENT SERVICES, INC.

- **NICKNAME:** Del
- **WHERE ARE YOU FROM:** Boston
- **WHERE DID YOU GO TO SCHOOL:** North Eastern University
- **FAVOURITE FOOD:** Italian
- **WHAT DO YOU LOVE BEST:** My Job, Clients and Team
- **WHAT TO YOU BELIEVE:** Transparency - Communicate early and ugly
- **YOUR DREAM:** Retire to a warmer climate
- **FAVOURITE QUOTE:** Snows expected and so are you!
- **YOUR TOP 3 CHARACTERISTICS:** Passionate, generous and professional
- **YOUR STRENGTHS:** Process improvement
- **YOUR FAVOURITE ACTIVITY:** Walking
- **OTHER INTERESTS:** Real estate

Mark is the owner of NOTL PROPERTY MANAGEMENT SERVICES, INC. Niagara on the Lake ON L0S 1J0 and can be reached at 905 468-5595



SHELLEY HUXLEY

DIRECTOR, ALUMNI RELATIONS | BROCK UNIVERSITY

- **NICKNAME:** I don't really have a nickname...mostly I'm short formed to Shel.
- **WHERE ARE YOU FROM:** I grew up in Fonthill. I love living in Niagara.
- **WHERE DID YOU GO TO SCHOOL:** I went to E.L. Crossley Wilfrid Laurier
- **FAVOURITE FOOD:** Chocolate. Second place isn't even close.
- **BIGGEST QUIRK:** I'm a messy eater, food flies everywhere when I'm eating!
- **3 THINGS THE AVERAGE PERSON DOESN'T KNOW ABOUT YOU:** I'm a Parrot Head (a Jimmy Buffet fan for those who don't know what a Parrot Head is). I am a news junkie. I check headlines multiple times a day. I love to read and often will read the end of the book first.
- **WHAT DO YOU LOVE BEST:** My family. I'm blessed to have an incredible extended family, amazing kids and an amazing partner.
- **WHAT TO YOU BELIEVE:** I believe it's important to work hard, do your best and try new things. You just never know what you'll find, but you won't find anything if you don't go looking, and you won't succeed if you don't work hard.
- **YOUR DREAM:** Personally, I consider myself to be pretty lucky! I live in a great corner of the world. I have an awesome family, and a fantastic job that lets me meet the most amazing Brock alumni every day. If I had to dream big, though, I would love to see a world filled with more compassion and less hate.
- **FAVOURITE QUOTE:** "The most difficult thing is the decision to act, the rest is merely tenacity." - Amelia Earhart
- **YOUR TOP 3 CHARACTERISTICS:** I'm outgoing, responsible and persistent.
- **YOUR STRENGTHS:** I'm a pretty focused person. I have a good idea of where I want to be and how I might get there. This makes me organized and at the same time holds me accountable. There's always room to veer off the path but knowing the path is laid out saves some anxiety.
- **YOUR FAVOURITE ACTIVITY:** Reading in the sun by a pool or beach.
- **OTHER INTERESTS:** Golfing, reading, listening to 80s music and spending time with family and friends.

Shelley Huxley is the Director, Alumni Relations at Brock University and can be reached at 905-68805550 x3838 or shuxley@brocku.ca

SHOULD YOU SUE OVER A BAD REVIEW?

KRISTI J. COLLINS

MOST BUSINESSES TODAY HAVE an online presence. They host a website, tag it on Google, and may market using social media such as Facebook or Twitter. The expanded exposure is expected to increase business.

With broad exposure, however, also comes the increased threat of bad reviews derailing a business. For whatever reason, online reviewers often feel particularly emboldened to post scathing critiques or allegations of wrongdoing in a way they might not do in person. Such reviews then go out to a broad audience who often seem receptive to accepting such allegations at face value and sharing them with others. Businesses are increasingly fielding online allegations which they view as false, exaggerated, unjust and/or malicious.

So what are businesses to do when faced with negative online statements? A common initial response is to want to pursue legal action for defamation. The courts in Ontario have been clear that Facebook or other online posts are not immune from liability. Still, businesses should be aware that a defamation suit is not always the answer, and in some cases might make their situation worse.

What is Defamation?

A statement is defamatory if it: (i) is communicated to at least one third party, (ii) clearly refers to the offended person or business, and (iii) would tend to lower the reputation of that person/business in the eyes of a reasonable person. If the defamatory statement is in writing (like an online post), it is called "libel"; if it is communicated verbally, it is "slander". If one or more of the three elements above is not satisfied, there is no defamation.

How is Liability Determined?

Defamation cases are unique because often the plaintiff's burden of proving the three elements of defamation is easily met. The bulk of the case then focuses on the defendant trying to prove at least one of a number of defences available at law. One common defence to defamation is "justification" or "truth". That is, if the defendant proves his allegations are true, then he is not liable. This is very important for businesses to understand when considering bringing a defamation claim, as they would be effectively inviting the defendant to publicly try to prove the truth of his allegations in court. Other defences include fair comment, reasonable communication on matters of public interest, and privilege. Generally speaking, the more the subject is about a matter of public interest, the more protections there are.

If defamation is proven and there is no valid defence, the court presumes that the plaintiff has suffered some amount of damages without having to prove a loss. Depending on the facts, damages awarded can sometimes be as low as a few hundred dollars. Usually, if the plaintiff can prove it suffered significant financial loss as a result of the defamation, this would support a higher award of damages.

Some businesses just want to obtain a court order that the offending statement be taken down. Such a claim must be brought in regular court (not small claims court), and therefore could involve significant costs.



Important Deadlines

Businesses should also be aware of the unique deadlines for pursuing a defamation claim under Ontario's Libel and Slander Act. Within six weeks of discovering a defamatory publication, the defamed party must serve a Notice of Libel on the defaming party. This Notice must contain certain details and must afford the offender an opportunity to retract their post. If they do retract their post, that usually ends the matter. Within three months of discovering the defamatory publication, the defamed party must file the defamation claim with the court. If you miss these deadlines, your claim may be out of time.

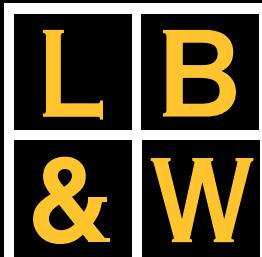
Every new publication of a defamatory statement triggers relief under the Act. So, if a person re-posts the same statement at a later date, that later date can be the starting point for the deadlines discussed. A person can also be held liable for defamation just for sharing or reproducing someone else's defamatory statement, although the extent of that liability and possible defences will depend on the facts of the case.

Risk of Escalation

Businesses should be aware that pursuing legal action might have the opposite effect than intended: it might trigger the offender to ramp up their offensive statements or to publicly defend themselves or accuse the business of "attacking them", with the result that one bad review snowballs into extended bad publicity for the business. For this reason, businesses may also want to seek out the advice of a public relations expert to consider alternatives to legal action.

In conclusion, when faced with defamatory statements, businesses should immediately consider how best to respond, mindful of the applicable deadlines and costs and risks associated with bringing a defamation claim. While nobody likes to receive bad reviews, rushing into a defamation claim may not be the right solution in every circumstance. **BL**

Kristi Collins is an Associate lawyer within the litigation department at Lancaster, Brooks & Welch LLP. Kristi may be reached for a consult at 905-641-1551



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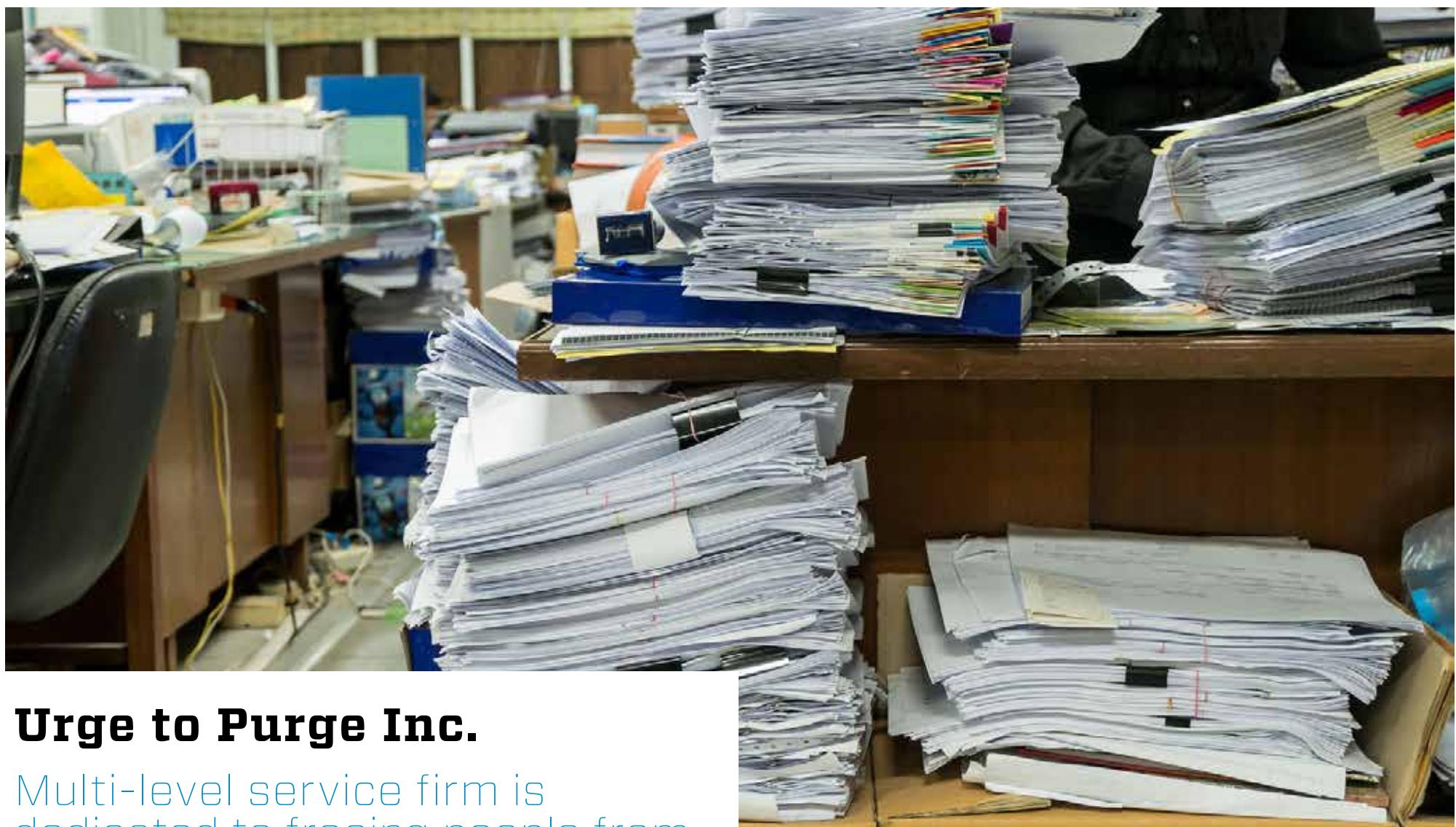


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Urge to Purge Inc.

Multi-level service firm is dedicated to freeing people from clutter in their daily lives.

By SCOTT LESLIE

IS YOUR HOME OR office getting bogged down by unnecessary clutter? Looking for a way to get productive and back on track? If that's the case, Urge to Purge Inc. has just the answer for you.

Urge to Purge Inc. is in the business of removing unwanted items from residential and commercial properties. It doesn't matter if it's one room, a small house or an entire office. The experienced Urge to Purge team has a broad range of services designed to free you from clutter and help you reclaim your work or living space. That includes assistance with hoarding, estate appraisals and clear outs.

Based in Welland, the Urge to Purge team works closely with each client, developing a structured approach that meets their individual needs. Planning to downsize to a smaller home, apartment or office? Urge to Purge can help you organize, pack and declutter before any move – and even take all the proper steps to spruce up your original home if you need to put it up for sale.

If you're looking to de-junk your home or office, Urge to Purge Inc. can be there at a moment's notice – carting away everything from old tires and mattresses to unused building supplies and furniture. Urge to Purge Inc. can even remove outside refuse like leaves and yard waste, and get your property clean, clear and clutter-free.

When it comes to the environment, Urge to Purge Inc. has a convenient recycling program that can provide clients with just the right bins and containers, and even make regular recycling pickups at an affordable price. Urge to Purge Inc. has a dedicated consulting team that can help businesses to implement effective solutions that will avoid potential areas for clutter. Urge to Purge Inc. can also advise homeowners on troublesome areas like bed bug infestations that are common to old mattresses and box springs.

Since it was first launched in 2012 by the mother and son team of Lynn and Mark Melloni, Urge to Purge Inc. has grown by leaps and bounds. Now serving the entire Niagara Region and beyond, the Urge to Purge team has been recognized by the iAwards Niagara and the NEYA Awards for its commitment to excellence and was even featured recently on The Marilyn Denis Show.

In extreme cases, clutter can be a debilitating condition for today's home and business owners. But with the Urge to Purge team in your corner, you can open up your spaces, restore your peace of mind, and prepare yourself for a brighter and clutter-free tomorrow. **BL**

Urge to Purge Inc. is located on 144A Thorold Road North in Welland. For more information on Urge to Purge Inc., call 905.732.8382, email sales@urgetopurge.ca or go to www.urgetopurge.ca.

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NOW, ABOUT YOUR FEAR!

By DENNIS O'NEILL

DOESN'T FEAR OFTEN HOLD people prisoner? We don't do a certain thing for fear of consequences. We often procrastinate for fear we might be wrong.

D consequences. We often procrastinate for fear we might be wrong.

Some decades ago, I had a career opportunity offered me. So I sought advice. One of the people I wanted input from was my lawyer and friend. I told him I didn't want to make a mistake in my career. Perhaps leaving a good position would be a mistake.

Sound advice

My friend listened and gave me wonderful advice. I've never forgotten his words: "It's not a matter of right or wrong. You'll be successful there or here. The question is...what do you want to do?" Wow. I knew he spoke wisdom. His words took the stress away. He lifted the fear from my mind. With the fear dusted away, I could see what I wanted. I accepted the opportunity.

Different fears

Different view: Fear of loss is greater than hope of gain. Human nature loves security. Fear of failure stifles many people. Fear can cause failure.

Fear has many shades. I suppose that I feared leaving a good spot. But there is fear of the unknown too. Did the opportunity have pitfalls? That was the lesser fear for me. I tend to enjoy adventure. My intuition said the opportunity fit me. As it turned out, the new road proved wonderful in just about every way.

Types of fear

Napoleon Hill defined six basic human fears: poverty, criticism, ill health, loss of love of someone, old age, and death. I would add the unknown and change.

Dealing with fear

My friend “The Sage of Allanburg” offers a method to handle fears.

1. Identify your specific fear.
 2. Strategize an attack.
 3. Conquer that fear.

Courage means action in the face of fear. **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 or visit www.dennisonneillcoach.com.

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A photograph of a Keurig B3000SE coffee brewer. The machine is silver and black with a digital display screen and several buttons. It is dispensing coffee from a K-Cup pod into a white ceramic mug. The background features a dark, radial sunburst pattern.

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Grow Your List with Facebook - Part two

WENDY MARSHALL

THERE ARE MANY BENEFITS to growing a list with Facebook. These include:

- Staying in contact with loyal fans and followers.
- Building your brand.
- Keeping yourself top of mind when people are looking for referrals.
- Retargeting your visitors to keep them moving in your sales funnel.

Now that you know the benefits of growing your list, how do you actually grow the list? More specifically, how do you grow the list with Facebook?

1. Have a Business Page separate from your personal page.
2. Create relevant posts about your industry on your Business Page.
3. Create a Facebook group to interact with your fans.
4. Run sponsored posts to get more engagement on your page. When there is positive interaction on the ads, interact with comments and invite likes to follow your Facebook Business Page.
5. Lead magnet landing pages that will enable you to capture the contact information of people who are interested in your services details.

Social media is just a source for gaining traffic to your website, landing page or location. You need to use the data in your list to nurture the relationship with the leads and customers. When you interact with them on a personal level you increase the ability to convert lead to customers, and customers into brand advocates. **BL**

Wendy Marshall - Thumbtack Marketing 540 Eastchester Avenue East, St. Catharines: www.thumbtackmarketing.com Phone: 298.434.4874

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36th Annual Christmas Dinner

FOR RESERVATIONS,
PLEASE CALL 905-688-2324

MONDAY DECEMBER 25TH

Hosted in our Grand Ballroom

2:30 PM to 5:00 PM

\$31.00/Adult

\$14.95/Child (6 years to 12 years)

Child under 5 years no charge

Prices are subject to 13% HST & 15% Gratuity

Christmas Day Brunch

FOR RESERVATIONS,
PLEASE CALL 905-685-3307

MONDAY, DECEMBER 25TH

10 AM to 1 PM

\$28.00/Adult

\$14.95/Child (6 to 12 years)

Children under 5 years no charge

Prices are subject to 13% HST & 15% Gratuity

New Year's Eve Bowling Party

FOR HOTEL RESERVATIONS,
PLEASE CALL 905-684-8381

SUNDAY, DECEMBER 31ST, 2017

Parkway Lanes Sports & Entertainment Centre

Starting at 8:00 PM

All Inclusive per person

\$90.00/Adult

New Year's Day Brunch

FOR RESERVATIONS,
PLEASE CALL 905-685-3307

MONDAY, JANUARY 1ST, 2018

Hosted in J.J. Kapps Backyard

B.B.Q Steak & Grill

10:00 AM to 3:00 PM

\$28.00/Adult

\$14.95/Child (6 to 12 years)

Child under 5 years no charge

Prices are subject to 13% HST and 15% Service Fee





The image is a full-page advertisement for Firehouse Subs. At the top, the brand's logo "FIREHOUSE SUBS" is displayed in a large, stylized font with a red and yellow shield-like background. Below the logo, the word "CATERING?" is written in a large, bold, white font on a red background. To the right of this text is a photograph of a meal box filled with various items, including a bag of Lay's chips, a bag of Mrs. Vickie's popcorn, and several chocolate chip cookies. The bottom half of the ad features the words "WE DELIVER" in large, yellow, flame-shaped letters, set against a background of fire. A red meal box is shown at the bottom, with the "FIREHOUSE SUBS" logo on its side. At the very bottom, there is promotional text and contact information.



HALT HONEYMOON HEARTACHE

PLANNING AHEAD FOR SUCCESS!

ARE YOU AN ADVENTUROUS couple looking to hike the Andes, or more laid back for some sun and fun on the beach? Perhaps cruising the high seas sounds like the perfect honeymoon for the two of you. Whatever you choose, it's important to discuss what your honeymoon travel bliss looks like for each of you. Communication is key when it comes to travelling with a companion – and after the stress of planning the wedding of your dreams, it's best to make sure the honeymoon is that once in a lifetime trip for two!

Some tips to think about as you plan your getaway:

- Looking for a no-brainer? An all inclusive resort or cruise might fit your style. Make sure you research that trip. What does it include? Are offsite excursions included? Is it safe to meander away from the resort?
 - Cruising the high seas? Make sure that your connecting flight gets you there a day early. If you miss boarding time on the ship, you've literally missed the boat. Not romantic to be sure.
 - Never booked travel before? A travel agent has the lowdown on what to expect and can assist you on your trip if you do run into challenges. So, when booking your travel make you've discussed the pros and cons of the value of hiring a travel agency.
 - Honeymoon packages can be fabulous. When booking your trip, make sure any add ons that are available are the ones that you and your significant other both enjoy. A spa day might not be something you both want. Nor I'm thinking would offshore fishing be a great idea!
 - Online research is a great start. However, if it's on the "net" doesn't mean it's always true! Talk to others who have travelled to the locations you're interested in. Getting their feedback on their experiences may assist you in creating the honeymoon of your dreams.

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THUMBTACK MARKETING



ST. CATHARINES BOUTIQUE AGENCY PROVIDES AFFORDABLE MARKETING SOLUTIONS TO SMALL AND MEDIUM-SIZED BUSINESSES.

By Scott Leslie

Whether you're a mom-and-pop shop or a Fortune 500 company, it's important to be one step ahead of the competition. And if you're looking to put your best foot forward in today's business world, you owe it to yourself to hire the dedicated marketing experts at Thumbtack Marketing.

Thumbtack Marketing is a boutique marketing agency focused on serving the needs of small and medium-sized firms. Based in St. Catharines, Thumbtack Marketing specializes in print and digital marketing services. That includes everything from print services, logo development and branding to web design, search engine optimization and copywriting to digital marketing campaigns and pay-per-click advertising.

As the owner and director of Thumbtack Marketing, Thorold native Wendy Marshall takes great pride in helping a client reach that next level with their business.

"We're here to help entrepreneurs, startups and small businesses create something that will really propel their brand," she says. "It's all part of our commitment to creating impressive campaigns and achieving measurable results."

Thumbtack Marketing's core specialty is social media marketing. Wendy and her team work closely with each client to get a clear understanding of their business and use several social media platforms like Facebook, Twitter and Instagram to help them reach their target audience. Thumbtack Marketing can even provide social media consulting in person or over Skype for those clients that feel they need to tweak their social media presence.

"Strategic social media marketing can get you a high return on investment at a fraction of the cost of traditional marketing channels," Wendy explains. "It allows businesses to connect with customers in ways that have never been done before. And once those customers

become fans of your brand, they have the ability to share it with others."

But Thumbtack Marketing isn't limited to digital marketing alone.

Wendy and her team can produce a wide range of print materials for their clientele including business cards, posters, brochures and flyers, CD and DVD covers, booklets, stickers, and personalized letterhead.

"Printing services aren't just about getting it out on paper anymore," Wendy says. "It's all about sending a message and getting it noticed. Our designers will craft something to suit the specific needs of your business. We provide you with the professionalism you need to impress your customers and draw in new ones."

A NEW DIRECTION

Thumbtack Marketing has been able to reach great heights in a surprisingly short span of time.

A graduate of Georgian College, Wendy originally launched a small home-based marketing firm with a business partner in 2014 called Marketing Savvy. However, when her business partner decided to move on and some of Wendy's family responsibilities began to ease, Wendy decided to take her entrepreneurial ambitions to another level.

The result was Thumbtack Marketing which was officially born on December 10, 2015.

In the past two years, Wendy has done work for a broad range of Niagara-based clients with a particular focus on the local real estate, service, hospitality and tourism sectors. Thumbtack Marketing has also developed strategic partnerships with firms like Duran

A SESQUICENTENNIAL TIMELINE

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



2010 – Canada hosts its second ever Winter Olympics Games in Vancouver. The Canadian Olympic Team wins 26 medals including 14 gold medals – the highest medal count in Canada's history and tying the all-time Winter Games record for medals.

2010

2011

2012

2013

2011 – Niagara's wine industry continues to grow, producing more than 48,000 tonnes of grapes annually and generating over 80% of Canada's total grape and wine production. Niagara wines account for 42% of the total wine market in Ontario.

2013 – The Grassl family donates 12 hectares of land on the corner of Montrose Road and Biggar Road in Niagara Falls for a new hospital site to serve south Niagara.

2013 – The population of Canada reaches 35 million.



2014 – BayShore Groups moves to St. Catharines and begins the process of demolishing the derelict General Motors plant on Ontario Street to make way for a new \$250-million mixed-use project on the 54.66-acre site.



2015 – The FirstOntario Performing Arts Centre opens in downtown St. Catharines.



2016 – The General Electric Company announces it will be establishing a new \$265-million U.S. manufacturing plant in Welland to open in 2018.



2016 – The Ontario government announces the set up of daily GO Transit rail service to the Niagara area by 2021.

2014

2015

2016

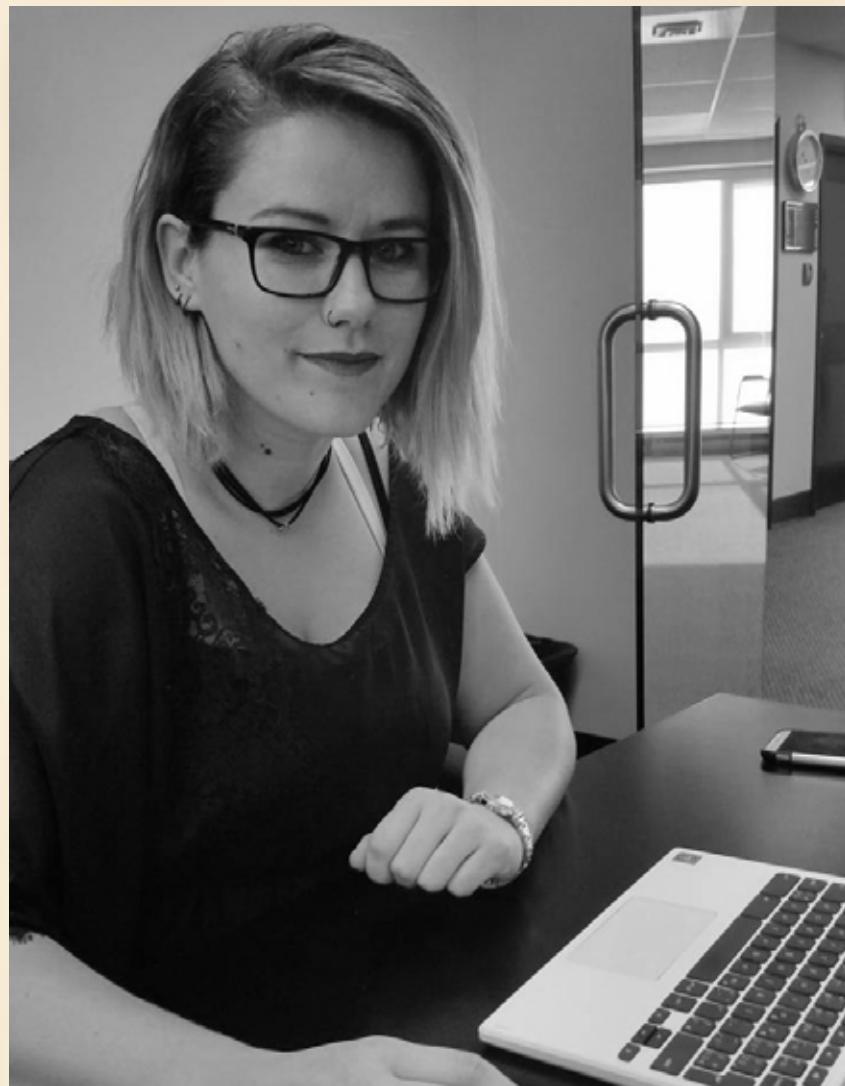


2014 – Construction is completed on the Meridian Centre in downtown St. Catharines. The Niagara IceDogs move their operations to the 5,300 seat arena in time for the start of the 2014-15 OHL season.



2015 – The Niagara River Lions launch their inaugural season at St. Catharines' Meridian Centre as part of the National Basketball League of Canada.

2016 – Greater Toronto Airways begins operating daily scheduled flights between Billy Bishop Airport in Toronto and the Niagara District Airport in Niagara-on-the-Lake.



Sports, where it creates printed jerseys for Duran's various cycling events. Since most of their service offerings are digital, Thumbtack Marketing isn't restricted by its home base in St. Catharines. Wendy and her team can serve their clients anytime, anywhere and currently has work as far afield as Cuba and Japan.

To date, Thumbtack Marketing's clientele have been particularly impressed with the firm's quick response times and ability to think outside the box. The affordability of their services has also been an attractive selling point.

"We create a plan that works within our client's budget," Wendy explains. "We provide a flat rate once we establish a plan so there are never any surprises when we send out an invoice."

Thumbtack Marketing even makes it a point to offer growth marketing plans so new clients can figure out what marketing tactics they should start out with – and add in six months or a year's time as their company begins to grow and prosper.

Recently nominated for a 40 Under Forty Business Achievement Award, Wendy has demonstrated all the qualities of a successful entrepreneur. In the past year for instance, Wendy has doubled her client list and opened her first official office on 540 Eastchester Avenue East in St. Catharines.

But Wendy is never content to rest on her laurels. For example, the Thumbtack Marketing team includes Graphic Designer Alyx Duncan, Content Creator Jenny Crumb and Virtual Assistant Jordyn Leppard. But Wendy would like to continue growing their operation and add a couple more employees to the mix in the new year.

"We have a great team of talented people who like to have fun and deliver fantastic results," Wendy says, "and we'd like to see that trend continue."

RECENTLY NOMINATED FOR A 40 UNDER FORTY BUSINESS ACHIEVEMENT AWARD, WENDY HAS DEMONSTRATED ALL THE QUALITIES OF A SUCCESSFUL ENTREPRENEUR.



GETTING INVOLVED

When it comes to community, Wendy has always been mindful of the need to get involved. A year and a half ago for instance, Wendy and her friend Chris Ross founded Niagara WordPress – a group of local bloggers, designers and business owners who meet regularly to discuss various WordPress related issues like programming, marketing and design. As the group's co-founder and event planner, Wendy keeps busy arranging meetups and events at several locations throughout Niagara.

Wendy is also a regular volunteer at Ontario Public School in Thorold where her son goes to school, often helping out with their breakfast program.

"We know how important it is to give something back," she says. "In the new year, we're looking to launch a series of monthly marketing classes for our clients and donate all the attendance fees to a local charity."

In many ways, it's all about the little things at Thumbtack Marketing. That means hiring the best people, taking courses to keep up with the constant changes in the industry, and working twice as hard as the bigger guys.

But at the end of the day, it comes down to one thing for the Thumbtack Marketing team – and that's helping their clients be the very best they can be.

"Our mission is to provide our clients with dynamic and vibrant marketing strategies," Wendy says, "whether it's web design, corporate identity design or putting together an entire media campaign. We want to help them become leaders in their field." **BL**

Snapshots in Time

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

By Scott Leslie



ALL SAINTS' ANGLICAN CHURCH

For years, the Anglican community in the Village of Drummondville had to pack themselves into a small log church on Drummond Hill. It wasn't until 1854 that the parishioners made a fateful decision. A new church was in order – and a building site was picked out on current day 5680 Robinson Street. Designed by Toronto architect William Hay and built by Drummondville contractor William Russell, the new church was officially dedicated on November 1, 1856. Since the dedication took place on All Saints' Day the church was named "All Saints' Anglican Church." Drummondville would soon become part of Niagara Falls. And All Saints would also become one of the Falls' largest congregations, adding a minister's rectory by 1871 and a parish hall in 1889. The 1930s even saw the addition of a new Sunday school in Dorchester Hall on the corner of Dorchester Road and Lundy's Lane. The church would grow further following the Second World War. In 1956 and 1957, a new section was added and the church underwent extensive renovations. Unfortunately, that growth wasn't to last. The rectory and parish hall were sold off over time and the Diocese of Niagara was forced to close All Saints in 2007. However, the Diocese made an arrangement with the City of Niagara Falls to care for the property and the City now maintains the church and cemetery grounds.



TORONTO POWER GENERATING STATION

The Toronto Power Generating Station on the upper Niagara River Parkway may be quiet now but its walls reflect a powerful past. In the early 1900s, the Electrical Development Company of Ontario was looking to build a new generating station that would harness the Niagara River to supply hydro-electric power to the Toronto area. Toronto architect Edward James Lennox was the perfect man for the job. Over his lifetime, he created dozens of Toronto landmarks like Casa Loma and the Old City Hall, and designed the resulting Toronto Power Generating Station in a majestic Beaux Arts architecture style to match its river location. The station officially opened in the fall of 1906 and became the first Canadian-owned operation to produce electricity in Niagara Falls. Eventually purchased by the Hydro-Electric Power Commission of Ontario (the forerunner of Ontario Hydro) in 1922, the station used a 224-metre dam to collect water from the Niagara River and run a series of massive turbines. For decades, the Toronto Power Generating Station was a force to be reckoned with, operating 11 turbines with a generating capacity of over 102,500 kilowatts. However, the station was shut down in 1974 when Ontario Hydro decided to focus its attentions on the more substantial Sir Adam Beck Hydroelectric Generating Stations down river in Queenston. The Toronto Power Generating Station would sit derelict for years until it was donated to the Niagara Parks Commission in 2007. The commission is currently looking at potential uses for the vacant but still majestic building.



MOUNT CARMEL COLLEGE

In 1875, a Roman Catholic sect known as the Carmelites moved to Niagara Falls and established a new Carmelite chapel in a farmhouse overlooking Niagara Falls. But the small residence was barely adequate and a new monastery building was built on 7020 Stanley Avenue in 1894. Although the Carmelites operated a hospice and retreat on the site for many years, there was a much greater demand for Carmelite education. As a result, the centre was reorganized in 1920 and named "Mount Carmel College" instead. In the coming years, a chapel and gymnasium were added as well as a convent for the Carmelite nuns in the seminary. In 1967, however, disaster struck when a massive fire ripped through the chapel and much of the north wing was destroyed. But the damage was fully repaired and the chapel was restored to its former glory. By 1979, the Carmelites' seminary was shut down and the monastery became a retreat once again. Today the 10-acre "Mount Carmel Spiritual Centre" has become one of the most popular Carmelite sanctuaries in the world, and one of the oldest buildings in Niagara Falls.



SELECTING THE BEST LEASE LENGTH (TERM)

BY: JEFF GRANDFIELD AND DALE WILLERTON

THE TERM, OR LENGTH, of your commercial lease is an important part of your business plan and ensuing lease negotiations. However, most commercial tenants do not consider that one day they will eventually want to sell their business. Alternatively, they may want to expand/downsize, relocate or close and so do not give the term of the lease the attention and consideration it truly deserves.

The industry standard lease term for a commercial tenant is typically five or 10 years (but can be shorter). We all know how businesses are expensive to set up and, therefore, a five- or 10-year amortization period is normally required on the initial term to justify that initial capital investment cost. Another point of consideration is that many commercial tenants can gain certain tax advantages by entering into consecutive shorter lease terms (for example, an initial term of four years followed by two renewals – of one and five years – and pre-exercised for a continual 10-year term). Your accountant can best provide further advice on this, but this effectively serves the same purpose for the commercial tenant and the landlord, while benefiting the commercial tenant.

Starting your lease term when you go into your busy season and ending your lease term when you go into your slow season has its advantages for tenants in more seasonal industries (e.g. retail). Therefore, choosing a lease term based on months rather than years makes sense. Many times, a 64-month or a 56-month lease term is better than five years (or 60 months) for the tenant because certain times of the year are more advantageous for opening, closing, or moving a business.

10-year commercial leases are attractive to both the landlords

and the agents who work for and represent them. The landlord is assured of a long-term tenant while the agent earns a commission for the term of the lease agreement. The longer the term you sign for, the more commission an agent is likely to earn. Overall, this should give the tenant increased negotiating power since the landlord is gaining the security of a 10-year term and the landlord's agent is earning up to twice the commission he/she would normally have expected from signing a five-year tenant.

Lease renewal options represent part of the overall term of the lease agreement and therefore should be negotiated at this time as well. The renewal option term is defined as the period of time which follows the initial lease term. This longer term pro-

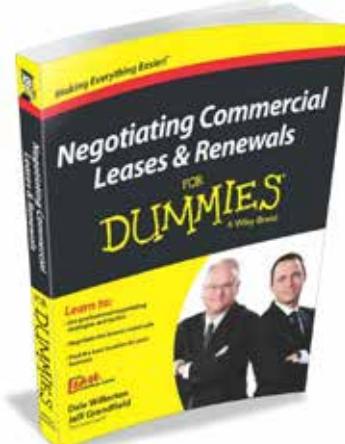
the overholding period. We have reviewed leases with built-in increases of up to 300 per cent for the overholding period. A 50 to 100 per cent increase is the industry standard. Why does the landlord charge so much? The landlord wants certainty. This is the landlord's way of preventing you from sitting back, stalling or remaining uncommitted about signing a renewal or going month-to-month.

If you wish to sell your business before your lease ends – for instance, during year four of a five-year term – the renewal option and terms will be critical to the purchaser. It is absolutely essential that the buyer be approved by the landlord and the option is transferable to him/her (and not personal to you).

You should also know that the lease renewal term does not need to be made in five-year increments. A commercial tenant can renew his/her lease agreement for any length of time the landlord will agree to. Alternatively, a right of termination could be negotiated if you need flexibility in the term. A right of termination is a special clause in the lease agreement which gives the tenant the right to cancel the lease. This is a one-time event ... if things are not going well for you into a five-year lease renewal term, you can negotiate to leave earlier at 24 months.

Commercial tenants tell us that there are three key reasons why they turn to a Lease Consultant for their new lease and lease renewal negotiations: to reduce business costs, to bring in professional experience and know-how which the commercial tenant may lack and to save time.

For a copy of our free CD, Leasing Do's & Don'ts for Commercial Tenants, please e-mail your request to JeffGrandfield@TheLeaseCoach.com. **BL**



tects the tenant so that the landlord cannot either take the space back or offer it to another tenant. Renewal options can benefit the commercial tenant and, therefore, one to two five-year renewal option periods are commonplace if the landlord will agree to this.

Suppose you come to the end of your initial lease term and you do not have a new agreement, renewal or extension agreement in place. You will enter into what is called the overholding/holding over period. In itself, the overholding period is not a problem; however, many lease agreements contain a clause that states the commercial tenant's rent will substantially increase during

Dale Willerton and Jeff Grandfield - The Lease Coach are Commercial Lease Consultants who work exclusively for tenants. Dale and Jeff are professional speakers and co-authors of *Negotiating Commercial Leases & Renewals FOR DUMMIES* (Wiley, 2013). Got a leasing question? Need help with your new lease or renewal? Call 1-800-738-9202, e-mail DaleWillerton@TheLeaseCoach.com JeffGrandfield@TheLeaseCoach.com or visit www.TheLeaseCoach.com.

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"We had many conference clients expanding their events to include trade show elements and as their events grew, so did their space requirements," reports Richard Reid, general manager at White Oaks Conference Resort & Spa. "It's not ideal to snake trade show booths throughout the public spaces or jam them into your largest meeting room. The demand was growing in our business and there was no solution in sight until one day, while looking out over the tennis courts in our club, a light bulb went on! That's a ton of space and it could easily connect to our conference centre!"

After careful consideration, an architect was called in and construction began on making slight alterations to the existing tennis court building. A double doorway was created leading directly into the facility's conference centre providing clients with the perfect solution. The Exhibition Hall at White Oaks was born!

Large groups can now meet in the comfort of our amazing conference facility, stay in our fantastic rooms and dine in style throughout their entire event. Best of all, the trade show environment connects directly with the conference centre, allowing delegates to walk freely between meetings and the show. Large scale events, like the annual fundraiser Pearl Gloves, have been hosted in the exhibition hall, transforming the tennis courts into a Vegas-style boxing arena – the space is limited only by your imagination. **BL**

For more information, call toll free 1.800.263.5766, extension 5680 or visit our website at whiteoaksresort.com to take a virtual tour and see the full extent of this great new space at White Oaks Conference Resort & Spa.



The Gift of Health



THE HOLIDAY SEASON IS a time of celebration for the year's many gifts. It is also a time to look forward to the new year. As we reflect on the past and anticipate the future, we hope you will make a commitment to helping Hamilton Health Sciences give the greatest gift of all – the Gift of Health.

Donations made to the Gift of Health campaign support Hamilton Health Sciences Foundation, which provides funding for leading-edge equipment and patient amenities, which are not funded by the government, as well as innovative research initiatives, redevelopment of patient care spaces, and the education and training of health care providers across its supported sites.

This year, four Patient Ambassadors who received care at Hamilton Health Sciences are sharing their stories to highlight the amazing health care services available.

In 2015, Jim was off-road biking with friends in Dundas when he suddenly passed out. Luckily two of Jim's biking friends were paramedics and they performed CPR until the ambulance team arrived. After locating Jim, who was deep in the woods, the team carried him to the ambulance by stretcher and rushed him to Hamilton General Hospital.

"Especially because of the prolonged time it took to reach him in such an isolated area, there was a strong chance that he wouldn't wake up," says Jim's daughter, Heather. "If he did wake up, he might have significant neurological deficits."

Jim had suffered a heart attack and required surgery to insert a stent into his artery. He defied the odds when he awoke and was able to speak his own name. With intense therapy at the Regional Rehabilitation Centre, he slowly began to regain strength and functionality in his body.

"I slowly recovered over the next few months," Jim recalls. "I was back home just in time for Christmas and it was great being able to spend that time with my family."

Mila from Welland was another patient who received specialized care through Hamilton Health Sciences that allowed her to return home for the holidays. She was only five years old in January 2016 when she began to complain of severe headaches.

"It was the worst day of our lives when we learned that Mila had brain cancer," recalls Mila's father, Anthony. "She had emergency brain sur-

gery at McMaster Children's Hospital, followed by intensive radiation and chemotherapy."

Mila's treatment proved successful in stemming the cancer and her condition continues to improve.

"Now she's back on the soccer field and she's speaking again thanks to McMaster Children's Hospital," says Mila's mother, Andrea.

Hamilton Health Sciences helped another patient get back on her feet after Catherine of Fisherville suddenly collapsed in her home one morning.

"I was taken to Hamilton General Hospital, where surgery was required to remove a blood clot that was dangerously close to my heart and lungs," she explains.

Catherine lost much of her motor function and she required the use of a wheelchair. After undergoing extensive physiotherapy at St. Peter's Hospital, Catherine regained the ability to walk independently.

"I am forever grateful to Hamilton General Hospital and St. Peter's Hospital for helping me return home so I can spend time with my husband, children and grandchildren."

As with Catherine, Phyllis of Burlington required care at more than one hospital site of Hamilton Health Sciences, which helped to save her life not once but twice.

"The diagnosis of breast cancer was terrify-

"The diagnosis of breast cancer was terrifying," says Phyllis. "I underwent a mastectomy at Juravinski Hospital and Cancer Centre, along with three months of chemotherapy, 30 radiation treatments and a year of medication. The treatment proved successful and the cancer has not returned."

Unfortunately, her journey with Hamilton Health Sciences was not over yet. She also underwent quadruple bypass surgery at Hamilton General Hospital after it was discovered that she had suffered a heart attack.

"Thanks to the Gift of Health, I can look forward to seeing my grandchildren grow up. I encourage people to support The Foundation with donations to help patients like me." **BL**

This holiday season, give the greatest gift of all, the Gift of Health, by supporting Hamilton Health Sciences Foundation so more patients can spend time with their families. Visit www.giftofhealth.ca or call 905-522-3863.



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Foundation

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905-522-3863



2 MINUTES WITH PEOPLE IN OUR COMMUNITY



JANET HANDY

EXECUTIVE DIRECTOR | KFCACN

- **NICKNAME:** "little one" from my uncle when I was a child
- **WHERE ARE YOU FROM:** Born in Windsor
- **WHERE DID YOU GO TO SCHOOL:** Trinity college (Master of Divinity) and OISE (Masters of Education)
- **FAVOURITE FOOD:** steak, mashed potatoes and peas but now I am vegan.
- **BIGGEST QUIRK:** tea in the morning is a must
- **THINGS THE AVERAGE PERSON DOESN'T KNOW ABOUT YOU?**
I have my grade 6 in singing, I am an artist and have had individual shows, I have finished writing a book entitled The Secret Tribe and waiting for its release date.
- **WHAT DO YOU LOVE:** animals and small children
- **WHAT DO YOU BELIEVE:** I believe that humour, a belief in something greater than ourselves and social consciousness are what makes it possible for human beings to be resilient and excel at peace making, should we wish to make that our collective goal.
- **YOUR DREAM:** A world without abuse of any kind
- **YOUR TOP 3 CHARACTERISTICS:** compassion, integrity, sense of humour
- **YOUR STRENGTHS:** public speaking, patience, social justice work & survivor of child abuse (which I now consider a strength)
- **FAVOURITE ACTIVITY:** painting
- **OTHER INTERESTS:** my family, philosophy, music, mysteries by P.D. James
- **FAVOURITE QUOTE:** Mahatma Gandhi: "An eye for an eye only ends up making the whole world blind."

Janet works at the Kristen French Child Advocacy Centre Niagara at 8 Forster St., St Catharines. For more information visit www.kristenfrenchcacn.org or call 905.937.5435 x7001

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- **NETWORKING** Meet other new start-ups. Support and learn from each other
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Applicants must be over 18 and planning to work full-time in their business. Please contact the St. Catharines Enterprise Centre or Niagara Falls Small Business Enterprise Centre for a full list of eligibility requirements and further program details.



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FOR MANY YEARS, THE St. Catharines Club has been coined the "Place to Be" for networking in our community and we continue to be just that! Our club's atmosphere and monthly events provide a wonderful opportunity to network in the heart of St. Catharines....A massive congratulations to our Past- President Margie Spence (Royal LePage Niagara Real Estate) for being awarded the Lifetime Achievement Award at the 2017 Women in Business Awards!!!...Tom Rankin (Rankin Construction) has been presented an Honorary Doctorate from Brock University to recognize both Rankin Constructions infrastructural impact on our region and his impact on our community.. Both very well deserved honors!....Mike Violin (The Violin Group) has been nominated for International Entrepreneur for this upcoming years Niagara Entrepreneur of the Year Awards... Congratulations and outstanding work to Robert Sears and Patrick Little (Heelis, Little & Almas LLP) on the Unveiling of the Welland Canal Fallen Workers Memorial.....Feel free to post pictures around the club on our facebook page or mention and follow us on twitter @StCathClub #theplacetobe Cheers,
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UPCOMING EVENTS

Sunday December 10th Turkey Raffle
 Sunday December 17th Santa Brunch
 Friday December 22nd Club Christmas Party



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2 MINUTES WITH PEOPLE IN OUR COMMUNITY



LISA GARTNER

OWNER | SALON THAIRAPY INC

- **NICKNAME:** Lise
- **WHERE ARE YOU FROM:** Niagara Falls
- **WHERE DID YOU GO TO SCHOOL:** St Michael High School and Niagara College
- **FAVOURITE FOOD:** Who didn't pick pizza?
- **BIGGEST QUIRK:** I can't have my hair the same colour longer than 2/3 months
- **3 THINGS THE AVERAGE PERSON DOESN'T KNOW ABOUT YOU:** I have 17 different pairs of eye glasses. I've never been to the drive-in. I was a competitive soccer goalie for 12 years.
- **WHAT DO YOU LOVE BEST:** Quiet Saturdays nights at home after a long busy work week in the salon.
- **WHAT TO YOU BELIEVE:** If you surround yourself with the right people, put the work in and take care of your body, you really are capable of accomplishing anything.
- **YOUR DREAM:** To watch the Ottawa Senators win the Stanley Cup.
- **FAVOURITE QUOTE:** Team work makes the dream work!
- **YOUR TOP 3 CHARACTERISTICS:** outgoing, independent, determined
- **YOUR STRENGTHS:** A good leader, a great hairstylist and a humble human being.
- **YOUR FAVOURITE ACTIVITY:** Volleyball, Golf
- **OTHER INTERESTS:** I am an avid concert goer and live sporting event attendee.

Lisa is the owner of Salon Thairapy located at 6251 O'Neil St in Niagara Falls. If you wish book an appointment with her or her staff please call 2892966422 or visit www.salonthairapyinc.com or @salonthairapyinc on Facebook and Instagram.

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TAKING CONTROL OF YOUR SUCCESS



LISA VON MASSOW

AS A BUSINESS OWNER or sales professional, how do you prospect for new business? Most people I talk to tell me they attend networking events, use social media, deliver free talks, ask for referrals and yes, do the dreaded cold-calling.

So, here's my next question to you. Which activity actually generates the most new business?

If you're like most people, you're not sure, because you haven't measured how you achieved your success. Sure, you likely have a general idea, but can you actually pinpoint how many hours spent on one particular activity and the actual, measurable results?

In my past, I spent numerous years in the I.T. sector. One of our favourite quotations was "If you can't measure it, you can't manage it." I like to take that message one step further and add: "You can't manage anything that you can't control." – David Sandler.

To put it simply, you have to be able to control it, before you can manage it. Then, and only then, can you measure it.

To illustrate this, I will share with you a story about my client John, a sales professional who was looking to do what every salesperson wants to do – close more sales and make more money!

John has a monthly goal of \$25,000 in new business. His average sale is \$5,000 and he typically closes five out of every 15 appointments.

John already has some metrics in place from his prospecting activities:

- Every networking event attended books one appointment.
- Every 20 cold dials books one appointment.
- Every informational talk books two appointments.
- Every three referral asks to current clients books one appointment.
- Every 30 social media messages sent results in one appointment.

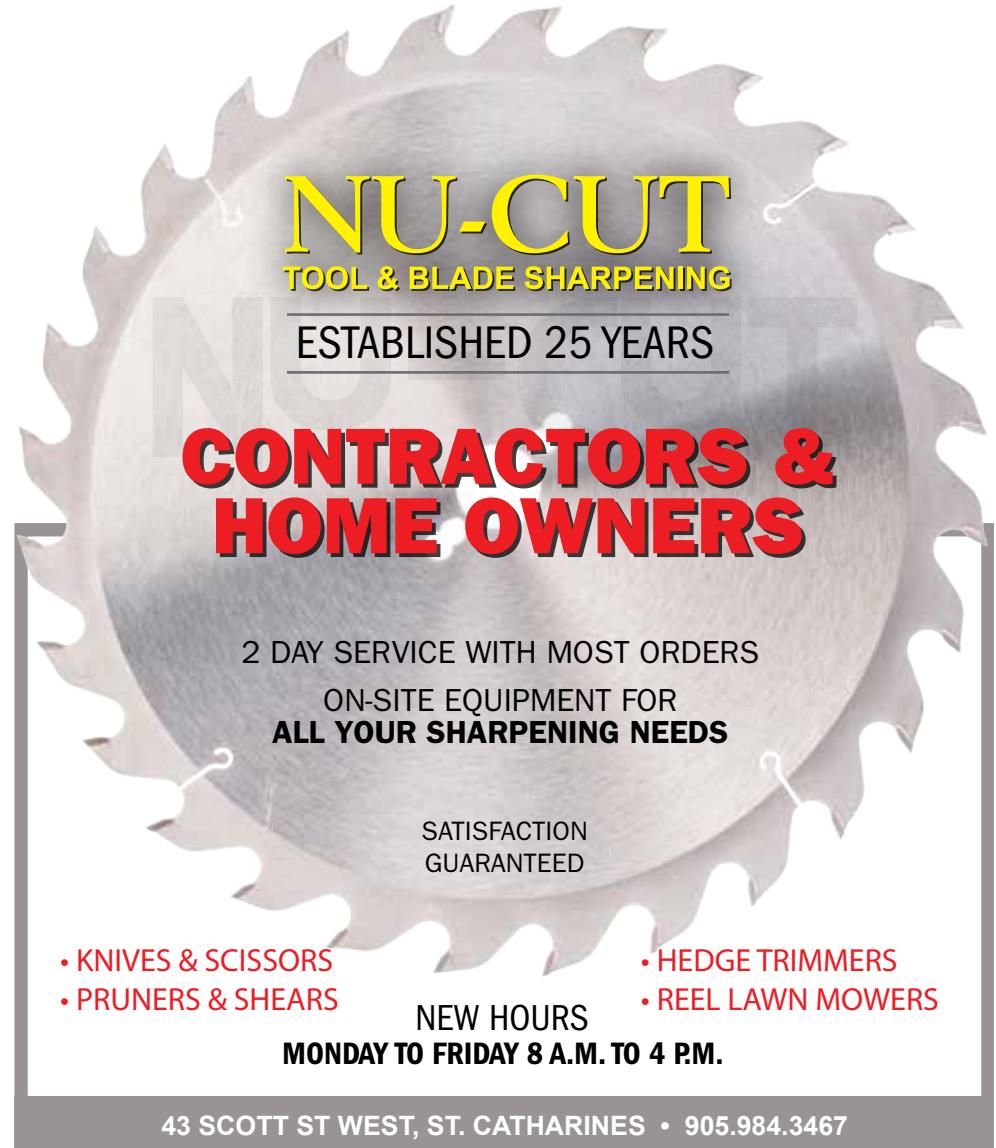
Armed with this basic data, John was able to determine how much of each prospecting activity he needed to do in order to achieve his monthly goal of \$25,000 in new business.

John knew the behaviours he needed to engage in, the frequency at which he needed to do them and by consistently following his plan, he achieved his new business goal.

Can you do the same? Yes! You need to start with the same basic data that John had accumulated. If you don't have it readily available, there's no time like the present to start measuring.

Today's the perfect day to take control of your prospecting behaviours, measure your sales activities and plan for your success. **BL**

Lisa Von 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.vonmassow@sandler.com or visit www.endurancepartners.sandler.com.



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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.

IT 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 counseling 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.

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 counselors.

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 TrishaBotticella at trisha@ehc.on.ca or go to www.ehc.on.ca.

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JOB SEEKERS INFORMATION

- Job postings through our website & job board
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 - Resume & cover letter writing
 - Community resource and referral information
 - Job search strategies
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 - Second career information & registration assistance

EMPLOYER INFORMATION

- Free job postings
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 - Financial assistance opportunities for training costs

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This Employment Ontario program / service is funded by the Government of Ontario

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Canadian Digital Media Network Tour: New York City

TO ALL THE LOYAL readers of Innovation Insights, you may remember earlier this year when Jeff Chesebrough, Innovate Niagara CEO, and I wrote about our innovation ecosystem tour of Silicon Valley. At that time, we stated; "every community should venture out to benchmark other ecosystems, then adapt those learnings and carve out their own path. As we continue to build an innovation economy in Niagara, we must continue to learn from others, collaborate, support each other and push forward together." Jeff and I are staunch advocates that those who excel are those who don't talk about doing things, but those who take action and execute. Thus, we took action and ventured out to study another of the world's leading innovation ecosystems, so that we could bring those learnings back to Niagara.

As part of the Canadian Digital Media Network (CDMN), joined by eight other innovation/incubation leaders from across Canada, we embarked on a New York City tour and visit to leading startup incubators/accelerators, global leading innovation centres and trade commissioner offices, as well as, group outings with NYC investors and Canadian startup founders. We met with senior management/founders to discuss and share best practices, programming, community/cluster building, event ideas, business/client services, investment/investor relations, government relations and established connections for Canadian companies that want to connect with the New York City market.

Tour stops included: Primary, the Canadian Technology Accelerator at Grand Central Tech, Phillips Lytle, NUMA New York, R/GA Ventures, Spark Labs, Venture Out and WeWork. The CDMN organized an investor dinner and arranged a meeting with Kelly Hoey, a New York City investor/influencer/author who agreed to come and speak at our 2018 Big Thinkers event – stay tuned for details.

Insights: New York City is highly competitive. New York, we get you; you're cool and everyone knows it. People flock from all over the world to try and stake a small claim of you and for good reason. You're legit. And while a city might settle knowing that they are the leading marketplace for so many industries like finance, advertising, real estate, etc., it might be okay to not be a leader in the tech sector as well, right? But that wouldn't be very New York City of you. During our trip, we were reminded with almost every visit that New York City is the number two place in the world for tech startups. And while New York City culture rarely accepts second best, this time, New York was boastful about it. Many of the people we met discussed how New York was a bit behind the game in tech and Silicon Valley rapidly advanced by supporting the tech ecosystem. While the

hoody-clad tech crowd flocked to the west, the power suit New Yorkers started to fall behind. We were constantly reminded this is no longer the case. New York understood that tech is a part of all industries and that tech startups must be supported in order to advance. And in a short period of time like many other industries, New York City has advanced to be a global tech giant. They leapfrogged many other cities and it was a big accomplishment.

Further Insights: New York City is highly competitive, yet in the tech industry, surprisingly collaborative. They really get it. Changing the cutthroat culture of some of the world's biggest industries in one of the world's biggest cities is tough. But the tech industry is collaborative and you have to adopt that to be a part of it. And somehow, even New York City, has found a way to play nicely. We were warmly welcomed at every place we went. We openly discussed our ideas, pain points and solutions. The discussions were similar to those discussed in Silicon Valley. The industry knew each other, were supportive of each other and willing to help each other be better.

Conclusions: As we continue to build an innovation economy in Niagara we must, think big, be collaborative, support each other and execute. There weren't any negative tones in Silicon Valley or New York City. They didn't talk about how they couldn't do things. They only talked about how they could do them; then did them. It's easy to give a million reasons why something can't be done, but coming up with the one reason why it can be done can make all the difference. We are lucky at Innovate Niagara to work in a progressive, forward-thinking culture. We get to work with world-class entrepreneurs, businesses and startup talent. We get to see the amazing technology products and services that are being created here. It was refreshing to see that we have many of the same attributes as the world's leading innovation economies. We must continue to think positively and push for greatness.

The Canadian Digital Media Network (CDMN) is a network of 26 regional innovation hubs across Canada, all focused on supporting Canada's digital/tech entrepreneurs. Designated a federal Centre of Excellence in Commercialization and Research, CDMN is dedicated to establishing Canada as a world leader in the digital economy. **BL**

Steve Boese is manager of the Generator at one – Powered by Innovate Niagara. He's also a member of the CDMN's National Board of Advisors and serves as a CDMN National HUB Representative.





BRANDON SLOAN

The Evolution of the Modern Consumer

TAKE A MINUTE TO think about how the consumer decision-making process has dramatically evolved over the years. Never before have consumers had such a degree of information so readily available to them. Looking for a new car? Google your favourite brand and get a complete vehicle synopsis with thousands of reviews and recommendations. Looking for a deal on the hottest new gadget? Simply go to a store, snap a photo of the product and upload it to Amazon to get the lowest price and have it delivered to your doorstep by the next day. Talk about the power of online shopping. Today's consumers are more educated than ever and armed with a vast arsenal of resources.

On the flip side, this can be both a blessing and a curse for businesses vying for customers' hard-earned dollars as one mishap can mean losing a sale to the competition. So how can you stand out and prove you're not just a run-of-the-mill operation? Simple, keep reading!

1. Be the Expert

One of the best and easiest ways to be recognized is to give your consumers one of the most powerful tools: information. Information from industry experts does wonders in that consumers get to receive free information on a product or service that you could potentially provide for them down the road. What this does in their mind is it establishes a sense of trust that helps you leapfrog other contenders on the totem pole. Thus creating a line of communication between you and the consumer.

2. Be Accessible

Useful information is important, but access to that information is crucial. All of the information in the world won't do potential customers any good if they can't find it. The key is to have that information ready the second someone needs it. So how do you do this? Online marketing. Sending content out across your digital mediums is the number one way to increase the chances of users seeing and accessing your content. One more thing, platforms such as social media are a great way to spread your content's reach, but as a rule of thumb your content should originate from your website. The reason behind this being that it's much easier for users to get in touch with you via your site and now you have them on your radar using your website's analytics.

3. Simple Navigation

Educating consumers is great. Being accessible is essential too, but if you really want to see results you'll need to make the road map between you and your consumers as short and simple as possible. The worst thing that could happen is that a consumer finds your information, but gets frustrated along the way because it's taking too long to get to the actual content so they retreat and go to one of your competitors. The key is to remember that, just like you, people don't like to waste time so having information ready for when they need it is paramount.

With so many options available to them, today's consumers can be finicky, impatient, commitment phobes. However, one thing that 99% of people respond to is a brand that can provide helpful information when and where it's needed. If you implement these simple tips you'll be sure to see results. Just remember to not get frustrated if it takes a while for consumers to start noticing you, the consumer hunt takes plenty of patience, savvy and a whole lot of determination! **BL**

Brandon Sloan is a sales and marketing director at Symetric Productions located at 196 King Street in St. Catharines. For more information, please call 905.933.4910, email info@spcan.com or visit www.symmetricproductions.com.

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BILL 148, THE FAIR WORKPLACES, BETTER JOBS ACT, 2017 - BECOMES LAW

By Leanne Standryk and Alexandra DelVecchio

In 2015, the Ontario Government announced a comprehensive review of issues affecting the modern workplace. Two advisors prepared a final report outlining 173 changes to the Employment Standards Act 2000 ("ESA") and the Labour Relations Act, 1995 ("LRA").

The Government introduced an Act to amend the Employment Standards Act 2000 and the Labour Relations Act, 1995 and to make related amendments to other Acts, referred to as the Fair Workplaces, Better Jobs Act, 2017 ("Bill 148"). Several amendments in Bill 148 went beyond the recommendations in the Final Report signalling a clear intention to provide greater security for employees and the demands of unions.

While the majority of the changes are scheduled to come into effect on January 1, 2018, there are changes that may be required as early as December 3, 2017. These developments have significant implications for provincially regulated employers who are encouraged to review their current policies and begin preparing for these changes now.

On November 27, 2017, Bill 148 received Royal Assent. Amendments made by Bill 148 include:

Employment Standards

- Increased minimum wage from \$11.40 per hour to \$14.00 per hour on January 1, 2018 and to \$15.00 per hour January 1, 2019. The special minimum wage rates (i.e., students, liquor service) would increase by the same percentage for 2018 and 2019.
- With some exception, all employees (casual, part-time and seasonal) must be paid the same rate as full time employees performing work that is substantially similar. Differences due to merit or seniority are permitted.
- Temporary help agencies must pay assigned employees the same rates that their client's employees receive where the work, skill, effort, responsibilities and working conditions are substantially similar.
- Increased vacation entitlement to 3 weeks and 6% vacation pay after 5 years of service.
- Public holiday pay is based on the actual days worked in the pay period immediately preceding the public holiday (total wages earned by an employee divided by the number of days actually worked).
- Employees working a public holiday must be provided with a dated written statement setting out when a day is substituted for a public holiday.
- New employee right to request schedule or work location changes without reprisal (available to employees with at least 3 months' service). Employers must discuss each request with the employee and provide reasons for their denial.
- Employees have the right to refuse a shift or on call designation where less than 96 hours (4 days) notice is offered (exemptions apply).
- Employees regularly working more than 3 hours per day and given less than 3 hours work must receive 3 hours of pay at their regular rate of pay versus the minimum wage rate.
- 3 hours' pay at the regular rate if a shift is cancelled within 48 hours of its scheduled start. This also applies if an employee is scheduled to be "on call" but that status is cancelled within the same 48 hour window (exemptions beyond the employer's control apply).
- 10 days of personal emergency leave in all workplaces regardless of size. The first 2 days are to be paid where an employee has been employed for at least 1 week. Employers may require evidence of entitlement to such a leave, but they cannot demand a medical note.
- Paid leave for the first 5 days of Domestic or Sexual Violence Leave of up to 17 weeks off work.
- Family medical leave entitlement is increased to 28 weeks in a 52 week period.
- Expansion of Crime-related Child Death Leave up to 104 weeks.
- Pregnancy leave for employees who suffer a still-birth or miscarriage is extended to 12 weeks.
- Parental leave is extended to 61 weeks for employees who take a pregnancy leave or 63 weeks for those who do not. This is harmonized with the amendments to the Employment Insurance Act allowing

parents to take a combined maximum of 18 months pregnancy and parental leave.

- Employers must keep records of vacation time and pay for 5 years and maintain records of employee on-call schedules, cancellations, notices for substitute holidays and documents related to domestic or sexual violence leave.
- Employers with multiple regular rates of pay must keep a record of when employees worked overtime at each rate.
- Temporary help agencies must keep a copy of notices provided to assigned employees regarding the termination of their assignment.
- Rebuttable presumption that workers are employees, with penalties to be levied against employers for misclassifying employees as independent contractors.
- Expansion of the list of professionals who can certify statutory leaves.
- Clarification and expansion of related employer provisions.
- Allowing use of electronic agreements.
- Increased penalties for non-compliance.
- Labour Relations**
- Establish card-based certification for the following: Temporary Help Agency Industry, Building Services Sector, Home Care and Community Services Industry.
- Mandatory remedial certification in the event of an unfair labour practice where the true wishes of the employees were not likely reflected in a representation vote or if a trade union was not able to demonstrate that 40% or more of the individuals in the bargaining unit appeared to be members of the union.
- Union access to employee lists and certain contact information where the union can demonstrate 20% employee support.
- Empower the OLRB to conduct votes outside of the workplace (including electronic and phone voting) and to give directions relating to the voting process to ensure neutrality.
- Extend successor rights to retendering of building services contracts.
- Empower the OLRB to restructure bargaining units after certification but before the first collective agreement.
- Remove the 6 month limitation on the employee right to return to work after the start of a lawful strike.
- Increase maximum fines under the Act to \$5,000 for individuals and \$100,000 for organizations (up from \$2,000 for individuals and \$25,000 for organizations).
- Impose new requirement for employers to provide a statutory declaration setting out the number of individuals in the bargaining unit described in a certification application, if the employer disagrees with the trade union's estimate.
- Make first contract mediation universally available after a No-Board report has been issued and allow for first contract mediation-arbitration where such mediation did not result in parties reaching a collective agreement.
- Occupational Health and Safety Act**
- Prohibition on requiring a worker to wear high heels in the workplace (except for the entertainment industry).

Questions about this new law, or any labour/employment issue may be directed to the Labour & Employment team at Lancaster, Brooks & Welch LLP at 905-641-1551.



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The **CHCH Business Excellence Awards** are back!

Show appreciation for your favourite local business!



2017

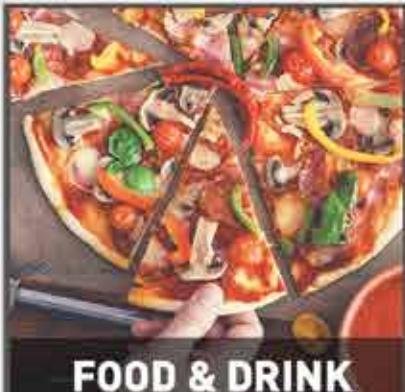
BUSINESS EXCELLENCE AWARDS

Who's the best? You decide! **Nominate** your favourite places in the community, then **vote** to show they're #1!

4 CATEGORIES:



BUSINESS SERVICE



FOOD & DRINK



SHOPPING



ENTERTAINMENT

VISIT **CHCH.COM** AND MAKE YOUR CHOICE COUNT!

Nomination Deadline:
February 28, 2018

Voting Deadline:
March 30, 2018