

A RESOURCE FOR BUSINESSES



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DAN MOODY

Community Champion
for Niagara Falls City Council

- P06 | Beyond The Orange Shirt Story
- P13 | How to Up-sell Without Turning Off Your Customer
- P17 | Ambient Computing: When Form Meets Function
- P21 | The Secret to Sustainability: Caring for Others and Caring for Yourself



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PUBLISHER'S NOTE



Dear Business Link Readers,

We hope you all enjoyed your Thanksgiving celebrations!

At Business Link, we are extremely thankful to have you all as readers, clients, partners and supporters.

On the 26th of October, we will be celebrating our coveted 40 under Forty Hamilton Business Achievement Awards Ceremony. We are excited to celebrate another slate of outstanding community business leaders in the greater Hamilton region.

This October, citizens will begin voting to elect their trusted leaders. Community leaders made their efforts to be known through a variety of channels. This month, Dan Moody tells us his story and his motivations behind running for Niagara Falls city council!

In addition, this month's magazine includes the future oriented segment Technology of Tomorrow, focusing on Ambient Computing and the benefits of simplifying technology, brought to you by Ashwin Balakrishnan. Learn some new business tips and tricks with In the business domain on leadership by Tim Arnold, and master the art of sales with Upselling by Jeff Mowatt.

Many more interesting community stories to explore, with opinions, tips and tricks (or treats) to come.

Stay tuned and happy reading!!

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



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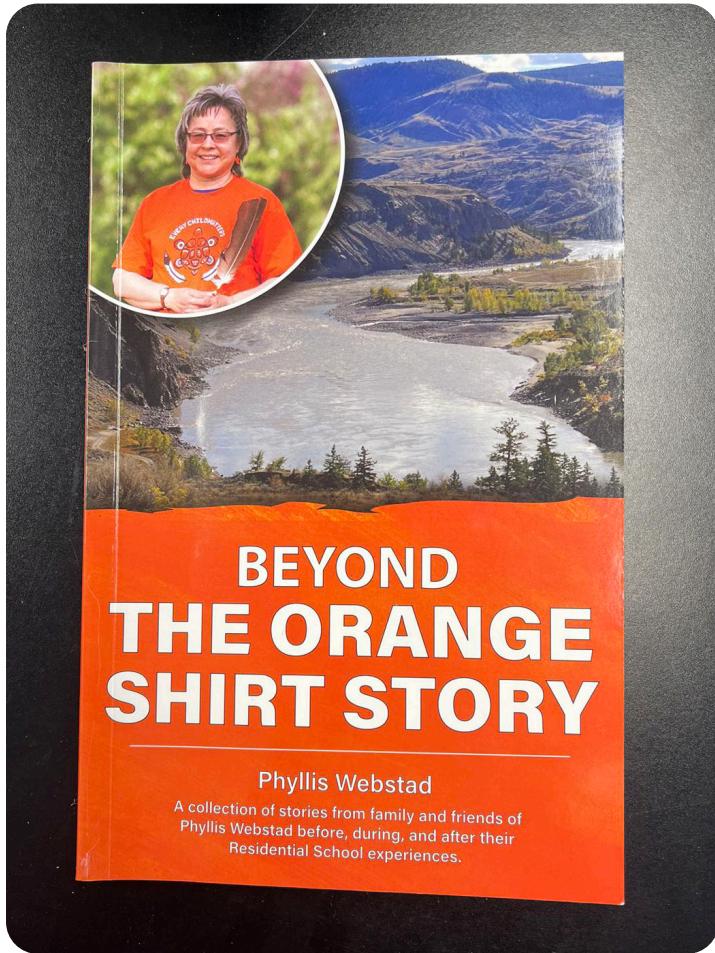
BEYOND THE ORANGE SHIRT STORY

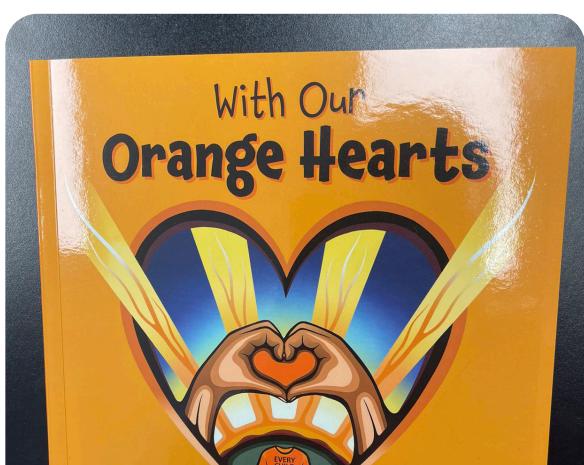
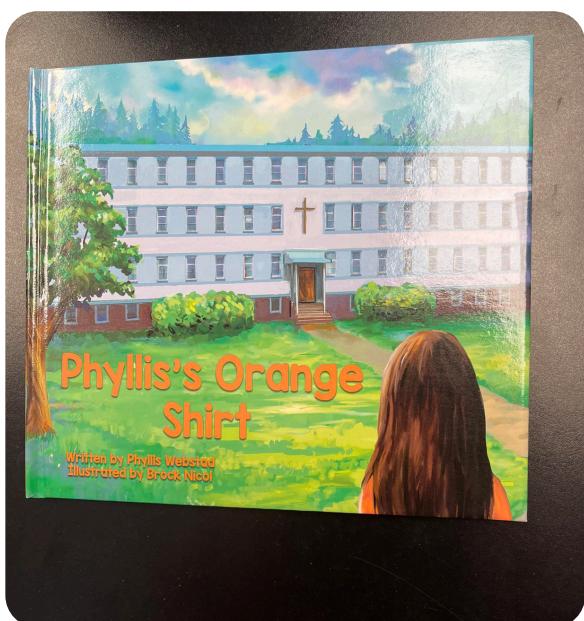
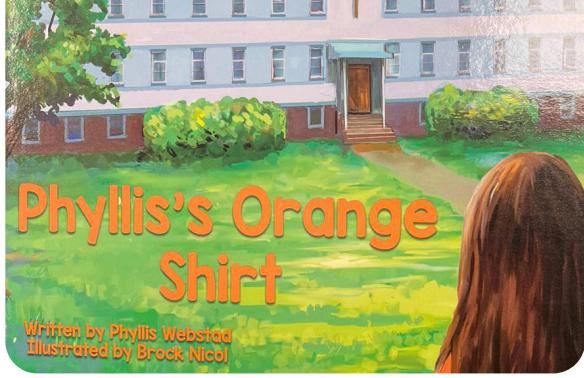
BY BUSINESS LINK WRITING FREELANCER

Phyllis Webstad (Jack) Orange Shirt Story - this is her story.....

The Orange Shirt Story is Phyllis Webstad's true life stories of her own childhood.

Phyllis Webstad (Nee Jack) was in Niagara the week of September 30th, 2022, where we heard first hand from the author, Beyond The Orange Shirt Story. The book is a collection of stories from family and friends of Phyllis before, during, and after their Residential School experiences.





Who is Phyllis Webstad, (Nee Jack)?

Phyllis Webstad is Northern Secwepemc (Shuswap) from the Stswecem'c Xgat'tem First Nation (Canoe Creek/Dog Creek) and of European ancestry. Born in Dog Creek and today lives in Williams Lake, B.C., Canada with her husband. She has one son, a stepson, and five grandchildren. She traveled with her fourth generation family to Niagara Falls in September.

As a residential school survivor, she has taken on the exception role as the Executive Director of the Orange Shirt Society. She tours the country telling her story and raising awareness about the impacts of the Residential

School system. The Orange Shirt Society is a non-profit organization, based in Williams Lake, BC and grew from the 2013 events, inspired by Chief Fred Robbins' vision for reconciliation. The Orange Shirt Society board is composed of diverse members, dedicated to raising awareness of Residential schools and supporting the development of Orange Shirt Day.

Orange Shirt Day is not just a day on September 30th, it is a year-round educational movement designed to raise awareness of the continuing impacts of Residential School and promote Reconciliation.

Why is September the Orange Shirt Month?

The month of September is when children at the age of 5 were taken away from their families to attend residential schools.

September 30th is known today as Orange Shirt Day,

The Orange Shirt Society's purpose is to support Indian Residential School Reconciliation, to create awareness of the individual, family and community intergener-

ational impacts through Orange Shirt Society activities. Important is to create awareness of the concept of Every Child Matters.

Beyond the Orange Shirt Story is an unique collection of truths, told by Phyllis Webstad of her own story, her family and others. Readers of her book will have an up-close look at what life was like before, during and after their Resi-

dential School experiences. Published in Canada by Medicine Wheel Education. www.medicinewheel.education

For children readers, look for Phyllis Webstad and Emily Kewageshig, artist & visual storyteller, with our Orange Hearts book and Phyllis's Orange Shirt by Phyllis Webstad & Illustrated by Brock Nicol.

Orange Shirt Society www.orangeshirtday.org

24- hour National Indian Residential School crisis line: **1-888-925-4419**

First Nations & Inuit Mental Health and Wellness: **1-855-242-3310**

Suicide Prevention & Support:
1-833-456-4566

Kids Help Phone:
1-800-668-6868



BEYOND THE ORANGE SHIRT STORY

Phyllis Webstad

A collection of stories from family and friends of Phyllis Webstad before, during, and after their Residential School experiences.



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DAN MOODY

COMMUNITY CHAMPION
FOR NIAGARA FALLS CITY COUNCIL

BY JOSEPH LIOCE & RYAN LI



“ fight for solutions to housing, cost of living, and safety ”

Every day, something makes life in Niagara harder.

As a lifelong servant of our community in Niagara Falls, Dan Moody is the candidate we need to bring us back on track.

During his years as the Sergeant at Arms for the Niagara Region and Vice-Chair of the Niagara Catholic School Board, Dan demonstrated his integrity and reliability, rare commodities in our world today.

As your city councillor, Dan will fight for solutions to housing, cost of living, and safety.

Dan understands how hard it is for so many of us to live in Niagara. He knows how many young people are leaving our community and he has seen how many more homeless people wander around. Dan will take action to change that.

Being a father himself, Dan knows how hard families are struggling.

Food banks continue to report record numbers of people coming for food, COVID-19 continues to affect the workplace, and rising energy prices persist in making it harder and harder to make ends meet. Dan will be a resolute voice for these struggling families and will work tirelessly to make life in Niagara more affordable for everyone.

Pursuing over 36 years in law enforcement, Dan is sensitive to issues such as public safety and drug abuse. Dan is keenly aware of how human smuggling, fentanyl addiction, and gun violence are affecting our communities. With over a lifetime of experience in policing, Dan is the best choice for a safer, friendlier Niagara.

It is Dan’s steadfast belief that “it is we, the people of this city, who should ultimately make the decisions on how this city will run.” In accordance with this principle, Dan promises to not only work for but with the people of Niagara Falls to

solve the problems we face in our daily lives.

From attending community events to listening to residents' voices, Dan hopes to bring a sense of community involvement to the council. These pledges stem from a core belief that the council should not just govern the community, but rather that it should be an active part of it.

On October 24th, make sure to vote Dan Moody for Niagara Falls City Council.

This message was paid for by the campaign to elect Dan Moody for Niagara Falls City Council.

DAN MOODY

COMMUNITY CHAMPION
FOR NIAGARA FALLS CITY COUNCIL





HOW TO UP-SELL WITHOUT TURNING OFF YOUR CUSTOMERS



by *Jeff Mowatt*

Jeff Mowatt is the author of the best-selling business books, *Becoming a Service Icon in 90 Minutes a Month* and *Influence with Ease*. He heads his own training company and has written and produced 13 self-study coaching tools. His *Influence with Ease*® column has been syndicated and featured in over 200 business and on-line publications

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If you and your employees aren't trained on effective ways to upsell, chances are you either offend customers by being too pushy, or leave money on the table that customers would have willingly spent with you. Either option is costly.

When organizations bring me in to train employees on how to increase revenues from current customers, I often find that not enough attention is directed towards up-selling.

Up-selling refers to when you help a customer decide to buy a little extra or slightly "up-grade" their final purchase. A car dealer, for example, might inform customers at the time of ordering about upholstery protection and undercoating. A shoe salesperson might suggest that when you buy a pair

of shoes that you also use some weather protectant spray. These are usually small purchases that the buyer doesn't have to put a lot of thought into. The bonus is they can be extremely profitable for you as the sales person and for your organization.

Why up-selling is so profitable?

Consider this example, a customer buys a car with monthly payments of \$395. With that size of investment, there's very little resistance to adding \$2 to the monthly payments for upholstery protection. For you, however, that additional sale is significant, as over 48 months it adds up to a \$98 sale, with a huge profit margin.

Some would say that a \$98 sale on a \$25,000 vehicle is only a

**"up-grade
their final
purchase"**

minimal increase in the overall sale. Why waste your time? My argument is that if it only takes 30 seconds to make that extra \$98 sale, then you're making more money for the company than with any other activity you do. If your salary is \$20 per hour then doing the math, the 30 seconds you take to upsell costs the company about 17 cents. If it only costs the company 17 cents to make \$98, that's a huge return on investment. The fact that it's attached to a \$25,000 sale is completely irrelevant. So, up-selling is one of the highest and best uses of your time.



Up-selling should be easy

The best part of up-selling is that it's practically effortless. Since it's done after the customer has decided to go ahead with a major purchase, the hard part of the sales conversation has already been done. You've already established rapport, identified needs, summarized, presented benefits, asked for the order and handled objections. Up-selling is just presenting the information in a "by-the-way" assumptive manner.

THE 3 BIGGEST MISTAKES IN UPSELLING

- No attempt is made to upsell.
- The salesperson comes across as being pushy.
- The upselling is made in an unconvincing manner so the customer generally refuses.

Effective up-selling strategies

Assumption is the key. You have got to assume that the customer will naturally want this. Begin the upsell with a brief benefit, then if possible, add something unique about what you're selling. To avoid sounding pushy, particularly if the upsell requires some elaboration, ask for the customer's

permission to describe it.

Here's an example of the wrong way to upsell, imagine dining at a restaurant where you've just finished a big meal. The server asks, "Would you care for dessert?" If you say "Yes", you might give the impression of overindulging. So many customers refuse

out of politeness. Result – no sale.

So the savvy server doesn't ask if the customer wants dessert. The professional just assumes that when people go out for a meal they are treating themselves. So of course they will want to treat themselves to dessert. In this case, the server pulls up the dessert tray and says, "To finish off your meal with a little something sweet, (that's the benefit), I brought the dessert tray over for you." Would you like to hear about the most popular ones?" (asks permission to proceed)

When the customer agrees to hear about the desserts the server doesn't just list them by name; he describes their benefits. So rather than saying, "This is chocolate mousse." Instead he'd say something like, "If you like chocolate you'll love this. We've got a chocolate mousse that melts in your mouth and makes you wonder what the ordinary people are doing today."

Focus on customer needs - not yours. Don't try to sell the customer something you would not buy if you were in their shoes. It is totally

irrelevant whether or not this purchase suits your needs; what is relevant is whether it suits the customer's. That perspective empowers you to upsell effectively and with integrity.

Hands on demonstration. One of the most effective up-selling techniques is getting the customer to use the product in your location. A hairdresser, for example, might put hair gel in the customer's hand and show them how to apply it themselves. By showing the client how to get the salon look at home, they create a value-added upsell.

Group related products. It's a good idea to group similar add-ons and offer them as an upsell at a package price. If someone is getting a haircut and you talk to them about shampoo, it only makes sense to show them a package deal that groups conditioner and shampoo at a package price.

Bottom line, every business owner should realistically look at whether or not employees could improve the way they up-sell. For most businesses, a little professional training can make a world of difference.





AMBIENT COMPUTING: WHEN FORM MEETS FUNCTION

by Ashwin Balakrishnan

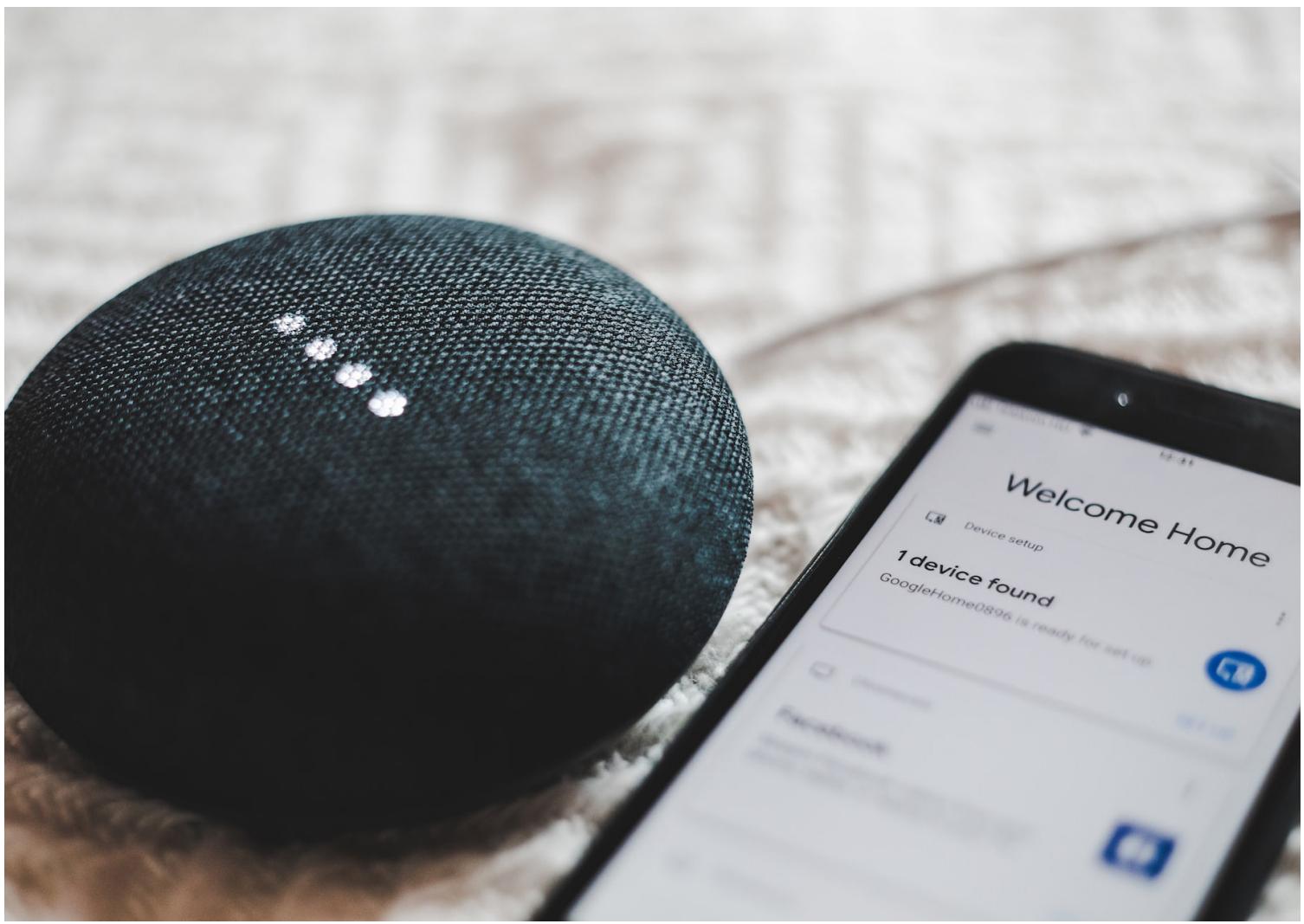
What do you imagine when you envision a futuristic society? If your concept consists of minimal environments free of push-buttons, or holographic displays everywhere you look, you may not be alone. Arguably, the trend of a minimal design was popularized by the well known tech giant Apple Inc. when they had introduced the Macintosh personal computing device in 1982 with a minimal appearance. Though the Macintosh was revolutionary at the time, it was the original Ipod which truly showed the world the less can be more. Behind a simple button and screen was all of the functionality provided by an MP3 player. Truly astounding for such a small, inconspicuous form factor. Apple's removal of control buttons seemed counterintuitive; However they proved that a minimal design could also be functional (and more importantly, that a minimal interface is what consumers really want).

NOW, WHY EXACTLY HAS THE 'CLEAN' FORM FACTOR BEEN SO APPEALING?

WILL OUR FUTURE DESIGNS BECOME MORE MINIMALISTIC?

Continuing where Apple left off, the technology industry is working harder than ever to “clean up their act.” A new standard of aesthetic is quickly emerging and manufacturers no longer have the option to forego form in favor of functionality. This may be in part due to the industry wide shift towards the Internet of Things (IOT) lifestyle, and the rapid adoption of the smart home ecosystem. Enabling smarter environments still requires external wires for power, buttons, screens, and so much more. Ambient computing isn't promising to get rid of these components entirely, but it will make them easier to look at.





Ambient computing is a concept which exists purely to alleviate the clutter that technology brings to our environments. In theory, ambient computing would be used to hide interfaces or embed technologies into everyday items in a way which looks natural. For instance, automotive interfaces may replace vehicle operative buttons with a screen interface and voice command, with the ultimate goal to hide or show relevant information when necessary, rather than distracting users with dozens of buttons

or clashing interface styles. In an ideal world, a vehicle would recognize who is in the driver seat and alter the interface to display that user's most used functions. It might also hide distracting elements while driving, or expand a map interface when in use. At its core, ambient computing aims to provide additional information and greater control of our surroundings, without overwhelming users with options.

Today, companies such as Google and Amazon are em-

ploying their Artificial Intelligence (AI) services and smart home products to boost the adoption of ambient computing in the home and the workplace. Offerings such as the new Google Nest Thermostat or Samsung's smart fridges are great examples of how complex interfaces can exist and function without being obstructive or distracting, while working to provide information to users on demand. More radical examples of ambient computing present themselves courtesy of Tesla motors in the form of the

Model 3 sedan. Tesla has accomplished the seemingly impossible by swapping the traditional key fob in favor of a simple black card, hiding the air conditioning vents entirely, and perhaps more controversially, by removing the gauge cluster. Initially, I was quite skeptical of these omissions; However after driving the vehicle for extensive periods of time, I no longer hold the same skepticism. Tesla has built a car which appears empty on the surface, yet functions as a fully optioned out vehicle would.

My final conclusion after driving the Tesla Model 3 was concrete: ***This is how cars should have been from the start!***

I believe that many more products will soon have an Apple or Tesla moment of minimalist adoption, which is a great thing. As our interfaces continue to grow in complexity and add new features, we must find new ways to present and display information intuitively without overwhelming users.





THE SECRET TO SUSTAINABILITY CARING FOR OTHERS & CARING FOR YOURSELF

by Tim Arnold

Tim Arnold has spent over two decades helping clients that include The United Nations, Royal Bank of Canada, and Compassion International, manage complexity, increase resilience, and deliver results. As a sought-after speaker and consultant, he helps leaders around the globe unleash the superpower of Both/And thinking in an Either/Or world. Beyond leadership and team development, Tim is an avid fisherman, world traveller, and really bad hockey player.

We've all heard the saying, "If you don't take care of yourself, you won't be able to take care of anyone else." But with the expectations associated with leadership, on top of the long list of responsibilities you're dealing with at home, you are probably realizing that taking care of yourself is a lot easier said than done.

I hear this again and again from managers and supervisors: It becomes clear that the more leadership you are given the more people need you. Staff one-on-one's, client concerns, board members and stakeholders who need your time and focus. The list goes on and on. Leadership is an others-oriented job!



“

taking care of others is not a task you should resent – it's an honour and a privilege.

”

And this often comes at a price. When you look beneath the surface of some of the most incredible difference-makers in history, you will often find family breakdowns, health issues, depression, and burnout.

Is there a way to lay down your life and have a life? Is there a secret to caring for others while not neglecting yourself in the process?

The answer is “Yes”, so long as you remember that caring for others and caring for yourself isn't a problem that you will ever solve,

but instead, it is a tension that you need to learn to manage.

Remember, taking care of others is not a task you should resent - it is an honour and a privilege. It allows you to make a difference in this world, have a feeling of contribution, and get out of your own stresses and worries by focusing on others' needs. But here's the thing, when you overfocus on caring for others to the neglect of caring for yourself, you are guaranteed to become frustrated and resentful, and ultimately, you'll risk burnout and become unable to help anyone.

When you learn to carve out time and energy to take care of yourself, you become more grounded, peaceful, and present, and ultimately, you'll have the energy and attitude needed to serve others well. But if you overdo it and overfocus on yourself to the neglect of others, you end up having little impact in the world around you, you get lost in your own needs and worries, and your life feels pretty meaningless.

Care for self and care for others is a package deal. One cannot exist without the other. And the great news is that when you find healthy tension between self and others, you will tap into the secret to sustainability.

Reflect on the past month. Have you reached out to make a difference in the lives of your clients, team members, friends, and family? Have you prioritized time to give yourself the care you need to stay strong and positive? I bet, upon reflection, you'll find that you spend more time in one of these quadrants than the other three:

The great news is this doesn't have to be a 50/50 equation. As a leader, it's very likely that the majority of your time will be weighted toward caring for others. That's OK. What's important is that you carve out just enough time to give yourself what you need to be supportive and strong. To find meaningful and manageable ways to invest in yourself, so ultimately, you can show up well for others.

Remember, finding healthy tension between self and others doesn't happen by chance, it happens by choice. And as a leader when you start to manage this tension well, you realize there's truth in the words of author Katie Reed, who reminds us, "Self-care means giving the world the best of you instead of what is left of you."



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