

A RESOURCE FOR BUSINESSES



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Black History Month

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PUBLISHER'S NOTE



BUSINESS LINK
MEDIA GROUP

Dear Business Link Readers,

As we celebrate February Black History Month, we recognize and honor the countless contributions of black individuals throughout history. From art and literature to science and technology, black people have left an indelible mark on our society.

As we celebrate the achievements of black individuals during Black History Month, we also recognize the health disparities that continue to affect black communities. Systemic racism and discrimination have created barriers to accessing quality healthcare, nutritious food, and safe living environments. By acknowledging these disparities and working to address them, we can create a healthier, more equitable future for everyone.

In addition to our focus on Black History Month, we are pleased to share light health insights from Dr. Andrew Huberman, a renowned neuroscientist and expert in the field of human performance. Dr. Huberman's research has shed light on the importance of sleep, nutrition, and exercise in promoting optimal brain function and overall health.

In a time when many of us are dealing with the stress and uncertainty of a global pandemic, Dr. Huberman's insights are particularly valuable. By prioritizing our physical and mental health, we can better cope with the challenges we face and emerge from this crisis stronger and more resilient. In this issue, we shared one of his recent podcasts about "Using Light for Help".

As publishers, we are committed to providing accurate and accessible information on a wide range of topics, including black history and health and wellness. By highlighting the achievements of black individuals and sharing insights from experts like Dr. Huberman, we hope to inspire and empower our readers to live their best lives.

Happy Reading!

Yours in Business
Marilyn Tian, M.B.A.
President & Co-Publisher
Business Link Media Group

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Pinty's Grand Slam of Curling Sweeps into Niagara Falls for the Hearing Life Tour Challenge,

Oct. 17-22, 2023

NIAGARA FALLS, ON - The world's best curlers are ready to slide into Niagara Falls! As previously announced, Gale Centre will play host to the Hearing Life Tour Challenge - the largest event of the 2023-24 Pinty's Grand Slam of Curling season - from Oct. 17-22, 2023.

The Tour Challenge will feature 64 of the world's top men's and women's curling teams in a two-tier event. The field will include Olympic medallists, world champions, Canadian favourites and past Grand Slam winners. This is the first time a Grand Slam event will be held in Niagara Falls.

More details; including sales opportunities, qualified teams, and schedules will be announced at a later date.

TICKET INFORMATION: Visit thegrandslamofcurling.com/tickets for complete details and to purchase passes.

Owned and operated by Sportsnet since 2012, the Pinty's Grand Slam of Curling is an elite series of men's and women's curling events, featuring the best teams from across Canada and around the world. Awarding equal purses to both men's and women's teams since 2015, Pinty's Grand Slam of Curling presents \$2.1 million in total prize money each

For more information, please contact:

Jennifer Cram | Pinty's Grand Slam of Curling | jennifer.cram@rci.rogers.com

Rob McDonald | City of Niagara Falls | rmcdonald@niagarafalls.ca

Sponsorship inquiries can be directed to gsoc@niagaracurling.com

OPTIMISTIC, EXCITED, RESILIENT AF:

SHOPIFY DATA SHOWS HOW FAR BLACK ENTREPRENEURS HAVE COME – AND THE BARRIERS THEY STILL FACE



Read a full article by clicking

[https://news.shopify.com/optimistic-excited-resilient-af-shopify-data-shows-how-far-black-entrepreneurs-have-comeand-the-barriers-they-still face](https://news.shopify.com/optimistic-excited-resilient-af-shopify-data-shows-how-far-black-entrepreneurs-have-comeand-the-barriers-they-still-face)

BLACK BUSINESS OWNERS SAY THEY'RE POISED FOR GROWTH DESPITE LACK OF ACCESS TO CAPITAL AND MENTORSHIP

SHOPIFY DATA REVEALS

- ↳ 81% of Black entrepreneurs say they must ignore the background noise of racism and stigma to succeed
- ↳ 61% say finding access to capital is a huge challenge
- ↳ 83% say that despite systemic barriers, now is their time to shine

At Shopify, we know a world with more voices in commerce is better for both businesses and consumers. Still, commerce today isn't equitable for all. Imagine if everyone who had the capacity to run a successful business could do it without barriers. How much generational wealth could be created if businesses had the resources they needed to thrive? How many lives could be transformed?

Raising awareness of inequity's impact on entrepreneurship is critical to our quest at Shopify. To better understand the barriers that still exist for Black-owned businesses, we recently surveyed and interviewed more than 500 aspiring and established Black.

Here's what we learned:

1. Access to capital – on better terms – is critical

Racial and social justice movements have catalyzed public support for Black businesses over the last three years. That's led to promises of investments and loans from banks, investment firms, and tech companies, among others. Still, it hasn't solved one of the central problems Black-owned businesses face. Nearly two thirds (61%) of entrepreneurs say finding access to capital is a huge challenge. Even securing grants meant for Black businesses is challenging for nearly 60% of Black entrepreneurs.

We've published the results in a new research study, *In Pursuit of Equitable Commerce: Insights on Black entrepreneurship in 2023 and beyond*.

2. Inequity costs the economy billions of dollars

More money and mentorship in the hands of Black entrepreneurs would open up selling opportunities and rev the engine of the economy – to the tune of \$190 billion**. According to Shopify's data, more than three quarters (78%) of Black business owners say finding customers who aren't Black is a challenge. Empowering them with access to digital platforms and service providers would give them more avenues to increase advertising. We've partnered with non-profit Operation HOPE to create one million new Black-owned businesses (1MBB) by 2030.



3. Black entrepreneurs work harder and smarter for their success

More than half (56%) of Black entrepreneurs we surveyed said they knew they were playing on an uneven field. For them, that means working harder and smarter to succeed. Most of the entrepreneurs we surveyed (81%) agreed it was essential to ignore the background noise of racism and stigma or they'd never get their business off the ground. Still, they won't let those barriers stop them: 83% say now is their time to shine, and 68% feel optimistic about their business growth potential.

NEWS FLASH FROM [INSIDE]



Inside Venture Capital

Carbon tech VC investment in 2022 almost matches record totals of 2021

Startups working on carbon and emissions-related technology raked in \$13.8B in venture funding in 2022. The funding was close to the record-setting VC funding total of \$14.1B for the sector in 2021, missing the target by less than 2%.

New source: <https://inside.com/s/349270>

MORE

- The strong funding trend indicates a high level of investor interest in the carbon technology sector, which has helped firms overcome the venture funding slump.
- Per Reuters, the supporting policy changes introduced in the Inflation Reduction Act and the aggressive targets set by organizations to cut emissions will spur investment in early-stage startups.
- Within the carbon tech sector, startups working on carbon removal technologies nabbed the most funding.
- In 2022, funding deployed in carbon removal startups was the highest on record.
- o Canadian carbon capture startup Svante's \$318M Series E fundraising

Inside Cryptocurrency

El Salvador will open a Bitcoin embassy in Texas

El Salvador is going to open a Bitcoin embassy in Texas, according to a tweet by El Salvador's Ambassador to the United States. The country has previously opened a Bitcoin embassy in Switzerland.

- El Salvador's ambassador to the United States, Milena Mayorga, met with the deputy secretary of the government of Texas, Joe Esparza, to discuss the idea.
- Mayorga highlighted the economic exchange between El Salvador and Texas, which stands at \$1.2B.
- El Salvador, famous for being the first country to adopt Bitcoin as legal tender, already has an active Bitcoin embassy in Lugano, Switzerland.
- The country aims to attract foreign investment using Bitcoin as a selling point. Its decision to adopt Bitcoin as a legal tender has been met with much criticism from international actors but has also won over cryptocurrency enthusiasts.
- El Salvador aims to build Bitcoin City, a futuristic city that uses Bitcoin as its base currency. The plans to build the city have not materialized so far.

New source: <https://inside.com/cryptocurrency/posts/el-salvador-will-open-a-bitcoin-embassy-in-texas-349423>

Sam Bankman-Fried is believed to have been using a VPN since he was released on bail



Sam Bankman-Fried is believed to have been using a VPN since he was released on bail, causing U.S. attorney Danielle Sansoon to send a letter to the judge that is handling the case. Bankman-Fried has used a VPN at least twice, according to reports.

MORE

- Bankman-Fried defense team stated that he used a VPN to watch the Super Bowl via international streamers.
- The U.S. attorney expressed her concern that by using a VPN, the former FTX CEO may conduct illegal activities that the government cannot track.
- Fried has already had his right to use the privacy-focused messaging app Signal limited by the judge.
- His defense team added that they would accept a bail condition regarding VPNs that is deemed fair by them. e not materialized so far.

New source: <https://inside.com/cryptocurrency/posts/sam-bankman-fried-is-believed-to-have-been-using-a-vpn-since-he-was-released-on-bail-349420>

Using Light for Health

By New Huberman Lab episodes

As regular listeners of Huberman Lab can attest, "View morning sunlight!" is one of my common refrains. Viewing sunlight within the first hours of waking (as soon as you can, even if through cloud cover) increases early-day cortisol release (the ideal time for elevated cortisol) and prepares the body for sleep later that night. A morning spike in cortisol will also positively influence your immune system, metabolism and ability to focus during the day.



Afternoon Sunlight to Reinforce Your Sleep

Later in the day, try to get outside in the afternoon. The particular wavelengths of the sun when it is low in the sky (yellows and oranges, in contrast with blue) come through even if it's overcast. Sunlight viewed in the late afternoon/evening communicates to the brain's circadian clock that it is evening and time to begin the process of transitioning to sleep that night. Also, on the occasional day you miss getting outside early in the morning, the afternoon sunlight serves as a second "anchor point" for your brain and body to know the time/season, in order to maintain the consistency of your circadian clock.

Using Light to Improve Daytime Energy and Focus

In the morning and until the midafternoon, use bright overhead lights to facilitate the release of dopamine, norepinephrine, epinephrine (molecules associated with motivation, attention and drive) and optimal amounts of cortisol to maximize your alertness and focus for work or other activities. Increase the ambient light of your workspace rather than increasing the brightness of the computer screen. Ideally, also place your desk near a window, as the natural sunlight signals the brain to stay alert and focused.

Avoid Bright Lights at Night to Protect Mood & Neurotransmitters

In my conversation with Dr. Samer Hattar, a senior investigator and chief of the section on Light and Circadian Rhythms at the National Institutes of Mental Health (NIMH), he discussed the importance of viewing morning sunlight, specifically UVB rays, blue light, to improve mood, increase energy, regulate appetite and increase dopamine release. He also warned that UVB light exposure from artificial sources/screens at night (10 p.m.-4 a.m.) decreases dopamine levels and negatively impacts feelings of depression and anxiety. Once in a while is fine, but if you are looking at your phone or turning on bright lights, especially overhead lights, between 10 p.m. and 4 a.m. on a regular basis, your health will suffer.

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Read full article by clicking:
<https://hubermanlab.com/using-light-sunlight-blue-light-and-red-light-to-optimize-health/>



Tiger Parenting: How much should I push my child?

Author-Ryan Li, Youth Voices Journalist from Global Youth Philanthropy, a not-for-profit organization registered in Canada and the United States. GYP was established in 2020 by a group of volunteers who are passionate about philanthropy and educational advancement for youths worldwide.



Tiger parenting refers to a strict parenting style focused on high grades and academic achievement, often at the expense of a student's social or mental health. Over the past few years, as university admissions have become more competitive, there has been a growing trend of tiger parenting-esque behavior amongst parents. I, for one, see it all the time when I'm working at my local Kumon center, with tons of stressed parents constantly hassling their kids about homework and their test marks, almost as if their lives

depended on it. And the impact on kids is no prettier; I've seen kids shout, cry, or worse on multiple occasions in an attempt to deal with all the pressures put on them at such a young age. Critics of tiger parenting point to this emotional strain as proof of the style's ineffectiveness, while supporters claim that the benefits of higher grades and a more successful life heavily outweigh the short-term emotional toll.

In order to learn more about tiger parenting's effects in the classroom, I sat down with Julia Yu, a science teacher at Nanaimo District Secondary School in Nanaimo, BC.

Q. As a teacher, do you see your students stressed heavily about their grades?

A. I've noticed that it depends heavily on the age group. In junior grades, only a small percentage of students actually care about their grade. But the grade 11s and 12s in my classes are definitely more stressed about their marks. I think it's in part due to university applications, but I also think that it's due to the social pressure of getting good grades that many of these students are subjected to.

Q. Do you think that this stress is in part due to the massive pressures put on students by their parents and their expectations?

A. Obviously, school plays a role in stress, but adolescence is also generally a stressful time. Some students might be worried about their social lives, while others are conflicted about what they want to do with their lives. But short answer, I don't think that students are too unreasonably stressed about their academic careers.

Q. Do you think tiger parenting has done a net good or harm to students?

A. This is a very difficult question, and I think it comes down to a case-by-case basis. It's important to note that every child is unique and what works for one may not work for another. For some, the added pressure and motivation helps them achieve new heights; for others, tiger parenting can be a source of anxiety and actually hinder their academic performance. I think if tiger parenting is done right, it can be a good way to raise a child, but not too excessive.

Over the course of this interview, Julia was able to explain how tiger parenting has both benefits and drawbacks, depending on the child. As with most things in this world, the issue is more complicated than black and white. At the end of the day, what works for one student might not work for another, and that's how it's always been. But in general, a limited strict parent approach can combine the best of both worlds to create a productive yet enjoyable childhood.

In short, tiger parenting both has its pros and cons, and the extent to which it's enforced varies from household to household. As numerous teachers have reported, students who have parents that set boundaries but don't micromanage their lives tend to perform the best in the classroom. And while this answers the main question of "Is tiger parenting good?", it opens up a can of worms that each parent is going to have to answer on their own.



Ryan Li is an experienced journalist whose works have been published on the local, national, and international levels. As a senior high school student, he seeks to provide a voice for youth through his monthly articles that will focus on youth perspectives of important topics and events.

Events in Niagara this March 2023:



International Women's Day Celebration

Date: Fri, 3 March 2023
 Time: 11:00 AM – 2:30 PM
 Location: Central Community Centre
 Organized by: Greater niagara Chamber of commerce

Business After 5

Date: Tue, 7 March 2023
 Time: 5:00 PM – 7:00 PM
 Location: Hatch 4342 Queen Street Suite 500 Niagara Falls
 Organized by: Greater Niagara Chamber of Commerce

Niagara BEER & Taco Festival

Date: Sat, Mar 25, 2023
 Time: 4:00–10:00 PM
 Location: Niagara Falls Convention Centre
 Organized by: Iheartbeer

International Women's Day Business Showcase

Date: Fri, 3 March 2023
 Time: 11:00 AM – 2:00 PM
 Location: Buffalo Canoe Club, Fort Erie
 Organized by: South Niagara Chambers of Commerce

State of the City - St. Catharines

Date: Thu, Mar 9, 2023
 Time: 11:00 AM – 2:00 PM
 Location: Club Roma, 125 Vansickle
 Organized by: Greater Niagara Chamber of Commerce

Swing Into Spring

Date: Tues, Mar 21, 2023
 Time: 5:00– 8:00 PM
 Location: Fresco's Euro Grille
 Organized by: Niagara Home Builders Association

40 2023 Niagara

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**Nomination & Application Deadline: 11:59pm March
15th, 2023**

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