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**PROFILE:  
WELLAND AVENUE  
CAR WASH**



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Let's Get Social



# How to Choose an ISP for your Business

BY RICH DAVIDSON

**F**OR MOST BUSINESSES, THERE are many options out there when it comes to choosing an internet service provider (ISP). This is a good thing – having multiple options encourages competition in the market and equates to lower rates for the consumer. Throughout much of the Niagara Region, there are several players in the service provider space that can bring high-speed internet to your business.

Most carriers can deliver their services in a variety of different ways using multiple technologies that define the cost, quality and speed of a network connection. Fibre is undeniably at the top of the food chain, both in terms of reliability and available bandwidth. With fibre, data is transferred at the speed of light over individual strands of glass that are buried under ground or strung along utility poles.

Fibre access can be dedicated or shared, with or without usage caps, and the price you pay at the end of the day will reflect that distinction.

As with most everything else in life – you get what you pay for. Network services delivered on dedicated fibre access are often symmetrical (download and upload speeds are the same), guaranteed (you'll actually get the bandwidth that you purchased) and are backed by Service Level Agreements or SLAs. These are written agreements between internet service providers and their customers that define certain parameters like guaranteed up-time, maximum acceptable packet loss, and the average time to repair an outage.

While fibre-based services reign supreme technologically, they won't fit the budget of every business customer. The price tag may

be especially hard to stomach for some small businesses and start-up companies. What traditional DSL and coaxial cable services lack in speed and flexibility, they make up for in cost and a reasonable amount of reliability. While these lower-cost services won't be dedicated or symmetrical, they can be attractive options for cost-conscious consumers.

Outside of fibre, DSL and cable services, great strides have been made in point-to-multipoint Wireless technology over the past few years. Wireless internet is especially prevalent in rural Niagara areas where larger service providers have not yet expanded their network footprint.

Wireless internet can boast speeds greater than those achieved on DSL and cable networks but is a less reliable choice when it comes to business internet connectivity. Wireless equipment can be susceptible to inclement weather, general wear and tear, and inherent TCP/IP issues that can affect the routing of data packets to and from customers. However, in these rural areas, wireless internet may be the only viable option for many businesses.

Other considerations should include whether an ISP is a "facilities based" carrier that owns their network infrastructure. ISPs lease data circuits from each other all the time, but this practice can complicate the technical support process. Value-added services such as VoIP (voice-over-IP) and managed Wi-Fi offer additional ways for service providers to simplify a customer's network and consolidate their billing.

Whatever your price point may be, network connectivity is not "one size fits all." There are custom solutions available that will meet your technical requirements and put you on the path to better internet. **BL**

---

*Rich Davidson is network architect at Niagara Regional Broadband Network on 623 South Service Road, Unit 5 in Grimsby. To contact Rich, please call 289.668.8864, email rich.davidson@nrbn.ca or go to nrbn.ca.*



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# HOW TO EAT HEALTHY WHEN TRAVELLING 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 travelling 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 [dena@punchcanada.com](mailto:dena@punchcanada.com) or go to [punchcanada.com](http://punchcanada.com).

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# Welland Avenue Car Wash

FOSCHINI BROTHERS ARE "CLEANING UP" WITH THEIR CLASSIC GARDEN CITY CAR WASH.

BY SCOTT LESLIE



**Y**OU CAN'T GO WRONG with a classic like Welland Avenue Car Wash in St. Catharines.

The popular full-service interior and exterior car wash has been going strong now since 1966. And it's showing no signs of slowing down.

"We're always busy," says Ben Foschini who co-owns Welland Avenue Car Wash along with his younger brother Mike. "On a Thursday or Friday, we might get 200 cars through here a day."

Welland Avenue Car Wash offers washing and detail services for all kinds of vehicles – minivans, sports cars, delivery trucks, you name it. The Foschini brothers have five types of washes to choose from – Exterior Wash, Exterior Shine, Exterior Weather Protect, Basic Vacuum and Ultimate Wash.

At Welland Avenue Car Wash, customers can even take advantage of the Foschinis' complete detailing service. That includes shampooing, washing and polishing the vehicle as well as leather cleaning and rim detailing.

"We do a really thorough shampoo," Ben says of their detailing job. "We get into the seats and down to the bottom of the carpets. Some places might take two hours but we spend five to six hours per car to get the job done right."

The Foschinis take great pride in their range of premium cleaning products, many of them environmentally-friendly. For instance, three years ago, the Foschinis decided to start offering Rain-X – a premium sealant that can provide vehicles with an exceptional level of protection from the elements.

"The other car washes often don't carry it," Ben says, "but we like to be a little different."

## A TRADITION OF QUALITY

The Foschinis' car wash originally opened its doors on 272 Welland Avenue in St. Catharines on December 23, 1966. But Mike didn't have his first car wash experience until 1977 when he began working at Welland Avenue Car Wash after school as a cleaning assistant.

Years later in 2009, Mike retired from working as an assembly worker at the GM factory in Oshawa. But he was looking for some-

thing to do and decided to purchase part interest in his old childhood workplace. In 2011, Mike's brother Ben retired from the GM plant in St. Catharines – and Mike convinced him to buy out Welland Avenue Car Wash's remaining owner.

The two brothers would spend the next few years renovating and restoring the venerable car wash to its former glory. That included a whole new paint job and the addition of several modern features like a new conveyor, wash bay curtains and computer system.

But the more things change, the more they stay the same.

Unlike the more common touchless car washes, the Welland Avenue Car Wash team still wipes and dries the car completely after it comes out of the conveyor. They also use soft cloth strips for detailing and fresh water to make sure each vehicle is given the most gentle treatment.

"The modern car washes don't do as good a job cleaning cars as we do," Ben says. "It's all elbow grease with us."

The Welland Avenue Car Wash team has grown in recent years to include 16 cleaners and support staff. That includes long-time mainstays like power washer Bob Hill, who's been with the company for 42 years now.

"Some people come by just to see Bob," Ben says. "Whenever he's not in, people say, 'Hey! Where's Bob?'"

The Foschinis' commitment to excellence has certainly earned them points with their customers. For instance, Niagara This Week's Readers' Choice Awards has named Welland Avenue Car Wash as Niagara's Best Car Wash – for four years in a row.

And with their five to ten minute service continuing to earn rave reviews, Welland Avenue Car Wash is going to be cleaning up for a long time to come.

"Some of our customers have been with us forever," Ben explains of their success. "Now we're getting their kids and their grandkids coming in. It's just one generation after another." **BL**



## 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](mailto:findyourstylewithbeth@gmail.com).*

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# 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**



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# WHY DO PEOPLE COME TO NIAGARA?

"Ultimately, the all-encompassing question becomes – does this seem like an agreeable place to live and work?"

BY IAN ELLINGHAM

In generations past, businesses tended to choose their locations for functional reasons – and people gravitated to an area because of opportunities for employment and business connections. In the case of Niagara, prosperity and growth was originally based on transportation connections – across the border, and between the lakes, and the ready availability of power – first directly through waterwheels and turbines, and then indirectly through the hydro-electric system.

More recently, with better transport systems, an ability to transmit energy further and use it more efficiently, an increasingly knowledge-based economy and a more global outlook, other factors have become increasingly important, especially the attractiveness of a city and its surroundings.

Imagine you're thinking about where to locate your expanding business. A big concern is being able to attract and retain staff with the capabilities you need – and keep your own family happy. For either the business decision-maker or the individual contemplating accepting a job, the decision has come to encompass the welfare and lifestyle of the

whole family. What about the schools? Does the area seem safe? Are their nice neighbourhoods and shopping? What about the cultural amenities? Ultimately, the all-encompassing question becomes – does this seem like an agreeable place to live and work? Hence, the overall impression left by "the face of the city" has become exceedingly important. This often requires highly insightful building design.

Michael Mirynech of 2M Architects, a firm that works from a sensitively repurposed 1913 fire hall on Lake Street in St. Catharines, refers to some of today's challenges. Increasingly, buildings will have to be highly flexible and adaptable in order to accommodate the varied uses and multiple occupancies that are likely to occur over their lives.

Addressing the "green" question, Mirynech sees the repurposing of existing buildings as an example of the all-encompassing nature of sustainability – that repurposing our existing building stock enriches the urban fabric. While architects take a special interest in the visual impact of our buildings and streetscapes, the appeal of our communities is the result of the interaction of many people including regulators, developers, building users, politicians, homeowners and the wider population.

Many challenges will confront our region over the coming decades. Cultural and technological changes will test our cities' capabilities, and robustness and flexibility are invaluable. Think of the Victorian buildings we still use, and often repurpose. Many of those buildings were built before the widespread use of cars, electricity, aircraft or even telephones. We all benefit from these buildings and their role in defining our culture and region. We should attempt to bequeath to our own descendants buildings and spaces that they can use and modify to fit their own needs – and be proud of.

Having an attractive and appealing Niagara is vitally important to us all – and the responsibility for creating and maintaining it belongs to all of us too. **BL**

*Ian Ellingham, PhD, FRAIC, is the chair of the Niagara Society of Architects and the co-author of Whole-Life Sustainability by RIBA Publishing. For more information on the Niagara Society of Architects, please go to [www.niagaraarchitects.ca](http://www.niagaraarchitects.ca).*

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# SPEEDPRO IMAGING NIAGARA

St. Catharines firm provides Niagara area businesses with Great. Big. Advertising Images.

BY SCOTT LESLIE

When you're looking for high quality printing services at a competitive price, you can trust the experts at Speedpro Imaging Niagara.

Based in St. Catharines, the team at Speedpro Imaging Niagara provides local businesses with a wide array of large format digital graphics. That includes everything from vehicle wraps and tradeshow displays to retractable banner stands, and window and floor graphics to banners and signs.

Since Doug Setterington and his wife Lynda first acquired the Speedpro Imaging franchise for Niagara back in 2003, their firm has developed a solid reputation in the business community for delivering on its promises and building relationships.

"We work closely with our clients so we can understand their needs and develop the type of image projection that'll work best for them," Doug says. "We provide the creativity and expertise to bring their ideas to life."

The printing industry has changed dramatically in recent years. That's why the Setteringtons are constantly updating their equipment to meet the demands of their clients. With the flexibility of their cutting-edge technology, the Speedpro Imaging Niagara team is able to offer premium colour printing at an affordable price – no matter what the assignment.

In order to better accommodate their growing business, the Setteringtons also relocated their operation two years ago from a small storefront on 389 Ontario Street to almost 3,000 square feet of production and customer management space at 463 Eastchester Avenue. Over the years, they have built a team of long-term employees / associates that now include nine design and installation experts.

Speedpro Imaging & Signs is one of the most successful large format digital graphics franchises in Canada with more than 50 locations from coast to coast. The Speedpro Imaging Niagara team has consistently been among the top five volume producers in their franchise group. It's a record that clearly demonstrates their high level of integrity and hard work will benefit their clients with every purchase.

"We want our customers' first experience to lead to another," Doug says simply.

To Doug, keeping the customer satisfied will always be job one at Speedpro Imaging Niagara. **BL**

*Speedpro Imaging Niagara is located at 463 Eastchester Avenue, Unit 1 in St. Catharines. For more information, call 905.937.2022, email [doug@speedpronagiara.com](mailto:doug@speedpronagiara.com) or go to [www.speedpronagiara.com](http://www.speedpronagiara.com).*

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# ASSESS YOUR LIFESTYLE

BY DENNIS O'NEILL

Do you get your money's worth in life? What's your return-on-investment in the different adjuncts of your life?

**Forums** - I call them forums, the arenas that I perform and function in. I centre on eight main forums. Spiritual, Family, Friends, Physical, Coaching, Writing, Ancient History, and Music.

How do you define yours? I look at the time I spend weekly on each forum...energy exuded and the other outgoes...then estimate the ROI on each.

The ROI really assesses my lifestyle. Am I getting my money's worth in life? Do I need to make any adjustments? Should I take time away from some forums? Should more time and effort go a specific forum?

**Time-life management** - Peter Drucker spoke the following wisdom: "If you can't manage your time, you can't manage anything."

**Assessment** - Put numbers on each forum. On a scale of 1-10, how much joy does each forum bring you? Satisfaction? What other returns do you expect? Can you assess each forum for its ROI in that expectation? Determine an overall ROI number. It's your life!

**Shoulda/Coulda/Woulda** - My dad spoke about three areas he might have adjusted in his life. 1. Take more risk. 2. Stop and smell the roses more, and 3. Leave more to the next generation.

**Perspective** - Get an overview of your lifestyle. Now that you've measured ROI on what you've got, are you leaving something out? **BL**

---

Dennis O'Neill, The Business Growth Coach is located in Niagara-on-the-Lake. For more information on how to grow your business, please call 905.641.8777, email [dennis@dennisonneillcoach.com](mailto:dennis@dennisonneillcoach.com) or visit [www.dennisonneillcoach.com](http://www.dennisonneillcoach.com).

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Every dollar spent today on a child abuse investigation held at your local CAC can save up to \$3 in the future costs related to the mental health concerns of young victims of abuse. These are the costs we all pay when we leave it to someone else to solve the problem. You can help change the course of a child's life. Be part of the solution... make the connection.

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# HELPING WITH THE HURT

Personal injury lawyer Sheila P. Marcantonio is committed to supporting her clients when they need it most.

BY SCOTT LESLIE

**S**OME PEOPLE FEEL BLESSED knowing they have gone their whole life without running into a serious illness or accident – until the unexpected happens.

One wrong step on a stretch of icy pavement can have major repercussions on your life, whether it is a long hospital stay, a loss of income, a crippling condition or worse. It is exactly this kind of unexpected experience, which could leave any normal person feeling lost, frustrated and discouraged.

Fortunately, this is a scenario where Sheila P. Marcantonio shines and she can lend a helping hand.

As a personal injury lawyer and an associate at Lancaster Brooks & Welch LLP, Sheila has spent her entire career looking after the needs of people who are injured, or taken advantage of by unscrupulous parties.

In her line of work, Sheila specializes in several types of personal injury cases including motor vehicle accidents, dog attacks, slips and falls, and catastrophic injuries and fatalities. She also deals with short and long-term disability matters.

Whether it's a serious car crash or a bite by a strange dog causing the injury, Sheila says many of her clients feel overwhelmed by the suddenness of their situation. Reasonable people do not plan for accidents – or how they have the potential to affect the quality of one's life and the lives of those they care about most.

"It can happen right out of the blue," Sheila explains, "and most people are not prepared to deal with it. Most people do not realize what it's like to have something like whiplash for instance. They wake up the next day and can't even lift their head off the pillow. Their life and the lives of their loved ones may be permanently changed."

Sheila goes to great lengths to serve her clients. For example, if it is too hard for them to come to her office, she will come right to the client, whether that means consulting with them at their home or in the hospital.

Sheila says the first steps in dealing with a client are critical.

"When I first meet them at the hospital, they're just overwhelmed," she explains. "I try not to give them too much information at first. I just



reassure them. I say: 'We'll take care of everything and take all the calls from the insurance company. You just worry about getting better.'

Over a 31-year career, Sheila has always been a firm believer in "keeping it simple" with a client. In many cases, people do not understand how the system works and are dubious about lawyers because their only experience is watching them on TV. That's why Sheila does her best to clear up misconceptions and talks in layman's terms so she can quickly set a client's mind at ease.

Sheila prides herself on being available for her clients 24/7 and insists on telling them she can be reached by phone or email night or day. Sheila feels that little things like these are a critical way to comfort a client and take their fears away.

"I want them to know – they are not alone," she says. "People aren't used to having pain. They may find it hard to sleep and they can get depressed about their situation. I can't change their pain – but I can try to alleviate some of the worry."

#### A History of Caring in Niagara

Established in 1882, Lancaster, Brooks & Welch LLP is Niagara's oldest law firm and one of the largest in the region. As a full-service firm, Lancaster, Brooks & Welch LLP is set up to assist clients with their every legal need – everything from wills and estates, real estate law, construction law, and mediation and arbitration to administrative law, labour and employment law, estate litigation, family law and personal injury law.

Sheila says one of her firm's biggest strengths is its strong network of connections, particularly in the local health care field. With that network, Sheila and her associates can make sure their clients are directed to the right medical professionals and receive the best quality treatment available.

"Some people try going to the big law firms in places like Toronto or Oakville," Sheila says, "but these firms don't know Niagara like we do. We know the community, and how the system works here. We know all the doctors and can make sure our clients get looked after properly. Staying in Niagara means that we have access to more readily available courts."

The team at Lancaster Brooks & Welch LLP have also demonstrated a deep commitment to making Niagara better and stronger. The firm has a long history of engaging in scores of charity organizations, community outreach and social fundraisers.

"We have a voice in many social and business, health and educational development organizations," Sheila explains. "We offer an approach to our clients and community that only comes from a sense of engagement and commitment to Niagara."

---

*Sheila Marcantonio is a personal injury lawyer with Lancaster Brooks & Welch LLP. If you have had an accident or injury, she may be contacted for a free initial consultation at 905.641.1551.*



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# Does your SMB need a Router or a Firewall?

BY TAYLOR HAYWARD

**A**S THESE TERMS ARE typically used interchangeably (I am guilty of it), let's first try and help you understand the difference. To put it simply, a "router" is typically a device you might walk into a Best Buy or local computer store and purchase. It performs the networking that you need and has some basic security settings that make you feel protected. It tends to be cheaper (\$50 to \$300) and is more often seen in homes, rather than in small businesses. Or at least it should be. I come across these types of routers frequently enough that I felt it necessary to reach out to all of you and hopefully teach you that this is not adequate protection for your business.

Your business provides for you and your family, your employees and their families, your customers, and your vendors. Lots of people rely on you to remain operational. So

why is it that (usually) the only point of entry into a small business is protected by the equivalent of a "screen door"? Sure, it keeps the bugs out, but if one really wanted to, one could push through that "screen door" with little resistance.

A "firewall" on the other hand is a more robust device with more advanced features and a superior level of defense. Picture that screen door being replaced with a nice new door that while it looks good and welcoming on the outside has reinforced steel in it, a biometric recognition system that only allows friendlies into your business and perhaps a one-way mirror for you to see the outside world.

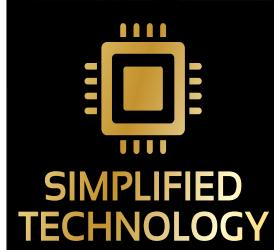
Are you getting the picture now? FYI – a firewall for an SMB would typically run from \$400 to \$1,500 and most SMBs I see are in the \$400 to \$600 range. Now one important note is there is typically an annual security/support renewal fee associated with business firewalls, and that is dependent upon the security options you've chosen for your

business. This is likely to range in the \$100 to \$200 area. This extra cost (when compared to a router) should not be a deterrent though!

I hope you can understand my point in that a router is inadequate to protect your business. It is not what it was designed for. A router has home end-users in mind. Ease of use and installation. Plug and play. These features do not protect a business. I suppose some of these businesses just have never been educated on the different options that are available to them or didn't know where to get a business firewall. That is no longer your excuse. Talk to your I.T. professional today and make sure you are protected! **BL**

---

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



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# PORt CARES HELPING TO IMPROVE QUALITY OF LIFE FOR MORE THAN 30 YEARS

PROVIDED BY PORt CARES

Since 1986 Port Cares has been the go-to place in south Niagara for individuals and families needing help to improve their life circumstances. As one of Canada's first comprehensive community hubs, Port Cares is located in Port Colborne with satellite services across Niagara and has assisted tens of thousands of individuals ranging in age from newborns to seniors.

"Port Cares provides a full array of wrap-around social services ranging from child development and parenting skills to training and employment, literacy improvement, youth justice, housing, homelessness prevention, food support and crisis navigation," explains Port Cares Executive Director Christine Clark Lafleur. She notes that the long serving charitable agency's aim is provide hope, help and opportunity for all to achieve their potential.

"We assist individuals from all walks of life," she says. As a result of the comprehensive and inter-related services available at our main community hub we can readily and immediately address the complex situations people in need of our services face. Our services and interventions range from providing the very basics of life, such as food, shelter and clothing to helping people identify and seek out a new career path." Clark-Lafleur welcomes all to learn more about Port Cares by following them on Facebook or visiting [www.portcares.ca](http://www.portcares.ca). **BL**



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# 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](http://www.brettmeadows.com) or contact the friendly folks at Meadows Performance Sales and Strategy via email at [info@brettmeadows.com](mailto:info@brettmeadows.com) or by calling 289.696.3605.



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# THE BENEFITS OF GETTING INVOLVED

BY CHIPEWYAN MCCRIMMON

*"The essence of life is to serve others and do good." - Aristotle*

Why are so many successful people philanthropists? Is there a connection between success and giving back? In my opinion, there are endless benefits to being actively involved in your community, and I have discovered many of them from on my own community involvement experiences.

For almost two years, I was unable to secure a job because of my limited work experience. When I first applied to universities for my undergraduate degree, I had difficulty getting accepted into many institutions. I also struggled to receive achievement awards.

From then until now, things have drastically changed. I have had success in attaining jobs that I have applied for, and have even been offered high-level full-time jobs from various organizations. When I applied for graduate school, I was offered acceptance into both competitive programs.

On top of this, I have had the honour of being a recipient of the Volunteer Recognition Award from the City of St. Catharines. I have also received the Aboriginal Achievement Award, Community Volunteer Award, and the Spirit of Brock Award from Brock University.

Why did things drastically change for me? I became actively involved in the community.

Community involvement provides an opportunity to build valuable work experience, and strengthen professional development and career advancement skills. Through experiential learning, an individual can improve, perfect and add to their current skill sets. On top of this, it prepares you for potential future opportunities whether that be a scholarship, an award or even a graduate program application.

In addition to benefiting your career, many studies suggest that community involvement can also improve mental health, holistic wellness, and offer a sense of purpose.

## The Benefits are Endless!

I feel that there is a false perception that community service only benefits the people in need. I believe it actually benefits the volunteer, donor, or supporter just as much, if not more, and that any form of community service can positively impact you, the organization you are helping, and their cause/social impact.

In May of 2017, after a few months of having a difficult time trying to find ways that I could get involved in the community, and after working and volunteering at Niagara Furniture Bank as a marketing coordinator for two years, I realized that there is a huge void between individuals and charities – they have a hard time connecting. I want to solve this problem in hopes that I can make a tremendous impact on my community, and hopefully Canadian society by easily connecting individuals and charities.

HeroHub is my start-up company that will be launching in the fall of 2018. It is an online platform that connects individuals to charities and their opportunities. Go to [www.herohub.ca](http://www.herohub.ca) to find an organization that aligns with your interests and an opportunity that benefits you too. **BL**

*Chipewyan "Chip" McCrimmon was a participant of the Kick-Starting Entrepreneurship (KSE) program in 2016 and is currently working out of BioLinc at Brock University on his business, HeroHub. Chip holds a BA in political science from Brock University and in September, he will be attending Queen's University for the Master of Management, Innovation & Entrepreneurship program. chip@herohub.ca or 800.939.5906.*

*BioLinc's KSE program is an initiative where young entrepreneurs can grow their early stage business ideas. Applications are now open for the 2018-2019 cohort of the KSE program. Visit [brocku.ca/biolinc/kse](http://brocku.ca/biolinc/kse) for more information.*

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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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# BUSINESSES MAKING A DIFFERENCE IN HEALTH CARE



PROVIDED BY HAMILTON HEALTH SCIENCES FOUNDATION

**T**HROUGHOUT 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](http://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.*

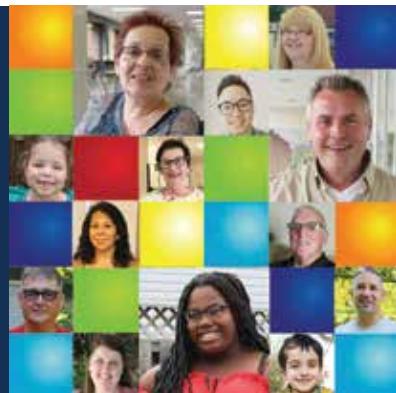
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# LDANR golf tournament raises over \$5,000 for children and youth with learning disabilities

PROVIDED BY THE LEARNING DISABILITIES ASSOCIATION OF NIAGARA REGION

This year, the Learning Disabilities Association of Niagara Region (LDANR) marks 30 years of serving the Niagara community. LDANR is a non-profit agency dedicated to providing resources and support to local children and youth struggling with learning disabilities.

On Saturday, August 11th, the agency held its second annual golf tournament at the Cardinal Lakes Golf Club in Welland. The tournament included nine holes of golf, dinner and drinks, and all kinds of prizes for attendees. Golfers and non-golfers took part in the special event which helped raise over \$5,000 for the LDANR. All proceeds from the event will go directly towards LDANR's programming.

A learning disability is a psychological condition that affects the way a person processes information. The most prevalent learning disability is dyslexia, which accounts for approximately 80% of all learning disabilities.

According to the Learning Disabilities Association of Canada's "Putting a Canadian Face on Learning Disabilities" Study, students with untreated learning disabilities are twice as likely to drop out of high school. In order to combat this issue, the LDANR provides a range of programs designed to help children and youth improve their literacy skills, build their self-esteem and develop strategies to cope with their learning disability. These programs include Reading Rocks, Reading Rocks Junior, Let's R.E.A.D., B.E.S.T. and S.L.A.M.

Funding is a particularly critical issue for an organization like the LDANR because it relies on grants, donations and sponsorship for much of its programming. Although the LDANR serves over 500 children and youth each year, there's often a large waiting list for its services.

The LDANR team is pleased with the response to their second golf tournament and would like to send out a big thank you to all the dedicated people who took part in this year's event. That includes premium level sponsor Canadian Tire Financial Services and individual hole sponsors Goemans Appliances, Free Gas, Mabo Westside Construction Inc., Truvision Financial Services, Telcon Datvox Network Cabling, MicroAge Technology Services, Complete Comfort, the Niagara Workforce Planning Board, Meridian Credit Union, U Need a Pita, River Realty Development, FirstOntario Credit Union, Plant's Choice, E.S. Fox, DeKorte's Landscaping, Pinchin Environmental, and the Niagara IceDogs.

The LDANR would like to recognize in-kind silent auction items donated by the Toronto Maple Leafs, Niagara Casinos, E.S. Fox, and Goemans Appliances. In-kind prize donors include Vermeers, PenFinancial Credit Union, Ruth's Chris Steakhouse, DaGiorgio Italian Eatery, East Side Marios, Niagara College, Steam Whistle Brewery, the Seaway Mall, and Niagara Peninsula Orthodontics. The LDANR would also like to thank Beatties Basics for donating signage for the event, Pinty's for providing a donation to cover the cost of food, and Business Link Media Group for media support.

The LDANR is already looking forward to the proceeds from future fundraisers to help support children and youth dealing with learning disabilities. **BL**

For more information on the Learning Disabilities Association of Niagara Region, call 905.641.1021, email [ldaniagara@cogeco.net](mailto:ldaniagara@cogeco.net) or go to [www.ldaniagara.org](http://www.ldaniagara.org).

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At Edward Jones, I'm dedicated to finding the right wealth management solutions to fit your lifestyle, whether you're interested in wealth preservation, estate planning, succession planning or simply managing and maintaining your investments. I'm proud to work with many small business owners in Niagara, helping them protect the things that matter to them like their families, businesses or even key employees.

Managing your finances is never easy. That's why it's important to have a dedicated financial expert in your corner who can help protect your finances today, tomorrow and in the future. **BL**

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## How Sharp is Your Focus?

BY JIM MURRAY

One of the key questions we ask the entrepreneurs and managers we meet is simply this, "What keeps you awake at night?"

It's an interesting question, isn't it? One of the most common answers we hear is: "Everything."

Achieving success takes a huge amount of discipline just to learn to focus with real skill, let alone maintain it day after day.

But the simple fact is your productivity is the result of a series of processes, each of which requires close to absolute focus. Anyone who is focused has clarity and when one is clear then they can be exceptionally effective. And more is always the result.

Your particular need for focus depends to a great extent on where you are as a business. Each stage requires a unique type of focus to get from one end to the other of the process successfully.

But once focus becomes part of your management style, you will find it opens the door to a myriad of other benefits. These include:

- Enhanced ability to deal with change management issues
- Heightened leadership skills, leading to
- Greater employee motivation and confidence
- More time to analyze and improve all areas of your business
- Greater self-confidence

A sharp focus helps to create greater effectiveness, which enables you to achieve more than you ever dreamed possible. More customers. More loyalty. More productivity. More profitability for your business. And overall, greater success going forward. **BL**

*Bullet Proof Consulting helps Niagara businesses change their thinking for the better. Contact Charlene Norman at 647.991.8743 or Jim Murray at 289.687.3475 to discuss how you can get your "more" today. Go to [www.bulletproofconsulting.ca](http://www.bulletproofconsulting.ca).*

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# The Theory of Why

Life isn't about asking How. Life is about knowing Why!

BY GERRY VISCA

We emerge into this world whole and complete yet somewhere along the way we begin to complicate our lives. We de-evolve from "human beings" into "human doings" - always pursuing, climbing and chasing more. Throughout our quest for power and control we seem to have lost sight of who we truly are and more importantly, why we are here.

Each one of us exists with a defined reason for being. Every human being that has ever walked this Earth has a profound stitch to sew into the fabric of life. We've lost sight that we're all connected at a deeper level and it's through this awareness that we will discover mankind's true reason for existence.

The past 11 years of my life represent my most fulfilling chapter. I have learned the art of simplicity. While my inspiration has reached deeper levels of understanding, the way that I live my deeper Why has become simplified.

Your Why ignites the way. - The way is the inspired means of experiencing and living through your Why. So, what is this Why? I define it as the World Helped by You. I'm not talking about the "surface-based" Why that changes with the seasons or the pursuit of some shiny new object. Your deeper Why is not some goal, financial metric or even your kids for that matter. Your Why is your soul's way of realizing its deeper impact on the world. It's your true reason for being and it's time you remember who you are and why you're here.

So, why even write about it? It's quite simple. For mankind to truly thrive and realize all that we are meant to become in this universe then we need to collectively reach out and inspire others with a deeper understanding of why each one of us is here. This is the new ROI that

I'm on fire to inspire. Contrary to what you might think, building more shopping malls isn't going to get us to the "promised land."

Where do we begin? - I've become a big fan of simplified processes. There is a theory to everything. Einstein's equation for energy is: E=MC<sup>2</sup> and my simplified version for igniting your deeper Why is: [Passion + Purpose = Outcome].

Years ago, when I had the privilege of rebranding organizations I focused on getting to the heart of the matter. "Why do you exist?" served as my foundation for reconnecting the human beings that sit day in and day out within the cubicles (the employees) and the ones they serve (the clients and customers).

A human being is quite simply a being not a doing machine. We have allowed ourselves to become defined by doing more. The inner peace, happiness and fulfillment that we truly seek is only achieved through a deeper sense of being and it's time we inspire one another to reconnect to it.

If you've chosen to pause and read these words then you've accepted the invitation to a deeper sense of awareness for why you're really here. Igniting the deeper Why begins with remembering who you truly are.

What is your joy? What lights you up?

I call that "Your passion." It's your inner GPS that keeps you on course and trust me, it's easy to lose yourself in this noisy and disconnected age. The late Steve Jobs said it best: "If you're not passion about who you are and what you do then others won't feel it."

What are your unique gifts? What service will you give freely to others? - I call that "Your Purpose" and every human being has a profound verse to contribute to the world. Most of us are simply unaware that we're even unaware!

What do you want others to experience? - I call that "Your Outcome." Here's the thing. If you don't love the Outcomes in your life then you're not living your Passion and Purpose.

So, why does it even matter? The average human being will experience around 70 summers. That's not a lot of time but then again, what is time? I define it as the awareness of the gift of life through the present moment and the more time you devote to being human, the more you'll come to realize that the outcomes you are truly seeking are aligned with what you want for others.

The theory of Why is the World Helped by You. **BL**

Gerry Visca is the #Why Guy, a contributor to The Business Link, one of Canada's top inspirational speakers, and the author of 18 books



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

BY JEFF GRANDFIELD AND DALE WILLERTON

**A**S 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**

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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](mailto:DaleWillerton@TheLeaseCoach.com) or visit [www.TheLeaseCoach.com](http://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](mailto:JeffGrandfield@TheLeaseCoach.com).

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