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VOLUME 13 ISSUE 3 /// NIAGARA

MARCH 2018

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The Big BANG!

"It doesn't matter where you currently are but in the direction you are moving in."

A **S WE ROLL OUT** into a New Year, along with it comes limitless possibility. A time to release the energy of the previous twelve months. A time to reflect on "Why" you are truly here. A time to kick start the dreams you promised yourself a long time ago.

So, what explosion of purpose will burst out of you? What will be your "Big Bang"? How will you serve others with the gifts that were imprinted upon your cells a life-time ago? The New Year is but a moment in time. That is the great thing about the universe we find ourselves in. Everything expands from a single moment. When these powerful moments collide, greatness is unleashed across the stars.

As one who exists to inspire others, I've witnessed the miracle of life and the seed of potential that lives and breathes within all of humanity. My heart has heard the

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THE BIG BANG!

thunderous roar of people coming to life and bursting with new levels of passion and purpose. I've experienced the miracle of a child crushing her fears and eradicating a disease that ravished her spirit. I've marvelled at the thousands of souls who've heard their wake-up call towards truly living their one precious life. I've danced in the joyous realization of people igniting their deeper, driving Why (their true reason for being).

When we all reach out and inspire others to see their light, we illuminate the heavens like a burst of fireworks on the Fourth of July. When we consciously unite we ignite the greatness that bellows in people's hearts. When we selflessly pour ourselves into others, we light the sacred fire that forges a world inspired.

What will be your "Big Bang"?

For some, it will be the deeper realization of "Why" they truly exist. Not what they are meant to do but who they are meant to be. For others, they'll learn to crush the fear that held them back for a lifetime. They will overflow with explosive levels of love for where they are heading. Perhaps, your "Big Bang" will stem from deciding to take 100% responsibility for the life you desire to create.

The change you are seeking is seeking you. It starts with lighting the "big fire" within your heart. Like anything great, it expands from sheer will and persistence. It won't happen someday but rather in the present moment. It's something you must do with the little time you have left on this Earth.

Your "Big Bang" will create a chain reaction. It will ripple out across the fields like a brush fire. Everyone around you will feel the heat from your flame and be inspired to do the same.

We are here now in this time to elevate one another to look up from our delusional digital worlds onto a sea of true greatness. We don't exist in isolation but rather as a collaborative spirit on a quest to understand the true nature of our universe. We'll thrive when we listen with the intent to understand the hidden promises that linger in our hearts.

Your legacy will echo across the stars and influence generations to come. Is that not why we are here? To make an impact of profound change? When you start with the end in mind, you will come to appreciate that even the smallest action can tip the scales of humanity.

Your "Big Bang" is the voice we all need to hear. It will thunder in our hearts and it will awaken our spirit from a deep slumber. Your belief in something far greater than yourself will expand our minds and inflate our soul. Your sails will carry us across a sea of unbridled possibility. Your light will illuminate the true way and the path that will bring you utter bliss.

When you surrender to the need to have all the "Is" dotted and the "Ts" crossed you will humble yourself and steer into the direction of relentless humility. Your imperfection is what makes this journey so perfect.

When you commit to always being a student of life, you'll never stop learning and dreaming among the cosmos. That is where you've always belonged, dancing among the stars and shooting across the heavens.

This is your year for explosive growth. This is your time to decide you're worthy of more. This is your legacy so make it one we'll never forget. Don't just spark a match, ignite the fire. Let winds carry the promises you sang and above all, inspire us with a "Big Bang"! **BL**

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

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JEFF GRANDFIELD AND DALE WILLERTON

APPROXIMATELY TWO MILLION COMMERCIAL lease renewal transactions take place every year in North America. Whether a tenant is leasing commercial space in a strip mall, office building or in a stand-alone building for a business, he or she eventually will have to face a lease renewal negotiation with a landlord. Starting with the end goal in mind and planning far enough in advance will make this process much easier.

Most landlords push for a rent increase on a commercial tenant's lease renewal. This is normal and something you should anticipate. Much can transpire in a five or 10-year lease term between when you moved in and when you need to negotiate a lease renewal. Negotiating a lease renewal is not an overnight process. This can take some time and involves a number of steps as found in our book, *Negotiating Commercial Leases & Renewals FOR DUMMIES*, and summarized below:

Create competition for your tenancy. Commercial tenants should negotiate on multiple locations simultaneously – especially with lease renewals, even if they don't want to move. Create options and play one landlord against another. Share with each landlord that you are receiving other proposals. This often creates a bidding war between landlords with you winning in the end!

Start the planning and site selection process well in-advance. For existing businesses and lease renewals, begin 12 to 15 months in advance. This allows for ample time for negotiating, completing paperwork, searching for alternate sites (if necessary) and accounting for Murphy's Law.

Keep success quiet. Landlords often try to raise the rent due to a commercial tenant's success. If doing well in a particular location, a commercial tenant will likely not want to move even if he or she can afford the rental increase. Some agents and landlords may try to take advantage of some commercial tenants knowing how expensive it can be to move and set up a new business.

Talk to other tenants. For lease renewals, talk with other tenants in the building who have recently renewed leases. Ask how these renegotiations went and what the landlord was willing to agree to in terms of rental rates and further tenant incentives.

Negotiate for lease renewal incentives. For some reason, commercial tenants neglect or are simply fearful of negotiating for lease renewal incentives. If a lease is expiring, a commercial tenant should ask him or herself what inducements (e.g. free rent/tenant allowances) the landlord would give to a new tenant just coming into the property.

Think realistically. If a business isn't faring well but the commercial tenant wants to renew his or her lease anyway, this is false optimism. Unless the entrepreneur changes location or something else about the way he or she does business, he or she should not realistically expect the next five years to be better than the first five years. Moving can be difficult, frightening, time-intensive and expensive. However, sometimes, this is absolutely necessary.

Avoid accepting an inappropriate lease length. For new businesses, an initial lease term of five, seven or even 10 years is typical. However, when renewing, a commercial tenant should not automatically sign for that same or similar timeframe without considering his or her own future. A business may be sold and/or an entrepreneur may retire. Don't get locked into a long-term lease renewal unnecessarily.

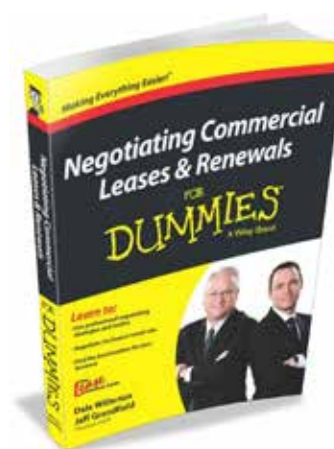
Refuse to settle for the same rental payment. Achieving a rent reduction on a lease renewal is a very real possibility. If the landlord is leasing space to new tenants at less than what the commercial tenant is currently paying, a rent reduction should be achievable. If the tenant's current rental rate is artificially high because of his or her last tenant allowance, a rent reduction on the renewal term could also be in order. Again, commercial tenants should talk with other tenants who have recently renewed or moved in to see how much they are paying.

Insist on having your deposit refunded. If the commercial tenant has paid the landlord a deposit, he or she should ask for this back upon the lease renewal date. Many entrepreneurs can prove themselves as responsible tenants over their initial term. Why should the landlord keep this money?

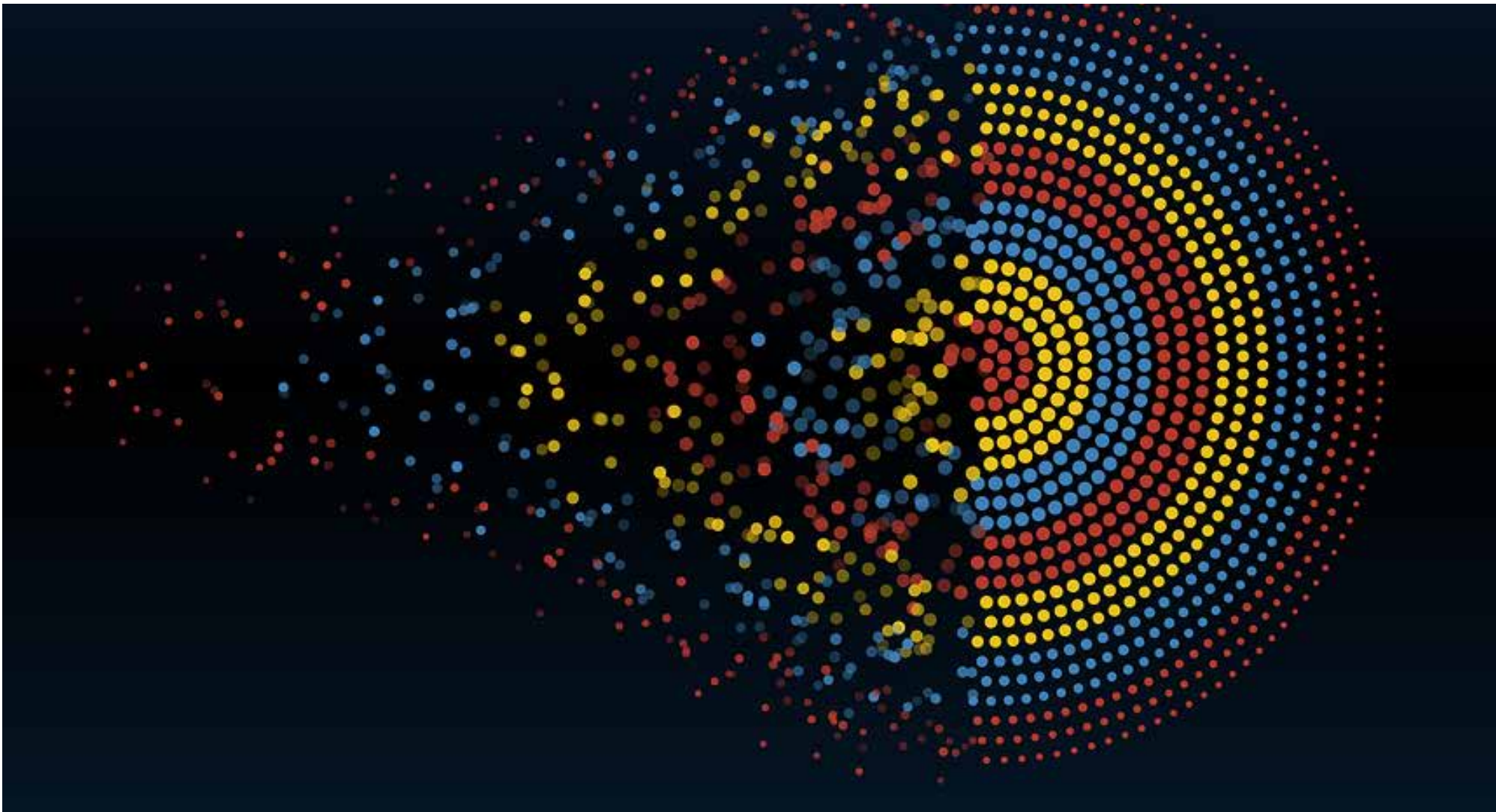
Remember your operating costs. Having the lease and/or operating costs analyzed are effective ways to keep the landlord and property manager accountable. Frequently, commercial tenants pay inflated Common Area Maintenance (CAM) because of padded or miscalculated operating costs. Often, it can be advan-

tageous for groups of tenants sharing the same property to unify for an operating cost analysis.

Plan to not exercise options. Even though the commercial tenant has a renewal option, he or she may not want to exercise it – especially if the renewal term's rental rate automatically increases or can't decrease. If a tenant is certain that the landlord wants you to stay and market rates (the "going rate" in the neighborhood) have softened, he or she may want to negotiate the renewal from scratch. **BL**



For a copy of our free CD *Leasing Do's & Don'ts for Commercial Tenants*, please email your request to JeffGrandfield@TheLeaseCoach.com. Dale Willerton and Jeff Grandfield - The Lease Coach are Commercial Lease Consultants who work exclusively for tenants. Dale and Jeff are professional speakers and co-authors of *Negotiating Commercial Leases & Renewals FOR DUMMIES* (Wiley, 2013). Got a leasing question? Need help with your new lease or renewal? Call 1-800-738-9202, e-mail DaleWillerton@TheLeaseCoach.com / JeffGrandfield@TheLeaseCoach.com or visit www.TheLeaseCoach.com.



What The Facebook Algorithm Means For Your Business

WENDY MARSHALL

FACEBOOK ALGORITHM HAS CHANGED! Ever wondered what this means and whether it has any bearing on your business? In simple terms, Facebook means they are making updates they hope will be more beneficial to their audience, and the marketers that affect their own income business.

In the latest update, Mark Zuckerberg announced that Facebook will be changing the way posts appear in your news feed, again. This time he said they will be showing you only the updates from friends and family. They believed that people only want to read stories from those they care about and so comes this filtering of your news feed.

Now, what does this mean for your business? If you are a company that depends heavily on sharing information through your company's Facebook page, this will adversely affect you. This is because the new algorithm favours content shared on groups and personal profile than those shared on pages. So if you are depending on just posting about you on your page alone to get the message across to your customers, chances are you will see a decrease in your reach.

This is where you need to get back to basics on what social media is...social. Tag followers, customers and other businesses to create and keep the conversation going. Move your clients to a group that you need a more direct communication with for when you need to produce that heavy content that relates to them. Or do what Facebook is pushing for – run Facebooks ads.

This can be an easy change or a hard hit that will require you to change your approach to Facebook. Ask yourself questions to start on a new social media marketing campaign. Do you have the manpower required to create a group and run it actively? If you don't then move over to ads. Before you decide to use ads though, you need to be sure you have the budget for it. Can you continuously run ads about your blog posts, new services or products, and new innovations about your enterprise? These are the questions you need to ask yourself and answer adequately before you can embark on your new social marketing campaign. **BL**

Wendy Marshall is the owner of Thumbtack Marketing and is located at 540 Eastchester Avenue East in St. Catharines. For more information, visit www.thumbtackmarketing.com or call 298.434.4874.

ASK THE EXPERT

WHAT'S THE DIFFERENCE BETWEEN AN RRSP AND A TFSA?

PROVIDED BY THE ACCOUNTING PLACE

THERE ARE MANY DIFFERENCES between a Registered Retirement Savings Plan (RRSP) and a Tax-Free Savings Account (TFSA). The benefits of each should be considered before deciding to invest inside either.

RRSP contributions are tax-deductible, while the TFSA is not. This means the amount that is contributed to the RRSP is deducted from your total income for the year and reduces your current income taxes payable. Many individuals prefer the RRSP for this reason alone. If you currently find yourself in a high tax bracket, the RRSP is likely the most beneficial option for you.

As mentioned, contributions to a TFSA are not tax-deductible. However, while a deduction is not granted on your personal tax return, the income is not taxed when withdrawn from the account. If you expect to receive pension income in your retirement, the TFSA may be the best option.

Both the RRSP and the TFSA provide a tax-shelter for your investments. This means investment income (dividends, interest, capital gains etc.) that is earned inside the account is not taxed as it is earned. Rather, the income earned inside an RRSP is reported upon withdrawal (ideally in retirement when income levels are usually at their lowest).

As the name suggests, any investment income earned inside a TFSA is tax-free and is not reported on your personal tax return. Not when earned, or withdrawn from the account.

Always speak with your tax professional to find the best strategy that works for your tax situation. **BL**

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ADOPT THE MODE OF SHRINKING!

BY DENNIS O'NEIL



SHRINKING MEANS THE OPPOSITE of hoarding. The need to shrink shows itself most horribly when I lose a document. What havoc wreaks on us when we lose a simple sheet of paper! Particularly a vital one. Sometimes that paper hides for months.

THE BAD AND THE UGLY

I've had a document go missing and not turn up for 10 years. I have extensive files. When something gets misfiled – wow! My Celtic nature shows the worst of itself in that sort of scenario. Frustration. Bad attitude. Distraction. Anger. Disgust. All the worst of me.

COULD IT BE THIEVES?

Recently, a friend of mine in the U.K. sold his house of 40 years. He said he had 40 years of junk accumulated. Then in packing he couldn't find a certain valuable item. He imagined the worst...had it been stolen? Should he call the cops? He searched everywhere...10 times. Eventually it turned up. The aggravation cost him a deep emotional abrasion.

During our discussion, I promised myself I wouldn't let that silliness happen to me.

A SHRINKING CAMPAIGN

I launched a drive to get in the "shrinking mode." I must shrink my stuff. Filing is not my long suit. Not that I'm not good at filing. I am. Reality proves that I prefer to do other things than filing. And my Scottish genes don't ever want to throw anything out.

THE SHRINKING DRIVE

Toss it. Dump it. Sell it. Gift it. Burn it. Trade it for something smaller. Just get rid of a whole lot of stuff. The plan sounds simple.

PROGRESS?

For weeks, I have worked to "shrink." Two steps forward, one step back. For all my efforts, I've achieved little progress.

MORAL OF THE STORY

I need to tune my mind to evaluate stuff differently. For every 10 items, only one rates "save." Six rates "toss" and three that previously might have rated "save," after one week go in the "toss" category. 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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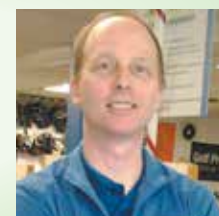
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ACCEPT THE RISK OF CHANGE

TAYLOR HAYWARD

THERE ARE MULTIPLE STUDIES and publications that all indicate the same thing when it comes to all these company's data breaches that have become so common now. A little over 91% of these data breaches are the result of human behaviour. Whether it's by accident or on purpose, it's you and/or your employees that are the cause of these data breaches. This is a pretty formidable number and should be incentive enough to change your behaviours with regards to technology. It should be incentive enough to implement new IT management policies and make it a priority to ensure your staff is trained and aware of the risk they represent.

To give you an idea in 2017, Canada ranked really high in the amount of data breaches and lost revenue. In fact, Canada is in the top five of the most compromised countries in the world. It must be in our trusting nature to click those links that are sent to us!

In case you haven't suffered from a data breach, let's try to put this in perspective. It could cost you approximately \$200 to \$255 per lost or stolen record. Even a small business with say 25 customers would feel the pain of a \$5,000 sunk cost. Imagine a much larger company with hundreds of thousands or millions of records being lost or stolen.

For something that is typically very preventable, there are many companies out there that fail to adapt until after they've suffered a breach or attack. Historically, here in Niagara we are slower than others to adapt when it comes to technology. I'd urge you to take a good look at your IT management practices and ask yourself (and perhaps your team) if these processes can be improved upon. The single most cost-effective method of prevention is ensuring that your staff is aware of the risk to your business. And if I failed to motivate you to improve your processes, here are a few (more pricey) options for you:

1. Ensure you have a top-notch spam filter in place.
2. Ensure you have a business grade firewall protecting your network.
3. And most importantly, have a disaster recovery solution in place that has multiple restore points from multiple sites. **BL**

Taylor Hayward is the owner of STS, a technology company dedicated to simplifying IT for small and medium-sized businesses in the Niagara Region. Taylor can be reached at 905.327.6163 or go to simplifiedtech.ca.



TEAMWORK

ALIGNING YOUR TEAM

GASPER PAUL

FORGET TOUGH – TODAY'S competition is fierce! Now, more than ever, your commitment to establishing a true "team" culture is not just important, rather it is a vital component to your company's future success, because when your team is strategically aligned, your organization is positioned with a stronger competitive advantage.

However, it is not easy by any means to establish highly effective and proficient work teams and it is also not easy to get everyone in the organization to work toward common goals. Many companies and organizations that aspire and are committed to reaching such levels, focus, train and coach their people on a continuous basis. In the sports world, this is what is known as training and practicing which ultimately leads teams to championships and dynasties.

However, there are two major challenges when it comes to creating a true team culture. The first is assuming that teamwork is voluntary. One cannot "force" anyone to be a team player. You need to make them "want" to be a team player. The second is that it just doesn't necessarily come naturally. Teamwork requires consistent training. Here's why. Most individuals have been conditioned from childhood to excel as individuals and not as team players. Unless a person has had experience on a sports team under the direction of that rare dynamic coach, he or she does not know how to perform effectively as a member of a team.

In spite of these obstacles, it is absolutely critical to develop teamwork within your organization. Establishing a highly effective and proficient team of professionals who can perform together in an environment of open communication and idea sharing—both internally and externally—is critical. It is the only way to ensure that your company can perform at the highest level of quality service. And it is certainly the only way you can win the competitive battle securing business growth and stability in the long term.

Without teamwork, disharmony, dissention and dysfunction will creep into and sabotage an organization's environment. This is not healthy in today's highly competitive and stressful work climate. Harmony within your team is critical to job satisfaction, customer retention, and business growth.

When your people lack the capacity to understand each other's pressures and the concerns of your customers the following will most likely occur:

- **Barriers can develop among people.**
- **Walls are built and people will work in silos.**
- **Territorialism will manifest within your team.**
- **Quality can be compromised.**
- **Personnel issues and employee disengagement will rise.**
- **People will create separate agendas.**
- **Customers will not receive exceptional service.**
- **Generally, things will deteriorate and be unproductive.**

No business can afford any of these situations. On the other hand, when there is a true team culture, positive outcomes are achievable.

Effective teams develop fragments of ideas and mold them into positive change. Ideas build one on top of another. Individuals, working as a team, take these scattered bits of information and structure a wide variety of options and solutions to the problems an organization continually encounters.

Consequently, teamwork promotes creativity and innovation. Relationships are strengthened—inside and outside your organization. Issues are uncovered, conflict is resolved, and people all pull in the same direction. Individuals are effectively becoming solid team players, and strong leaders emerge.

Sound too idealistic? It's not. All effective, successful organizations operate at this level and there is no reason why yours shouldn't. To begin, follow the steps below to move your company forward to take its place among the best:

1. Sit down with your team and describe what you would like to see within your organization. Let them know that you want to involve them in this important team building process and that you will help them get where they need go. People tend to promote what they help to create. Asking for their ideas and input in this initiative is the first step in effective team building. Keep in mind that people tend to promote what they help to create. Employee involvement is critical to the success of your team.

2. Work together to establish team competencies specific to each job role.

3. Set high standards for performance. Do not settle for mediocre performance.

4. Ask for ideas on how you can modify or eliminate any procedure that does not allow for flawless execution.

5. Create guiding principles for the way the team will communicate and operate, and how all customers will be treated.

6. Set a solid process to realize rigorous but achievable goals.

7. Have the courage to remove anyone who might prevent the team from performing at the highest possible level. You can't afford to have a weak player.

Take a good hard look at your team and begin these steps as soon as possible. Just as successful sports team practice to prepare for competition, start teamwork training to help your team become a truly effective entity.

Remember, businesses don't do business, people do. Start building your team today. This will help you create your strongest competitive advantage and if you need help, seek out an experienced and reliable source. You will find that it will be well worth the investment. **BL**

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CARING FOR THE LITTLEST OF KIDNEYS

PROVIDED BY HAMILTON HEALTH SCIENCES

MARCH IS NATIONAL KIDNEY Month, a time for people across Canada to think about the importance of healthy kidneys to both themselves and their loved ones.

Kidneys play many important roles in the body such as filtering waste products and controlling blood pressure. When kidneys cease to function properly, the health consequences can be severe.

Sometimes the littlest of kidneys require care, as even newborns can suffer from kidney disease. Treating patients from those first moments of life to the teenage years, McMaster Children's Hospital is committed to offering specialized pediatric kidney care for patients throughout the region from Niagara Falls and Guelph to Oakville and Brantford.

"We are the only pediatric nephrology service available in the region," explains Marian Girodat, hemodialysis nurse at McMaster Children's Hospital. "We help patients who have conditions that are beyond what family physicians or community hospitals have the expertise to treat."

Patients who require the care of pediatric nephrology include children and youth with congenital kidney abnormalities, and those with reduced kidney function as a result of other medical conditions such as kidney cancer, diabetes, hypertension, physical trauma and autoimmune disease.

The nephrology specialists at McMaster Children's Hospital offer a complete range of clinical services including hemodialysis, peritoneal dialysis, and pre and post-kidney transplant care.

"You can't live without your kidneys, which is why it's so important to take care of them," says Marian. "Kidney disease is potentially life-threatening and it requires extensive care. Some of our patients visit us three times a week and require dialysis for up to four hours each time. That's one reason we're so grateful for the new, more comfortable hemodialysis space."

After months of extensive renovations, McMaster Children's Hospital celebrated the opening of its Hemodialysis Clinic in July. The redevelopment was made possible by the Caring for Little Kidneys campaign, which was created by Charlotte and Tim Blevins, owners of Reid's Heritage Homes, who were inspired after their daughter received lifesaving care. The \$650,000 donor-fund-

ed campaign enabled the hospital to create a standalone clinic for this unique group of patients.

The clinic now features three customized treatment areas, which can accommodate patients in a hospital bed or wheelchair. Treatment areas are colourful and adorned with a building-block theme, and include age-appropriate toys and electronics to keep patients occupied during prolonged treatment sessions. Comfortable seating is available for parents and other family members so they can accompany children during treatment.

"It is extremely gratifying to help patients in their journey and donors are very important to the work we do," says Marian. "Their support makes it possible for us to have a beautiful clinic like this." **BL**

Please donate to McMaster Children's Hospital Foundation today and make a real difference in the lives of patients at www.hamiltonhealth.ca/donate.

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Women

BUILDING BUSINESS

SPECIAL FEATURE

ON MARCH 8TH, INTERNATIONAL WOMEN'S DAY will be celebrated around the globe—a tradition that represents over ninety years of development and success for women worldwide. In this feature, we showcase local women in the business community who have made an impact. These successful women come from many walks of life—and all of them have demonstrated a clear sense of purpose, a desire to be different, and a drive to be the best. This feature is our way of saying “congratulations!” to all the hardworking women that help make the Niagara community such a rewarding place to work and live.



ALLISON KARES

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PILATES IS MY PASSION and I know that movement has healing qualities for everyone. My goal is to continue to work toward making movement accessible to everyone regardless of age or ability so they can have a positive movement experience that helps them to move better and feel better. Movement is

so much more than an exercise program. It encompasses the body, mind and spirit of an individual. My aim is to provide an experience that speaks to all of these aspects of each person that I meet.

WHAT IS THE HARDEST THING IN YOUR LIFE THAT YOU HAVE HAD TO OVERCOME?

Transitioning from a business partnership to being a sole business owner all while continuing to actively work as a practitioners and meeting the needs of my clients. My clients' health and well being are important to me. Being able to be present and focused on them while still having all the day to day challenges of transitioning a business, moving to a new location and developing new programs was very stressful. With the support of an amazing team of instructors, I was able to continue offering the highest quality programs and keep clients going.

WHAT IS YOUR LIFE VISION PERSONALLY AND PROFESSIONALLY?

Pilates is my passion and I know that movement has healing qualities for everyone. My goal is to continue to work toward making movement accessible to everyone regardless of age or ability so they can have a positive movement experience that helps them to move better and feel better. Movement is so much more than an exercise program. It encompasses the body, mid and spirit of an individual. My aim is to provide an experience that speaks to all of these aspects of each person that I meet.

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ALLISON KARES
owner / instructor



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BETH KENNEDY

FIND YOUR STYLE WITH BETH
OWNER

WHAT IS THE HARDEST THING IN YOUR LIFE YOU'VE HAD TO OVERCOME?

As the youngest of five girls, I was able to indulge my passion by playing with the hand-me-downs from my sisters. I learned to break the rules and make my own by mixing bold colours, patterns and textures for maximum effect and comfort. I found accessories were an easy and affordable way to enhance and bolster my own wardrobe. Flash forward - one day recently, I was out for lunch with one of my best friends. We were discussing my current job and my health. I just wasn't happy. She told me it was time to quit my job and finally use my creative side. I knew right then and there I had to follow my heart. Now with my new fashion consulting business - Find Your Style with Beth - I'm able to use my passion and help men and women look and feel the best they can be.



ROSEANN WATERS

BUSINESS LINK
ACCOUNT EXECUTIVE

ROSEANN HAS ALWAYS BEEN an independent entrepreneurial spirit. After a successful career in sales and marketing, she recently took a hiatus for her health. Now RoseAnn is back and enjoying the opportunity to work with her clients. A passionate lifelong resident of Niagara, RoseAnn is active in her community. She's also a foodie who enjoys wine and exploring all that Niagara has to offer.

WHAT IS THE HARDEST THING IN YOUR LIFE YOU'VE HAD TO OVERCOME?

THE HARDEST THING IN MY LIFE I've ever had to overcome is the abrupt end of my 14-year relationship. Starting over after the age of 50 is challenging. When a long term relationship ends unexpectedly, there are so many loose ends to tie up. At the same time, my business ended and I had to move! Financially, emotionally and mentally, I was starting over. Learning to trust my gut, honour my need to heal, and having the courage to invest the time in getting better was tough. Looking back, I realize now that I'm one of the lucky ones. Not only did I survive - I'm thriving. A new beginning isn't easy but it's worth it. I love my life, my job, my "Business Link" family, and all the people who support me in my success. You only live once. You may as well embrace it and say "yes" to the possibilities!



DAWN WARREN

CANADIAN CHAIR MASSAGE TRAINING
SENIOR PROGRAM DIRECTOR / INSTRUCTOR

WHAT ARE YOUR THREE BIGGEST CHALLENGES IN FULFILLING YOUR ROLE IN BUSINESS?

BALANCING BOTH PERSONAL and a professional life has been one of my biggest challenges. When your office is in your home, and your teaching takes place off-site, it can be an organizational nightmare. Add into that, my partner and I share one vehicle and scheduling becomes a bit of a challenge. We've worked together to create a work/life dynamic that works well for us.

Learning to create curriculum that works for every learning type has been an interesting evolution of how I teach, and how I communicate with others. I'm proud to say that since setting high but achievable goals, my business has grown and I am reaching out further afield to bring chair massage to more practitioners in more locations.

I love the challenges of striving for excellence against my previous bests and the people I work with our so passionate about learning, that it's easy to overlook the challenges and go for the gold.

Feeling Frumpy?

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WENDY MARSHALL

THUMBTACK MARKETING
DIRECTOR

THUMBTACK MARKETING: A full-service boutique social media agency focused on Facebook, Instagram and Twitter ads. She also advises social media and digital marketing to other agencies.

Wendy grew her love of marketing when her clients turned to her for advice on how to gain traffic to their newly designed website. Turning to industry leaders for guidance, Wendy turned to Business Trainers Pro and Digital Marketer to gain certifications and experience in Digital Marketing and Social Media Management.

Strengths: Brand Development, Content Creation, Social Media Growth, Search Engine Optimization, Digital Marketing, Ideation, Strategic Planning, Organization, Creative Direction & Aesthetic, Copywriting, Communication, and Brand Voice.

WHAT IS THE HARDEST THING IN YOUR LIFE YOU'VE HAD TO OVERCOME?

Having everything I was working for just taken away overnight. I have rebuilt my business from the ground up on my own and established my business in Niagara on honest and reliable service.

WHAT IS THE BIGGEST CHALLENGE IN YOUR ROLE?

Educating people on the role social media and other forms of marketing have within their business. Social Media is not all about the hard sell and pushing products and services it is about the relationship a business has with their community and building trust and educating their following about how the business is going to provide a solution when they are in need of what they are providing.



SABRINA LIMONCELLI

FUSION STUDIO
OF PERFORMING ARTS
OWNER

WHAT ARE YOUR BUSINESS' THREE BIGGEST WINS RIGHT NOW?

Owning your own business can be very challenging and therefore easy to see where some faults might be therefore spending energy on improving those areas. However another very crucial aspect is seeing the positive and what IS working.

This year in particular, we have a wonderful team of Staff who support, respect and encourage growth within each other, creating a great synergy within the studio.

In the last 2 years we've been honoured to be voted #1 Dance Studio in our city for having a warm, inviting and fun learning environment.

Over the years our students and parents, along with staff, have become a close knit community simulating a family; supportive, nurturing, loyal & loving.

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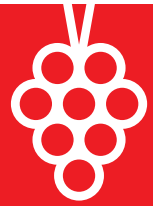
FUSION Studio of Performing Arts offering dance lessons to ages 18 months - Adult in all disciplines including; Jazz, Tap, Ballet, Hip Hop, Acro, Lyrical, Contemporary.

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SONAMI PARTNERSHIP HELPS DENTIST DISRUPT IMPLANT INDUSTRY

PROVIDED BY MOHAWK COLLEGE

IN A WORLD OF innovative ideas, sometimes it makes more sense to reinvent the product, and not the entire wheel. Take dental implants for example. The titanium screw that fuses to bone is the wheel but everything else about the implant, the material and procedure can be redesigned and reinvented.

Dr. Norman Kwan, a dentist, inventor and entrepreneur, has devoted the last 25 years and millions of dollars doing just that in hopes of revolutionizing the dental implant market. It's an industry he sees as lacking in contemporary technology and one that remains unaffordable for too many with the typical cost running from \$3,000 to \$5,000 per tooth.

In his mission to invent a better product and process, Dr. Kwan credits his own approach to realizing early on that these medical devices with screws needn't follow the general principle of dentistry but can be viewed with a mechanical engineering eye.

And it's one of the reasons that led him to Mohawk College's Additive Manufacturing Innovation Centre (AMIC) to utilize their expertise in DMLS technology (metal 3D printing). The project was made possible thanks to funding through Southern Ontario Network for Advanced Manufacturing Innovation (SONAMI), a Niagara-led consortium funded by the Federal Economic Development

Agency for Southern Ontario (FedDev Ontario).

"I have always thought, there must be a better way – a way that can be simpler, more effective and affordable," says Dr. Kwan, who is the only dental implant manufacturer in Canada (St. Catharines, Ontario.), likely due to the monumental cost of having to meet the strict clinical validation process for Health Canada and the United States' FDA.

An outlier in his profession, Dr. Kwan has spent several decades providing teeth replacement with dental implants to his patients (in four practices throughout Southern Ontario) for half the cost, half the healing time and without the need for bone grafting. And he has his own long-term clinical validation studies to prove the success rate of his product, BioHex™ - a one-piece, single-stage dental implant and restorative system intended for universal use for any dental practitioner to provide the process safely and reliably.

In order to take BioHex™ from his own practice to a wider market, Dr. Kwan first needed to make his system even more effective by exploring leading-edge technology like digital 3D applications and emerging dental materials. It's a crucial next step of innovation that only Mohawk's facility could provide, he says. The research team experimented with various materials, examined different printing technologies and collaborated with the dentist to evaluate the optimal solution for him to consider.

"These types of resources and the technical knowhow made available by Mohawk through the government are invaluable in allowing us to move on equal footing, if not faster, to the big boys," Dr. Kwan explains. "Without this help, it would be almost impossible to be in the game."

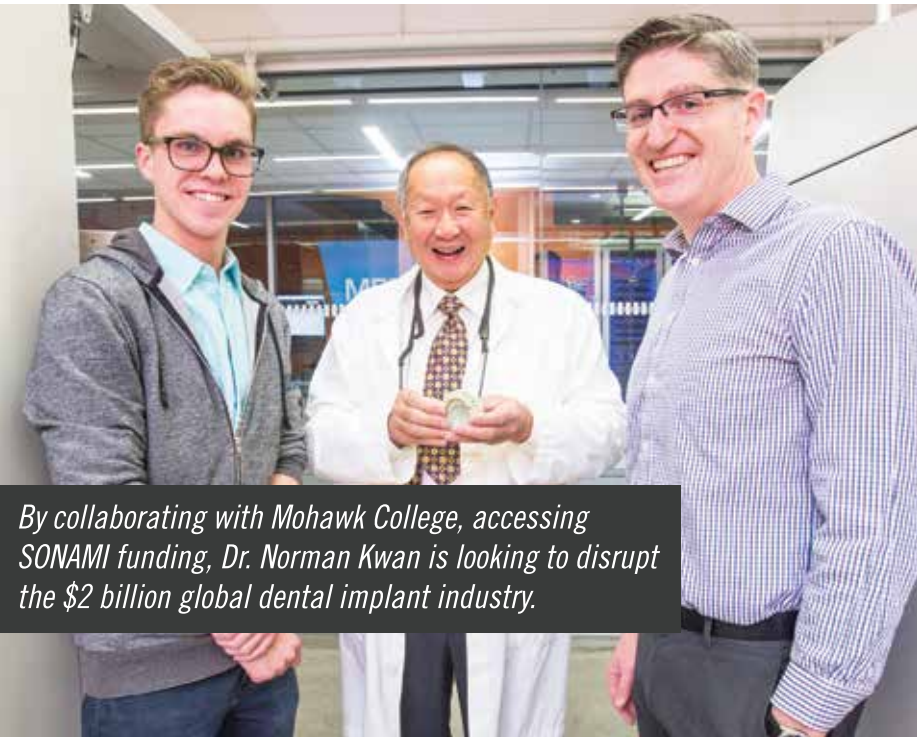
"The game" sees Dr. Kwan getting in motion the wheels to have his methods widely adopted by first educating other dentists on how to offer this technology to more people, safely and reliably while benefitting the bottom-line.

"When we can put the fee so affordable and with a superior product that still offers the dentist a profit, that is significant enough to disrupt the \$2-billion global implant industry," Dr. Kwan predicts. "I believe this is the technology for the future of dentistry." **BL**

As an applied research lab, Mohawk College's Additive Manufacturing Innovation Centre (AMIC) and its team of expert staff, faculty and students can provide a test bed for industry to develop new products and processes. For information about the SONAMI funding, contact ideaworks@mohawcollege.ca or visit www.mohawcollege.ca/about-mohawk/initiatives/applied-research/additive-manufacturing-innovation-centre.



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CREATIVE
PRACTICAL**



By collaborating with Mohawk College, accessing SONAMI funding, Dr. Norman Kwan is looking to disrupt the \$2 billion global dental implant industry.

If your company would like to access state-of-the-art equipment, tools, services and expertise to develop new products or services, then SONAMI – the Southern Ontario Network for Advanced Manufacturing Innovation – is here to help. From prototype development to production planning and production automation, SONAMI partners have capabilities in additive manufacturing; flexible manufacturing; high productivity manufacturing; and the industrial Internet.

Eligible projects should be focused on new product development with an eye to commercialization. The product may be at any stage of development when the project begins.

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