

A RESOURCE FOR LOCAL BUSINESSES



Volume 6 Issue 10

40 UNDER FORTY

BUSINESS ACHIEVEMENT AWARDS

2018

RECIPIENT SHOWCASE



PUBLISHED BY



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OCTOBER 2018

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Let's Get Social



2018 RECIPIENT SHOWCASE



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Labour Market Snapshot

PREPARED BY:  Workforce Planning Hamilton
Planification de main-d'œuvre de Hamilton

www.workforceplanninghamilton.ca

2018 Quarter 2 (Q2)

3 things to know about the labour market in 2018 Q2

1

Unemployment rate continues to chart lower than the provincial average

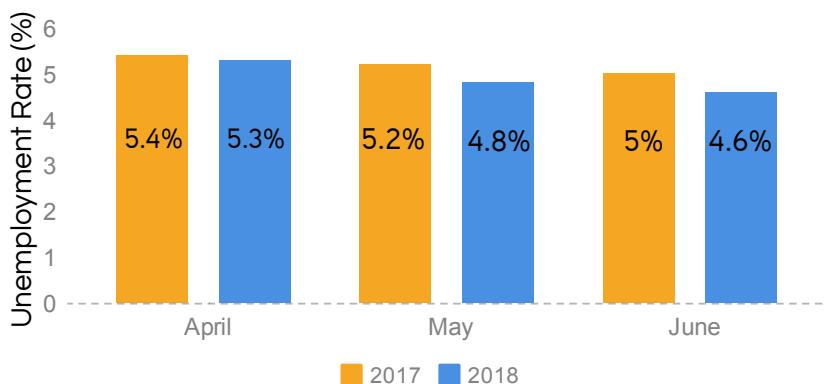
2

Employment in health occupations saw a drop of 8,233 people from 2017 Q2 to 2018 Q2

3

Employment in occupations in art, culture, recreation and sport is up 40% year over year

Unemployment Rate in Hamilton CMA, Q2



Unemployment Rate 2018 Q2

Canada	5.8%
Ontario	5.6%
Hamilton	4.9%

Source: Statistics Canada. Table 14-10-0294-01 (formerly CANSIM 282-0135)

What's happening in Hamilton?

What's happening in the manufacturing industry?

National Steel Car has landed two CN rail contracts that are estimated to bring 550 additional jobs to the area.

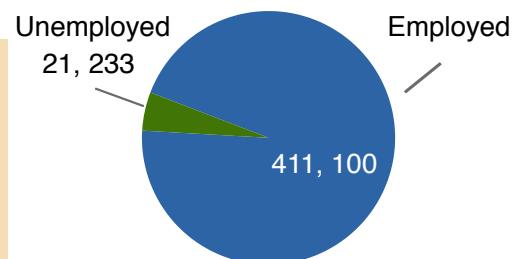
Source: Job Market Trends, jobbank.gc.ca

What's happening with the Basic Income project?

About 1,000 Hamiltonians who were receiving guaranteed income through the Basic Income project will lose their funding.

Source: CBC Hamilton July-31-2018

Hamilton CMA



411,100 people were employed in 2018 Q2. In Q1, there were 419,366 people who were working.

About the Data

* Workforce Planning Hamilton (WPH) previously used job vacancy statistics from Vicinity Jobs Inc. Now, WPH uses Talent Neuron. This data collects from online job postings that include location, industry, occupation, type of employment, duration of employment and job posting source. Though the data uses appropriate sources and is obtained with a concrete methodology, some limitations exist. There are many unknown categories in all of the datasets because various job postings do not always provide details.

Labour Force Survey

The Labour Force Survey is a monthly survey which measures the current state of the Canadian labour market and is used, among other things, to calculate the national, provincial, territorial and regional employment and unemployment rates. The Hamilton CMA (Census Metropolitan Area) includes Hamilton, Burlington and Grimsby.



HOW TO EAT HEALTHY WHEN TRAVELING FOR BUSINESS

BY DENA GOUWELOOS

Between airport food, convention snacks and catered lunches at board meetings, healthy eating tends to go out the window when we travel for business. Though more than half (56%) of Canadian travellers say they will try to eat more local food when they travel in 2018, it's hard not to be tempted by the convenience of drive-by airport options and conference fare. But business travel doesn't always have to mean unhealthy eating!

To help keep Canadians healthy, Booking.com, the global leader in connecting travellers with the widest choices of incredible places to stay, has rounded up a few key ways to keep up with eating well when traveling for work.

1. Packed breakfasts and micro-lunches

Avoiding hunger pangs and the temptation to overeat can be difficult when faced with back-to-back meetings and nothing healthy nearby to satisfy an aching belly. Try taking pre-packed breakfast items or prepared transportable eats from your hotel. (Think a banana, whole grain bagel, hard-boiled egg or high protein granola bar.) Making your own micro-lunches (three snack-size foods, rather than one big lunch) will help you re-energize as needed throughout the day.

2. Let the concierge help

Hotel staff are not only present to ensure a seamless check-in or fluff a few extra pillows - concierges and front desk staff can provide a wealth of knowledge about the local area and should be your go-to guides for finding the best healthy restaurants in the area. From quick bites and local favourites to hotspots fit to impress your CEO, you're unlikely to be disappointed by a recommendation from seasoned staff.

3. Self-catered apartments

It's easier than ever to find a nice home-cooked meal when travelling for business, especially if you're making it yourself. Booking a self-ca-

tered apartment will give more freedom when planning your evenings. Whether you want to get creative with a four-course ensemble or simply whip up a quick bowl of pasta, having your own kitchen gives you the option of skipping mass-produced meals in favour of healthier, home-cooked food with your local grocery store's freshest ingredients.

Remember our first tip? With a self-catered apartment, you can prepare your own healthy breakfasts and to-go snacks for less money and higher nutrition value tailored to your preferred dietary needs.

4. Opt for the mini-fridge

While hotel mini-bars can be stocked with tempting chips and sugary snacks, opting for a room with a mini-fridge is a great way to make sure you're balancing your travel diet with a few healthy foods. Stock up on some basic food items from the local bakery, supermarket or deli and create your own healthy grab-and-go fridge.

5. Check out the hotel fare

Areas surrounding airports and conference centres can often be lacking for choice when it comes to local healthy eateries, but hotels are stepping up to the literal plate. Most hotel restaurants - especially those that cater to business travelers - recognize the need for hearty healthy meals is just as important as that epic steak dinner with your boss.

Try checking out the hotel restaurant for some tasty options to keep you energized. No one wants to be the high maintenance one at the table, but don't be afraid to request simple menu item changes to fit your dietary needs. For example, asking if your sauce can be on the side allows you to control how much you use, and requesting that your side vegetables are steamed instead of sautéed is an easy pivot for the chef. **BL**

Dena Gouweloos is an account manager at PUNCH Canada Inc. in Toronto. For more information, contact Dena by calling 416.360.6522 x234, emailing [dена@punchcanada.com](mailto:dena@punchcanada.com) or go to punchcanada.com.



FINDING THE “CLASSY TO SASSY” IN YOUR WARDROBE

BY BETH KENNEDY

As you look into your closet, you'll see clothes that you've worn to either a wedding, a gala or maybe even a corporate event. And you'll think to yourself, "I've spent so much money on these clothes. I'd like to know how to re-wear them!"

Well, then you're reading the right article!

Here's a great tale of a client's exploration of the treasures we found to create their classy and sassy style.

Recently, I was contacted by a couple from the States who needed help with what to wear for a gala event they were going to. I asked them to take a picture of their walk-in closet so I could see what they own already and what ideas I might give them. I always like to review a client's clothes before I suggest they go out and spend more money on a new outfit!

This was via a video call, and as they went into their closet, I noticed both of

them have great taste in clothes – from casual to fashion designer styles. As our consultation continued, I advised them to add some of their casual jackets to the designer clothes – and they were a little surprised at the idea of mixing and matching the casual with the formal. That's when I suggested they "think outside the box" and try out a Moto jacket with the Tom Ford dress, and the Armani jacket with a pair of Levi's jeans. They did and I said to them, "This is a great look for the event you're attending." After they tried on 10 or more outfits, I ended my consultation with two very satisfied clients.

Think outside the box and find classy to sassy in your wardrobe! **BL**

Beth Kennedy is a personal creative stylist and owner of Find Your Style With Beth. She can be reached at 289.213.6379 or findyourstylewithbeth@gmail.com.



Think outside of the Box
Dress
Classy & Sassy!

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Congratulations
to all 40 Under Forty
Business Achievement
Award Winners for
their outstanding
contribution to our
business community.



Congratulations to Esther Link for being
a 40 Under 40 Hamilton recipient!



RIGHT TO RELAX

THERE'S NO NEED TO FEEL GUILTY ABOUT RELAXING. RELAXATION IS ABSOLUTELY NECESSARY FOR OUR HEALTH AND WELL-BEING.

BY SCOTT LESLIE

These are remarkable times we live in. As a whole, Canadians are living an average of 82 years – 20 years longer than our ancestors did back in the 1940s. Even serious medical issues like cancer and heart disease aren't the automatic death sentences they once were 20 or 30 years ago.

With so many of us living longer, more comfortable lives than ever before, why do we feel stressed out and run down? It's a complicated issue. But studies are increasingly showing much of our malaise can be attributed to the pitfalls of living in the modern world.

With the 24-hour reach of the internet, we now live in a multi-tasking, workaholic environment where the constant bombardment of information has become commonplace. To make matters worse, we often don't take the time to relax which can be detrimental to our health and lead to serious issues like depression and insomnia. Fortunately, there are many ways to "chill out" and wean ourselves from the interference of technology.

Keeping Quiet – Wondering when you can possibly find a moment to relax? Many of us spend an average of half an hour or more commuting to work. However, this time can be a great opportunity to recharge your batteries. If you can manage it, try turning off the radio and other mobile devices during your commute time. Commuting in silence is starting to catch on. GO Transit has bowed to pressure by offering low volume sections on its rush hour routes where riders must refrain from using loud devices so others can work or sleep.

"Phone It Down" – These days, digital devices are leading to everything from "texting neck" to disrupted sleeping patterns to increased eye strain. A recent study found the average person checks their smartphone an average of 45 to 110 times a day! What better reason to avoid the distractions of email and Instagram and "phone it down" on occasion? Try turning off all sounds and app alerts, changing the colours on your phone to grayscale or (God forbid!) leaving your phone at home.

Get Away From It All – You might not be able to take three weeks off for that vacation in Maui. But there is one way to "get away from it all" without spending a dime – and that's meditation. Meditation basically involves deep breathing while staying focused on a single thought or object. Studies show people can benefit significantly from meditating for five minutes a day. The benefits of meditation include everything from lower blood pressure to enhanced immunity.

There's no need to feel guilty about relaxing. Relaxation is absolutely necessary for our health and well-being and enables us to be more productive on a professional and personal level. So don't just stand there. Listen to your body...and relax! **BL**

240 AND COUNTING!

BUSINESS LINK CELEBRATES HAMILTON'S UP AND COMING LEADERS
AT 6TH ANNUAL 40 UNDER FORTY GALA

SEPTEMBER 21ST, 2018 – On Wednesday night, Business Link Media Group proudly recognized 40 of Hamilton's finest at the 2018 40 Under Forty Business Achievement Awards. Over 200 young people, 40 Under Forty alumni and special guests attended the sixth annual gala event which took place at Michelangelo's Event and Conference Centre.

Jack Peets of 102.9 K-LITE FM's Midday Show was master of ceremonies and introduced the 40 award recipients which included local entrepreneurs, business professionals and members of the non-profit sector. Past award-winners Erwin Szeto of Rock Star Real Estate and Rachale van der Veen of Graphic in Traffic were also on hand to offer their encouragement to the 2018 slate of winners.

"We'd like to congratulate this year's winners – and thank everyone who took time to nominate these outstanding individuals," says Adam Shields, president of Business Link Media Group. "Without their efforts, these people might not have received the recognition they deserve."

Since 2003, Business Link Media Group has proudly sponsored the 40 Under Forty Business Achievement Awards which recognize 40 business people under the age of 40 for their business success and contributions

to the Niagara community. In the past six years, Business Link Media Group's 40 Under Forty Business Achievement Awards have also recognized 240 of Hamilton's next generation of business leaders.

"These annual awards wouldn't be possible without the generosity of many businesses and volunteers," Adam adds. "We'd like to thank our many sponsors and patrons for seeing the value in these awards and their ongoing support."

Serving the Golden Horseshoe since 2003, Business Link Media Group is a leading media firm that develops direct mail B2B publications, magazines, specialty custom publications, event programs, social media and on-line platforms. Some of its many publications include The Business Link Niagara, The Business Link Hamilton, All In The Family Magazine and HWS – Health, Wellness & Safety Magazine.

In order to nominate an individual for the 2019 40 Under Forty Business Achievement Awards, please call Julie Van Ruyven at 905.646.9366, email juliev@businesslinkmedia.com or go to www.businesslinkniagara.com/40-under-forty.



Photo by : Lindsay Miller

CHARLIE AGRO

Charlie has held many leadership positions in the Hamilton community. Achieving an undergraduate degree in religious studies from McMaster University, a bachelor of education from Brock University, and a masters of Catholic leadership from the University of Toronto, Charlie entered the educational field with the Hamilton Wentworth Catholic District School Board. As the current vice-principal at St. Thomas More Catholic Secondary School, he has demonstrated the ability to build and maintain positive relationships with all school community members. He is also an active member of his parish community, St. Catherine of Sienna, and with the Knights of Columbus.

HAMILTON WENTWORTH CATHOLIC DISTRICT SCHOOL BOARD**LYNDSAY BOYD**

Lyndsay is a Hamiltonian with a passion for connecting with others and bettering her community. As the manager of premium services and events for the Hamilton Tiger-Cats, Lyndsay plays an integral role in planning experiences and events for the team and its stakeholders. Lyndsay has an entrepreneurial spirit and has enjoyed connecting with Hamilton's small business community by starting her own gourmet pierogi company called Chacha's Pierogi. She is a board member with the International Village Business Improvement Area, and volunteers with the FAB Foundation – a mentorship and running program for adolescent girls.

HAMILTON TIGER-CATS**JAY CARTER**

Jay is the Hamilton program manager with Evergreen – a national non-profit and charitable organization that enables flourishing cities. In 2007, he moved to Hamilton from rural Nova Scotia to pursue a degree in geography and environmental studies at McMaster University. Since 2014, Jay has been able to combine his passions for community engagement, sustainable development, and creative urban design with Evergreen. Through city-wide programming such as 100 in 1 Day and the Hamilton Civic Incubator, combined with Evergreen's community storefront, Jay has helped to enable new policy, social enterprises, and permanent neighbourhood enhancements, and continues to work to foster more creative city-building.

EVERGREEN HAMILTON**ADAM CHRISTENSEN**

Adam currently leads three groups of talented and dynamic professionals at FirstOntario Credit Union. For over 15 years, he has immersed himself in experience design, business analytics and employee development, tackling corporate leadership positions at companies such as Circles Business Solutions, PowerBev Inc. and Tim Hortons. Adam's creativity coupled with his ability to plan, motivate, inspire and execute are just a few of the things that has led to his success so far. Adam is a devoted husband and father of three, and teaches his kids the value of putting your heart and soul into everything you do.

FIRSTONTARIO CREDIT UNION**JAMES BUCKLEY**

As a tax manager at DJB LLP Chartered Professional Accountants, James provides corporate, personal and estate tax planning, and compliance services to owner-managed businesses of all sizes. His experience includes corporate reorganizations and estate freezes, shareholder succession planning, business acquisition/sale planning, and U.S./Canada cross-border taxation consulting. James obtained a bachelor of commerce degree with honours from McMaster University. He's also a member of the Chartered Professional Accountants of Ontario and completed the CICA In-Depth Tax course. A Stoney Creek native, James prides himself on creating value-added relationships with his clients, colleagues and contacts, and is excited to be a part of the fantastic future ahead for Hamilton.

DJB LLP CHARTERED PROFESSIONAL ACCOUNTANTS**TERESA CIRILLO**

Since the 1990s, Teresa has provided professional vocal instruction to developing artists and performers throughout Canada. Teresa studied voice technique and musicianship at Boston's Berklee College of Music, and has studied under several notable Canadian vocal coaches. An accomplished musician, Teresa has performed professionally throughout North America and Europe. She has performed in a band since the age of 13 and now performs across Ontario as the lead vocalist for the funk/soul band, The Chasers. As the owner of her own music school, Studio E Music and Arts, Teresa continues to cultivate a new generation of musicians, artists, and instructors in her hometown of Hamilton.

STUDIO E

**LINDSEY
COMMISSO**

Lindsey joined Walmart Canada in 1998, and is the store manager of the Hamilton Mountain Walmart. As a manager with 20 years of diverse cross-functional experience in the business, Lindsey continuously strives to be a leader in the retail industry. She began her career with Walmart as an hourly grocery associate and quickly advanced into a variety of roles. After graduating from a leadership development program, Lindsey was promoted to store manager in 2010. As part of her commitment to the business, Lindsey dedicates her time to the development and encouragement of store associates to reach their goal of advancement with Walmart Canada.

**WALMART
CANADA**

**ERICA
CONCORDIA**

Erica joined the Reserves in 2007 through the Cadet Instructor Cadre. Since that time, Erica has obtained the rank of Lieutenant (N) and has worked with youths aged 12 to 18 in both the north and east end of Hamilton. This upcoming training year marks Erica's sixth year as commanding officer of a Hamilton Sea Cadet Corps. Additionally, Erica is an Ontario Disability Support Program manager, overseeing administrative support clerks and caseworkers in delivering a program that provides support and dignity to its recipients. Erica strives to ensure individuals are connected to programs that are accessible, reliable and responsive.

**ONTARIO DISABILITY
SUPPORT PROGRAM**

**ROBIN
DA LUZ**

Robin Da Luz joined Walmart in 1997 and is currently employed as senior manager of store effectiveness. With her team, she oversees organizational design and training for all roles in stores across Canada. Robin began her career working in various store positions while attending high school and university. Upon graduation from Wilfrid Laurier University with a B.A. in business and sociology, she grew her career further in operations, managing multiple stores before attaining her role on the operational effectiveness team. Like Walmart, Robin is passionate about giving back and has led many charity initiatives to support Walmart's corporate charity programs.

**WALMART
CANADA**

**ESHE
DESPRES**

She is the owner of Mahasti – The Bellydance Emporium. Born and raised in Hamilton, Eshe has been bellydancing since 2002. She's performed in the U.S., Japan, Turkey, South Korea, Australia, Malaysia and Indonesia, and holds titles in Korea, Indonesia, Japan and Canada. She's appeared on radio and TV and in magazines like Vogue and Harper's Bazaar. She works tirelessly for the community, hosting markets, classes, workshops and events like Glitter and the Hamilton International Bellydance Competition. She has several affordable art initiatives including pay-what-you-can events, scholarships and waiving admittance fees for children. Her studio regularly fundraises for Hamilton charities.

**MAHASTI –
THE BELLYDANCE EMPORIUM**

**JENNIFER
DONALDSON**

Jennifer is a go-getter and community connector working to revitalize Hamilton through arts and design. She brings a passion for creativity and over 15 years' experience in management and business development as co-founder of Steel City Studio – a co-working space for creative businesses. More recently, she started her own interior design firm, Holistic Design Solutions. Jennifer recently joined Hamilton's internationally-ranked Roller Derby team, Hammer City Roller Derby.

**STEEL CITY STUDIO / HOLISTIC
DESIGN SOLUTIONS**

**JOHANNA
EGAN**

Johanna is part of the member experience team at FirstOntario Credit Union as the experience recovery coordinator. She leverages her education in sociology from the University of Guelph, as well as her continued education in business development through McMaster University to bring a unique perspective in developing an experience-driven approach to customer service. Johanna is passionate about the growth of the City of Hamilton and volunteers her time with various local organizations, as well as leading the Crown Point Road Runners – a local running group.

**FIRSTONTARIO
CREDIT UNION**

CHAD FULLERTON

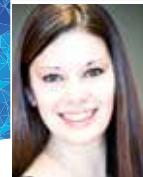
Chad Fullerton is an award-winning design and marketing expert with over 15 years of experience working with hundreds of clients worldwide – from small businesses to Fortune 500 brands. In 2011, he founded Fullerton Media, a creative digital agency and publishing company that helps clients attract customers and grow revenue using proven marketing strategies. His company also develops digital products and training programs for entrepreneurs that teach methods to build and accelerate their businesses online. Chad is passionate about supporting the Hamilton entrepreneurial community through his other ventures – CoMotion Group Inc. and the Hamilton Freelancers Association – both of which he co-founded.

FULLERTON
MEDIA

SHAUN GUEST

Shaun joined the Hamilton Tiger-Cats in 2011 and is currently employed as vice-president, sales and revenue. As the leader of the club's revenue generation teams which include corporate partnerships and ticket sales, Shaun oversees over 30 sales and service professionals. Shaun has been heavily involved in the development of the Tim Hortons Field's social viewing focus by leading efforts with partners to invest in the creation of assets that enhance the fan experience and maximize revenue for the club. Shaun is a graduate of Brock University's sport management program and holds his masters in sport and leisure commerce from the University of Memphis.

HAMILTON
TIGER-CATS

DR. ERICA HODA

Dr. Erica Hoda graduated with distinction from New York Chiropractic College in 2006 after receiving a degree in health sciences from the University of Western Ontario in 2003. Upon graduation, she returned to the City of Hamilton to begin practicing chiropractic alongside her sister at Meadowlands Chiropractic. After becoming a mother to two beautiful children, Dr. Hoda recognized that a healthy spine and nervous system begins from day one and has chosen to further her education in pediatric chiropractic care. With her high degree of passion and enthusiasm, Dr. Hoda continues to provide exceptional care to the community.

MEADOWLANDS
CHIROPRACTIC

BRIAN HOBGEN

Brian is proud to be a born and raised Hamiltonian. He returned to the city to launch his career following his studies in Australia. While away, Brian began to fuel the entrepreneurial fire that would result in Mission 35 Mortgages – a full-service brokerage he founded in 2016. For much of the last 20 years, Brian has worked in financial services and put the lessons he learned into practice to help clients realize their goals through real estate investment. With a commitment to supporting his team, Brian created Mortgage U – an in-house training program for new agents joining the company. Mission 35 supports Mohawk College through fundraising for the Mission 35 Passport Initiative to send students to college.

MISSION 35
MORTGAGES

ASSAD HOOSEIN

Assad is a talented and successful management executive with nearly two decades of experience in the architectural, engineering and construction industry. A Hamilton native, Assad graduated from Mohawk College with a diploma in architectural technology, followed by a graduate certificate in construction estimating. A dedicated public employee, Assad has held senior management positions with the Niagara Parks Commission, and the Town of Lincoln, and is currently a manager with the Hamilton Public Library. Assad's commitment to the community is demonstrated by his past appointments to the boards of the Hamilton Community Foundation and the United Way of Niagara Falls.

HAMILTON
PUBLIC LIBRARY

KATHRYN LEISTNER

Kathryn is the manager of co-op and career services in McMaster University's Faculty of Engineering, where she leads a team that supports the professional skills development of all students. Kathryn has extensive experience in the private sector in human resource roles, and within the public sector including senior level career development positions at Niagara College and Brock University. She is a graduate of Brock University and McMaster University, and is currently completing a master's degree from Queen's University. In 2018, Kathryn's team received a National Recruitment Excellence Award for Innovation by a Career Centre.

MCMASTER
UNIVERSITY

ESTHER LINK



Architect Esther Link returned to her hometown after discovering the countless opportunities to contribute to a growing and dynamic community here in Hamilton. She believes the key to finding a sense of belonging is the ability to share your ideas and abilities with your neighbours. Esther is an active member of the Hamilton-Burlington Society of Architects, a past co-chair of the Young Architects of Hamilton sub-committee, a co-organizer of Hamilton's inaugural CANstruction, and a chief planner of a local architectural learning series – SympoYAH. She's always looking for ways to bring architecture into the minds and hands of the broader community.

TCA / THIER + CURRAN
ARCHITECTS INC.

NATASHA LITTLE



Natasha joined her family owned and operated business in 2000. She started out cleaning the showroom and worked her way through retail sales, merchandising and inventory management, and is now in charge of operations for her family's three locations. As operations manager, Natasha constantly strives to make Eden Tile-It a leader in the flooring industry by attending and working at annual trade shows. Here, she creates contacts with manufacturers and distributors from around the world and keeps connected to her many partners in the industry, staying up-to-date on today's trends and keeping one step ahead of the competition.

EDEN
TILE-IT

KYLE LOHNES



A native of Nova Scotia, Kyle joined the Hamilton Tiger-Cats in 2007 after graduating from Saint Mary's University. Kyle's career with the Tiger-Cats started out as an account executive in the ticket sales department where he developed a passion for new business development. With the leadership and support of the Tiger-Cats' executive team, Kyle was able to continuously advance his responsibilities with the club, and has now taken on the role of director of corporate partnerships. Among his achievements are the strong relationships he has developed with Tiger-Cats partners, many of which have led to programs that support the Hamilton community.

HAMILTON
TIGER-CATS

JEFFREY MARR



Did you know it's really possible to launch a career from YouTube? That's exactly what Jeffrey did in 2016, when he launched a channel dedicated to animated summaries of self-development and business books. From here, he was able to bring on clients, and then hire animators and a full team to offer increasingly complex animations. Jeffrey was constantly looking to improve. Learning copywriting and marketing principles came next. The videos his company creates have helped boost conversions for companies and been used to raise millions of dollars in capital throughout various industries.

BETWEEN THE LINES
ANIMATIONS

LIZ MCHARDY



Liz became CEO of LURA Consulting when she was 29. But LURA was ready for its next stage. It was 30-years-old and well-established and Liz decided to embark on the challenge. Since then, LURA has rebranded, reached a milestone of over 1,300 projects, and continues to lead the way. Liz also teaches public consultation at Seneca College, was on the board of Sustainable Hamilton Burlington, and helped start Hamilton's Sustainability Professionals Network with some amazing community partners. Liz's passion is to push the world of community engagement beyond what's already been done and connect people with their communities.

LURA
CONSULTING

CHRIS MLINARIC



As Chief Financial Officer for Vrancor Group Inc., Chris is an engaging and experienced financial leader. Here, he's responsible for driving Vrancor's high-ROI growth while leading the delivery of financial support for all properties and holdings. Chris also gained public accounting experience at PwC, where he successfully obtained his Chartered Accountant designation. Working closely with teams across the entire company, Chris plays a lead role in ensuring that Vrancor's smart growth initiatives provide maximum return to its shareholders as well as service delivery excellence and targeted development growth.

VRANCOR
GROUP INC.

**THURKA
NAVANEETHAN**

Thurka is a nematologist at Tetra Biologicals. She received her bachelor of science degree (honours) in agriculture from the University of Jaffna in Sri Lanka. Thurka then obtained a scholarship to pursue her master of science degree in nematology from the University of Ghent in Belgium. After her graduation, Thurka worked in the field of biocontrol of insects and moved to Hamilton where she became the co-founder of Tetra Biologicals. Thurka's firm provides biological pest control solutions using natural enemies such as nematodes, fungus and mites. Thurka is passionate about developing new ideas and inventions to find an environmentally safe way to manage insects and pests through organic agriculture.

**TETRA
BIOLOGICALS INC.**

**KIERAN
NOBLE**

Starting out as an intern with CreateOf. Inc., Kieran set himself apart with his ambition and willingness to learn. He was offered a position as a studio assistant where he showed true leadership. By 2016, Kieran was the lead on studio production and managing CreateOf.'s event photography division. Kieran's leadership has enabled him to travel across North America, leading event photography for various record labels and large companies. Most recently, he ran the imaging for the Tim Hortons Foundation and a U.S. tour for The Glorious Sons. In his free time, Kieran can often be found doing art-based social work with the YMCA and the DreamCatcher Foundation.

CREATEOF. INC.

**ANDREW
NOVAK**

Andrew founded Nova Digital Marketing in 2015 after seeing the challenges several Hamilton businesses were experiencing with their digital presence. Nova Digital Marketing quickly got off the ground and built a solid client base. Andrew began to grow the business, establishing a head office in Hamilton as well as hiring new team members. After several successful years, Nova Digital Marketing has now become Thinkr Digital – the new digital division of Thinkr Marketing – and Hamilton's largest full-service marketing agency. With almost a decade of experience, Andrew and his team continue to deliver exceptional campaigns while continuing to build Thinkr Digital into Hamilton's top digital agency.

**NOVA DIGITAL
MARKETING**

**DANIEL
OTTER**

Daniel is a true Hamiltonian, born and raised. In 2008, he graduated from McMaster University with a bachelor's degree in commerce and went on to found A Better Co – an asset inspection and management firm supporting municipalities across Canada. After establishing his firm, Daniel turned his hands to professional boxing and is now the managing director for Three Lions Promotions and Steeltown Boxing. Three Lions Promotions represents seven professional boxers and hosts two championship title fights each year in Hamilton. Daniel's efforts in our city have directly impacted several local charities including Hamilton Food Share, Special Olympics Ontario and Camp Trillium.

**THREE LIONS
PROMOTIONS**

**SHEEAN
PATEL**

Sheean started his career as a financial advisor in 2014 when we witnessed a massive collapse in energy prices in Canada, the largest outbreak of Ebola in history, and the legalization of marijuana in several U.S. states. He is a graduate of McMaster University B.Com (Honours) and has also completed some of the most rigorous training in the investment industry including Chartered Investment Manager Analyst. In pursuing his dreams of being top financial advisor in Canada, he is an avid networker, a Hamilton Chamber of Commerce Ambassador, the treasurer of YEP Hamilton, and a lover of Hamilton.

**NATIONAL BANK
FINANCIAL LTD.**

**JOSH
PEREZ**

Josh grew up in Hamilton where he established the majority of his professional network. After graduating from Brock University in 2009, he started working for a big bank as a financial advisor, providing clients with advice on mortgages, investments and retirement planning. In 2010, he purchased his first rental property in Hamilton where he developed a real passion for real estate and the mortgage side of financial planning. Josh decided to leave the bank at the end of 2014 to work on his own as a mortgage broker. Since 2015, the Synergy Mortgage Group has helped out and sponsored various events for its partners' causes.

**SYNERGY
MORTGAGE GROUP**

LUC PETERS

Luc founded Humble Bee in 2013 with just two hives. Since then, his company has expanded to include nearly 200 hives in Hamilton and the GTA. Humble Bee's goal is to become a one-stop shop for beekeepers and those looking for high quality local bee products. Luc uses organic and ethical colony management practices to raise bees without the use of pesticides. He believes in sustainable, local food production and is passionate about bringing communities together. He is active in many organizations including the Golden Horseshoe and Ontario Beekeeper's Associations, and Environment Hamilton. Luc currently serves as chair of the City of Hamilton Food Advisory Committee.

HUMBLE BEE**NICHOLAS SAVELLI**

Nicholas joined FirstOntario Credit Union in 2014 and is employed as the continuous improvement specialist on the digital solutions team. Nicholas uncovers ways that technology can create efficiencies and transform the organization into the future. Additionally, Nicholas decided to turn his passion into a profession and is currently on his journey to become a certified sommelier. In 2018, Nicholas combined his experience in both the boardroom and the bottling room and founded The Pour Wino – an exciting new venture into the world of wine, one glass at a time.

STEVE ROBLIN

After graduating from McMaster University and teacher's college, Steve traveled and worked in several places around the world but always felt the pull back to Hamilton. Now a top producing Realtor with Judy Marsales Real Estate for nine years, he recently became the youngest Broker in the history of the Brokerage. Dedicated to serving in the community, Steve volunteers with several local charities and organizations. He's a member of the Dundas Community Council, a fundraiser for St. Joseph's Healthcare, a past director of youth services with the Dundas Valley Sunrise Rotary Club, and a board member at Routes Youth Centre.

DR. PUNEET SETH

Dr. Puneet Seth is a Hamilton-based physician, technologist and entrepreneur who is passionate about redesigning health care. An alumni of McMaster University's medical school, he is currently the chief medical officer at InputHealth Systems – a Canadian digital health company on a mission to connect patients and their health care providers through the award-winning Collaborative Health Record (CHR). He also practices clinically as a hospitalist, supervises residents in the Department of Family Medicine at McMaster – and writes, speaks and advocates for improving patient access to their health information and the accountability of the health care system.

INPUTHEALTH SYSTEMS INC.**ANTHONY STAYRER**

A.S. Security & Surveillance provides professional CCTV video surveillance systems in the commercial, industrial and government sectors. Anthony's initial vision of creating a leading security company has been brought to fruition with tremendous effort, creativity and innovation. Over the past decade, A.S. Security has expanded to include three offices and 12 employees – and generates \$4-million in sales. For the past three years, A.S. Security & Surveillance has been voted Best Security Company with over 26 industry and business awards. The firm has also won Business Excellence Awards by the Burlington Chamber of Commerce and the Stoney Creek Chamber of Commerce.

A.S. SECURITY & SURVEILLANCE INC.**ZORAN TOMASEVIC**

Zoran launched Harbour Hills Construction Management in 2015 and has over 12 years of experience managing, procuring and estimating commercial, institutional and residential construction on major projects throughout Canada. As the director of construction management, Zoran is responsible for estimating, budgeting, field operations, staff and business development within Hamilton and the GTA. Zoran and the strong team behind him bring a wealth of in-depth knowledge, experience, and systems to properly manage and lead all ICI construction projects. Born and raised in Hamilton, Zoran is extremely humbled to be recognized among this fantastic business community and its exceptional young professionals.

HARBOUR HILLS CONSTRUCTION MANAGEMENT

**MARIA
TOPALOVIC**

Maria is passionate about healthy and sustainable communities. Working at CRH Canada since 2010, she is the environment manager, helping Dufferin Aggregates, Concrete, Construction & Cement with environment, stakeholder relations and sustainable development. Her efforts ensure best practices for water management, emission reductions, quarry rehabilitation, and species at risk protection are implemented. Maria contributes to sustainability education, community engagement and healthy city building throughout Hamilton. She founded the Sustainability Professionals Network. She's a Hamilton Conservation Authority board member, and a 100 in 1 Day volunteer with Evergreen. Maria is also a coach for the FAB Foundation which supports fitness and leadership development in young girls.

CRH CANADA

**ALEX
VOURKOUTIOTIS**

Alex founded Caliber Communications in 2014. After investing nearly a year into the development of its platform, Caliber was recognized by Canada Business Magazine as one of Canada's 50 Fastest Growing Businesses in 2017-2018. Now employing over 50 full-time individuals, Alex enjoys maintaining a culturally rich environment where people have the freedom to contribute in all manner of offerings to the security industry. In an effort to make a social impact parallel to Caliber's technological advances and improve the safety of communities today, Alex is also a substantial contributor to Essential Aid – a local Hamilton Children's Food Bank.

CALIBER
COMMUNICATIONS INC.

**CHARLES
WAH**

Charles Wah is a co-founder of Gateway Group – a real estate investment and development company based in Hamilton. He was selected as the winner of the Rising Star of the Year Award from Canadian Real Estate Wealth Magazine, and Innovative Investor of the Year Award from the Real Estate Investment Network in 2017. Born and raised in Hamilton, Charles is grateful to be able to live and work in his home city and contribute positively to the community. Outside of his professional career, he enjoys volunteering and participating in local charities such as the Hamilton Basket Brigade.

GATEWAY
GROUP

**KATE
WHALEN**

Kate joined McMaster University in 2008 to coordinate sustainable transportation initiatives. She then switched gears to develop and manage the university's office of sustainability. Through this role, Kate launched McMaster's academic sustainability programs which now help more than 600 students each year to pursue academic courses, internships and a minor in sustainability. Kate has complemented her on-the-job learning with part-time graduate education. She was one of 25 rising leaders selected for CivicAction's DiverseCity Fellowship – an award-winning program committed to building inclusive leaders. As co-chair of the non-profit Cycle Hamilton, Kate also advocates for safer streets and improved cycling infrastructure in Hamilton.

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Understanding Current Real Estate Market Trends

BY JUDY MARSALES

There was an interesting article written recently that suggested despite the strong economic business climate, people are uneasy. Our real estate market is reflecting some of this nervous energy.

We have more available properties on the market than we have seen for a while and the demand has also tapered off slightly. These two indicators generally confirm that the market has moved from one of the strongest "seller's markets" to a renewed "buyers market." If you are contemplating a move soon, how do these changes impact your decision and your strategies going forward?

Let's break this down in two segments:

SELLING YOUR HOME – Make sure you have a well-documented evaluation of your home including up-to-date information. Is your range of value competitive in the current market place and not relying on prices attained last year? Can you identify unique features of your home and property which would attract today's buyers? Is your home clean and decluttered? Discuss a sound marketing plan. Forget all the hype and concentrate on the practical. Understand the various conditions that may be in an offer. Are you purchasing another property? What are the financial considerations in a more volatile market? You want to adjust your timelines in a buyer's market. Homes will be on the market for a longer time period and there are rarely competitive offers or bidding wars.

BUYING A HOME – Decide on an area of the city you would enjoy living in and that's practical for your needs. Do you have children who will be going to school? Parks? Recreation activities? Do you commute? Where is the GO station or highway access? If you cycle, where are the safest bicycle opportunities? Have you spoken to a variety of financial institutions to have an up-to-date budget parameter? Have you spoken to a lawyer to establish a readily accessible support system? Have you reviewed all the statistical data to establish your evaluation of a home before you make an offer? Are you knowledgeable about negotiating in this changed market? Understand important clauses and timelines for safe financial decisions.

COMMERCIAL REAL ESTATE – Hamilton has attracted a lot of attention and there are numerous opportunities for investment. But one should approach each segment of commercial real estate with the relevant analysis.

Clearly, with all the changes and challenges of the current market, a consumer would be well advised to work with a professional real estate sales representative who has all the data and supporting information to enable the best possible decision. Markets are always changing but recently, changes have been more sudden and require more knowledge and understanding.

We're proud of our local knowledge and all the parameters of good real estate decision-making. We're fortunate to have three offices full of hard-working knowledgeable people with a wide foundation of experience. Please call us, text us, email us...whichever form of communication works best for you for the latest statistical data.

Judy Marsales is the Broker of Record of Judy Marsales Real Estate Ltd. For more information, please visit www.judymarsales.com or call one of the following locations. Westdale 905.522.3300, Ancaster 905.648.6800 or Locke Street South 905.529.3300.



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BUSINESSES MAKING A DIFFERENCE IN HEALTH CARE



PROVIDED BY HAMILTON HEALTH SCIENCES FOUNDATION

THROUGHOUT SOUTHCENTRAL ONTARIO, BUSINESSES are playing an important role in ensuring quality health care for everyone in the community by participating in the Care4 cause. This 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 appreciates when 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. "According to research, customers are more likely to choose a business that is supporting a charity whenever they are given the choice. They want to know that their purchase helps others."

The principle of the program is simple yet powerful. 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 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 partners 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 southcentral Ontario. Many services provided at Hamilton Health Sciences sites like Hamilton General Hospital, McMaster Children's Hospital, and Juravinski Hospital and Cancer Centre are available nowhere else in the region. Patients are often transferred to Hamilton Health Sciences sites from community hospitals in Niagara, Brantford, Kitchener-Waterloo and Burlington for highly specialized care.

"It makes sense for us to work with businesses throughout south-central Ontario because their families, neighbours and customers are receiving care at Hamilton Health Sciences," says Pope.

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.

Hamilton Health Sciences Foundation is proud to be working with the newest partners in the Care4 program: Blue Hippo Marketing & Promotions Inc., C. Dawkins Marketing and Promotional Products, and Dan Lawrie Insurance Brokers. **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 x44847. You can also make a real difference by purchasing the products and services offered by our Care4 partners.

Quality Health Care is Everyone's Business.

Make a commitment on behalf of your customers to Hamilton Health Sciences Foundation.

Join the Care4 cause marketing program!

Find out how: hamiltonhealth.ca/care4





The Three Roles of a Sales Manager

By Brett Meadows

As a sales manager, you will take on many roles like friend, boss and even therapist! However, the three most important roles you will take on are: The Manager, The Coach and The Leader.

The Manager – As the manager, your role is to help your team to be efficient and stay on task. You will monitor your team's pipelines, lead generation, new opportunities, etc. You will also be looking for obstacles that are slowing your team down and help remove them for your team so that your salespeople can stay focused on their high payoff activities that create sales. Managing also includes measuring, tracking and reporting useful sales data.

The Coach – As the coach of the team you are the developer of talent always working to grow the quality of the team. A coach's main job is to build individuals into stronger performers by identifying what is working well and what is not, and what improvements can be made for better performance and how to execute it. They also need to be able to connect with each salesperson one-on-one and understand that it's their responsibility to push – and grow their people outside of their comfort zones and push them to be more productive.

The Leader – An essential role of you the sales manager. It begins with you being able to create the vision for your sales team that aligns with the company's one, two and three-year vision and even beyond. As the leader, where do you want your team to go? How do you see them growing in the next quarter, six months from now and over the coming year? What do you need to put in place to get them there?

Having your team as part of the vision building process and showing them how they are needed to accomplishing the team's goal will give each salesperson a stronger reason to help with the team's objectives.

An effective sales team stays on the same page and works together. But if there's no clear leadership the rest of your job will be that much harder.

As the sales manager, you set the tone for the culture, energy and pace for the team. As the sales manager, you can energize, motivate and build excitement within the sales team by making work fun and turning them loose in their territory allowing them to show you what they can do. Give them the opportunity to be a positive contributor to the team's bigger picture. It takes a strong leader to allow a team to grow this way, but in the long run you will reap the rewards of an energized team with a strong drive to succeed.

You, the sales manager, are in fact dealing with the same things your salespeople are but your perspective is much different. The salesperson is out on the road making sales happen while you are building a plan and strategy for the team's season and beyond. As the leader, you want to ensure you have the right people doing the right activity. If you can accomplish this, you will have a winning team. **BL**

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



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VALUE ADDED AUDITS

BY DAVE BROWN

I RECENTLY HAD THE EXPERIENCE of sitting through an audit with a registration company in which I was extremely disappointed with the experienced auditor's auditing abilities. He basically asked yes or no questions with the intent of filling out a checklist. When the auditee did not understand the question, he simply restated the question. He did not try to help the person understand what he might be looking for.

At the end of the day, the auditee was not impressed with the experience and wondered aloud "Why did I pay all of this money to have a person come and fill out a checklist?" I did not have an answer for them.

Sometimes, we rely too heavily on the checklist to complete audits. What we sometimes fail to understand is that the checklist is not the audit. It is a tool to complete the audit. Just like a blueprint is not your house but is very useful in ensuring your house is built correctly.

When setting up your internal audit program, beware of creating checklists that simply ask "yes" or "no" questions and do not require the auditor to understand the processes in place. We are not simply making sure that the auditee has the required documents. The goal of the audit is to ensure that the processes are effective. Checklists can't do that. Only good auditors can. **BL**

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Buying vs. Leasing Commercial Space: Pros and Cons for Commercial Tenants

BY JEFF GRANDFIELD AND DALE WILLERTON

AS WE EXPLAIN IN our new book, *Negotiating Commercial Leases & Renewals FOR DUMMIES*, the most common reason commercial tenants lease space instead of buying a location is because of availability – or a lack thereof. The majority of all commercial space is for lease and not for sale.

If you are in an enviable position to purchase property there are several opportunities available to you: a business condo where you occupy the one unit, a strata title unit, small strip plazas or centers where you're now a landlord to other tenants as well, or standalone buildings on a small parcel of land. Major factors that impact this decision for the average commercial tenant are the long-term commitment of purchasing a building and the ability to obtain the financing.

For those commercial tenants able to purchase, here are a few pros and cons to consider:

Pros: Paying a mortgage is better than paying rent. Lease payments last for the entire duration of your lease, but your mortgage will eventually be paid off. Often, your mortgage payment may be very close to your rent obligation.

In most cases, you will gain equity in your property. Over the course of time, your property may double – or even triple – in value. This increase in value is in addition to the value of your business contained within the property.

You're in charge. You don't have to deal with the hassles of a landlord or property manager.

Cons: There may be some sacrifice on location, because many of the prime locations may not be available for purchase.

If you're vacating an existing location (with regular customers, leasehold improvements, and fixtures in place), you may be leaving a great opportunity for a competitor to move into your location.

Being in charge is a con as well as a pro. When you purchase property, you're the one responsible for all repairs and maintenance that a

landlord would normally handle.

When making the decision to purchase or lease commercial space, don't make the decision to buy simply for the sake of owning real estate. Only consider purchasing a space or property if you would be prepared to lease that same location anyway.

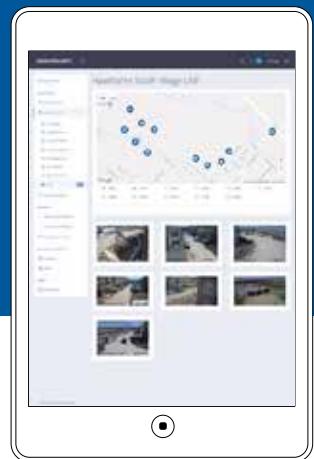
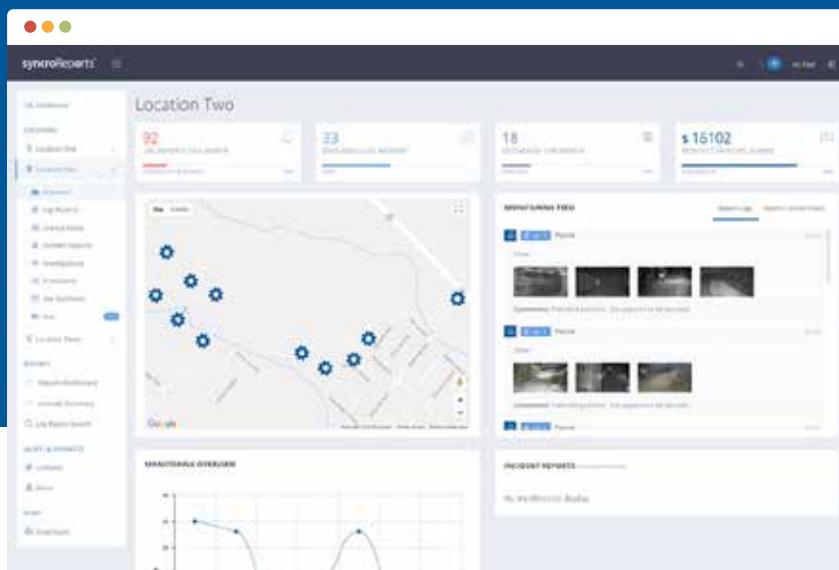
Also, when deciding to purchase or lease, remember to think outside of the box. What we mean here is consider all opportunities – both conventional and unconventional. We live in an "anything goes" or "whatever works" society and that philosophy often applies to business locations as well. A major restaurant chain located near our office went under and the freestanding building was quickly snapped up by a group of doctors for new office space. A former residential property can be converted into a hair salon or massage clinic. Another tenant moves in where a fitness facility failed and so on.

There are both conventional and unconventional opportunities for every business industry. Perhaps a trophy location will make sense for your business? This is a specific unit that outshines all the other spaces for lease or purchase in a property because of its prominence and visibility. Trophy locations do not sell or lease cheaply; however, for some commercial tenants, having a trophy location can make their business far more conspicuous. But do all commercial tenants need to be located in the same type of buildings? Of course not. You need to evaluate every type of building or property that is available because its unique qualities can represent the 20 percent advantage you need to be successful over your competitors. **BL**

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

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