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LINE 150...?

"Imagine your life simplified"

- Gerry Visca

GERRY VISCA

For the past four weeks the phrase "Line 150" has been ringing in my ears. It invokes a deep sense of noise. I've come to appreciate the definition of "noise" as being unwanted sound. Not too long ago, my life partner Angela and I made a conscious choice to simplify all aspects of our lives. I'm not referring to simply de-cluttering our home with a garage sale. I'm talking about developing the capacity to savour less. Less pursuits. Less distraction. Less debt. Less accumulation. Less.... But a better life!

Here's what I have come to appreciate about the concept of "less." Institutions don't really embrace that word. Once upon a time, both Angela and I lived what seemed the typical life and followed the typical path. See, for years, we were like most unconscious people chasing the mighty dollar, the lavish lifestyle and a six-figure income to support the "not so less" mortgage. We too, got caught up in what school and society said we should do, be and have. We had the high paying jobs with the benefits and the big house with the hefty mortgage - we thought we had it all, yet we both felt lifeless. We both lived that "got it" you drop, numbed

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BECOME A BETTER COMMUNICATOR WITH THESE 4 TIPS

PROVIDED BY BDC

Being a good communicator is a must-have skill for any entrepreneur. You need to practice and prepare to develop good communication abilities. Failing to do so can leave you making ho-hum sales pitches and alienating your partners, clients and employees.

"When it comes to communication, most entrepreneurs just wing it, often with mixed results," says BDC Business Consultant Neil Orr, who advises entrepreneurs on management skills. "Communication is a skill that should be worked at and developed."

Orr shares four essential tips to being a better communicator.

1. DEVELOP AN ELEVATOR PITCH

Create an "elevator pitch"—a concise description of what your company does and the value it adds. You should be able to explain that in one sentence.

"Very, very few entrepreneurs can ever do this," Orr says. "They have a lot of enthusiasm for what they do, but they need to learn to say things in a short and sweet manner. Their description is two paragraphs long; it needs to be a sentence."

You should use this description across all mediums—not just in the elevator, but also in marketing and online.

2. KNOW YOUR AUDIENCE

Research ahead of time the background and needs of your audience. Then, tailor the message and style of your communications. Talking with one or two people is different from addressing 30 or 300. A customer isn't the same as a supplier.

"Entrepreneurs will often treat everyone as if they're a client," Orr says. "A supplier isn't as interested in your sales pitch as a client. They want to know if you're stable and consistent."

When addressing a large group, for example, you should focus on common concerns, not the issues of a select group of audience members.

"You have to be able to include the whole group," Orr says.

Body language also changes. Before a group, you need to be more expressive to hold attention, moving around, using bigger hand gestures and varying your tone. But the same theatrics would be silly and off-putting before just one or two people.

3. BE ATTENTIVE

Pay attention to your audience's verbal and nonverbal cues. Have you lost them, or are they still listening and engaged? It's important to be aware of such signs. If you sense attention is waning, you can ask your audience questions as a way to bring them back into the conversation.

It also helps to be a good listener. "Most conversations become easier if you switch to listening. Anybody who spends time talking to you wants to know you're listening," Orr says. "Conversation is better than preaching."

4. PREPARE BEFOREHAND

A little preparation can improve communication a lot. Make notes ahead of time about your speaking points. Ask employees or associates to suggest tips for addressing a specific audience.

"If you put some effort into preparation, it will always go smoother and you'll relay information more clearly," Orr says. "If you don't pre-plan, you may forget things." And practice your delivery. All skills improve with practice, including communication. **BL**

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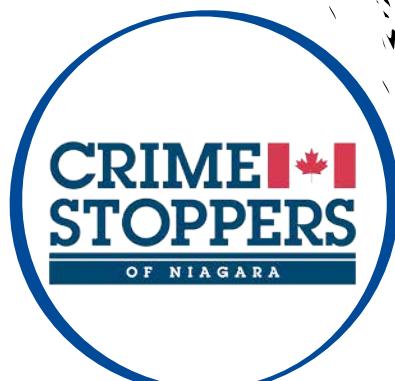
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AN EARLY BIRD WIN FOR GARRS AND HOSPICE CARE IN NIAGARA

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Let's Get Social





THE INTERVIEW:

GET TO KNOW THE SALES TRAINER
WHO CAN CHANGE YOUR BUSINESS

LISA VON MASSOW

Earlier this year one of the participants of my sales training program approached me to ask if his daughter could interview me, as part of her school project. Her assignment was to interview a business owner who had a positive impact on his/her customers. Naturally, I was flattered and accepted. I prepped and felt totally ready to answer the usual who, what, when type of questions. I was surprised by the spin that this young lady put on her questions. Clearly, she had done her homework (and got some help from her dad)!

Q: Why: You graduated with a poly sci degree from McMaster. Why did you end-up in sales training?

A: I've been in sales for over 25 years. In fact, after graduating, I went directly into sales. I studied a lot, learned from my mentors and coaches, and made a lot of mistakes. A LOT of mistakes. Later in my career, I was introduced to the Sandler Selling model and it was an ah-ha moment. It encompassed some of the best practices that I learned early on, and it also showed me a lot of mistakes that I had been making and how I could improve.

Q: How: My dad goes to sales training classes at your training centre every Tuesday morning. He's a pretty smart guy. Why does he need to go so often?

A: The sales training program starts with an overview of the Sandler Selling System. It teaches people the "what." But to truly get better at selling, people need to understand how to use the system and they need to practice it continuously, just like a professional athlete continuously practices to improve.

Q: Where: I read that Sandler Training is one of the biggest sales training companies in the world. Is that really true?

A: It is true. There are more than 250 Sandler locations in 27 countries throughout the world. That's great for global companies because all of their people, all around the world, are introduced to the same content. We also have virtual training programs for people who cannot attend classes in person, as well as an online learning program. The online program lets students learn from Sandler trainers around the world, and it helps to augment what we learn in class.

Q: What: What makes Sandler Training different from other sales training programs?

A: We're not a fit for everyone. I'm the first person to admit that. But the people we work with tell us that having a system that they can follow puts them in control of selling conversations. They find they get fewer "think-it-overs," less push to lower prices and more honest conversations with potential buyers. There are a lot of sales training programs available and it's important that people learn about at a program and the trainer before they commit. We offer a chance for people to sit in and experience a real session. We call it "Crash-a-Class."

Q: Who: Who are you and why is your company called Sandler Training & Endurance Partners Inc.?

A: In my professional life, I'm a sales professional, I'm a trainer, I'm a speaker and I'm a coach. In my personal life, I'm a mom, a wife and I like to run. In my sales training programs, I bring together parts of my professional life (the Sandler Selling process) and parts of my personal life. Whether raising a family, training for a marathon or learning how to be better at what you do, it's a long and sometimes hard road. If you're committed to it and endure the tough times, success awaits you. **BL**

Lisa von Massow is the owner and principal of Sandler Training—Endurance Partners Inc., located at 461 Green Road, 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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An Early Bird win for Garrs and Hospice care in Niagara

DON FRASER

The call was a Father's Day present that came out of the blue. It happened while Gord Garr and his family were enjoying a barbecue outside their north St. Catharines home.

"My wife's cell phone rang, but she didn't pick it up in time. We wondered why Hospice Niagara was calling," Gord recalled.

On June 18th, the family was told they were this year's Hospice Niagara 5 Car Draw Early Bird winner. They'd be taking home a cool \$10,000.

"I was actually kind of shocked on hearing that," said Gord, who was with his wife Angel and their young children Jazzman, Chloe, Benjamin and toddler Daniel.

"And I said to the Hospice person, 'this is exciting, we've got four kids to take care of. This will come in handy.'

"The money is obviously going to my wife and she'll take care of it," the 42-year-old added, with a chuckle, in a follow-up interview.

Mike Gionet and Teresa MacLean were thrilled to realize that they were the volunteers who sold Gord Garr the winning ticket earlier at St. Catharines' downtown Farmer's Market, as part of a ten-pack.

Buying 5 Car Draw tickets has been a regular tradition for the Garrs, since Angel's late cousin Randi McCracken was at Hospice Niagara's Stabler Centre during her final months from cancer, about five years earlier.

"I figured afterward, it would be good idea to buy tickets to help them out a bit," said Gord. "My father (Gord Sr.) also passed away from lung cancer, the year before that. He died in a hospital, and I'd rather it had been in a place like the residential Hospice."

"The Stabler Centre is definitely a more comfortable place. I think it's the next best thing to being at your house," said Gord who works for Emterra, in waste and recycling



• Tina Van Egmond, Hospice Niagara, Gord Garr, Early Bird Draw Winner, Cheryl Rothwell, Hospice Niagara & Perry Patterson, Hospice Niagara.

collection for the Niagara Region municipality. "It has a good thing going and it's a good cause. The end of somebody's life is important."

Angel, a homemaker and very busy with the kids, will use the \$10,000 win to make life a little easier.

The Garrs might also have a second chance at a cash infusion, in the coming Grand Prize Draws on August 7th. But their real reward is helping maintain Hospice Niagara's programs and services offered free to Niagara clients.

Services include bereavement support, community palliative care teams, Day Hospices in St. Catharines or Welland, and palliative pain and symptom management. Trained visiting volunteers also lend non-medical support to client homes.

Its flagship facility, and most visible presence, is

The Stabler Centre in St. Catharines, a residential hospice for end-of-life care in a professional, comfy setting.

"I really think there should be more organizations like Hospice Niagara and everything it offers," Angel said. BL

Hospice Niagara focuses on improving the quality of life for people living with life-limiting illnesses, death, dying, grief and loss. We rely on community support to provide these programs and services at no cost. For more information, visit www.hospiceniagara.ca, email info@hospiceniagara.ca or call 905.984.8766. Stay connected through Facebook and Twitter or email news@hospiceniagara.ca to receive our eNewsletter.

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DESIGNING FOR SUCCESS

NIKKI PRUDDEN

A great first impression will get you everywhere.

A friend of mine is a chef, and one thing she's emphasized to me is that the presentation of the food is essential to full enjoyment. You may show someone the most delectable and nutritious meal that ever existed, but if it looks boring or unappetizing, they may never take the first bite. Whether we like it or not, appearances matter. If you want to be able to get people as excited about your product or service as you are, your marketing has to capture your client's attention, and awaken their curiosity.

This is equally true when it comes to data. That's where I come in.

As the Niagara Workforce Planning Board's newest team member, I've taken on the responsibility of being the team's marketing and communications coordinator. A large part of that responsibility involves making a lot of charts and numbers fun to look at, and easy to remember.

The research and analysis services that NWPB provide allows educators and employment service providers to steer job seekers toward the industries that most need the labour, and further allow job creators to identify the kinds of jobs that are most in demand. This information helps to form the foundation of a stable and flourishing economy, which should excite anyone. But depending on how these data are presented, some people might just view it all as a stack of numbers and charts. My job is to create the immediate impression that the story behind the data is one that they want to read.

I came into my career in communications through a background in art and design, with almost no initial experience in marketing or project coordination. Applying for my first job in the field seven years ago, all I had was a hobbyist's enthusiasm for communications and the design portfolio I'd built up as a student at Niagara College. As it turns out, that portfolio was exactly what made me stand out. Before I even had a chance to begin talking about my qualifications, I had proven

—through visuals alone—that I was the only candidate who understood the importance of visual impact and brand recognition. My design skillset has continued to inform my work ever since, and any organization wishing to market themselves would do well to examine the role that aesthetics play in how their audience relates to them.

NWPB's research and analysis are of crucial importance to decision-making in all levels of the economy. Employers and community planners can only create new opportunities if they know what kinds of opportunities are needed. However, such people are also very busy. They need the information to be fast and user-friendly. A colourful infographic that boldly highlights exactly the information they're most interested in seeing saves time over making them hunt through a page full of raw data. Attention to visual impact makes learning faster, and more pleasant.

Additionally, we want the people we work with to know that they are always getting their information from a reliable source. With consistent branding and design, we make sure that any time we deliver an information package to a stakeholder, they know at first glance that the information is coming from us, and they're reminded of the quality work we've produced for them in the past each time they see anything with our brand on it. Design encourages recognition, which leads to familiarity, which becomes trust. Consistent, attractive design builds relationships.

Data is as much a staple of the modern world as food is for a human body. But just like with food, the more appealing that data is to the senses, the more you'll enjoy the experience of taking it in, and the more likely you are to ask for more. If you think of NWPB's research team as the chefs, then I am the menu writer and the plater. I'm here to get you excited for your next serving. **BL**

Nikki Prudden is the marketing and communications coordinator at the Niagara Workforce Planning Board located at 43 Church Street, Suite 705, in St Catharines.



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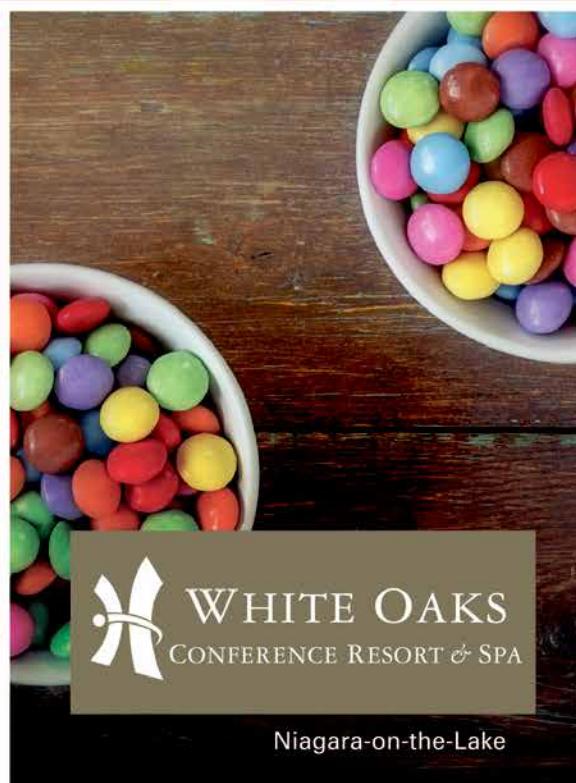
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4 Green Meeting Keys demonstrates that White Oaks Conference Resort & Spa has shown national industry leadership and commitment to protecting the environment through wide ranging policies and practices regarding their meetings and convention facilities and practices. A hotel that has established programs in place that involve management, employees, guests, and the public which have shown substantial and measurable results.

Traci Luongo, director of conference services and chair of The WO Green Team explains: "We established a green committee 12 years ago and have been working diligently to find ways to protect the Earth within our property. Many programs have been put in place over the years including, an electric car charging station, energy efficient lighting building wide, recycling programs and most recently the elimination of Styrofoam containers. It is not always the most cost-effective path, but we are fortunate to have our executive team's support on these initiatives."

ABOUT GREEN KEY

The Green Key Eco-Rating Program is the first of its kind to rank, certify and inspect hotels and resorts in North America based on their commitment to sustainable "green" operations. The program was originally developed for the Hotel Association of Canada by a leading environmental engineering firm. Designed specifically for hotel operations, the Green Key Eco-Rating Program is a comprehensive environmental self-assessment that will allow each participating property to benefit on several fronts—cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry. Visit www.greenkeyglobal.com for more information. **BL**

To learn more about green initiatives White Oaks Resort & Spa have implemented, please visit our sustainability page on our website at <http://www.whiteoaksresort.com/nagara-green-tourism.html>



DRONES: STOP STALLING, START FLYING

BRANDON SLOAN

Think back to your fond summer memories as a child. When days were for playing and nights were spent telling stories over campfires. My favourite topic was asking everyone's preferred superpower. Answers ranged from superhuman strength to invisibility and many more, but I always picked the gift of flight. Mankind has always been fascinated with flight and longed to explore the world from a bird's eye view. It's mind boggling to believe how different flying was just 100 short years ago. What has been especially fascinating is the period that we are currently in where airborne devices are owned and operated for personal use. The most common and popular of these devices are drones. Drones are an extremely exciting product for consumers in that they can be applied for so many purposes.

So how does it relate to the business world? Drones can be used to create exciting content that was previously impossible, at least feasibly anyway. However, if not done right, drones can be misused. Which is why it's so important to have a game plan when deciding how to take advantage of drones for your business. Keep these three simple tips in mind to reimagine your marketing potential.

MIX WORK AND PLAY

There is a common misconception that drones are just toys used for artistic expression (think Casey Neistat, check out his YouTube channel for examples of some incredible drone shots). However, drones can also help capture your business from unattainable viewpoints. Think about it this way...as a consumer, what would catch your eye more? A) A run of the mill company video. B) A video that features fascinating drone footage with music while a narrator talks to you. If you picked the second option then you're certainly not alone. Drones help brands take their video marketing to the next level. Which brings us to our next point, creating a unique perspective.

A DIFFERENT PERSPECTIVE

Drones are extremely powerful because of their ability to gain perspective from where we cannot. This benefit is a huge advantage for companies who have a facility and would like to show it to potential clients, but what if you don't have an enormous facility? What if I told you that that doesn't matter and that you can still get great footage? Simply capturing clips from different perspectives of the area surrounding your business or from rare vantage points in your office/store is an extremely effective way to help potential clients learn more about you in a unique way. It also takes your video marketing and kicks it up a notch. The sky truly is the limit when it comes to how drones can be applied! Remember though that style without substance means nothing. Which brings us to our last point.

RESULTS-BASED CONTENT

Drones are a content marketer's dream in that it's so much easier to create content that attracts consumer interest. Put yourself in your target market's shoes; people are constantly bombarded with limitless mediums such as websites, social

media, ads and the list goes on and on. Which is why creating worthwhile content that grabs their attention is key. Let's use social media as an example and think about how people view content while on social media. Users typically scroll through their feeds and only stop for either a post from someone they care about or if a content piece stands out. This is where drone videos can make the world of a difference and create engagement. Who doesn't want that?

Technology, for better or worse, has radically effected how companies go about marketing themselves. However, drones are definitely on the good side of the tech effect and help companies communicate their brand in a way that, simply put, wasn't even possible five years ago. However, it's still important to apply the same thoughtful planning to drone videos as any other marketing piece. Think that your business could use a hint of drone in its marketing mix? Stop stalling and start flying! **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.symmetricproduction.com.

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RansomWare Can Make Us “WannaCry”

TAYLOR HAYWARD CAPM, MCP

Last month, the world saw its most recent large scale outbreak of a ransomware variant, known as “WannaCry.” It operates under the same premise as previous variants of ransomware. Encrypt data, spread, encrypt more data and spread some more. Once infected, you really only have two options. Pay the ransom, or recover from a backup prior to the infection. Did you know that over \$126,000USD was paid in last month’s ransomware attacks? Is it any wonder that the people that create these nasty ransomware are well funded?

The “WannaCry” infection was caused by a flaw in Windows, and Microsoft immediately released a fix for this as soon as they were made aware of the flaw. This doesn’t exactly help those already infected but for those of you that didn’t get infected, did you apply your updates? A simple, regularly scheduled maintenance step can help prevent you from future infection that could devastate your technology. Does your business have regularly scheduled maintenance?

Did this attack cause you to talk to your IT provider and ask how does this affect me? Good for you for doing so. How long did it take your IT provider to update your systems? What if you were unlucky enough to

become infected? How did you recover? What are you going to change to prevent this from happening again?

If last month’s outbreak can teach you anything it’s that you need to take the time to make sure your business is protected as well as it can be. Take the right steps with your technology and make sure it is implemented correctly. There are reasons best practices exist. Do not try and re-invent the wheel.

Prevention is the best way to protect against infection and there are multiple entry points to guard against. Proper business class firewalls, spam-filters, anti-virus, staff education, regular updates and maintenance are all viable methods to help protect against ransomware infections. Even then these may still fail, and if they do, have a disaster recovery solution in place. Don’t wait until your business is in an emergen-



cy situation to formulate a recovery plan. At that point it’s already too late and you’ll just feel like you “WannaCry.” **BL**

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FLAG CONTEST

In recognition of Canada's 150th Birthday- Sesquicentennial (such a great word!), we have taken the time to assemble a history of our flags over our remarkable history. Who won't find this interesting?

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Also, we will choose two businesses in a random draw on July 14th at noon from all entries submitted and you could win a half page business profile valued at \$1,500 in Business Link Niagara. Just so you know, you'll then reach every business in Niagara!

Fly flag. Take a picture. Submit your picture to info@businesslinkmedia.com. That's it!

HAPPY BIRTHDAY CANADA



Gary Zalepa

Director, Strategic Growth & Franchise Development
[Gary.zalepa@century21.ca](mailto:gary.zalepa@century21.ca)

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HISTORY OF THE CANADIAN FLAG

SEVERAL FLAGS HAVE FLOWN over Canadian skies during its long history including the French fleur-de-lis and the British Union Jack. It wasn't until the Confederation of Canada in 1867, however, that the need for an official Canadian flag became a pressing issue.

The first Canadian flag to come into use was the Canadian Red Ensign flag. This flag featured the Union Jack with a shield bearing the arms of Ontario, Quebec, New Brunswick and Nova Scotia.

As time passed, the Canadian federal government would launch several committees to discuss the need for a more official flag and reviewed potential designs. The closest the government came to making headway would be in 1946, when a committee accepted over 2,600 designs before the issue was postponed indefinitely.

With Canada's Centennial year approaching, Prime Minister Lester B. Pearson urged the House of Commons to begin the task of finally developing an official national flag in 1964. A Senate and House of Commons Committee was formed and design submissions were accepted. After a great deal of debate, the government finally settled on a proposal developed by Dr. George Stanley—the Dean of Arts at the Royal Military College in Kingston—who submitted a design based on the college's Commandant's flag. Stanley's design would be modified by graphic artist Jacques Saint-Cyr, reduced the number of points on the maple leaf from 13 to 11—and the dream became a reality.

On December 15, 1964, the new Canada flag was formally approved by a vote of 163 to 78 in the House of Commons. An official ceremony inaugurating Canada's now familiar red and white standard was held on Parliament Hill on February 15, 1965.

CANADA 150 Years of Flags



The United Kingdom Union Flag (1801–1964) and the Canadian Royal Union Flag (1964–present)



Flag used (1868–1921)



1907 Canadian Red Ensign commonly used in western Canada. Note the inclusion of all the provincial crests.



Flag used (1921–1957)



1957 version of the Canadian Red Ensign that had evolved as the *de facto* national flag until 1965



First flag proposal to Parliament;
the Pearson Pennant



Flag of the Royal Military College of Canada;
used as inspiration by George F.G. Stanley



Earlier (1964) version of the proposal
that was adopted

Canada's Sesquicentennial

July 2017

NIAGARA SUCCESS STORY

Edition 7

THE HISTORY OF NIAGARA

An exciting retrospective of the cities and towns that make up our Niagara.

BY SCOTT LESLIE

Niagara.

It's a simple term that takes its origins from Niagara Falls and the native word onniaahra—meaning "thunder of waters." But there's so much more to Niagara than just the mighty Niagara Falls.

Over the years, the history of the Niagara has been all about going above and beyond what came before it...

When the Niagara Falls rapids proved to be a massive barrier to local trade and commercial travel, William Hamilton Merritt developed the Welland Canal—a shipping canal that would connect Lake Erie with Lake Ontario and revolutionize the Niagara economy for years to come.

When the 378-metre Honeymoon Bridge collapsed in 1938 due to ice damage to its abutments, and toppled into the Niagara River, the new state-of-the-art Rainbow Bridge was built linking the cities of Niagara Falls, Ontario, and Niagara Falls, N.Y. once more.

When Niagara's farmers had difficulty making money with labrusca grapes in the late 1980s, they began replacing them



with more traditional European vinifera varieties, and turned Niagara into the largest grape-growing region in Canada, not to mention an internationally recognized hub for fine wines.

When the General Motors plant in St. Catharines and Harry W. Diffin Industrial Park in Welland became vacant, new multi-million dollar developments by BayShore Groups and General Electric moved in to revitalize these derelict brownfield areas and offer a world of opportunities to the Niagara economy.

These are just a few of the many examples where Niagara has overcome obstacles to build towards a brighter future. Come with us now as we take a step back in time and revisit some of the people, places and historic events that shaped the Niagara we know today. BL

How Times Have Changed

1935 → 1960 → 1985 → 2008

Average personal income:
\$313 PER YEAR

A carton of milk:
10 CENTS

A dozen eggs:
31 CENTS

A can of tomatoes:
10 CENTS

Average personal income:
\$1,672 PER YEAR

A carton of milk:
24 CENTS

A dozen eggs:
55 CENTS

A can of tomatoes:
27 CENTS

Average personal income:
\$15,903 PER YEAR

A carton of milk:
98 CENTS

A dozen eggs:
\$1.37

A can of tomatoes:
\$1.30

Average personal income:
\$37,700 PER YEAR

A carton of milk:
\$1.99

A dozen eggs:
\$2.57

A can of tomatoes:
\$1.30

Source: Statistics Canada

THE CITY OF ST. CATHARINES

This industrious lakeside community has a long distinguished history of hard work and innovation.



» View of downtown St. Catharines.

BY SCOTT LESLIE

The City of St. Catharines has been a beacon of hope for families and businesses ever since the United Empire Loyalists first settled in the area in the 1780s.

Back in those early days, it was a small community known as Shipman's Corners—a prominent stagecoach stop owned by local businessman Paul Shipman. Leading industrialists like William Hamilton Merritt would take advantage of the area's natural waterways, opening several lumber and gristmills along Twelve Mile Creek—and Shipman's Corners soon became a massive milling community. With its rich farmland, the area would also develop into an agricultural centre, renowned for its sweeping farms and plentiful har-

vests. (It was a feature that would give St. Catharines the nickname The Garden City—one that sticks to this very day.)

Through years of hard work and innovation, St. Catharines grew into a hub of industrial and commercial activity. The Welland Canal was established between Lake Erie with Lake Ontario, connecting Niagara's industries with the world and providing a reliable water supply for the mills. Construction of the original Welland Canal took place from 1824 to 1829 and the community became a prominent industrial and shipping centre. St. Catharines would eventually incorporate as a town in 1845 and a city in 1876. Years later in 1961, the city would

amalgamate with Grantham Township and the nearby communities of Merritton and Port Dalhousie, making it one of the largest cities in the Niagara Peninsula.

St. Catharines has always been committed to recognizing its illustrious history and the celebration of Harriet Tubman's legacy is a prime example. As a conductor of the Underground Railroad, Harriet spent much of her life helping slaves escape from the U.S. and find freedom in Canada. She fled to St. Catharines herself in 1851 and over the next decade, she would operate a safe haven for runaway slaves. Continuing the tradition of honouring the city's legacy and celebrating its heritage, the District

School Board of Niagara named the new Harriet Tubman Public School in her honour in 2015.

The City of St. Catharines is continuing to honour the legacy of community builders and recognize the struggles of the past with the new Welland Canal Fallen Workers Memorial. This memorial will recognize 137 workers who lost their lives during the construction of the fourth Welland Canal which opened in 1932. Funded through the generous support of partners like the Department of Canadian Heritage, the Niagara Region and the marine and shipping industries, the memorial will be built next to the St. Catharines Museum and Welland Canals Centre at Lock 3,

Canada's Sesquicentennial

right alongside the Welland Canal, and will be unveiled later in 2017.

St. Catharines was founded on a spirit of hard work and innovation—and that spirit continues to the present day. Partnerships between educational institutions like Brock University and Niagara College with industry and research centres have supported the development of a leading digital media hub and bioscience research centre.

St. Catharines citizens' commitment to community building remains strong. Thanks to substantial donations from the Niagara community, the city is now home to the Niagara Health System—St. Catharines Hospital and Brock University's Cairns Family Health and Bioscience Research Complex.

Built along the original route of the Welland Canal, the downtown core of St. Catharines has seen a great resurgence in recent years through the redevelopment and revitalization of heritage buildings and properties. Key to the revitalization of the downtown has been the transformation of the former Canada Hair Cloth building into Brock University's Marilyn I. Walker School of Fine and Performing Arts. Together with the city-owned FirstOntario Performing Arts Centre and Meridian Centre, these new facilities have turned the former bustling shipping corridor into vibrant cultural spaces for community events, bringing a wide range of local and international entertainment events to the Garden City.

Auto manufacturing has been the lifeblood of St. Catharines from the very early days. The city's identity as an auto-town goes back as far as 1878 when L.E. McKinnon and his partner A.L. Mitchell opened a modest factory and hardware store on St. Paul Street, a firm that would later develop into General Motors—a global automotive giant. General Motors remains one of the region's largest employers today.

"St. Catharines was founded on a spirit of hard work and innovation—and that spirit continues to the present day."

The city has an impressive history as a hub of commerce and transportation. Back in 1899, St. Catharines saw the emergence of the Niagara, St. Catharines and Toronto Railway or NS&T—a new electric railway system that served points right across the Niagara Peninsula. That legacy is continuing to this day with the return of rail transit to the city's downtown core. Starting in 2023, GO Transit will be providing daily GO train service to the city's former Grant Trunk Railway station.

St. Catharines has come a long way from its early days when farms and grist mills dotted the land. Farms have given way to multi-million dollar agricultural industries, green manufacturing and biotechnology. The city's automotive and manufacturing sectors remain a foundation of the local economy and have diversified into a more modern and green economy. The horse driven streets of the downtown, Facer, Grantham and Port Dalhousie areas have also evolved into distinct and attractive neighbourhoods where residents can live, work and play.

The City of St. Catharines takes great pride in the innovators, creators and accomplishments of the past as inspiration for the future. BL

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» Photo credit: St.Catharines Museum

Snapshots In Time

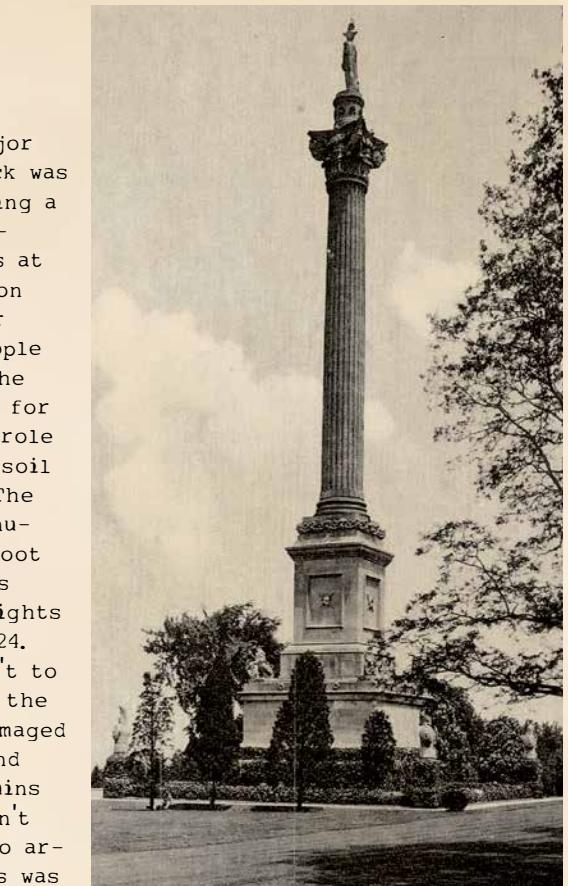
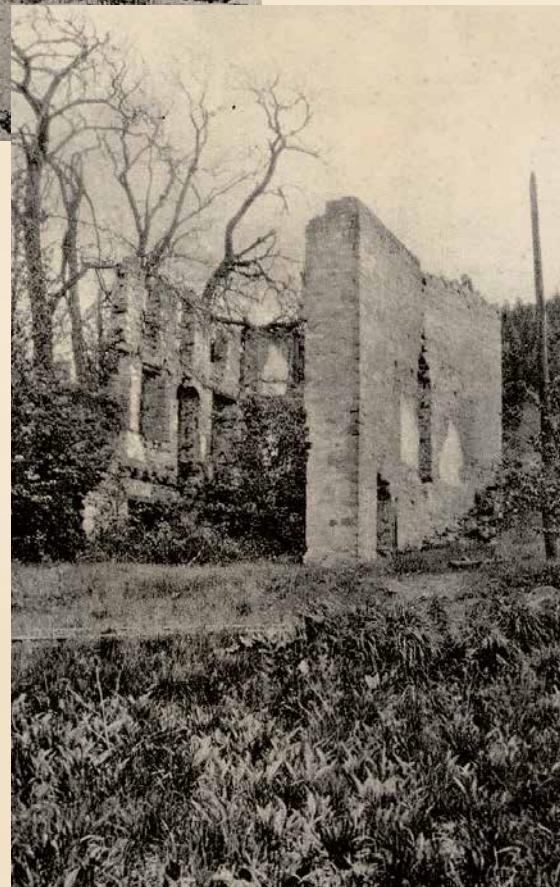
Take a walk down memory lane with these vintage views from Niagara's distant past.

BY SCOTT LESLIE



LAURA SECORD HOMESTEAD

In the summer of 1813, during the War of 1812, American troops invaded the Niagara Peninsula and had plans to attack British forces at Beaver Dams. Enter Laura Secord—a local resident who lived with her family on 29 Queenston Street in the Village of Queenston. When Laura happened to overhear the American plot, she ventured over 32 kilometres to warn the British command at the DeCew House in Thorold, saving many British lives as a result. Laura Secord would become a Canadian heroine for her selfless act. But the Secord family didn't remain in Queenston. They moved away in 1835 when Laura's husband James took on a new job as customs collector in Chippawa. The former Secord homestead was eventually acquired and restored by the Laura Secord chocolate company in 1971. The firm would later donate the property to the Niagara Parks Commission in 1998, and it now operates as a museum and heritage site. Laura Secord herself passed away in 1868 at the age of 93.



BROCK'S MONUMENT

In the fall of 1812, Major General Sir Isaac Brock was mortally wounded leading a charge against the invading American armies at the Battle of Queenston Heights. After the War of 1812 ended, many people wanted to recognize the fallen British officer for his gallantry and his role in defending Canadian soil from U.S. aggression. The result was Brock's Monument—a striking 135-foot Tuscan column that was built on Queenston Heights throughout 1823 and 1824. Unfortunately, it wasn't to last. On April 17, 1840, the monument was badly damaged by a terrorist bomb and the landmark lay in ruins for many years. It wasn't until 1852 that Toronto architect William Thomas was enlisted to design a second monument. Constructed between 1853 and 1856, the new memorial used limestone from the nearby Queenston Quarry and was even more impressive than the first, rising over 185 feet in the air. The 235-step tower

also featured a viewing platform that offers panoramic views of the surrounding Niagara Peninsula. As the third oldest war memorial in Canada, Brock's Monument is now maintained by Parks Canada and stands gallantly over a long silent battlefield.

MACKENZIE PRINTERY

In the 1820s, William Lyon Mackenzie had an axe to grind. The Scottish born merchant was getting tired of the political landscape in Canada—and was looking for a way to vent his frustrations. After managing general stores in York and Dundas for business partners, he moved to Queenston in 1823 to establish his own store. But on the side, Mackenzie also launched a new independent weekly newspaper known as *The Colonial Advocate*. Dedicated to political reform, *The Colonial Advocate* would operate out of his limestone home on Queenston Street for several months. But the paper ran into financial difficulty and Mackenzie moved his family back to York in the fall of 1824. Mackenzie would go on to become a major political firebrand and one of the leaders of the Upper Canada Rebellion in 1837. But his one-time Queenston home would fall into disrepair and was little more than an abandoned ruin by the 1930s. In 1936, however, the Niagara Parks Commission began rebuilding the property, and it was formally dedicated on June 18, 1938 by Prime Minister William Lyon Mackenzie King—William Lyon Mackenzie's grandson. The Mackenzie Printery & Newspaper Museum is now an extensive printing museum and a popular local attraction.

Niagara Origins

A brief history of several Niagara communities from Lake to Lake.

BY SCOTT LESLIE

FORT ERIE

Fort Erie was originally established by the British military when they decided to build a fortress at the mouth of the Niagara River in 1764. In the interceding years, the fort would become a strategic point of defense, not to mention one of the Great Lakes largest trading ports. During the American Revolutionary War from 1775 and 1783, Fort Erie became a leading supply depot for the British navy. It wasn't until the outbreak of The War of 1812, however, that the area witnessed many bloody battles between British and American forces — and the fortress changed hands several times.

American troops first captured the fort in 1813 and fended off several ill-timed attacks by the British. On August 15, 1814 for example, the British launched a massive assault to retake the fort. But American forces stood their ground, and the British would lose over 1,000 men in the resulting siege. With winter approaching and their supplies running out, the Americans would destroy the fort in the fall of 1814 and fled to Buffalo. However, Fort Erie would earn the sad legacy of being the bloodiest battlefield in Canadian history.

Hostilities would officially end between the U.S. and Canada with the signing of the Treaty of Ghent in December of 1814. And fortunately for Fort Erie, the two countries have remained on friendly terms ever since.

WEST LINCOLN

The Township of West Lincoln was officially born on January 1, 1970 when the former townships of South Grimsby, Caistor and Gainsborough merged. Previously, these townships were part of Lincoln County which was established back in 1791 by Lieutenant Governor John Graves Simcoe. Lincoln County encompassed the entire Niagara Peninsula until 1856 when it was sub-divided into Lincoln and Welland Counties.

In its early days, West Lincoln was largely an agrarian community. By the late 1800s, however, the township entered a new age with the emergence of the railroad. Industries slowly began to move into the area, and more and more immigrant families put down roots. In more recent years, West Lincoln has become a popular community to live in due to its short commute to employers in places like Grimsby, St. Cath-

arines and Hamilton. But the Township has also become an attractive place for business with approximately 1,200 companies established in the area.

GRIMSBY

Grimsby first took shape back in 1780 when many United Empire Loyalist families fled the U.S. and came to the area to start a new life in what was then known as Upper Canada. By 1790, many Loyalist families had settled at the mouth of Forty Mile Creek and a small village was founded. Originally known as The Forty for its 40 mile distance from Niagara Falls, the location proved ideal in two ways — there was a nearby waterfall for mill power and an excellent harbor for shipping. The earliest homes in the area were constructed from materials taken from local woods and stone quarries.

Years later, The War of 1812 broke out between Britain and the U.S. and development ground to a halt as Grimsby citizens took up arms to defend their homes from American invaders. Following the upheaval of the war, however, residents began planting peach and cherry orchards, and the rich soil helped to foster several successful fruit farms. Over the coming decades, canning factories were also established and Grimsby developed a burgeoning fruit industry.

By 1857, the Great Western Railway had reached Grimsby and the modest village began to grow substantially. In the mid to late 1800s for instance, Grimsby became a manufacturing haven for farm machinery, hospital furniture, carriages, baskets, stoves and furnaces. In 1876, the village was officially incorporated and became the Town of Grimsby in 1922.

PELHAM

Pelham has been in existence since the late 1700s. In those days, the area was settled by a small population of Quakers and Mennonites who helped establish several saw and grist mills — some of the first industries in the area. As the years passed, growth would be a gradual process. By 1885, the area was still largely based on agriculture and residents were often outnumbered by livestock. (At the time, the area boasted 1,200 horses, 1,750 sheep,

and 2,200 horned cattle and only 300 residents.) But the modest community would continue to grow and prosper. In 1970, the small communities of Fonthill, Ridgeville, Fenwick, Effingham and North Pelham officially amalgamated to form the Town of Pelham.

NIAGARA FALLS

Known as the world's most famous address, Niagara Falls is divided into the Canadian Horseshoe Falls and the American Falls. The area was originally home to the Iroquois Confederacy and their native way of life would remain untouched for centuries. But that would change as settlement moved into the area.

French missionary Louis Hennepin was one of the first Europeans to visit Niagara Falls in the 1670s. Following the American Revolutionary War, however, the area began opening up to land grants and hundreds of United Empire Loyalists flocked to Niagara Falls to take advantage of its affordable farmland.

By the early 19th century, tourism would develop into the area's biggest industry and Niagara Falls became known as The Honeymoon Capital of the World, attracting millions of people each year — everyone from Oscar Wilde to David Letterman to Katy Perry.

Although Niagara Falls is renowned for its natural beauty, the Falls have also become a valuable source of hydroelectric power. Niagara Falls is the most powerful waterfall in all of North America. During the peak season, the volume of water going over the Falls can reach as high as 202,000 cubic feet per second. As a result, Niagara's generating stations now produce about 4.4 gigawatts of power on an annual basis.

WELLAND

The origins of the Welland community goes back to 1788 when a series of Loyalist farms began to develop along the Welland River, near the current Quaker Road and South Pelham Street area. (The name Welland, a Celtic term roughly meaning good river, was originally derived from the Welland River in Lincolnshire, England.)

The earliest settlers included the Cook brothers, a family who immigrated to Canada from Pennsylvania and established a flour mill on Lyon's Creek. But one of the area's most important figures was local businessman William Hamilton Merritt. Looking for a way to supply water for his local sawmill and avoid the geographic trade barrier of the Niagara Falls rapids, Merritt had proposed a new shipping canal that would connect Lake Erie with Lake Ontario. In the decades to come, the new Welland Canal would develop into a massive eight lock waterway system and one of the most important economic projects in Welland's history. BL

THOROLD

A Proud Past and Bright Future

BY CATHY PELLETIER-LIDDYCOAT



» Mural Downtown Thorold

A pivotal moment in Canada's history played out on a field in Thorold on June 24, 1813, where a loyal band of Native warriors and British allies defeated an attempt by American troops to broaden U.S. borders.

The vicious, three-hour Battle of Beaverdams fought on land near where the Thorold tunnel is now situated was won almost entirely by about 450 Native allies, without whom Canada's future likely would have been vastly different.

Another brave Canadian, Laura Secord, risked a long, dangerous journey to alert Lieutenant James FitzGibbon, commander of the outpost at Thorold's Decew House, of an impending U.S. attack.

Foiling a planned U.S. invasion to dislodge the British and their allies from the Niagara peninsula, the Natives were exhausted from fighting when Fitzgibbon walked out under a white flag and demanded the American surrender. Fearing a Native reprisal, the Americans laid down their arms.

Thorold was named for Sir John Thorold, a member of British parliament who was a strong advocate for civil rights in the colonies that included Canada at that time.

Due to its strategic location on the escarpment brow, Thorold was largely shaped by the Welland Canal's four incarnations. Unique among Canadian cities, its famous twin flight Locks at Lock 7 are the

only place along the canal where ships literally climb the mountain.

The First Welland Canal began in the 1820s, and was chiseled into existence through five years of hard labour by Irish and English immigrants working with picks and shovels. They settled in Thorold's outlying villages of Allanburg and Port Robinson.

Shops and houses sprang up alongside the Second Canal, built in the 1840s, among them, Jacob Keefer's Welland Mills, the largest flour manufacturer of its kind at the time in Canada. Beautifully renovated, the heritage stone building now houses a variety of businesses on Pine Street.

Thorold was legally incorporated

as a village when its population reached more than 1,000 in 1850, then surged to 3,673 during construction of the Third Canal, drawing numerous Italian immigrants to build it from 1872 to 1881. To this day, their rich culture has become a huge part of Thorold's heritage.

The village was incorporated as a town in 1875 and the Fourth Canal, which began in 1913, stimulated Thorold's growth as a paper manufacturer, with business owners taking advantage of the watercourse to transport pulpwood and newsprint. Industries dotted Thorold's landscape and thrived through most of the 1900s.

At one time, streetcars rumbled down Front Street, and pharmacist

Canada's Sesquicentennial

John Henderson recalls when elevated railway tracks nearly brushed the back of his father's drug store, which was also the family's home, rattling their furniture with each passing train.

John's father, Edward, bought the business from pharmacist and prominent Thorold citizen William McArtney in 1939. John continued in his father's influential footsteps, working at the store since 1965, and establishing Henderson's pharmacy as a historic hub and downtown anchor, not to mention a tireless supporter of countless local charities and events.

Henderson's nostalgic photos line his store's walls, telling a story of his hometown from its inception, when town founder, George Keefer came to Thorold from New Jersey in the 1790s and became the first president of the Welland Canal Company. Keefer started several businesses and lived in the stately Maplehurst mansion, now called the Keefer Mansion Inn. Today, Henderson is encouraged by the rebirth and revitalization spurred by modern visionaries like Michael Skirtch, who have also transformed Thorold's downtown, by creating an influx of housing for students among renovated storefronts boasting late 19th century and early 20th century facades.

With the ongoing support of Mayor and Council blended with new private capital and as Thorold continues to grow, I hope that in addition to new spaces that there will be a continuing focus on our heritage to re-use and re-purpose the buildings and spaces the previous generations were proud of and preserved, says Henderson.

When my father and mother moved the family to Thorold in 1939 to purchase a drugstore that had been established in 1872 and managed by a father and then his son, I can hardly imagine that he would have envisioned that the pharmacy (as it is now known) would still be a part of and have the opportunity to serve the people of Thorold in 2017.

Among its many heritage buildings, Thorold is also home to the historic Methodist Church in Beaverdams, constructed along the water's edge in 1832, which Henderson calls a unique connection to Thorold's past architecturally, historically and socially.

Reverend Egerton Ryerson, who Toronto's Ryerson University is named after and who is considered the architect of Ontario's public school system, was the first minister at Beaverdams Church, which was also the site of the first free school in Ontario, as well as a place of worship until the 1890s. It remained a Sunday school for many years, and is now, according to Henderson, enjoying a thoughtful and deliberate restoration with sensitivity to its original form.

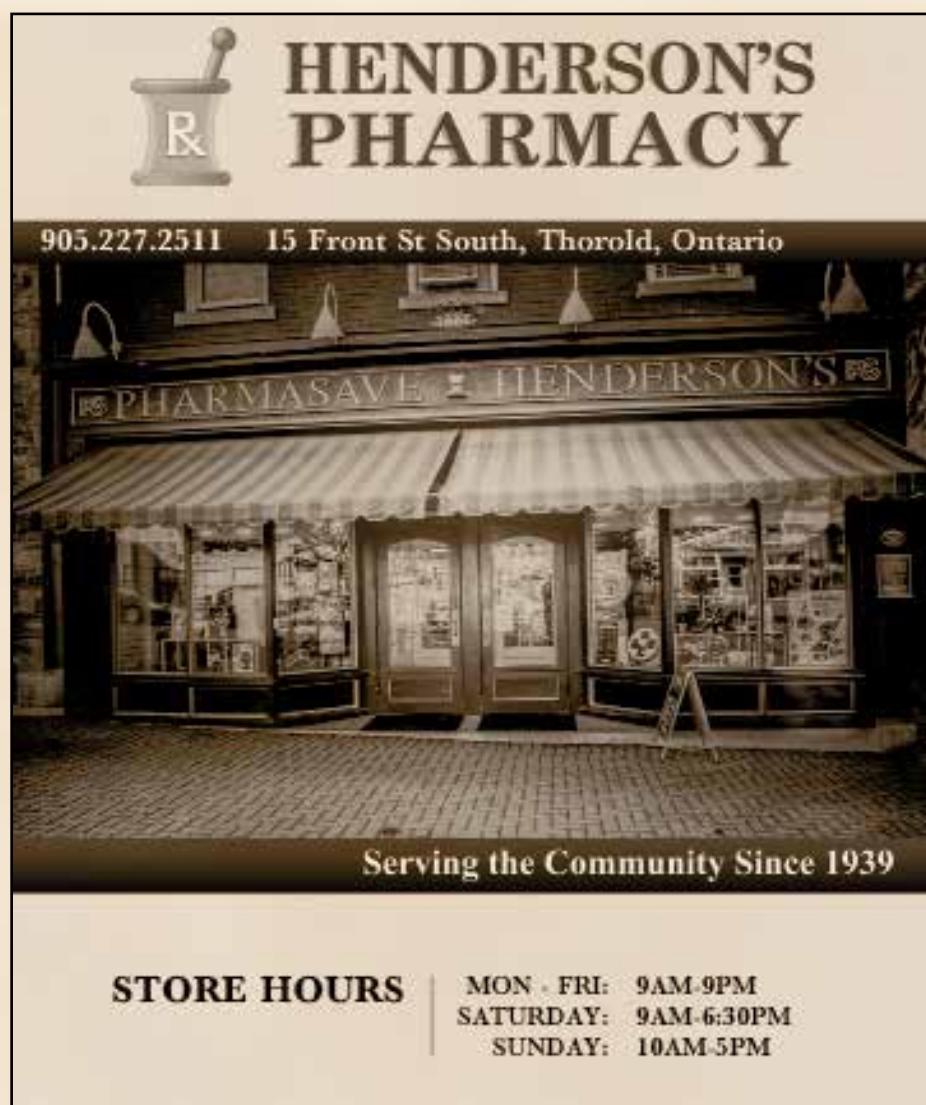
As a member of the group heading its restoration, Henderson hopes the historic building can provide a unique space and almost tranquil location for a number of occasions and events such as weddings, musical performances, guest speakers, art exhibits, as well as a source of and location for educational opportunities for all ages.

Incorporated as a city in 1975, Thorold in 2017 blends the best of both worlds an impressive history with a bright, hopeful future.

In addition, the city boasts scenic canalside trails for hiking and biking, picturesque active and passive parks, unique, friendly shops, and ongoing music festivals, making it Canada's home of the blues.

As Henderson says, Having grown up in Thorold, I can say absolutely that this self-contained, proud and caring community has and continues to offer a solid, diverse and well-rounded opportunity for life for the families who reside here; not in small part supported by the organizations, churches, groups and a multitude of events. BL

For more information, contact Business Development Manager Susan Morin of Venture Niagara/ Entreprise Niagara at 905.680.8085 ext 26 or suem@ventureniagara.com or go to www.ventureniagara.com.



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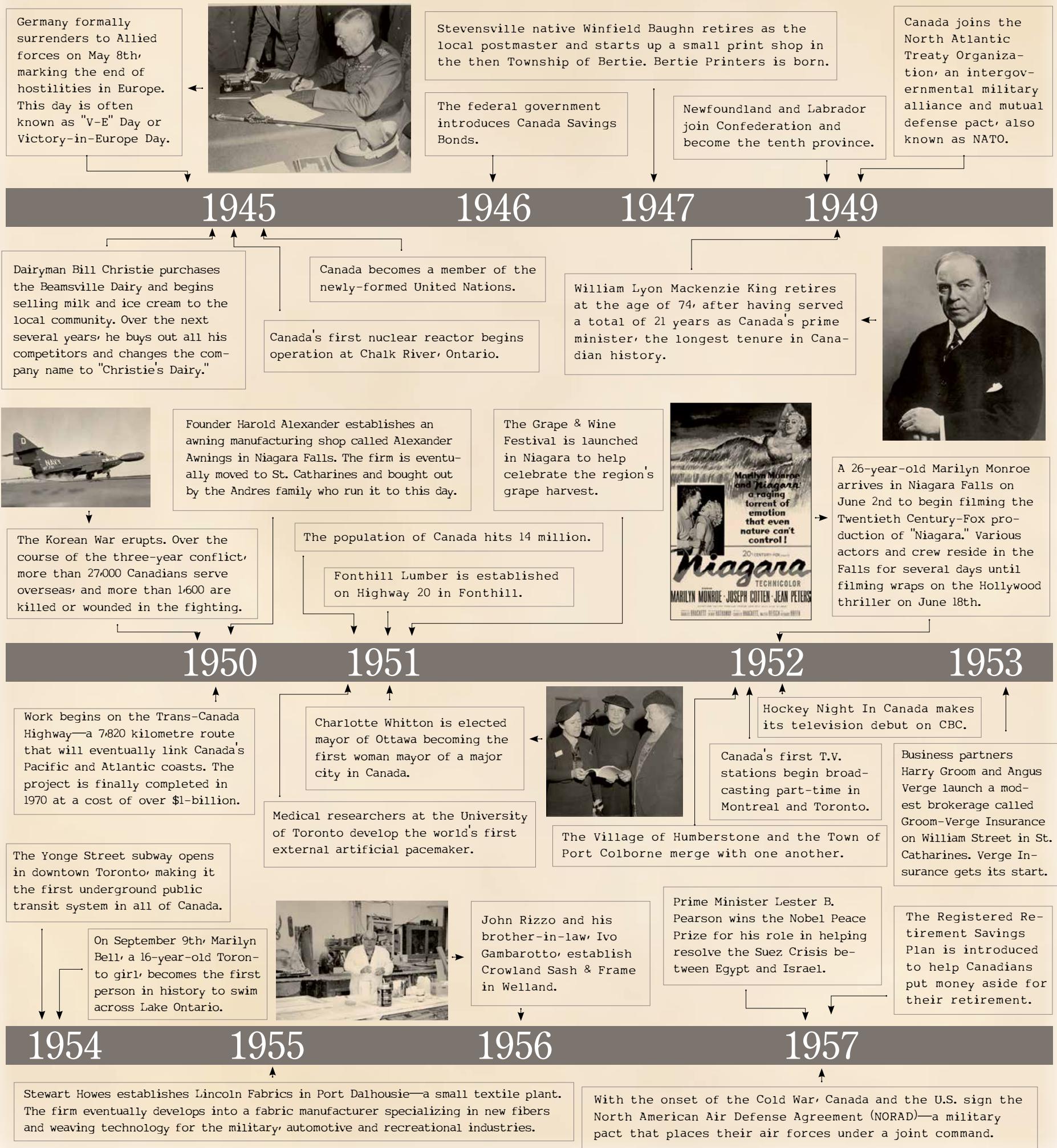
STORE HOURS

MON - FRI:	9AM-9PM
SATURDAY:	9AM-6:30PM
SUNDAY:	10AM-5PM



A SESQUICENTENNIAL TIMELINE

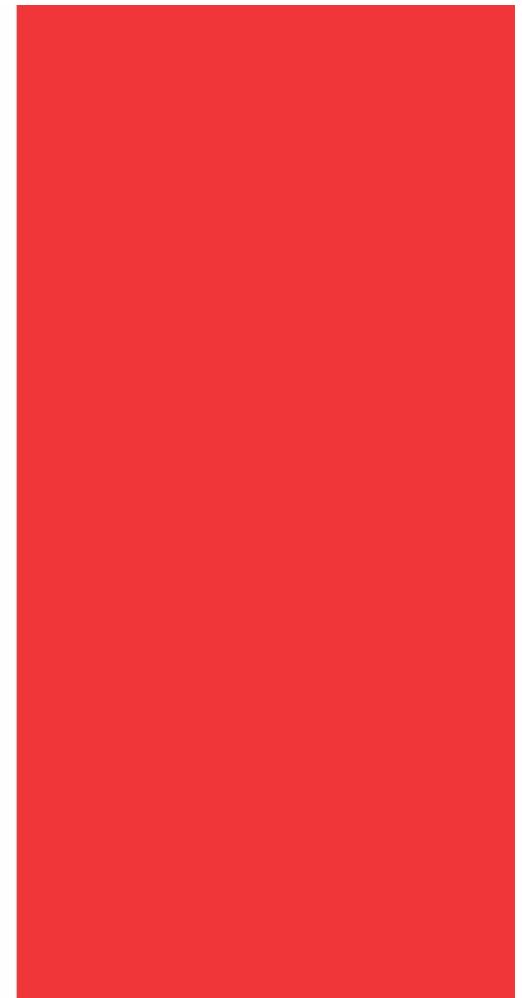
Here are some noteworthy events from Canada's illustrious past—and our region's own remarkable history.



CANADAPROUD



Current Flag (1965–present)



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GOD KEEP OUR LAND GLORIOUS AND FREE!

O Canada, we stand on guard for thee.

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BUSINESS LINK NIAGARA | JULY 2017



RENOVATING? HIRING CONTRACTORS?

WHAT EVERY HOMEOWNER SHOULD KNOW

JOHANNA MCNULTY

Whether you are thinking about embarking on a major renovation project, or building your own custom dream home on your own lot, there are important legal requirements in the Construction Lien Act that may apply to you. The purpose of this article is to provide you, as a homeowner, with a brief introduction to some of these rules.

What is a construction lien?

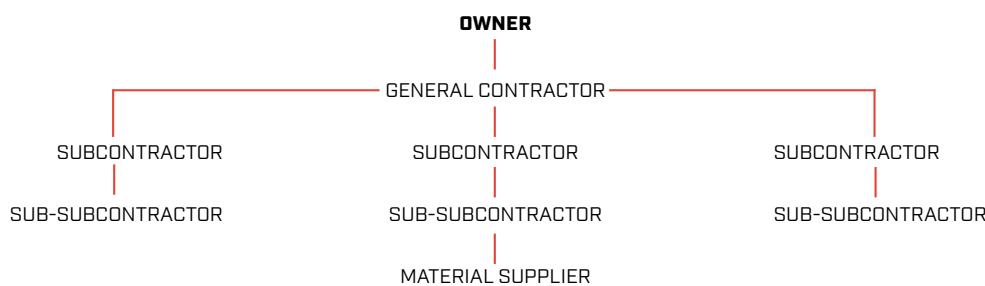
The starting point is to understand what a construction lien is and to do so, you will first need to appreciate why they exist.

Essentially, the construction industry is unique in the exposure to financial risks that are faced by those in the construction trades. These risks are distinctive to the construction industry because most construction work is performed by trades that do not have a direct contract with the owner of the property upon which work is being performed and do not have any financial security or guarantee of payment.

For example, if you hire a contractor to do a kitchen renovation, they may subcontract the construction and installation of the cabinetry to a cabinetmaker whom builds and installs the cabinetry. While the cabinetmaker supplies and installs materials and performs work in your home that will ultimately benefit you and enhance the value of your home, it does not have a contract with you which says that you must pay them. If the owner does not pay the contractor that hired the cabinetmaker, the contractor may not have the means to pay the cabinetmaker. The cabinetmaker may not then have the ability to pay its suppliers, neither of which may be able to directly sue the homeowner without a contract. You can see from this example the vulnerability of subtrades and suppliers on a construction project.

When trying to explain the flow of funds on a construction project, it is often described as a pyramid.

At the top of the pyramid is you, the owner. Below the owner is the party (or parties) with whom the owner has a direct contract, often referred to as a general contractor or simply, contractors. The contractor may then hire other contractors to complete the work, these are called subcontractors. A subcontractor may also subcontract a portion of their work and these become sub-subcontractors and this can continue down the line.



As work progresses on a project, money usually flows down the pyramid because typically as work is completed, payment is made by the owner to the contractor and ultimately to the various subtrades.

Based on the realities of the flow of funds on a project and the vulnerability of subtrades in the event of non-payment, the law has devised a means of protecting trades from the top of the pyramid to the bottom, and this is called the construction lien.

The basic premise is this: where a person/company supplies services or materials to an improvement to a property for an owner, contractor or subcontractor, they have a lien upon the interest of the owner in the premises which are improved for the price of those services or materials (section 14(1), Construction Lien Act).

The lien itself is a security interest in your (the owner's) property; which interest can be registered against title to your property if you as the owner or any of the other players in the construction pyramid fail to make payment to a contractor or subcontractor below them in the pyramid. Ultimately, there is the risk that if successful in a construction lien action, a contractor/subcontractor can enforce its lien rights and recover what it is owed through the sale of a property to the extent of the value of the lien in the case of a contractor, or the value of the statutory holdback in the case of a subcontractor.

Basically, a construction lien operates to prevent you, as the owner, from receiving improved land without making payment for the improvement and in this way, contractors and subcontractors are protected at all levels of the construction pyramid, even if they have no contract with the owner.

It is important to note that there are strict timeframes and legal requirements on contractors and subcontractors to register liens within either 45 days of the completion of the project, if it is a contractor, or within 45 days of the last supply of materials or labour, if it is a subcontractor. If these time frames are not properly complied with, lien rights can be lost. It is important for homeowners to track these timeframes as well, to know if liens registered against their property are legitimate or not.

Also, not every contractor or subcontractor who does work on a property is entitled to a lien and it depends on the nature of the work that was supplied. Generally speaking, however, if the work enhances the value of the land and is not simply repair or maintenance, it is work which gives rise to lien rights.

The main issue for any owner if a construction lien is registered against his or her property, is that title to their property becomes encumbered by the lien and can create issues if you intend to sell your property or refinance a mortgage. There is also the risk of being sued in a civil case if the contractor or subcontractor is not paid and they move forward with their claim for payment secured by the lien. **BL**

To read the full article please visit
www.businesslinkniagara.com

Johanna McNulty is a member of the Construction Law Department at Lancaster, Brooks and Welch LLP and her practice focuses on helping contractors, developers and owners navigate the complex world of construction liens, disputes and litigation.

Construction Law

Johanna McNulty's broad civil litigation practice centres around assisting her clients with the most cost-effective and strategic solutions to legal disputes, and particularly finding quick and economical resolutions in construction law matters. Johanna is an Associate lawyer in the Lancaster, Brooks & Welch LLP Litigation team, and she may be reached at 905-641-1551 or her email her at jmcnulty@lbwlawyers.com.



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2 MINUTES WITH DEAN DEMIZIO

PRESIDENT | DEAN DEMIZIO INSURANCE AGENCY LTD.

- **NICKNAME:** Many - not one in particular.
- **WHERE ARE YOU FROM:** Niagara Falls, Ontario
- **WHERE DID YOU GO TO SCHOOL:** A.N. Myers
- **FAVOURITE FOOD:** Pasta
- **WHAT DO YOU LOVE:** Spending time with my family.
- **WHAT DO YOU BELIEVE:** What you send out comes back to you. Do good!
- **YOUR DREAM:** Travel
- **FAVOURITE QUOTE:** "It's not how many times you get knocked down, it's if you get back up."
- **YOUR TOP 3 CHARACTERISTICS:** Reliable, funny and hardworking.
- **YOUR STRENGTHS:** Leadership abilities, easy to get along with and always can be counted on when needed.
- **FAVOURITE ACTIVITY:** Playing soccer
- **OTHER INTERESTS:** Taking time with my family, visiting new places and being outside in the yard. **BL**

Dean Demizio is the president of Dean Demizio Insurance Agency Ltd. located at 1321 Garrison Road in Fort Erie. For more information, call 905.871.7066, email dean@deandemizio.com or visit www.deandemizio.com.

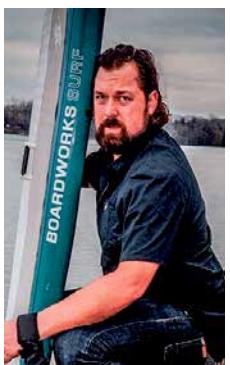


2 MINUTES WITH GARY DEMEO

OWNER / OPERATOR | SUPERIOR CAR WASH & EXPRESS DETAILING

- **NICKNAME:** Guido
- **WHERE ARE YOU FROM:** St. Catharines, Ontario
- **WHERE DID YOU GO TO SCHOOL:** Brock University and St. Francis Secondary School
- **FAVOURITE FOOD:** Swedish fish candy.
- **WHAT DO YOU LOVE:** My family. They always come first!
- **WHAT DO YOU BELIEVE:** The Leafs will win a Cup in my lifetime!
- **YOUR DREAM:** To wear a brand new pair of socks every day!
- **FAVOURITE QUOTE:** "Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."
- **YOUR TOP 3 CHARACTERISTICS:** Loyal, honest and trustworthy.
- **YOUR STRENGTHS:** I'm an excellent listener, caring and patient.
- **FAVOURITE ACTIVITY:** Washing and detailing cars, of course! **BL**

Gary DeMeo is the owner/operator at Superior Car Wash & Express Detailing located at 533 Ontario Street in St. Catharines. For more information, call 905.938.0511, email info@superiorcarwash.ca or visit www.superiorcarwash.ca.



2 MINUTES WITH TIM BALASIUK

OWNER | PADDLE NIAGARA

- **NICKNAME:** Bala
- **WHERE ARE YOU FROM:** Niagara-on-the-Lake, Ontario
- **WHERE DID YOU GO TO SCHOOL:** Niagara College
- **FAVOURITE FOOD:** Pho
- **WHAT DO YOU LOVE:** Travelling with my love.
- **WHAT DO YOU BELIEVE:** All good things come to those who wait.
- **YOUR DREAM:** To grow Paddle Niagara and to see the world.
- **FAVOURITE QUOTE:** "Logic will get you from A to Z; imagination will take you everywhere." - Albert Einstein
- **YOUR TOP 3 CHARACTERISTICS:** Trust, generosity and compassion
- **YOUR STRENGTHS:** Patience and understanding
- **FAVOURITE ACTIVITY:** Stand up paddle boarding. **BL**

Tim Balasiuk is the owner of Paddle Niagara. For more information, call 905.401.SUPZ (7879), email info@paddleniagara.com or visit www.paddleniagara.com.



2 MINUTES WITH DOUG FLIS

OWNER | GRIMSBY RUNNERS

- **NICKNAME:** The machine
- **WHERE ARE YOU FROM:** Hamilton, Ontario
- **WHERE DID YOU GO TO SCHOOL:** Central School
- **FAVOURITE FOOD:** Vegan chicken po boy!
- **WHAT DO YOU LOVE:** Running. I have run 76 marathons, the Ironman Triathlon, 100 mile charity runs, 29 Around the Bay 30km races, training runners and personal training.
- **WHAT DO YOU BELIEVE:** Everyone has it in them to improve.
- **YOUR DREAM:** To train and motivate as many people as I can.
- **FAVOURITE QUOTE:** "Be where you are."
- **YOUR TOP 3 CHARACTERISTICS:** Persistent, loving, and loyal
- **YOUR STRENGTHS:** Strong personally and more importantly, can train others to get strong physically, mentally, and emotionally.
- **FAVOURITE ACTIVITY:** Running, training at the gym, and riding my motorcycle.
- **OTHER INTERESTS:** I had a quadruple bypass three years ago and have run a marathon and 30km race since. I want to motivate as many people as possible, not to give up. **BL**

Doug Flis is the owner of Grimsby Runners located at 162 Livingston Avenue in Grimsby. For more information, call 905.920.7866, email grimsbyrunners@gmail.com or visit www.grimsbyrunners.com

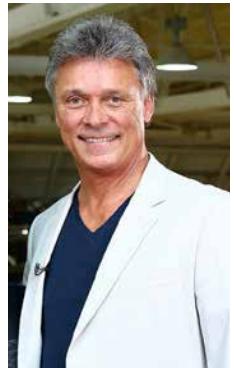


2 MINUTES WITH **SARA DILL**

BROKER OF RECORD | PEAK PERFORMER REALTY LTD. BROKERAGE

- NICKNAME:** Sar (this is what my BFF Tania calls me).
- WHERE ARE YOU FROM:** Fort Erie, Ontario.
- WHERE DID YOU GO TO SCHOOL:** Lakeshore High School and Niagara College.
- FAVOURITE FOOD:** Steak and salad.
- WHAT DO YOU LOVE:** My two little boys, Jack and Henry.
- WHAT DO YOU BELIEVE:** I believe in Karma. In always taking the high road and treating others the way you want to be treated.
- YOUR DREAM:** That my little boys grow up to be responsible, successful adults with strong values!
- FAVOURITE QUOTE:** "Difficult roads often lead to beautiful destinations."
- YOUR TOP 3 CHARACTERISTICS:** Love to laugh, fiercely loyal to friends and family, and love animals.
- YOUR STRENGTHS:** Ability to multi-task, very organized, and can make decisions quickly.
- FAVOURITE ACTIVITY:** Bootcamps and teaching Spin Class!
- OTHER INTERESTS:** Spending time with my sons and our Cairn Terrier Murdoch. **BL**

Sara Dill is the Marketing/Communications Manager of Brock Ford Sales. Brock Ford Sales is located at 4500 Drummond Road Niagara Falls. For more information, call 905.357.5410, email sdill@brockfordsales.com or visit www.brockfordsales.com.



2 MINUTES WITH **PETE DYCHTIAR**

CO-HOST | THE PEET & REET SHOW

- NICKNAMES:** Peet.
- WHERE ARE YOU FROM:** Niagara Falls, Ontario.
- WHERE DID YOU GO TO SCHOOL:** A.N. Myer and Brock University.
- FAVOURITE FOOD:** There are so many!
- WHAT DO YOU LOVE:** Family, close Friends, honesty and integrity.
- WHAT DO YOU BELIEVE:** God first and all things after that.
- YOUR DREAM:** To love and have passion for whatever I do and in return... share that with others to make a difference!
- FAVOURITE QUOTE:** "Ask, and it shall be given you; seek, and ye shall find; knock, and it shall be opened unto you."
- YOUR TOP 3 CHARACTERISTICS:** Empathetic, passionate and creative.
- YOUR STRENGTHS:** Leadership, imagination, forever a student of life.
- FAVOURITE ACTIVITY:** Spending quality time with my wife and family and working on the Peet & Reet Show!
- OTHER INTERESTS:** I love to travel, little getaways with my wife, camp with my family, parties with great friends and being a part of The Peet & Reet Show. Broadcasting is my passion and I love to interview people to get their stories, get people thinking, keep them informed and spread good messages so we all learn. It is a true blessing to be able to do this show with the team I have and my amazing and talented co-host Rita Carrey. **BL**

Pete Dychtiar is the co-host of The Peet & Reet Show. For more information, visit www.peetandreetshow.com or watch online at www.youtube.com/c/ThePeetandReetShow

LUCCHETTA HOMES

Premier Niagara home builder wins landmark Best Community Development of the Year award.

SCOTT LESLIE

This year, Welland's Lucchetta Homes is marking over 50 years of building innovative luxury homes throughout southern Ontario. Now they're celebrating yet another major accomplishment.

In May, Lucchetta Homes received the Canadian Home Builders' Association (CHBA) award for Best Community Development of the Year for its Residences at Hunters Pointe. The 2017 CHBA National Awards for Housing Excellence took place at its national conference in St. John's, Newfoundland.

Every year, hundreds of home builders, contractors and developers from across Canada compete for the prestigious CHBA National Awards for Housing Excellence—and 2017 was no exception. The CHBA awards committee received over 700 nominations this year and Lucchetta Homes was up against some stiff competition, beating out several first-class finalists from places like Alberta, British Columbia, and southeastern Ontario.

This was also the first time ever that a builder from the Niagara area has won CHBA's coveted award.

"We are very honored to be a CHBA National Awards winner," Ed Lucchetta, co-principal of Lucchetta Homes, says of the win. "We sincerely congratulate all nominees and winners from the event. Small builders don't normally win this category. It's like winning the Best Picture Award at the Oscars."

"This award is shared with the proud homeowners who call the Residences at Hunters Pointe home," says Rob Lucchetta, co-principal of Lucchetta Homes. "We would also like to share this extraordinary achievement with our tremendously talented team, trades, suppliers, purchasers, friends and family."

The Residences at Hunters Pointe is a breathtaking townhouse and single-family home development located on 300 Daimler Parkway in Welland, just overlooking the Welland Canal. One of the foremost active lifestyle communities in Canada, the development boasts 500 homes, ranging in size from 1,405 to 1,680 square feet. Each home features attractive open concept layouts, oversized windows and striking design accents. The development also has a 14,000-square foot community centre on-site with a fully equipped gymnasium, library, swimming pool, hot tub, tennis courts, horseshoe pits and other amenities like fitness classes, personal trainers and registered massage therapists. Hunters Pointe even offers year-round lawn mowing and snow blowing services.

Since it opened back in 2005, the Residences at Hunters Pointe has received rave reviews from residents and home builders alike for its innovative construction and superior design.

"We're striving to continually build the most innovative luxury homes," Ed says. "We always do the most we can for our customers. They're our highest priority."

Lucchetta Homes is a luxury custom home builder owned and operated by brothers Rob and Ed Lucchetta. Originally founded in the late 1950s by their father Ugo Lucchetta, Lucchetta Homes has built an outstanding reputation in the community over the years for its commitment to quality, fine workmanship and customer service excellence.

The new CHBA award is just one of several accolades Lucchetta Homes has received from its peers in the homebuilding industry. At the Niagara Home Builders' Association's 2017 Awards of Excellence for instance, Lucchetta Homes was named Builder of the Year (the evening's top prize) and also won awards for Best Website, Excellence in Green, and Most Outstanding Production Home Over 1,800 Square Feet for its "Bristol" model.

This fall, Lucchetta Homes is also poised to take its business to new heights with the launch of its Davis Heights development—a private enclave of 36 luxury townhouses located on Haist Street in Fonthill, just north of Regional Road 20.

"It will be Niagara's finest address," Rob says of their next development launch. "It'll have Old World European charm and style. Our quality is always consistent but Davis Heights will be a different caliber of luxury product. Something the marketplace has never seen before." **BL**

COADY'S CORNER

COADY THOMSON

The St. Catharines Club is the Place to Be in downtown St. Catharines and our members continue to prove why. A big congratulations to Patrick Little (Heelis, Little, Almas LLP) for being named the Business Volunteer Person of the Year as part of the Niagara Business Achievement awards this year. Congratulations to all the other nominees!

Another big congratulations goes to Zach Prokop (Philippe Dandurand Wines Ltd.) and his fiancé Megan on their recent engagement! We hosted our Ladies Reverse Draw this past month and one of the winners was our very own Crystal Fehlow (Remax Niagara Realty Ltd. - Team Davids). We recently hosted our first NHL Playoff Pool which was won by Ken Gonyou (K. Gonyou Consulting Inc.). Are you looking for a place to relax with family, friends or colleagues? Or even a quiet place to work

outside the office? Our membership rates and value offered is unmatched! Contact the club for membership details or to set up a tour! Feel free to post pictures around the club on our Facebook page or mention and follow us on Twitter @TheStCathClub #theplacetobe.

Cheers —Coady BL



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I AM FINALLY HOME



MASOUD REZA AZIMINAJJAR

Since I was a kid, from what I had heard about Canada, it was always my dream to live here. For many years, and always for one reason or another, I never had an opportunity to move to Canada. Thanks to Canada Immigration and Citizenship (CIC) for its Start-Up Visa Program, as well as my goals and dreams, my life's direction changed towards an amazing path. In this journey, after living in Malaysia for nine years, Innovate Niagara introduced to me by CIC, gave me a great support system and paved the way for my success in life and business, and helped me to prepare myself for a new chapter in my life.

On July 26th, 2016, I landed in Canada for the very first time, stressed and with tons of questions. A warm welcome from Innovate Niagara and the amazing people of St. Catharines, removed all the tension and very soon this amazing country became the only place that I proudly call home.

As a VFX and 3D [Visual Effects] Generalist, I had been working on videos for many years,

and constant learning was always part of this process. However, the circumstances were not always in my favor and I was hoping that this move to Canada would give me a better perspective of possibilities towards my desired dream. And here I must admit that not only did it give me a clear vision, but also now I feel very lucky that I joined Innovate Niagara as one of its portfolio companies; nothing could make me happier than ending up where I am right now. I am surrounded by people who are working in similar fields giving me constant feedback when it's needed which boosts my energy to work even harder.

Now that I am working in an environment with many talented people who generously share their knowledge with each other and are always there for you to grow together, and living in a country, especially in a peaceful city that is full of great people who treat each other with

nothing but respect, I can't wait to have my wife, my son and my newborn daughter here with me after almost a year of living alone to share all these gifts with them.

Masoud Reza Aziminajjar is the founder of Black Wings Effects. He has 22 years of graphic design and VFX experience. Masoud pushes himself to produce more challenging art both technically and creatively to bring what was once an idea to life. For more information, call 289.501.7039 or email masoud@bweffects.com

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USING COLOUR DYNAMICS

DENNIS O'NEILL

Observe any village in Newfoundland. What do the vibrant house colours do for life in those communities?



CAUSE OF COLOUR

Colours are caused by different light frequencies. Frequencies profoundly affect people, and in many ways. Particularly psychologically!

MOOD

What colour dominates the sky today? That colour affects your mood, your day. What colour clothes did you choose to wear today? How do your clothing colour choices affect you, and people around you?

One time when I managed radio stations, the writing department requested that they could re-decorate the large office. It looked out over the uninspiring railway tracks. The group selected wallpaper and with an autumn coloured forest. It changed the state from "confined office" to the "freedom of outdoors." Productivity soared.

BUSINESS COLOURS

McDonalds chose red and yellow. Accident or purpose? What colours does your firm feature? Why? What dynamics do those colours draw on? Does your colour choice match the personality of your business?

Steve Morris, CEO of Exit Realty, chose

teal as their main colour. He said teal had been tested and stood out. So he used it.

John Deere tractors make their case with green, Ford blue while Kubota flaunts orange. How about the banks! Who wears green? Who dresses in blue? Red?

WHAT DOES YOUR CAR COLOUR SAY?

For ten years drivers chose silver cars most then for the past five years white led the pack. Apparently blue may be the new trend. I have an article saying silver cars had considerably fewer serious accidents than other colours.

MEN VS WOMEN CHOICES

Some years ago, my company had an advertising campaign choice. The management committee, predominantly male chose blue. Something in me said "maybe not." A survey of women on staff unanimously said red. Since our customer target consisted of women, we went with red.

- Can blue street lights reduce neighbourhood crime rate? In Glasgow, Scotland, apparently so. (Wikipedia colour psychology)
- In hospital healing occurs faster with certain colours.
- In radio I learned that music selections can be coded by colour. So a station playing a certain music format has a distinct colour.

What is your favourite colour....and what does it say about you? **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@dennisonellcoach.com or visit www.dennisonellcoach.com.

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CONTINUED FROM PAGE 1

LINE 150...?

out life"—where days turn into weeks, into months and years and before you know it, your life is blasting by. Sound familiar? Well, what we've come to appreciate over the last several years is that way of being doesn't serve our higher selves nor does it lead to greater fulfillment.

So Why Life Simplified? Because, the truth is, life does go by pretty quick if you don't stop and notice what lights up your soul and what truly matters. This is not frivolous thinking—it's real, authentic and perhaps as you read these words, it's stirring something in your soul.

So we choose to pay less but live large. Recently we sold our four-storey Victorian home and decided to downsize to a lovely one bedroom condo by the water. Less mortgage. Less utilities. Less maintenance. Less... But better.

Our intention is a smaller mortgage and more cash to experience the things we love. Travel, writing and inspiring others to live their passion. Ultimately, no mortgage.

As we approached various "institutions" to assist us with our "less but more" plan we've been treated more like a number than a human being. Instead of these

"institutions" actually having a conversation with us they only care about one thing: "Line 150." That's the income you reported in your tax return statement.

It's funny in this connection age that we simply choose not to connect. Even after numerous attempts at sharing our blissful and wondrous transition to a life of simplicity the person on the other side of the keyboard only cares about one thing... "Line 150."

I've come to appreciate the control of this system we've all helped to create. It's not serving our higher purpose. We are human beings that have been given the gift of possibility through contribution. When we choose to evaluate a fellow human being based solely on income, we fail in our pursuit to elevate the human race.

So Angela and I have been on a journey of simplifying for quite a few years and we are ready and on fire to share it. We are passionate about it because we meet so many that want it but don't have a clue how to begin as our "achieving and accumulating" culture does not yet support it. Living what matters every single moment of our lives is Life Simplified. It's about living with a sense of urgency and knowingness that you have now

to step into your one precious life. Loving and learning in every single moment is Life Simplified. Not waiting to have it all figured out is Life Simplified. Getting rid of stuff that slows your energy down is Life Simplified.

We are more than "Line 150." We are beings of light and pure potential. We have not been given this gift of life to simply pay the bills and accumulate a world of debt. We are here to reach out and help one another answer the only question that truly matters... WHY am I here?

I think it's time to replace "Line 150." **BL**

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

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IT'S SMART TO MAKE A WILL EVEN IF YOU'RE HEALTHY

PROVIDED BY NEWSCANADA

Although we may contemplate it from time to time, many of us don't think seriously about preparing a will. But it's probably the most important document we will ever write, and there's no time like the present to write yours and enjoy the peace of mind that comes from having it done. Here are a few guidelines:

Consult a lawyer. Some people try to save money by drafting a will on their own. But wills are governed by provincial legislation that can change, and you're likely not an expert on taxation and how to reduce what will need to be paid. One unclear sentence or phrase could put your will into legal limbo for a very long time.

The cost of having a professionally drafted will is far less than most people realize. You can also save money by making sure you are organized before seeing the lawyer by creating a record of your important documents and the names of your immediate family, executor and beneficiaries.

Understand the consequences. If you don't have a will, the court appoints an administrator to manage your estate. Provincial legisla-

tion will determine who your beneficiaries will be and this may include some people that you had no intention of remembering. The process is generally more expensive and some of the bequests you had always intended to make—such as to your church, a favourite charity or an organization like Amnesty International that you supported in your lifetime—would be ignored.

Choose your executor wisely. An executor is the person who will be responsible for using your assets as needed to pay any outstanding debts and to file a final income tax return. The executor is also responsible for preserving your assets until they can be sold or transferred to the beneficiaries of your estate. Once all the financial obligations have been met and a clearance certificate from the Canada Revenue Agency has been obtained, the executor can distribute the remainder of your assets according to your wishes.

You have options. Any adult can be an executor, including one or more of the following: your spouse, a family member, a friend, a trust company or a lawyer. The important thing is to choose someone who is both capable and willing to take on the responsibility of handling your estate. **BL**

Article courtesy of www.newscanada.com.

QUALITY HEALTH CARE IS EVERYONE'S BUSINESS

PROVIDED BY HAMILTON HEALTH SCIENCES FOUNDATION

Operating a successful business is about much more than just making a profit or beating the competition. Businesses can also make a genuine, positive impact on the lives of people in their community.

The Care4 program is an innovative fundraising partnership that empowers businesses to demonstrate social responsibility by making a financial commitment on behalf of their customers to Hamilton Health Sciences Foundation.

"The customer recognizes that a portion of what they are paying goes to a charity," says Tamara Pope, Vice President of Marketing and Communications at Hamilton Health Sciences Foundation. "Research shows that if consumers have a choice, they are more likely to go with the company involved with a charity."

The principle of the program is simple, yet powerful in its multiplier effect. When consumers make a purchase from a Care4 partner, a portion of the purchase (which is unique to each partner) directly supports patient care, education, research and equipment purchases across the supported sites of Hamilton Health Sciences.

"It really has a three-way benefit," says Pope. "Corporate partners benefit because the customer sees them as a link to a cause that is important to them, The Foundation benefits from the fundraising, and both The Foundation and corporate part-

ners benefit from the branding as another means of amplifying their message."

Hamilton Health Sciences provides specialized care to a population of 2.3 million people throughout south-central Ontario. Many services provided at Hamilton Health Sciences sites like Hamilton General Hospital, McMaster Children's Hospital, Juravinski Hospital and Cancer Centre, and St. Peter's Hospital, are not available anywhere else in the region. Patients are often transferred to Hamilton Health Sciences sites from community hospitals in Niagara, Brantford, Kitchener-Waterloo and Burlington.

"Given that Hamilton Health Sciences is a regional centre, it makes sense to work with regional businesses because we provide health care services to their families, neighbours and customers," says Pope. "Care4 is for businesses throughout south-central Ontario, not just Hamilton."

According to Pope, the Care4 program is also great for employee engagement and retention as employees feel a sense of pride in working for an organization that gives back or is actively engaged in supporting a cause. **BL**

If you have a consumer-based business and are interested in becoming a Care4 partner, please visit www.hamiltonhealth.ca/care4 or call 905.521.2100 ext. 44847. You can also make a real difference by supporting our Care4 partner businesses.

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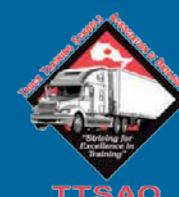
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Hotel Dieu Shaver Health & Rehabilitation Centre	Community Care St. Catharines and Thorold	Niagara Regional Police Department	Gillian's Place of St. Catharines	Niagara Regional Sexual Assault Centre	Community Living St. Catharines
Niagara Regional Health Department	Community Care of West Niagara	Children's Discovery Centre	Niagara Child Advocacy Centre	Lincoln Community Complex	Fort Erie Performing Arts Centre
Niagara Children's Centre	Infinity Play Place	Children's Safety Village	Autism Society	Hospice Niagara	Scouts Canada Welland
Pathstone Foundation	Alzheimer Society	Port Cares	Project Share	Hope Centre	Brock University Rowing
Niagara Health System	Wellspring Niagara	Heartland Forest	Brushed Aside Program	Hannah House	Wigs for Kids Canada
Family and Children Services (FACS)	Bethesda Community Services	Niagara Symphony Orchestra	The Raft (a resource association for teens)	Adolescents Family Support Niagara	Learning Disabilities Niagara
Heart and Stroke Foundation	Big Brothers and Big Sisters	Women's Place of South Niagara	Brain Injury Association of Niagara	i-CANTER Therapeutic Riding	Niagara-on-the-Lake Library
YWCA	Norm Foster Festival	Gateway of Niagara	Start Me Up Niagara	CNIB	Niagara Youth Orchestra

UPCOMING EVENTS

VALVANO 'THE RIDE' FOR WISE GUYS
SUNDAY, JULY 16TH, 2017 AT 8:00 AM

VALVANO SALON SPA 134 NIAGARA STREET, ST. CATHARINES

27TH ANNUAL CHARITY GOLF TOURNAMENT
WEDNESDAY, JULY 19TH, 2017 AT 7:15 AM

LOOKOUT POINT GOLF & COUNTRY CLUB 209 TICE ROAD, FONTHILL

3RD ANNUAL WISE GIRLS TEE PARTY
MONDAY, AUGUST 14TH, 2017 AT 12:30PM

ST. CATHARINES GOLF & COUNTRY CLUB 70 WESTCHESTER AVENUE, ST. CATHARINES

AUCTION & DINNER PARTY
TUESDAY, JULY 18TH, 2017 AT 6:00PM

COPPOLA'S RISTORANTE 203 CARLTON STREET, ST. CATHARINES

11TH ANNUAL LEGENDS BOXING NIGHT
FRIDAY, JULY 21ST, 2017 AT 6:00PM

MERRITTON COMMUNITY CENTRE 7 PARK AVENUE, ST. CATHARINES

4TH ANNUAL CHUCK SMITH PUB NIGHT
TBA

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