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Volume 17 Issue 02

# TKC METAL RECYCLING



WHEN  
COMPANIES  
COLLIDE

DREAMING  
ABOUT  
STARTING  
YOUR OWN  
BUSINESS?

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From Left to Right Kelsey, Ken and Taylor Baird

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# CONTENTS

VOLUME 17 ISSUE 02 // NIAGARA

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The Business Link Niagara Ltd.  
36 Hiscott St., Suite 200  
St. Catharines, ON L2R 1C8  
Tel: 905.646.9366  
Fax: 905.646.5486  
info@BusinessLinkMedia.com  
www.BusinessLinkMedia.com

**CO-PUBLISHERS**

Jim Shields, Adam Shields

**CONTRIBUTING WRITERS**

S. Leslie, D. O'Neill, R. Davidson,  
T. Hayward, T. Arnold, B. Lytle  
L. Tolhoek, D. Thomas, B. Meadows

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Let's Get Social



## THE LANGUAGE OF APPRECIATION



## HEALTHY HEARTS AT HAMILTON GENERAL HOSPITAL

# what's inside

- 05 WHEN COMPANIES COLLIDE**
- 06 DREAMING ABOUT STARTING YOUR OWN BUSINESS?**
- 08 BOOK REVIEW: PROJECT TO PRODUCT**
- 09 YOUR BEST OFFENSE IS A GREAT DEFENSE!**
- 10 NETWORK DOWN**
- 15 "SIMPLIFY"**
- 17 THE SALES EMAIL WILL WORK IF YOU GET IT WRITE!**

# When Companies Collide

BY BOB LYTHE

**Collision:** two entities moving, unaware of the other's path as they head towards their destination. A short, often violent, occurrence where entities "exert forces" on each other. We tend to think of collisions as high-energy events where the outcome is a transformation of one or both of the participants. Collision in our worldview is impactful, but often seen as negative.

It need not be.

What does this have to do with Niagara businesses? Let's talk about collisions that have occurred in the life of our local start-up company. Through these events, rel8ed.to has grown as an organization and continues to experience transformation on its journey towards success in Niagara, Canada and beyond.

Sometimes collisions are arranged by others – in our case by watchers and promoters of emerging businesses. The innovation ecosystem in Ontario, exemplified by Innovate Niagara and Communitech in Kitchener, regularly creates opportunities to connect emerging businesses with larger organizations in need of innovative ideas. These opportunities are promoted as chances for new businesses to meet their future customers.

For rel8ed.to, the meeting with Data Analytics executives at Deloitte Canada through a Communitech Collision Day was not arranged by the company. Instead, leaders at both the Kitchener and Niagara Regional Innovation Centres caused this happy crash. The initial collision meeting fostered a broader relationship between the participants, culminating in the Data VizArt Student Challenge described at [www.dvastudentchallenge.ca](http://www.dvastudentchallenge.ca). This six-week contest (sponsored by Deloitte, CIBC, and Tableau Software) features rel8ed.to's data assets in a race to find the best Data Artists across the country.

We collide with Deloitte, they connect students to our data, and together we assess top young performers (and maybe our next set of hires).

Sometimes collisions proceed from a determined strategy to create connection, friction and direct impact. Such was the case in the chance meeting of opinions from two Innovate Niagara tenants with a passion for and against retail cannabis. A social media spat on the issue started negative and parties dug in deeper. Outside a collision environment, those opposing views might normally fight, seek rhetorical advantage, and eventually walk away without a resolution.

Inside a collision environment, actors might instead find common ground. In the cannabis debate, Caddle researcher Keith Thompson and I found the collision atmosphere encouraged a data-driven solution. We agreed to set aside the argument and instead conduct a statistical assessment of opinion on retail opt-in approaches. rel8ed.to collides with Caddle, both sides generate data-supported research and present it to city council, and council votes with the benefit of new analysis.

That's collision. The question now: who will you be colliding with? If you're an innovation-driven business in Niagara, check out Innovate Niagara to see who you might crash into. **BL**

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*Bob Lytle is the former CIO of TransUnion Canada. His St. Catharines-based venture, rel8ed.to Analytics, analyzes public data on commercial entities for banks, insurers and government clients. rel8ed.to is a tenant at the Generator at one, Ontario's premier interactive innovation centre sponsored by Innovate Niagara. Bob is a "Citizen Data Scientist" and promotes the broad use of analytics in daily life through the ethical use of Open and Public Data. For more information, contact Bob at [rlytle@rel8ed.to](mailto:rlytle@rel8ed.to).*



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# DREAMING ABOUT STARTING YOUR OWN BUSINESS?

BY DAVID A. THOMAS

Many people dream about starting a small business and becoming their own boss. It's a great dream. The rewards can be substantial, but so are the risks. The dream of being in charge of your own time can turn into a nightmare of always being on duty, and never getting to relax. Here is a lawyer's perspective on the risks and rewards of owning your own business, and some advice for keeping your head above water.

## 1. SHOULD YOU INCORPORATE?

Incorporating your business can provide a layer of legal insulation. If a corporation has a debt, the shareholders are not personally liable unless they have also signed a guarantee. If an individual signs a lease that person is liable for the rent, even if the business fails. If a corporation is the tenant, the shareholders are not personally liable.

There can be tax advantages to running a business through a corporation, especially if you have loans to pay off, and don't need all the cash to live on. On the down side, there are costs to setting up a corporation and maintaining it including legal and accounting cost.

## 2. GO IT ALONE? OR WITH PARTNERS?

Having a business partner can be great – two heads are better than one; and you can share the work, the headaches and the hours. However, having a partner is like getting married. You lose a certain amount of independence; you have to solve problems together, and you need to compromise. Many marriages do not last forever, and the same applies to business partnerships.

Be careful to choose the right partner. Take the time to work out a partnership agreement up front. This forces you to think about things like: how decisions are made; whether profits will be distributed or reinvested; and how to handle things like the death, disability or resignation of a partner. Having a written agreement gives you fallback rules that can be used if necessary.

## 3. LEASING YOUR BUSINESS SPACE

Finding the right location is a big decision. A lease can be one of your biggest financial obligations. Many landlords will insist on personal guarantees – so even if you protect yourself by incorporating, you may still have to be personally on the hook. Consider the following:

- (a)** If you have to give a personal guarantee, try to limit the term – e.g. a maximum of six months' rent, or a guarantee that becomes void after the first few years.
- (b)** Consider a short term for the lease (in case the business fails) with a number of renewal options (in case it succeeds).

**(c)** Work out clearly what you have to pay for and what is paid by the landlord: who pays for utilities? Taxes? Insurance? Repairs?

## 4 FINANCING

One of the biggest reasons for business failure in the early stages is the lack of financing. Even with no fault of your own, things happen to slow things down. Expenses keep mounting, but the revenue is not rolling in. This can break a new business if you don't have funds in reserve. It's best to plan your extra financing in advance. Raising money can take time to arrange, and harder to do when you are most in need. Consider a variety of sources:

- (a)** *Bank financing* – approach a bank to finance equipment, and to provide a line of credit for operations. Banks like to have lots of security, and you count on a personal guarantee.
- (b)** *Personal Line of Credit* – arrange a personal line of credit, perhaps secured on your home – but hold it in reserve.
- (c)** *Family* – Family members can be a good source of funding – usually low cost, but make sure you can pay them back!
- (d)** *Credit Card* – expensive, and last resort, but useful in an emergency

One thing not to use for financing is the government. Too many people pay the bills by not paying their HST or payroll deductions. This can mount up quickly, and then you're in a jackpot. Even declaring bankruptcy won't get you out of this hole.

## 5. WORK / LIFE BALANCE

I guarantee that when running your own business, you will spend much more time at work than you ever imagined. Make sure to carve out time for yourself and your family. Don't let your business overwhelm your life. If you can find the right balance, it can be very rewarding.

## 6. GET GOOD ADVICE

My final advice: Go in with your eyes open and rely on experienced advisors. Get a good accountant, lawyer, banker and insurance broker. Lean on them, listen to their advice, and make sure you keep them in the loop. They've seen it all before and they can keep you on track. **BL**

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*Dave Thomas is a partner within the corporate and commercial department of Lancaster Brooks & Welch LLP and he may be contacted for advice on starting a new business or changes you are planning to your existing business. Dave can also advise on commercial and residential real estate transactions. If you wish to meet to discuss making your dream business a reality, contact him at our St. Catharines office at 905.641.1551.*

**DAVE THOMAS** is a Partner within the  
Lancaster Brooks & Welch LLP Corporate  
and Commercial Department.

If you are dreaming about starting your  
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## Project to Product:

How to Survive and Thrive in the Age of Digital Disruption with the Flow Framework

**A**s start-ups disrupt every market, the software complexity crisis continues to undermine large organizations' ability to compete. Mastering large scale software delivery will define the economic landscape of the 21st century, just as the mastery of mass production defined the landscape in the 20th. Unfortunately, business and technology leaders outside of the tech giants are woefully ill-equipped to solve the problems posed by digital transformation. A new approach is needed.

In Project to Product, value stream network pioneer and technology leader Dr. Mik Kersten introduces the Flow Framework. This new

way of building an infrastructure for innovation will change the way enterprises think about software delivery, giving every organization the opportunity to win a proton of the \$18.5-trillion that will be created annually through better software delivery.

Project to Product provides leaders with the missing framework needed to create the technology equivalent of an advanced manufacturing line, across thousands of IT professionals, and enables optimizing value creation across the entire organization. This book is ideal for C-suite leadership and IT management at every level. **BL**



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# Your Best Offense is a Great Defense!

**These steps can help you form a strong foundation for your cyber-security practices in 2019.**

BY TAYLOR HAYWARD

Businesses of all sizes are infected every day with new variants of ransomware. The ransomware business model grew exponentially in 2018 and will continue its growth curve in 2019. It's incredibly lucrative and enticing – and also highly illegal. However, the fact that it's extremely difficult (or near impossible) to actually catch somebody responsible for an infection – adding in that businesses pay the ransom far more often than not – one can begin to understand why ransomware will continue its growth trajectory.

The only way to fight back against these thieves and extortionists is to not pay the ransom. Well, that's easier said than done, right? Not when you know what you're doing! Part of it is ensuring you have a good level of technology protection in place. Part of it is making sure you train your staff on internet and email practices like how to recognize attacks of a social engineering kind and phishing attempts. Part of it is having a weapons-grade disaster recovery solution in place. There are very few things in your business as important as your customers' data, your financial data, your employee's data...well, you get the picture.

Preventing any type of infection is the absolute ideal scenario. But as we're human and humans work for us, we can never completely remove the risk of humans. And despite one's best intentions, one is still likely to unwittingly invite an infection into a business at some point. At this point your disaster recovery solution is your last line of defense and ultimately, why it has to be a top-of-the-line solution. Does your backup solution boast a 100% track record of never having lost a byte of data to anything since its inception over a decade ago? I know of a solution that can truthfully make that boast.

Speak to your IT consultant now to upgrade your business' defenses today! **BL**

*Taylor Hayward is the owner of STS, a technology company dedicated to simplifying I.T. for small and medium businesses in the Niagara Region. Taylor can be reached at 905.327.6163 or go to [www.simplifiedtech.ca.ca](http://www.simplifiedtech.ca.ca).*



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# NETWORK DOWN

BY RICH DAVIDSON

When it comes to network reliability, what's your pain point? It is often joked that a disaster recovery plan isn't required until an organization experiences a real disaster situation. The looming threat of a big network outage, however dire, isn't always enough to get the decision makers thinking about what an effective disaster recovery plan would look like.

There are proactive and reactive disaster recovery strategies. With a proactive plan, you've eliminated single points of failure in your network and you've set up some dynamic (automatic) failover mechanisms for critical applications like email and back-ups. With a reactive plan, you're aware of single contingencies in your network and you've documented a policy to deal with them in the event of a failure.

A proactive plan is better than a reactive plan, but a reactive plan is better than no plan at all. Cost is obviously a big factor and will determine which path you take. What is up-time worth to you and your company? There is no one-size-fits-all solution for a bad day at the office, but there are cost-effective ways to mitigate risks.

The most common technical support issue we deal with is a "network down" call from a panicked customer in the middle of the night. Usually there's been a power issue on-site, but the customer isn't there to witness it. The result is the same, though – the network

is down. The best way to address this is to purchase a good UPS or uninterruptible power supply. It's basically a big battery that will be charged in advance and can provide a set amount of up-time in the event of a power hit.

Internet redundancy should be a top consideration for any business looking to prevent a network-wide outage. There are different flavours of internet redundancy, depending on your budget and level of expertise, and failover can be automatic or manual. You may choose to purchase a redundant solution from your ISP, or you may want to bring in a second provider to mitigate risk in their network. This is called "multi-homing."

Fibre is your most reliable choice and should ideally act as your primary internet feed. DSL, cable, and wireless internet services are low cost by comparison and can provide survivability in the event of losing your primary connection. If internet connectivity is critical to your business, like it is for many companies, you can contemplate bringing in redundant fibre internet connections for additional reliability and performance.

If you're looking to create a solid disaster recovery plan, and need assistance, don't hesitate to reach out to your internet service provider. NRBN offers a complete suite of fully managed routers and firewalls that can help automate survivability and reduce risk to your network. Contact me today for more details. **BL**

*Rich Davidson is network architect at Niagara Regional Broadband Network on 5580 Swayze Drive in Niagara Falls. To contact Rich, please call 289.668.8864, email rich.davidson@nrbn.ca or go to nrbn.ca.*



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# The Language of Appreciation

BY LAURA TOLHOEK

While the cold winds of December blow, Saint Valentine tries to warm our hearts with a day to consider the important people in our lives. Years ago, I read a book called *The Five Love Languages* by Dr. Gary Chapman. He explains how each person has a dominant way that they show and receive love. Knowing this allows you to use the type of language and actions that the individual would value.

This concept has context for our professional relationships as well. In the same way, we can use Dr. Chapman's findings to discover ways to show appreciation towards our employees.

**Words of Affirmation** - Some of the best ways to show appreciation towards your team are also the least expensive. Text, email or leave a Post-it Note to let them know you recognize their efforts. Call someone into your office to thank them for their contribution. Recognize them on your social media platforms or in the company newsletter. Chat them up in front of your customers. Regularly tell your employees that you appreciate them. Remember, telling groups of

employees you appreciate them has value – but telling individual employees that you appreciate them goes even further.

**Quality Time** – Time - we rarely have enough of it. Providing somebody with your time shows you value them. That time might be in the form of taking someone out to lunch, stopping to chat with them about their family, their hobbies or their weekend. It also might be in the form of mentorship or working on tasks together. For some, this face-to-face interaction is the way to their heart. So ask them questions and encourage their feedback in face-to-face conversations.

**Gifts** – When we think about ways to appreciate employee, this is the first place that we often start. Gifts don't have to be large. It can be as simple as picking up their favourite hot beverage in the morning or sending a relevant article to them about a conversation you were having concerning their favourite past-time. Gifts are less about the thing and more about the thought.

**Acts of Service** – A person who has acts of service as their love language is often the person who considers the little things. It's the employee who cleans up after everybody at the end of a staff meal or brings food to a co-worker when a family member is sick. To show appreciation for a person whose language is acts of service, consider offering to take something off their to-do list. For example, offer to edit a large report that they are doing. A community-minded employee may value the opportunity to volunteer for

an organization as a paid day off instead of being given a watch or jacket as a thank-you.

**Physical Touch** – This is the least important aspect of the five love languages in the professional environment and one that must be used with extreme caution. Physical touch in a professional environment is not and should not be a hug or back massage. But using physical touch such as high fives and fist pumps can increase the energy in a situation. Lack of the appropriate physical touch can make a social situation uncomfortable like the awkwardness of a limp handshake.

To know what type of appreciation to give, look for people's responses to different situations. How they treat others will also be a good indication of what type of appreciation they value. But don't stick to just one way of showing appreciation to your team. Though most people have one or two dominant languages, it doesn't mean you should forego other ways of showing appreciation.

Finally, don't assume your team knows how much you appreciate them. Appreciation is not a one time email or statement. Make sure they know the value they bring to the organization and that their efforts are recognized. **BL**

*Laura Tolhoek is the proprietor of Essential HR. She offers hands-on HR services to businesses in Niagara. Her passion is being able to help owners and managers in a way that lets them focus on their strengths and the core of their business. For more information, go to [www.essentialhr.ca](http://www.essentialhr.ca).*

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# TKC Metal Recycling

Niagara's premier scrap metal recycling facility is changing the face of recycling  
– one customer at a time.

BY SCOTT LESLIE

Ken Baird wants to know what's in your basement. And your garage. And your office or warehouse.

His motivation is simple.

Having spent over two decades working in the recycling industry, Ken and his family have taken things to a whole new level with the launch of TKC Metal Recycling Inc. in St. Catharines.

The newest recycling facility in the Niagara Region, TKC Metal Recycling buys and sells all types of ferrous and non-ferrous scrap metals. Its wide range of services include scrap metal processing and transportation, electronic waste recycling, scrap vehicle depollution, demolition work, industrial and municipal waste recycling, and millwright services.

Ken feels it's important to get the word out on how people can benefit financially and environmentally from the recycling process.

"We're trying to educate people on many different aspects of recycling," says the president and owner of TKC Metal Recycling. "They might have old cars, lawnmowers, computers or pots and pans sitting around gathering dust. Or they could bring them in for cash and do their part for the environment."

## A World of Opportunities

In recent years, scrap metal recycling has become one of the fastest growing industries in the country. The Canadian recycling industry currently employs over 34,000 people, and processes nearly 18 million tonnes of scrap a year.

Recycling has also become a critical necessity in our everyday lives due to its ability to reduce greenhouse gases, slow the consumption of natural resources, and divert material away from overcrowded landfills. It also requires significantly less energy to recycle existing aluminum, copper and steel than it does to create new products by mining raw materials from the earth.

Ken is no stranger to the scrap metal recycling industry. Originally hailing from Hamilton, Ken was searching for a new career in 2005 when a local job opportunity fell in his lap.

"One of my good friends Nigel Morgan called," he says. "There was explosive growth at his recycling outfit [Poscor] and he needed help – so I came on board. I thought it was going to be a temporary thing."

Ken ended up staying with Poscor, even after it was acquired by Triple M Metal LP in 2008. In March of 2017, however, he learned that the one-time Hydro Metal Recycling property on 20 Cushman Road in St. Catharines was becoming available. Ken realized he had another opportunity on his hands.

"I was really looking for a legacy business for my kids," he says of the decision to operate the then-derelict site, "so when I offered to keep working for Triple M, they felt it would be a conflict of interest. They gave me their blessing to leave and offered any support they could to ensure our success."

The existing recycling facility enabled the Bairds to get up to speed quickly, and they officially opened their doors on July 15th of that year. However, TKC Metal Recycling has also spent over \$1-million to date to renovate and revitalize the property, and purchase new equipment.

## A Family Oriented Business

The Baird family business takes its "TKC" name from Ken's three children – his oldest son Taylor (the firm's operations manager), middle son Kelsey (metals trader), and daughter Cassandra who currently attends McMaster University and helps her family out during the summer holidays.

### TARGETING THE GREATER NIAGARA AND HAMILTON AREAS. TKC METAL RECYCLING COLLECTS AND SORTS THREE TYPES OF SCRAP METAL:

**FERROUS SCRAP (I.E. STEEL)** including iron and steel scrap, scrap cars, old machinery, and home appliances like washers, dryers, stoves and freezers.

**NON-FERROUS SCRAP** (i.e. copper, aluminum, brass, lead, zinc and nickel) including insulated copper wire, used beverage cans, car batteries and aluminum painted siding.

**ELECTRONIC WASTE** including TVs, monitors, laptop and desktop computers, peripherals like keyboards and mice, cameras and radios.





Kelsey Taylor and Ken Baird



TKC Metal Recycling is proud to give back to Niagara community and donates its time and resources to several charities and non-profit agencies, whether it's Community Care St. Catharines & Thorold, Women's Place of South Niagara or the Hotel Dieu Shaver Foundation. TKC also supports Niagara's youth by providing summer jobs to students from Niagara College and Brock University as well as hiring coop students from the District School Board of Niagara.

"We want to support the community as much as possible," Ken says. "We even help people like soccer moms who are holding pop can and electronic waste fundraising drives for their kids' sports teams."

### Looking Forward

Right now, TKC Metal Recycling has a modest staff of 10 workers including Ken, Taylor and Kelsey. But the Bairds don't plan to stay that way for long. They're currently ramping up their hiring process to accommodate their growth and busy slate of projects.

"We have a tremendous team of employees," Ken says, "and our recent success is a direct result of their commitment to excellence. Every month, our customer base has continued to grow – and the feedback has all been positive. People have never seen such a clean, organized scrapyard before and are always impressed with our friendly staff."

Just last fall for instance, TKC Metal Recycling began partnering with Starnino Environmental Recovery Inc. on the demolition of the former St. Catharines General Hospital property on Queenston Street. TKC Metal Recycling is harvesting the resulting scrap metal from the building and should be finished their work later this spring.

In the coming weeks, Ken is looking forward to becoming a full-time resident of his adopted community. His wife Tracey is from Welland – and the couple are hoping to sell their Hamilton home and move to Niagara on a permanent basis.

The Baird family are happy with the way Niagarans have welcomed their new venture into the community. Ken is just as pleased with TKC Metal Recycling's continued growth.

"Things are going well," Ken says, "but we're not content to rest on our laurels. We're committed to growing our business one customer at a time." **BL**

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*TKC Metal Recycling Inc. is located on 20 Cushman Road in St. Catharines. For more information, call 905.688.2628, email [ken@tkcmetalrecycling.com](mailto:ken@tkcmetalrecycling.com) or go to [www.tkcmetalrecycling.com](http://www.tkcmetalrecycling.com).*



# Healthy Hearts at Hamilton General Hospital



PROVIDED BY HAMILTON HEALTH SCIENCES FOUNDATION

February is Heart Month in Canada, a time to focus on the importance of cardiovascular health and what we can do to reduce our risk of heart disease. According to Health Canada, heart disease affects approximately 2.4 million Canadian adults and is the second leading cause of death.

Serving patients in the Niagara Region and throughout south-central Ontario, Hamilton General Hospital performs more cardiac surgeries than any other hospital in the province. The site is home to the Regional Rehabilitation Centre, which offers services to meet the rehabilitation needs of patients who are recovering from cardiovascular disease. Also housed at The General is the David Braley Cardiac, Vascular and Stroke Research Institute, where today's cardiac research helps to improve the health care of tomorrow.

Ron Gardner from Burlington is just one patient who is alive today because of the specialized cardiac care he received at The General. He was planning a trip to Florida to visit his brother George, who played for the Vancouver Canucks as the team's first goaltender. Before making the trip, Ron received a phone call informing him that George had died after suffering a massive heart attack.

After the results of George's autopsy were released, Ron learned that they both suffered from a hereditary and life-threatening heart condition - a bicuspid aortic valve. The risk of the condition being inherited by a family member is as high as 89%, making screening of family members important.

After a referral from his family doctor, Ron began his journey with the cardiac team at Hamilton General Hospital. Test results indicated that Ron would require open-heart surgery, but he was healthy enough to delay surgery at the time.

Several months later, Ron was golfing in Vancouver when he dropped to his knees in pain.

"The sensation was like 'pushing back the darkness' as I tried desperately to catch my breath," says Ron. "Upon returning to Hamilton, the cardiac team at The General told me I probably would have died if I'd walked another 100 steps."

The rapid progression of Ron's symptoms meant that the time for open-heart surgery had come.

One of Ron's close friends who is associated with health care in Toronto offered to help facilitate a transfer to a Toronto hospital. To Ron's surprise, the friend called back a few hours later with a glowing endorsement of Hamilton General Hospital.

"Physicians he contacted in Toronto told him that Hamilton General Hospital was one of the best cardiac facilities in Canada," Ron says. "Given a choice, they would want to have open-heart surgery at The General."

Within four weeks of undergoing surgery at The General, Ron was back to work. A decade has passed since the operation, and Ron continues to praise the cardiac and ICU teams at The General for saving his life. Thanks to the care he received, Ron has been able to enjoy many years with family and friends as an active member of his community.

"I proudly tell people that we have a world-class cardiac program so close to home," he says. **BL**

In honour of Heart Month, please make a gift to Hamilton General Hospital Foundation today and make a real difference in the lives of cardiac patients like Ron at [hamiltonhealth.ca/donate](http://hamiltonhealth.ca/donate).



Ron Gardner with photo of his brother George

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# “Simplify”

BY DENNIS O'NEILL



I've searched for Nikola Tesla's inventive secret. I offer you his own simple words: "If you wish to understand the universe, think of energy, frequency and vibration."

Based on this simplicity, Nikola Tesla (1856-1943) gave us 276 inventions including x-rays, the radio, lasers, the electric motor, fluorescent bulbs, the remote control, robot concepts, wireless communications, alternating current, limitless free energy, etc.

When will you simplify your business field to yield dynamic innovation? **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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# COADY'S CORNER

Have you seen what all the buzz is about? The St. Catharines Club is participating in the Downtown D'Lish winter program opening the doors for dinner during this promotion! Don't miss this opportunity to see this "Grand Old Building" and what it can offer you... Big welcome to our new Board of Director Jack Wallace...Congratulations to our Club President Reni de Verteuil and Vice-President Holly Mundula on their re-election and Max Bailey on his election to Club Secretary... Look no further than the St. Catharines Club! Feel free to post pictures around the club on our Facebook page or mention and follow us on Twitter @TheStCathClub #theplacetobe **BL**

## Upcoming Events:

January 26, 2019

All You Can Eat Pasta Night

February 14, 2019

Valentine's Day Specials

February 16, 2019

Family Day / Public Skating

March 29, 2019

Cut and Light St. Catharines

April 21, 2019

Easter Brunch

**Until Next Month, Coady**

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# The Sales Email Will Work If You Get it Write!

BY BRETT MEADOWS

How important is a sales email? I receive tons of sales emails of all different types. Introduction emails, need five minutes of your time, please see attached, follow ups, nice to meet you, here's the information and thanks for the order – you get the idea. Most of them have a specific purpose. However, most of them are very uninspiring and being totally honest, most of them suck and get deleted before even being read.

Writing great sales emails is a skill and an important part of the sales process because it creates an impression of you and the company you represent.

Here is the reality. If you write an awesome email, they will think you're awesome. You write a creative email, they will think you're creative. You write a dumb email...

Many salespeople and companies have a hard time coming up with the right sales email and use the same jargon as their competitors. It's not because they cannot write. It's simply because they don't understand the rules of writing sales emails.

**Here are some ideas to help turn your sales email into actual sales:**

1. Get to the point - State the reason you're emailing in the first sentence.
2. Keep it short - Three paragraphs, the shorter the better!
3. Edit, Edit, Edit
4. Personalize it - Don't cut and copy the same email to everyone of your prospects.
5. Don't sell your product too much - Sell the appointment, build confidence and rapport.
6. Don't use the email as a sales pitch

7. Go the extra mile - Attach an article or something that pertains to the customer's business. Something that shows them you went above and beyond.

8. Solidify the next meeting

9. Avoid saying "again, thanks." Saying thank you once is enough. Beyond that you're begging.

10. Use a professional closing – My Best, or I will call you Thursday. Thank you for your time, etc.

11. Put your first name at the bottom of the email, even if you have an auto signature on the email. It shows you're a real person and actually wrote the email.

Once you've completed the email, let it sit for a day in your drafts. Re-read the email. How does it sound to you? Is it inspiring? If not, you may want to start over. If you're unsure, ask someone else who is impartial to be brutally honest and critique your letter. Learn to embrace criticism and use it to learn from and grow.

Practicing and implementing these writing rules into your sales emails will lead to prospect excitement, engagement, rapport and confidence. Prospect excitement, engagement, rapport and confidence leads to more sales. **BL**

*Brett trains, coaches, and speaks to salespeople all over the country. For more information on seminars and training, please visit [www.brettmeadows.com](http://www.brettmeadows.com) or contact the friendly folks at Meadows Performance Sales and Strategy via email at [info@brettmeadows.com](mailto:info@brettmeadows.com) or by calling 289.696.3605.*



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# NutraBee Honey Store

in Niagara Helps Promote Health & Wellness  
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NutraBee is a family run business providing Canadian organic herbal honeys, unprocessed gourmet honeys and apitherapy products. The NutraBee honey store in St. Catharines has a wide range of organic honey-based products to promote a healthy lifestyle.

Originally the company carried only one product, Bee Active™ - a honey-herb formula developed by one of its founders, Fatima Basic, after she discovered the world of apitherapy and honey bee healing and herbs after a car accident that left her with long-lasting health problems. After helping herself recover, she remains dedicated to sharing her story with others and introducing honey bee and herbal products to market.

Today, NutraBee proudly makes certified organic herbal honeys for wellness. That in-

cludes unprocessed and organic Canadian honey, organic bee pollen, royal jelly, propolis, honey comb and beeswax products in addition to other apitherapy products carried at the NutraBee honey store. NutraBee honeys are free of pesticides, antibiotics and GMOs. NutraBee's hives are located in beautiful aromatic Canadian fields where conditions are ideal for bees to produce high quality honey.

With their different backgrounds, NutraBee's talented team has continued to enrich the company with their knowledge and experience – and turned NutraBee into a great success.

"I am proud to say that after 18 years NutraBee products made a difference in my life and in so many other people's lives," Fatima says. "My passion has always been to help other people and through NutraBee,

I've been able to achieve that. I always look forward to serving our local customers at our store in St. Catharines and treating them to the world of honey's healthy sweetness."

Recently, NutraBee has also joined with Autism Ontario - Niagara Region Chapter to produce Hugga Honey to help raise funds for adults and kids in our community for various summer camps and programs. Hugga Honey can be purchased at the NutraBee store with all proceeds going to Autism Ontario - Niagara Region Chapter. **BL**

*NutraBee is located at 2F Tremont Drive, Unit 1 in St. Catharines (across the street from The Pen Centre). For more information or to place an order, call 905.227.6618, email ask@nutrab.com or go to nutrab.com.*

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# CORPORATE DRIVER TRAINING

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BY CHRISTINE RABY

**A**s a business owner who cares about their employees, it's important for you to invest in their health and safety both on the job and off duty. Imagine the impact the proper driver training could have on your business and your employees' life at home. Your business can reduce its economic losses caused by employee injury (lost productivity and increased insurance costs) and equipment damage

due to vehicle collisions and crashes. Imagine the impact you can have on their families as their good driving habits will be exemplified and shared with their loved ones, making our community safer for all.

Our Fleet Driver Training course is designed for professional drivers who have years of experience. This program can be modified to your specific needs and concerns. AAPEX Driving Academy offers two versions of our corporate training. We have a full day which includes classroom and driving exercises to identify and correct any risky habits or behaviours without judgment. This one-day course includes a mix of classroom sessions, alternating with dynamic driving exercises where your employees will learn techniques to remain safe on the road. Alternatively, we can scale back to a half day which includes our comprehensive PowerPoint and video presentations. This will help your staff understand new technologies and how to prepare their vehicle and themselves for our challenging roads.

Make a difference! Call the AAPEX head office today to request a quote and arrange for this next layer of protection in your corporate health and safety plan. **BL**

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*Christine Raby is the owner of AAPEX Driving Academy. For more information on the AAPEX Driving Academy's corporate driver training, please call 1.800.463.1436 or go to [www.aapexdriving.com](http://www.aapexdriving.com). Making our communities safer - one driver at a time.*



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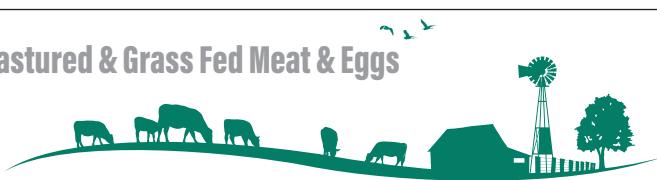


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## Kim Snyder

**Owner - KAS Business Services**

Kim Snyder is the owner of KAS Business Services – a Niagara Falls-based bookkeeping firm that provides tailored bookkeeping services to the Niagara and Golden Horseshoe regions.

KAS Business Services specializes in digital bookkeeping, using cloud software such as Quickbooks and Sage, or accessing client files remotely.

"Understanding your finances is the key to your success," Kim explains. "We can serve as your guide to profitability and help you down the path to business growth".

For businesses that currently have a bookkeeper on staff, KAS Business Services also provides training on both the software and proper entry. This helps to optimize your tax deductions and keeps your year-end accounting fees down.

"Even if a business doesn't currently have a bookkeeping system," Kim says, "we will work with you to pick the right software for the size of your business, and set it up with the proper accounts and format."

Kim has been in the accounting and bookkeeping business now for nearly three decades. During that time, she's helped countless individuals and corporations across Ontario to minimize their tax liability and manage their books more efficiently.

"We take care of managing your books so you don't stress about it," Kim says. **BL**

To find out more about KAS Business Services, call Kim today at 905.483.3763, email [info@kasbusinessservices.com](mailto:info@kasbusinessservices.com) or go to [www.kasbusinessservices.com](http://www.kasbusinessservices.com).

## Volunteer from the Heart of Your Business

PROVIDED BY KFCACN

What if I told you that by volunteering with the Kristen French Child Advocacy Centre Niagara, you'd be helping to improve your health while changing a child's future?

The ultimate purpose of all volunteer and staff work at the Kristen French CACN is to provide a safe place to help, heal and end child abuse for Niagara's children and youth who find themselves, through no fault of their own, needing the support of the professionals at the Centre.

But why would you or your employees specifically consider volunteering with the Centre? Besides lots of volunteering opportunities, giving back has been proven to be good for your health! Volunteering counteracts the negative effects of the fast-paced life we lead. The act of giving back can provide well-being, not only for those you're supporting with your time and effort – but for you as well. It reduces stress, increases a sense of inclusion and drives your life's purpose as you contribute to making the community a safer one for our children and youth.

And the business win? You gain a healthier, happier, positive work force engaged in the community and your business. As a corporate supporter of the Kristen French CACN, the Niagara community in turn takes note and feels good about coming to you for your business. Giving back is a win for everyone! **BL**

*For more information about volunteering at Kristen French Child Advocacy Centre Niagara, visit [www.kristenfrenchcacn.org/volunteer/](http://www.kristenfrenchcacn.org/volunteer/).*

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# EnCompass Home Care Solutions

FULLY-LICENSED INDEPENDENT FIRM IS COMMITTED TO BECOMING "YOUR CONCIERGE OF HOME HEALTH CARE."

By Scott Leslie

Do you have a parent or loved one who's unable to live life to the fullest? If so, why not give the caring experts at EnCompass Home Care Solutions a call?

Locally owned and operated, EnCompass Home Care Solutions is a new fully-licensed firm that can provide clients with a wide range of personal support worker services, nursing care, home support, and transportation options – any time day or night.

"We can serve people of all ages," says Sandy Kovacs, the owner and operator of EnCompass Home Care Solutions. "Everyone from kids to seniors in their late 90s."

Serving clients all the way from Fort Erie to Mississauga, Sandy and her team take great pride in their flexible range of services. For instance, EnCompass has personal support workers who can assist clients with getting dressed, personal grooming and taking medications. Their home support attendants can provide housekeeping, companionship and respite care. EnCompass has appointment attendants who can drive clients to medical appointments or help them out with things like shopping errands. Attendants even provide a complete "door-to-door" service so clients never have to worry about managing stairs or loading wheelchairs.

According to Sandy, the process all starts with a free client consultation.

"We go in to meet with them for a health and wellness assessment," she explains. "Then we'll work with them to figure out how many times a week they'll need a personal service worker or nursing care."

Sandy says that clients can choose from a package of between 20 and 60 one-hour visits per month.

"They can use those hours any way they want," Sandy says. "We offer a flat monthly rate, and the client can purchase any additional visits at a reduced price."

Sandy is no stranger to the health care business. A registered practical nurse, she has over 20 years of experience working in Niagara's nursing, mental health and personal support worker fields. And since opening its doors last April, EnCompass has grown by leaps and bounds. Sandy currently has four personal support workers and four registered practical nurses on staff – and is looking to add even more as time goes by.

Experience is one thing – but Sandy says it's their four-star service that's really turning heads these days.

"We're a concierge of home health care," she says. "We promise the best – and make sure we always deliver when it comes to meeting our clients' needs." **BL**

## Helping individuals remain independent



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