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THE FAIR  
WORKPLACES,  
BETTER JOBS  
ACT**

6



**THE GIFT OF  
HEALTH**

8



**INTRODUCING  
HEATHER  
SCOTT**

15



# BE THE LIGHT

When we all reach out and inspire others we create a new ROI for the world.

BY GERRY VISCA

I WOULD LIKE TO SHARE with you some energy from my new upcoming transformational novel called: “Why am I here?” I define this deeper “Why” as “the World Helped by You.” Inside each one of us is a calling to our higher purpose, the light of our true selves. In this so-called “Connection Age” that we find ourselves living in, one only needs to look around and notice how “disconnected” we truly are. We don’t seem to look up any more.

I don’t know about you but somehow I don’t think the “Bigger Picture” for humanity was to build more shopping malls, do you?

As we approach the final month of the year, we all have a unique opportunity to embrace the light of our true potential. What is this light? It’s people’s true self, the real self, the soft chewy centre that intuitively knows its passion and purpose. I’m not talking about the disconnected “self” that hides behind flat screens and pursues visions of grandeur through five easy steps. I’m referring to the self that wants to contribute to the growth of humanity. Isn’t that why we’re all here?

Continued on page 3 >>

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# CONTENTS

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## **NO ONE CAN DO IT**

ALL ON THEIR OWN AND SUCCEED



## **BETTER JOBS ACT**

2017 - BECOMES LAW



## **THE GIFT OF HEALTH**

8

## **WHAT ELSE**

### **SELECTING THE BEST LEASE LENGTH**

9

### **THE EVOLUTION OF THE MODERN CONSUMER**

11

### **TAKING CONTROL OF YOUR SUCCESS**

12



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ACT NOW. DO  
WHATEVER IT TAKES  
TO IGNITE YOUR  
BIGGER DREAM.



*Continued from first page*

I've often said that you don't need to know what the hell you're doing! I think I even wrote a book about it. However, you do need to know Why! It's the deeper Why that lives and breathes inside of you, that will turn on the lights this holiday season. The first step is to believe that you are here for a much bigger reason. Trust in your unique gifts to reach out and inspire others, to find their light.

So, why write about it? 'Twas the night before publishing when I could have drifted off to sleep. But something was stirring inside me. The light that drives my deeper Why, my reason for being was turned on.

Not too long ago in a distant land far, far away, I chose to become what I was seeking. Throughout my wondrous journey towards the light, I arrived at a profound understanding that the very thing I was seeking was exactly what I wanted for others: "inspiration." I've come to appreciate the power of this word "inspiration" which essentially means "in-spired" with one's life purpose.

The times when you felt most inspired was when you felt the power of your inner light. It turned you on! You heard the faint whispers of your 'inner self', the oldest part of you, your soul. It spoke the language you abandoned a long time ago on your quest for success. So, what is this language? It's your passion, the things that bring you joy and your purpose, your contribution to others. And when you combine them you create the meaningful outcomes in your life.

It has been said that our deeper purpose is revealed to us seconds before our death. I say, why the hell wait for that defining moment. Act now. Do whatever it takes to ignite your bigger dream. Surround yourself with people that won't let you dim your light. Perhaps, it's time to strike off the "ankle biters" from your Christmas list. Give away your unique gifts freely to the world. Trust me, it's the greatest present they will ever unwrap.

What I know for certain is a light of unbridled possibility dwells within your soul. It burns deeply inside of you like a fiery dragon. When you release it, your greatness will scorch the skies like a thousand fireworks. Your light will burn in our hearts and it will inspire us to pick up the torch and dash to the finish line. Your light is what the world needs now, more than ever. When you choose to be the light, you crush the fear and you allow the love to flood your heart.

Here's the thing. You, my reader, mean the world to me. I know what happens when you turn on that light. It will radiate out like a brush fire and inspire everyone else around you to "look up" and light their flame.

So, are you ready? Let's light this candle. **BL**

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*Gerry Visca is the #Why Guy, a contributor to The Business Link, one of Canada's top inspirational speakers, the author of 17 books, including the new transformational novel: Remembering Why. Visit [www.gerryvisca.com](http://www.gerryvisca.com). When you order two copies of Gerry's books you receive the gift of one-on-one WHY Time with Gerry. Email [gerry@redchairbranding.com](mailto:gerry@redchairbranding.com). Follow Gerry on twitter @gerryvisca [www.facebook.com/gerryvisca](https://www.facebook.com/gerryvisca) I've often said that you don't need to know what the hell you're doing! I think I even wrote a book about it. However, you do need to know Why! It's the deeper Why that lives and breathes inside of you, that will turn on the lights this holiday season. The first step is to believe that you are here for a much bigger reason. Trust in your unique gifts to reach out and inspire others, to find their light.*





## Urge to Purge Inc.

Multi-level service firm is dedicated to freeing people from clutter in their daily lives.

By **SCOTT LESLIE**

**I**S YOUR HOME OR office getting bogged down by unnecessary clutter? Looking for a way to get productive and back on track? If that's the case, Urge to Purge Inc. has just the answer for you.

Urge to Purge Inc. is in the business of removing unwanted items from residential and commercial properties. It doesn't matter if it's one room, a small house or an entire office. The experienced Urge to Purge team has a broad range of services designed to free you from clutter and help you reclaim your work or living space. That includes assistance with hoarding, estate appraisals and clear outs.

Based in Welland, the Urge to Purge team works closely with each client, developing a structured approach that meets their individual needs. Planning to downsize to a smaller home, apartment or office? Urge to Purge can help you organize, pack and declutter before any move – and even take all the proper steps to spruce up your original home if you need to put it up for sale.

If you're looking to de-junk your home or office, Urge to Purge Inc. can be there at a moment's notice – carting away everything from old tires and mattresses to unused building supplies and furniture. Urge to Purge Inc. can even remove outside refuse like leaves and yard waste, and get your property clean, clear and clutter-free.

When it comes to the environment, Urge to Purge Inc. has a convenient recycling program that can provide clients with just the right bins and containers, and even make regular recycling pickups at an affordable price. Urge to Purge Inc. has a dedicated consulting team that can help businesses to implement effective solutions that will avoid potential areas for clutter. Urge to Purge Inc. can also advise homeowners on troublesome areas like bed bug infestations that are common to old mattresses and box springs.

Since it was first launched in 2012 by the mother and son team of Lynn and Mark Melloni, Urge to Purge Inc. has grown by leaps and bounds. Now serving the entire Niagara Region and beyond, the Urge to Purge team has been recognized by the 1Awards Niagara and the NEYA Awards for its commitment to excellence and was even featured recently on The Marilyn Denis Show.

In extreme cases, clutter can be a debilitating condition for today's home and business owners. But with the Urge to Purge team in your corner, you can open up your spaces, restore your peace of mind, and prepare yourself for a brighter and clutter-free tomorrow. **BL**

*Urge to Purge Inc. is located on 144A Thorold Road North in Welland. For more information on Urge to Purge Inc., call 905.732.8382, email [sales@urgetopurge.ca](mailto:sales@urgetopurge.ca) or go to [www.urgetopurge.ca](http://www.urgetopurge.ca).*

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## No One Can Do It All on Their Own and Succeed

By GASPHER PAUL

**WE ARE ALL GOOD** at something and most of us are not good at everything.

It wouldn't make sense for a sport team to have their leading scorer focus on everything else it takes to operate a sports franchise other than being the best at creating scoring opportunities for the team?. Imagine if Wayne Gretzky had played goalie some games, coached other games, performed general manager duties sometime, and helped out with travel plans, equipment management, payroll, administration, arena operations amongst the numerous other functions it takes to operate a hockey team / organization. Well, that would've just been silly. He and the organization obviously would never have reached the pinnacle of success that it did. But because Wayne Gretzky did focus his time and efforts on honing and delivering his unique value, he became the greatest scorer of all time which subsequently created a dynasty of its own spawning many other great players and people in the making.

Now this is a stark comparison to most of our situations. However, it is very important to recognize the model of honing and focusing on your specific craft while building a network to manage the supporting functions on the perimeter. Whatever it is that you are good at, it is probably the best use of your time to do those things as much and as often as possible. To be as effective and happy as possible, you need to start reducing the time spent on the things that make you less productive and less satisfied while increasing the time developing, performing and delivering

your core value, making your core value and competencies your focus and your priority. Only when you start doing this will you and your team then become all that you can and should become.

Of course there will be many practical responses such as "I can't afford a personal assistant or a coach," "Someone else won't care as much as I do," "They won't do it the way I like it done," and the list can go on and on. But if there's something that you are good at, or even great at, take pride in and it can be of value to others, then ask: "Would it not make sense to do more of that specific thing as you can?"

Your "That" can be anything. It may be practicing law, medicine, accounting, sales, providing services, manufacturing and/or creating products, athletics and/or arts. Your "That" can and should be further broken down into subcategories which allows you to drill down even deeper to the core of what your finite expertise is. Once you can dial in to honing your finite expertise, your "That" then becomes so much more valuable and sought after. So exactly how and where do you stop doing the things that you are not so good at? The things which keep you from doing all that you are really good at.

Quite simply, you begin by assessing and listing the all the things that prevent or distract you from your core competency. Once you have identified your systemic time suckers they need to be rated and categorized. From there appropriate tactics need to be formulated. Such tactics can be as simple as scheduling, dividing labour, delegating tasks and for some it will mean hiring or contracting other resources and/or technologies. Keep in mind you cannot irresponsibly hire a team or resources that you cannot afford or are not the right fit to your needs and organization. However, as soon as you can, gain effective control of your schedule, divide your labour, incorporate technology, hire people, delegate the most non-essentials functions, and start maximizing your time focusing more and more on your area of expertise.

This step as scary as it may seems, needs to be recognized as an investment in both you and your team, strategically and wisely executed so that it will yield a targeted ROI for you, your people and your organization. It is further imperative to have the right people on your team in the right seat, doing the things they are good at and enjoy, knowing their strengths and contributions to the team.

But what if you can't afford this? Certainly this is a very real concern and a fair question. To address this let's consider, if you are truly really good at something, allowing yourself the time to incrementally progress to doing more of "That" something full-time, is an investment and a strategy that you "need" to employ to generate more opportunities, more market penetration and more revenue. So I counter the "What if you cannot afford it?" question with: "How can you afford to miss out on opportunities?"

Think deeper. If you are not out there ceasing opportunities, I assure you that your competition will, leaving you at even greater risk.

Look to successful business people, professional athletes, actors, entertainers or any profession. It is their "Craft" and they find a way to spend as many hours each day studying, planning, creating, working out, practicing, and honing their craft. They all have some form of teams and coaches to help them, support them, balance things and no matter how it happens, they ensure that they focus as much as they can exclusively on their craft. You too need to find a way to get the help you need to develop, improve and deliver your craft because: "No one can do it all on their own and succeed. We all need a team." **BL**

*Gasper has extensive business, corporate and athletic experience and is available to help you and your organization reach its goals. Visit [www.bridgecoachingandmentoring.com](http://www.bridgecoachingandmentoring.com) or call 289-5016426*

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# **BILL 148,** *THE FAIR* *WORKPLACES,* *BETTER JOBS ACT,* **2017 - BECOMES LAW**

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*By Leanne Standryk and Alexandra DelVecchio*

In 2015, the Ontario Government announced a comprehensive review of issues affecting the modern workplace. Two advisors prepared a final report outlining 173 changes to the Employment Standards Act 2000 ("ESA") and the Labour Relations Act, 1995 ("LRA").

The Government introduced an Act to amend the Employment Standards Act 2000 and the Labour Relations Act, 1995 and to make related amendments to other Acts, referred to as the Fair Workplaces, Better Jobs Act, 2017 ("Bill 148"). Several amendments in Bill 148 went beyond the recommendations in the Final Report signalling a clear intention to provide greater security for employees and the demands of unions.

While the majority of the changes are scheduled to come into effect on January 1, 2018, there are changes that may be required as early as December 3, 2017. These developments have significant implications for provincially regulated employers who are encouraged to review their current policies and begin preparing for these changes now.



On November 27, 2017, Bill 148 received Royal Assent. Amendments made by Bill 148 include:  
Employment Standards

- Increased minimum wage from \$11.40 per hour to \$14.00 per hour on January 1, 2018 and to \$15.00 per hour January 1, 2019. The special minimum wage rates (i.e., students, liquor service) would increase by the same percentage for 2018 and 2019.
- With some exception, all employees (casual, part-time and seasonal) must be paid the same rate as full time employees performing work that is substantially similar. Differences due to merit or seniority are permitted.
- Temporary help agencies must pay assigned employees the same rates that their client's employees receive where the work, skill, effort, responsibilities and working conditions are substantially similar.
- Increased vacation entitlement to 3 weeks and 6% vacation pay after 5 years of service.
- Public holiday pay is based on the actual days worked in the pay period immediately preceding the public holiday (total wages earned by an employee divided by the number of days actually worked).
- Employees working a public holiday must be provided with a dated written statement setting out when a day is substituted for a public holiday.
- New employee right to request schedule or work location changes without reprisal (available to employees with at least 3 months' service). Employers must discuss each request with the employee and provide reasons for their denial.
- Employees have the right to refuse a shift or on call designation where less than 96 hours (4 days) notice is offered (exemptions apply).
- Employees regularly working more than 3 hours per day and given less than 3 hours work must receive 3 hours of pay at their regular rate of pay versus the minimum wage rate.
- 3 hours' pay at the regular rate if a shift is cancelled within 48 hours of its scheduled start. This also applies if an employee is scheduled to be "on call" but that status is cancelled within the same 48 hour window (exemptions beyond the employer's control apply).
- 10 days of personal emergency leave in all workplaces regardless of size. The first 2 days are to be paid where an employee has been employed for at least 1 week. Employers may require evidence of entitlement to such a leave, but they cannot demand a medical note.
- Paid leave for the first 5 days of Domestic or Sexual Violence Leave of up to 17 weeks off work.
- Family medical leave entitlement is increased to 28 weeks in a 52 week period.
- Expansion of Crime-related Child Death Leave up to 104 weeks.
- Pregnancy leave for employees who suffer a still-birth or miscarriage is extended to 12 weeks.
- Parental leave is extended to 61 weeks for employees who take a pregnancy leave or 63 weeks for those who do not. This is harmonized with the amendments to

the Employment Insurance Act allowing parents to take a combined maximum of 18 months pregnancy and parental leave.

- Employers must keep records of vacation time and pay for 5 years and maintain records of employee on-call schedules, cancellations, notices for substitute holidays and documents related to domestic or sexual violence leave.
- Employers with multiple regular rates of pay must keep a record of when employees worked overtime at each rate.
- Temporary help agencies must keep a copy of notices provided to assigned employees regarding the termination of their assignment.
- Rebuttable presumption that workers are employees, with penalties to be levied against employers for misclassifying employees as independent contractors.
- Expansion of the list of professionals who can certify statutory leaves.
- Clarification and expansion of related employer provisions.
- Allowing use of electronic agreements.
- Increased penalties for non-compliance.
- **Labour Relations**
- Establish card-based certification for the following: Temporary Help Agency Industry, Building Services Sector, Home Care and Community Services Industry.
- Mandatory remedial certification in the event of an unfair labour practice where the true wishes of the employees were not likely reflected in a representation vote or if a trade union was not able to demonstrate that 40% or more of the individuals in the bargaining unit appeared to be members of the union.
- Union access to employee lists and certain contact information where the union can demonstrate 20% employee support.
- Empower the OLRB to conduct votes outside of the workplace (including electronic and phone voting) and to give directions relating to the voting process to ensure neutrality.
- Extend successor rights to retendering of building services contracts.
- Empower the OLRB to restructure bargaining units after certification but before the first collective agreement.
- Remove the 6 month limitation on the employee right to return to work after the start of a lawful strike.
- Increase maximum fines under the Act to \$5,000 for individuals and \$100,000 for organizations (up from \$2,000 for individuals and \$25,000 for organizations).
- Impose new requirement for employers to provide a statutory declaration setting out the number of individuals in the bargaining unit described in a certification application, if the employer disagrees with the trade union's estimate.
- Make first contract mediation universally available after a No-Board report has been issued and allow for first contract mediation-arbitration where such mediation did not result in parties reaching a collective agreement.
- **Occupational Health and Safety Act**
- Prohibition on requiring a worker to wear high heels in the workplace (except for the entertainment industry). **BL**

*Questions about this new law, or any labour/employment issue may be directed to the Labour & Employment team at Lancaster, Brooks & Welch LLP at 905-641-1551.*



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# THE GIFT OF HEALTH

**T**HE HOLIDAY SEASON IS a time of celebration for the year's many gifts. It is also a time to look forward to the new year. As we reflect on the past and anticipate the future, we hope you will make a commitment to helping Hamilton Health Sciences give the greatest gift of all – the Gift of Health.

Donations made to the Gift of Health campaign support Hamilton Health Sciences Foundation, which provides funding for leading-edge equipment and patient amenities, which are not funded by the government, as well as innovative research initiatives, redevelopment of patient care spaces, and the education and training of health care providers across its supported sites.

This year, four Patient Ambassadors who received care at Hamilton Health Sciences are sharing their stories to highlight the amazing health care services available.

In 2015, Jim was off-road biking with friends in Dundas when he suddenly passed out. Luckily two of Jim's biking friends were paramedics and they performed CPR until the ambulance team arrived. After locating Jim, who was deep in the woods, the team carried him to the ambulance by stretcher and rushed him to Hamilton General Hospital.

"Especially because of the prolonged time it took to reach him in such an isolated area, there was a strong chance that he wouldn't wake up," says Jim's daughter, Heather. "If he did wake up, he might have significant neurological deficits."

Jim had suffered a heart attack and required surgery to insert a stent into his artery. He defied the odds when he awoke and was able to speak his own name. With intense therapy at the Regional Rehabilitation Centre, he slowly began to regain strength and functionality in his body.

"I slowly recovered over the next few months," Jim recalls. "I was back home just in time for Christmas and it was great being able to spend that time with my family."

Mila from Welland was another patient who received specialized care through Hamilton Health Sciences that allowed her to return home for the holidays. She was only five years old in January 2016 when she began to complain of severe headaches.

"It was the worst day of our lives when we learned that Mila had brain cancer," recalls Mila's fa-

ther, Anthony. "She had emergency brain surgery at McMaster Children's Hospital, followed by intensive radiation and chemotherapy."

Mila's treatment proved successful in stemming the cancer and her condition continues to improve.

"Now she's back on the soccer field and she's speaking again thanks to McMaster Children's Hospital," says Mila's mother, Andrea.

Hamilton Health Sciences helped another patient get back on her feet after Catherine of Fisherville suddenly collapsed in her home one morning.

"I was taken to Hamilton General Hospital, where surgery was required to remove a blood clot that was dangerously close to my heart and lungs," she explains.

Catherine lost much of her motor function and she required the use of a wheelchair. After undergoing extensive physiotherapy at St. Peter's Hospital, Catherine regained the ability to walk independently.

"I am forever grateful to Hamilton General Hospital and St. Peter's Hospital for helping me return home so I can spend time with my husband, children and grandchildren."

As with Catherine, Phyllis of Burlington required care at more than one hospital site of Hamilton Health Sciences, which helped to save her life not once, but twice.

"The diagnosis of breast cancer was terrifying," says Phyllis. "I underwent a mastectomy at Juravinski Hospital and Cancer Centre, along with three months of chemotherapy, 30 radiation treatments and a year of medication. The treatment proved successful and the cancer has not returned."

Unfortunately, her journey with Hamilton Health Sciences was not over yet. She also underwent quadruple bypass surgery at Hamilton General Hospital after it was discovered that she had suffered a heart attack.

"Thanks to the Gift of Health, I can look forward to seeing my grandchildren grow up. I encourage people to support The Foundation with donations to help patients like me." **BL**

*This holiday season, give the greatest gift of all, the Gift of Health, by supporting Hamilton Health Sciences Foundation so more patients can spend time with their families. Visit [www.giftofhealth.ca](http://www.giftofhealth.ca) or call 905-522-3863.*





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## SELECTING THE BEST LEASE LENGTH (TERM)

BY: JEFF GRANDFIELD AND DALE WILLERTON

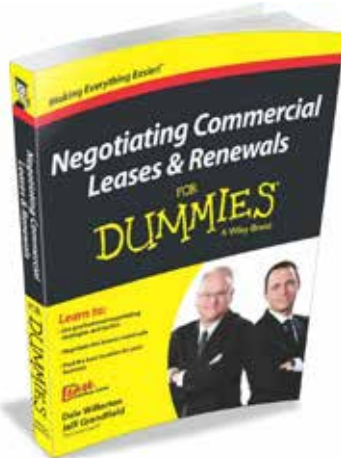
**T**HE TERM, OR LENGTH, of your commercial lease is an important part of your business plan and ensuing lease negotiations. However, most commercial tenants do not consider that one day they will eventually want to sell their business. Alternatively, they may want to expand/downsize, relocate or close and so do not give the term of the lease the attention and consideration it truly deserves.

The industry standard lease term for a commercial tenant is typically five or 10 years (but can be shorter). We all know how businesses are expensive to set up and, therefore, a five- or 10-year amortization period is normally required on the initial term to justify that initial capital investment cost. Another point of consideration is that many commercial tenants can gain certain tax advantages by entering into consecutive shorter lease terms (for example, an initial term of four years followed by two renewals – of one and five years – and pre-exercised for a continual 10-year term). Your accountant can best provide further advice on this, but this effectively serves the same purpose for the commercial tenant and the landlord, while benefiting the commercial tenant.

Starting your lease term when you go into your busy season and ending your lease term when you go into your slow season has its advantages for tenants in more seasonal industries (e.g. retail). Therefore, choosing a lease term based on months rather than years makes sense. Many times, a 64-month or a 56-month lease term is better than five years (or 60 months) for the tenant because certain times of the year are more advantageous for opening, closing, or moving a business.

10-year commercial leases are attractive to both the landlords and the agents who work for and represent them. The landlord is assured of a long-term tenant while the agent earns a commission for the term of the lease agreement. The longer the term you sign for, the more commission an agent is likely to earn. Overall, this should give the tenant increased negotiating power since the landlord is gaining the security of a 10-year term and the landlord's agent is earning up to twice the commission he/she would normally have expected from signing a five-year tenant.

Lease renewal options represent part of the overall term of the lease agreement and therefore should be negotiated at this time as well. The renewal option term is defined as the period of



time which follows the initial lease term. This longer term protects the tenant so that the landlord cannot either take the space back or offer it to another tenant. Renewal options can benefit the commercial tenant and, therefore, one to two five-year renewal option periods are commonplace if the landlord will agree to this.

Suppose you come to the end of your initial lease term and you do not have a new agreement, renewal or extension agreement in place. You will enter into what is called the overholding/holding over period. In itself, the overholding period is not a problem; however, many lease agreements contain a clause that states

the commercial tenant's rent will substantially increase during the overholding period. We have reviewed leases with built-in increases of up to 300 per cent for the overholding period. A 50 to 100 per cent increase is the industry standard. Why does the landlord charge so much? The landlord wants certainty. This is the landlord's way of preventing you from sitting back, stalling or remaining uncommitted about signing a renewal or going month-to-month.

If you wish to sell your business before your lease ends – for instance, during year four of a five-year term – the renewal option and terms will be critical to the purchaser. It is absolutely essential that the buyer be approved by the landlord and the option is transferable to him/her (and not personal to you).

You should also know that the lease renewal term does not need to be made in five-year increments. A commercial tenant can renew his/her lease agreement for any length of time the landlord will agree to. Alternatively, a right of termination could be negotiated if you need flexibility in the term. A right of termination is a special clause in the lease agreement which gives the tenant the right to cancel the lease. This is a one-time event ... if things are not going well for you into a five-year lease renewal term, you can negotiate to leave earlier at 24 months.

Commercial tenants tell us that there are three key reasons why they turn to a Lease Consultant for their new lease and lease renewal negotiations: to reduce business costs, to bring in professional experience and know-how which the commercial tenant may lack and to save time.

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). **BL**

*Dale Willerton and Jeff Grandfield - The Lease Coach are Commercial Lease Consultants who work exclusively for tenants. Dale and Jeff are professional speakers and co-authors of Negotiating Commercial Leases & Renewals FOR DUMMIES (Wiley, 2013). Got a leasing question? Need help with your new lease or renewal? Call 1-800-738-9202, e-mail [DaleWillerton@TheLeaseCoach.com](mailto:DaleWillerton@TheLeaseCoach.com) [JeffGrandfield@TheLeaseCoach.com](mailto:JeffGrandfield@TheLeaseCoach.com) or visit [www.TheLeaseCoach.com](http://www.TheLeaseCoach.com).*



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BRANDON SLOAN

# The Evolution of the Modern Consumer

**T**AKE A MINUTE TO think about how the consumer decision-making process has dramatically evolved over the years. Never before have consumers had such a degree of information so readily available to them. Looking for a new car? Google your favourite brand and get a complete vehicle synopsis with thousands of reviews and recommendations. Looking for a deal on the hottest new gadget? Simply go to a store, snap a photo of the product and upload it to Amazon to get the lowest price and have it delivered to your doorstep by the next day. Talk about the power of online shopping. Today's consumers are more educated than ever and armed with a vast arsenal of resources.

On the flip side, this can be both a blessing and a curse for businesses vying for customers' hard earned dollars as one mishap can mean losing a sale to the competition. So how can you stand out and prove you're not just a run of the mill operation? Simple, keep reading!

## 1. Be the Expert

One of the best and easiest ways to be recognized is to give your consumers one of the most powerful tools: information. Information from industry experts does wonders in that consumers get to receive free information on a product or service that you could potentially provide for them down the road. What this does in their mind is it establishes a sense of trust that helps you leapfrog other contenders on the totem pole. Thus creating a line of communication between you and the consumer.

## 2. Be Accessible

Useful information is important, but access to that information is crucial. All of the information in the world won't do potential customers any good if they can't find it. The key is to have that information ready the second someone needs it. So how do you do this? Online marketing. Sending content out across your digital mediums is the number one way to increase the chances of users seeing and accessing your content. One more thing, platforms such as social media are a great way to spread your content's reach, but as a rule of thumb your content should originate from your website. The reason behind this being that it's much easier for users to get in touch with you via your site and now you have them on your radar using your website's analytics.

## 3. Simple Navigation

Educating consumers is great. Being accessible is essential too, but if you really want to see results you'll need to make the road map between you and your consumers as short and simple as possible. The worst thing that could happen is that a consumer finds your information, but gets frustrated along the way because it's taking too long to get to the actual content so they retreat and go to one of your competitors. The key is to remember that, just like you, people don't like to waste time so having information ready for when they need it is paramount.

With so many options available to them, today's consumers can be finicky, impatient, commitment phobes. However, one thing that 99% of people respond to is a brand that can provide helpful information when and where it's needed. If you implement these simple tips you'll be sure to see results. Just remember to not get frustrated if it takes a while for consumers to start noticing you, the consumer hunt takes plenty of patience, savvy and a whole lot of determination! **BL**

*Brandon Sloan is a sales and marketing director at Symetric Productions located at 196 King Street in St. Catharines. For more information, please call 905.933.4910, email [info@spcan.com](mailto:info@spcan.com) or visit [www.symetricproductions.com](http://www.symetricproductions.com).*

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## TAKING CONTROL OF YOUR SUCCESS



LISA VON MASSOW

**A**S A BUSINESS OWNER or sales professional, how do you prospect for new business? Most people I talk to tell me they attend networking events, use social media, deliver free talks, ask for referrals and yes, do the dreaded cold-calling. So, here's my next question to you. Which activity actually generates the most new business?

If you're like most people, you're not sure, because you haven't measured how you achieved your success. Sure, you likely have a general idea, but can you actually pinpoint how many hours spent on one particular activity and the actual, measurable results?

In my past, I spent numerous years in the I.T. sector. One of our favourite quotations was "If you can't measure it, you can't manage it." I like to take that message one step further and add: "You can't manage anything that you can't control." – David Sandler.

To put it simply, you have to be able to control it, before you can manage it. Then, and only then, can you measure it.

To illustrate this, I will share with you a story about my client John, a sales professional who was looking to do what every salesperson wants to do – close more sales and make more money!

John has a monthly goal of \$25,000 in new business. His average sale is \$5,000 and he typically closes five out of every 15 appointments.

**John already has some metrics in place from his prospecting activities:**

- Every networking event attended books one appointment.
- Every 20 cold dials books one appointment.
- Every informational talk books two appointments.
- Every three referral asks to current clients books one appointment.
- Every 30 social media messages sent results in one appointment.

Armed with this basic data, John was able to determine how much of each prospecting activity he needed to do in order to achieve his monthly goal of \$25,000 in new business.

John knew the behaviours he needed to engage in, the frequency at which he needed to do them and by consistently following his plan, he achieved his new business goal.

Can you do the same? Yes! You need to start with the same basic data that John had accumulated. If you don't have it readily available, there's no time like the present to start measuring.

Today's the perfect day to take control of your prospecting behaviours, measure your sales activities and plan for your success. **BL**

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*Lisa Von Massow is the owner and principal of Sandler Training—Endurance Partners Inc., located at 461 Green Rd, Unit 11 in Stoney Creek. For more information, call 905.963.1339, email [lisa.vanmassow@sandler.com](mailto:lisa.vanmassow@sandler.com) or visit [www.endurancepartners.sandler.com](http://www.endurancepartners.sandler.com).*



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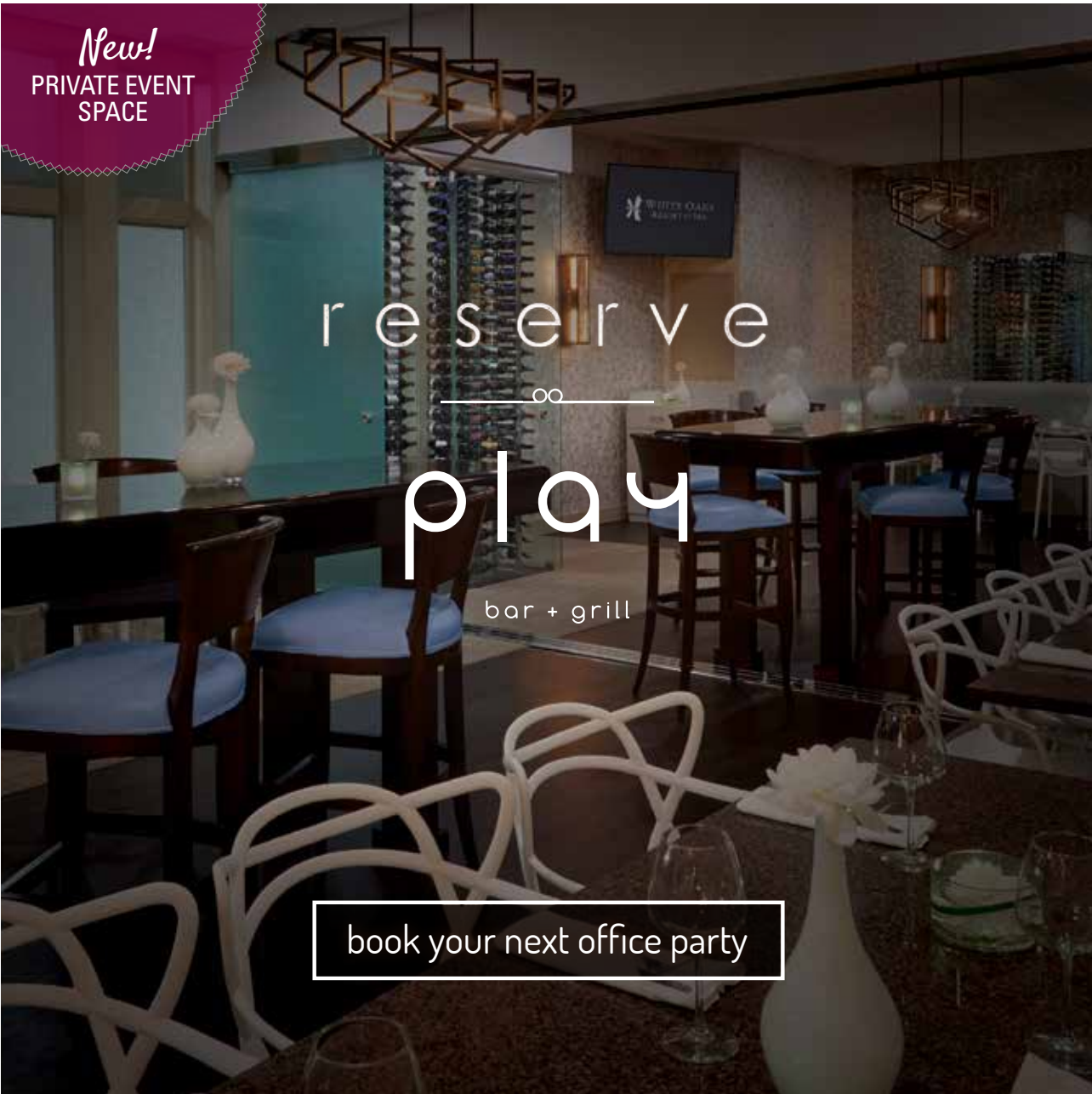
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"We had many conference clients expanding their events to include trade show elements and as their events grew, so did their space requirements," reports Richard Reid, general manager at White Oaks Conference Resort & Spa. "It's not ideal to snake trade show booths throughout the public spaces or jam them into your largest meeting room. The demand was growing in our business and there was no solution in sight until one day, while looking out over the tennis courts in our club, a light bulb went on! That's a ton of space and it could easily connect to our conference centre!"

After careful consideration, an architect was called in and construction began on making slight alterations to the existing tennis court building. A double doorway was created leading directly into the facility's conference centre providing clients with the perfect solution. The Exhibition Hall at White Oaks was born!

Large groups can now meet in the comfort of our amazing conference facility, stay in our fantastic rooms and dine in style throughout their entire event. Best of all, the trade show environ connects directly with the conference centre, allowing delegates to walk freely between meetings and the show. Large scale events, like the annual fundraiser Pearl Gloves, have been hosted in the exhibition hall, transforming the tennis courts into a Vegas-style boxing arena – the space is limited only by your imagination. **BL**

*For more information, call toll free 1.800.263.5766, extension 5680 or visit our website at whiteoaksresort.com to take a virtual tour and see the full extent of this great new space at White Oaks Conference Resort & Spa.*







# INTRODUCING HEATHER SCOTT

Bayshore Home Health welcomes new area director to help promote its professional home care services.

By Scott Leslie

**H**EATHER SCOTT HAS COME home in more ways than one.

A longtime Welland resident, Heather has been an active force in the local non-profit sector for the past 25 years, working for prominent operations like the Welland Hospital Foundation and more recently, Hamilton Health Sciences Foundation.

This October, however, she officially joined the Bayshore Home Health team in St. Catharines as its new area director. In her new position, Heather is in charge of day-to-day operations and works closely with Manager of Clinical Practice Kellie Lynch who has over 32 years of experience in the health care industry and a team of care coordinators.

Heather says it was a difficult decision to make the jump into the “for-profit” industry.

“I really had to think hard about leaving the profession,” she explains. “When I put my name to something, it’s something I have to stand behind. I won’t work for an organization I don’t believe in. And I truly believe in the work we’re doing here.”

Serving the entire Niagara Region, Bayshore Home Health provides a wide range of professional home care services to its clientele. That includes home support and companionship, nursing, personal care, light housekeeping and cleaning, meal preparation, and respite and palliative care.

According to Heather, the need for Bayshore’s services has never been greater.

“Health care is evolving in the Niagara Region,” Heather says, “but it’s still a long wait for long term care. With Niagara’s aging population, our home care workers are increasingly needed to fill the gap.”

Bayshore provides free consultation and assessment before they take on a client, and its rates are incredibly affordable. Bayshore’s services are also very flexible. Its team of personal support workers and registered nurses are available for short or long term contracts, ranging everywhere from one or three hour visits to 24/7 live-in care. In certain cases, a client will begin to decline with age and may need to take on additional nursing care. Bayshore can even handle the entire process and make sure there’s no disruption from one service to another.

One of the big advantages of hiring Bayshore’s services is the sense of reassurance they provide a client – particularly when they don’t have any family or friends in the area and need someone to fill that void.

“It’s a very personal type of care,” Heather says of the client / care worker bond. “Sometimes our clients need some light house-keeping or help with their medications. Sometimes it’s a companion or someone to take them to doctor’s appointments.”

Bayshore Home Health is a subsidiary of Bayshore

HealthCare – one of Canada’s foremost providers of home and community health care services. With over 100 locations across the country, Bayshore has more than 12,000 employees who provide care to over 200,000 clients.

Despite the size and scope of Bayshore’s operation, however, Heather says it’s been a challenge to get the word out here in Niagara.

“People often don’t know it’s available,” she says of Bayshore’s services. “We need to educate them on what their choices are because in many cases, they could be getting much more out of life.”

Heather is no stranger to seeing the need for home care first-hand. She remembers how her 93-year-old grandmother was living alone in Toronto and often put herself at risk trying to do little day-to-day things like screwing in a light bulb. And she doesn’t want to see Niagara’s seniors run into the same situation.

“People do best when they’re able to remain in their own home,” Heather says simply, “and they don’t want to lose their independence. But sometimes they need a little help.”

*Bayshore Home Health is located on 282 Linwell Road, Suite 205 in St. Catharines. For more information, call 905.688.5214, email [niagara@bayshore.ca](mailto:niagara@bayshore.ca) or go to [www.bayshore.ca](http://www.bayshore.ca).*



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