

A SPECIAL ISSUE TO SUPPORT OUR LOCAL BUSINESSES



Volume 18 Issue 5

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- + UNCOVERING A SHARED PAST FOR AN EQUITABLE FUTURE
- + A LOVING PLACE
- + A TRUE FACT ABOUT AFRICA FACING COVID-19
- + THE NEW LATIN AMERICAN CITIES



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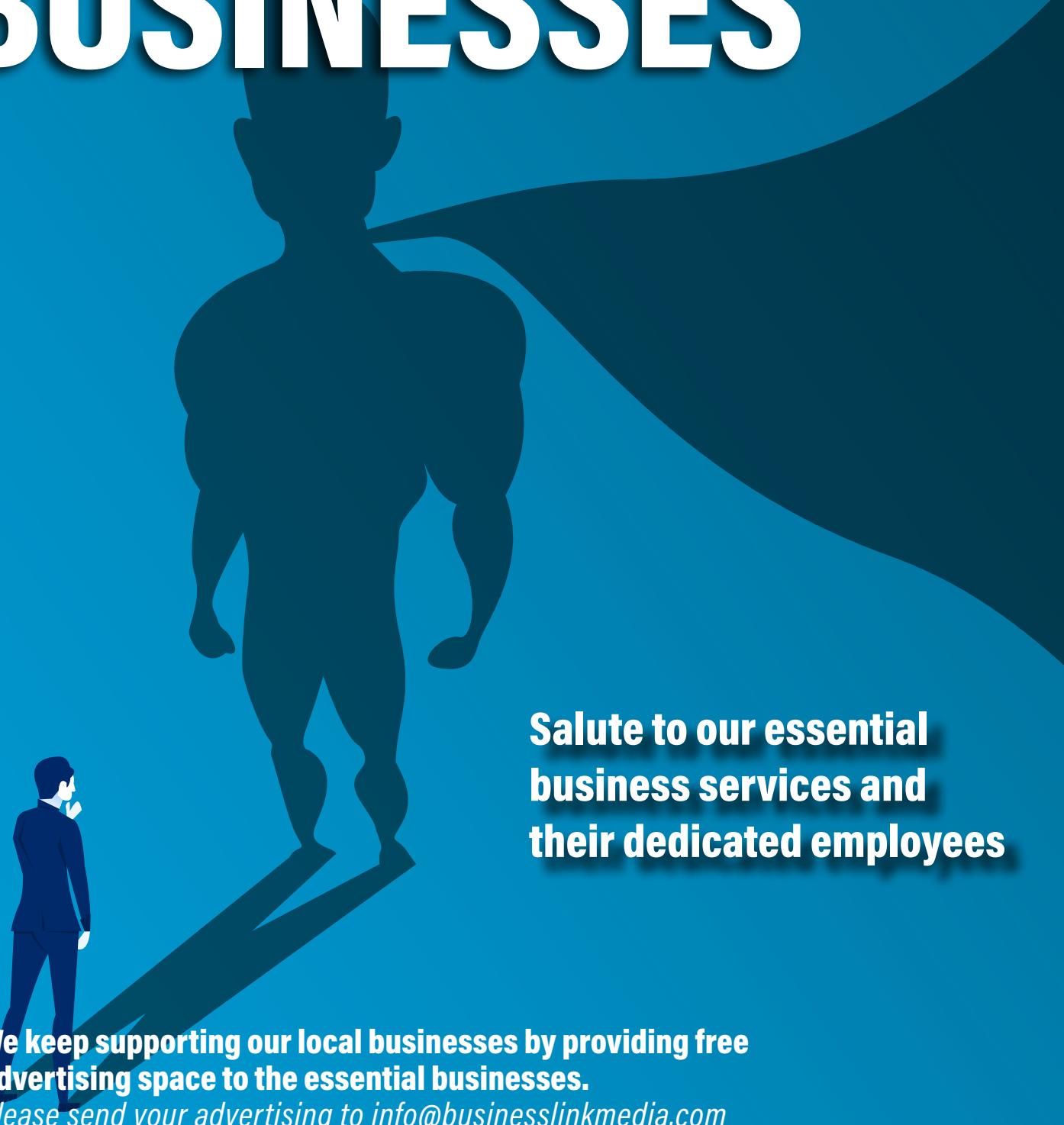
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A WORD FROM MARILYN

Dear Readers,

I am delighted to announce that we had a successful 40 Under Forty online broadcast event on May 28. We had 107 nominees among whom our judge committee handpicked 40 awards recipients and one "Best In Class".

You may wonder, "what does 40u40 have to do with me?"

"40 Under Forty" relates to all of us as the winners are representing a group of fast-developing entrepreneurs and leaders in public or private businesses. They are full of passion, energy, and commitment. They have contributed many efforts in community activities in the past, and, they will continue to do so, especially now that we are trying to revitalize our economy. They are a reflection of you, a hard-worker and passionate you if you are older than them. They are role models of successful and proud you if you are younger than them.

That is why despite thoughts of postponing or canceling – due to the COVID-19 imposed limitation of resources and staff – we chose to overcome all difficulties and bring the 40 winners to forefront of the community attention through a live online broadcast on Thursday, May 28. Listening to their individual stories, one will be very delighted and optimistic to see that we have a strong community full of hope and energy.

Take positive energy and learn about wonderful people we have among us. We will see a stronger and better Niagara soon!



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Yours in business,
Marilyn Tian M.B.A
President & CEO
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DEFINING MOMENTS

3 QUESTIONS TO ASK YOURSELF IN A CRISIS

**TIM ARNOLD - PRESIDENT,
LEADERS FOR LEADERS**

THERE ARE CERTAIN MOMENTS in our lives that, from that point on, nothing would ever be the same. Often, we aren't even aware of these defining moments until much later. For me, I think of the day as a 19-year-old, I timidly accepted a job working on a ranch in the state of Wyoming and unbeknownst to me opened myself up to a whole new world. Or the day I reluctantly agreed to go on a blind date with the person who ended up being my future wife, Becky. Nothing in my life would be the same from those points forward.

Right now, many of you are experiencing a defining moment in your life. As a worker being put to the test every day as you are on the front line of battling COVID-19; as a professional having to completely rethink how you're delivering products and services to clients; or as a parent learning to manage the tension between work and home in a new way as you try to meet your job demands while being a home-school teacher to your kids.

Although social distancing restrictions will loosen up, something inside you knows that your life – that you – will never be the same again.

No one would ever choose to go through the challenges we are currently experiencing, and we all look forward to the days when this crisis will be over. However, there are good things that will happen through this experience that might never happen otherwise. You are revealing, developing, and deepening your true character. As you move forward through this defining moment in your life, there are three questions you should ask yourself, and remind yourself of your answers continually:

1. VALUES QUESTION - When you look back 10 years from now, what 3 values will you want use to describe how you "showed up" as a leader during this time of crisis? Once you're clear on these 3 values, write them down and keep them somewhere visible so you are reminded every day of the leader you are committed to being.

2. LEADERSHIP QUESTION - Leaders have the ability to help those around them see a better future and inspire them to take steps in that direction. How will you leverage your skills and responsibility of leadership to help others get through this tough time? Who do you have a 'duty of care' to talk to, to encourage,

to paint a picture of hope? Reach out to them. Keep a reminder in your calendar so you stay focused on and invested in them.

3. COMMUNITY QUESTION - Who are the 3 to 5 people in your life that you need in your corner for perspective, encouragement, and fun. The people who will give you what you need so you give others what they need. Let them know! Create rituals that ensure you're staying connected with this community despite the challenge of social distancing.

You are living in a defining moment. Right now! You will always look back at this time in your life and clearly see the ways you were changed and how your character grew. It is my hope that although you will never wish to repeat this season, you will also never regret it due to the opportunities it provided.

"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."

Helen Keller

Tim Arnold is passionate about helping people understand the chronic issues that limit leadership and teamwork, so they can thrive. He is the author of the book: The Power of Healthy Tension, and speaks to organizations around the globe on how they can overcome chronic issues and conflicting values. www.leadersforleaders.ca



A LOVING PLACE

PROVIDED BY HOSPICE NIAGARA

She was his everything, his first and only love. Barb and Ken Morrison were high school sweethearts who fell in love and created a lifetime of memories together.

And when Barb was diagnosed with a rare and life-threatening lung condition called Idiopathic Pulmonary Fibrosis, it was Ken who became her caregiver.

Barb wanted to live well and be at home for as long as possible. She received care from Hospice Niagara's community team and with volunteer support, she was able to share the stories of her life in a legacy book created for her family. Reflecting and reminiscing gave her great joy.

As her disease progressed, she worried about the toll it was taking on Ken and when the time was right, she came to the hospice residence.

"I wanted my family to have fewer worries," said Barb. "It's such a loving place."

On her first day at hospice, she was treated to a bubble bath, something she had been unable to do at home for a very long time. "I think

this must be what going to heaven is like," she said. "I want the world to know about this place."

Assured that Barb was receiving good care, Ken was able to relax, hold his wife's hand and just be present with her during her last days.

"They wouldn't be who they are without each other," said daughter, Karen Trudeau. "There was nothing more for him to do except be present with her and express 65 years of love ... It was hard, but there was such a sense of peace."

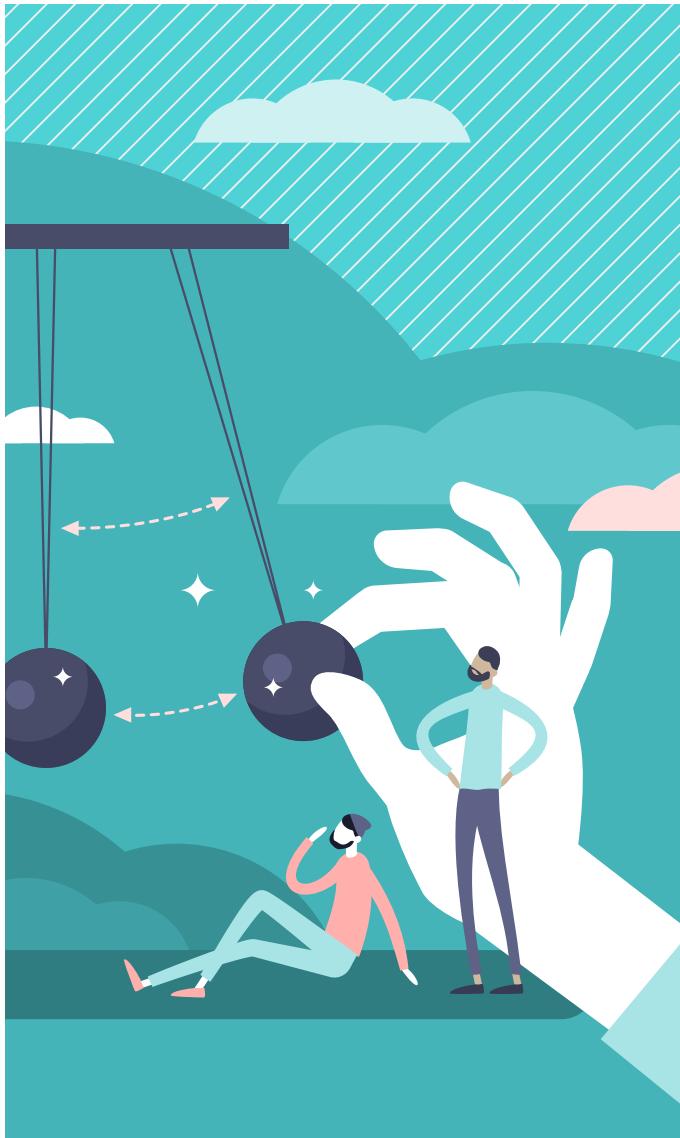
"When mom came into hospice, she was sad and a little frightened knowing this was the final destination," said Karen. "But she quickly found happiness and then she was at peace."

"To know my mom was surrounded by such love and caring people, gave us such comfort and joy."

Barb died in February at age 87, as she had lived, surrounded by her family.



Hospice Niagara's services and programs continue to be open and accepting referrals. Although they are not fully funded by the government, the programs and services are free of cost to people and families across Niagara. Please call 905-984-8766 or visit hospiceniagara.ca for more information. Tickets are now on sale for Hospice Niagara's 5 Car Draw - visit 5cardraw.ca.



THE 3 LAWS OF ACTION

1. Just do it!
2. Ready, fire, (aim) (aim needs to become reflex)
3. Momentum. What is in motion stays in motion

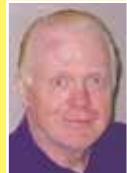
"Blessed are the implementers 'cause they get stuff done.'
e.g. 7% of real estate agents sell 90% of the dollars.
Implementers don't put off till tomorrow...ma-ña-na

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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 or visit www.dennisonneillcoach.com.

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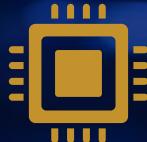
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A TRUE FACT ABOUT AFRICA *Facing COVID-19*

ON WEDNESDAY MARCH 18TH, WHO General Manager warned Africa "to prepare for the worst" with the virus.

A challenge? Yes absolutely, but maybe after Covid-19, it could become a new world in which Africa will be able to show to the rest of the world how we overcome what can become a tragedy.

As I am writing this, there are 152,500 cases, 4,344 deaths, and 64,041 recoveries in Africa. The best way for me to explain what is happening to us is to ask questions to myself-what are our strong points?

Do we have experience regarding the management of pandemic? Yes, we do.

Our continent knows, as home to large forests and deserts, rich soils, abundant raw materials and also a place has been hosted, several epidemics and pandemics such as Malaria, HIV, and more recently Ebola, during our past and also recent history.

Our medical staffs are struggling to fight those diseases on a regular basis.

The measures have been taken resulting from the following observations.

-The first case imported in the continent has been detected in Egypt. The last country with the outbreak, the kingdom of Lesotho, had their first case there on may the 14th.

Egypt is among the countries the most visited in Africa. Lesotho is the country less visited in Africa. The less a country has interactions, the less cases the country has. The richest country with a lot of interaction across the world is South Africa, and is also the epicentre of COVID-19 in Africa.

A comparison to Canada:

South Africa, 57.78 million (2018), total cases are 43,434, active 19,438, deceased 908, and recovered 23,088.

Canada, 37.59 million (2019), total cases are 94,335, active 34,072, deceased 7,702, and recovered 52,561.

The disease is more deadly among the elderly. As a matter of fact, the elderly population is only a small fraction. The demographic in Africa shows as follows:

60% of the population is below 20 years old, 35% between 20 and 60 years old, and only 5% is above 60 years old.

A complete lock down is enforced for the richest countries, for the others are partially locked down with curfew. Everywhere in the continent, it is an obligation to wear a mask, Hydroalcoholic gel and washing hands, social distancing (not always respected).

But, It is an uphill struggle to be tested; the lack of test is obvious. When the result is positive, in some countries to seek a cure, is requiring a long and painful procedure.

One more piece of information that scientists are discussing is that some herd immunity may have developed due to malaria, and yellow fever vaccinations, current in the continent. There is no confirmation yet on those immunities.

All these facts raise some questions: Despite our fragilities, will our developing economies overcome this worldwide crisis? Will we benefit from our resilience abilities?

Africa has created its proper way to fight this disease with courage.

The countries with complete lock down have not been reopened yet. However, to preserve the economy, most of the countries that have practiced the partial lock down have never closed their markets, or most of the commerce. The partial lock down motivation is 100% socioeconomic.

To support the Economy, decisions have been made at a continental level on the 12th of April 2020. The African Union Chair President, the President of South Africa, Cyril Ramaphosa, has appointed four of the greatest economists and bankers of the continent, as Special Envoys, to mobilize the international economic support all around the World, to fight against COVID-19. The Special Envoys have been tasked with soliciting rapid and concrete support as pledges by the G20, the European Union, and the other financial organizations. The first need is the debt relief, which has been successful.

The subregional organization ECOWAS held a meeting through video conferencing with the heads of the states. A common approach was agreed. A very pragmatic decision has been taken on reinforcement of micro-finance institutions in order to provide them with more support to help the informal sector (30 to 40% of the GNP of some countries). They also decided to avoid any restrictions on exchanges of goods to support collective efforts of the research for equipment, medicines and vaccines.

Some companies are shifting activities to match the new needs. The demand is not the same anymore. For example, 3D printers are used to manufacture ventilators.

Although, some restaurants are open, very few are eating out. Delivery companies are widely opened to serve the communities.

Regarding education, digital education is offered in several countries for the children of middle-income families. Teachers in general mobilize the children and the youth to follow the program in small groups.

Apparently, Africa has heard the warning from WHO. Africa is reacting in its own way collectively and with creativity. Using internal as well as external solidarities to fight, to hope, and to overcome this terrible virus. The rate of contamination is still increasing every single day, but the number of deaths is relatively very low. The recovery rate is high. Africa may be at the very beginning of the pandemic - nobody knows.

A challenge? Yes, absolutely. But, after Covid-19, will Africa be able to overcome this challenge?

This article was submitted by our business associate, Jeannine OLLO Servat in Africa. Stay tuned for Jeannine's update about COVID-19 business, economical and social impacts in Africa, in the July issue.



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THE NEW LATIN AMERICAN CITIES

BY MAURICIO ZULUAGA

Crises are not opportunities per se, but the way we deal with them may open great opportunities. The COVID19 pandemic is having social and financial effects, just comparable with the Big Depression, started in 1929 and lasted until the late 1930s. However, this time everything is different, and we have fallen to the deepest point just in a matter of days. This means that we have less time to react and we depend on rapid problem solving and innovation to get through.

Plato is credited for coining the phrase "Necessity is the mother of invention". As a consequence of COVID19, new needs have emerged. From the humblest street vendor in a Latin-American town to the biggest corporation in Silicon Valley, the pandemic is compelling us to expedite innovation, creating us the need of leading to rapid advances in procedures, technology, and policies. As an effort to adapt society to this challenge, some ideas have been brought to the table, and we can expect the following changes for some Latin-American major cities:

24-hour cities

It has been proved that social distance is the key to avoid COVID19 spreading. While a vaccine is developed; large cities have to create new strategies to ensure that their citizens will be able to go back from lockdowns keeping the minimum gap. Before the pandemic, the 24-hour city concept was suggested to solve the traffic congestion in metropolis with a large population, such as Mexico City (20 million people), Sao Pablo (13 million people), and Bogota (8.5 million people).

This concept is likely to be implemented by those cities during the pandemic. By creating three working shifts (8 hours each one) there would be more room for each citizen, and social distance may

remain. The idea of shopping centers, gyms, supermarkets, industries, and public transport working at 35% of their capacity, forces them to multiply their business hours by three. If 24-hour cities pilots succeed, this model may survive after the pandemic, being a solution to Latin-American heavy traffic.

Back to the countryside

Latin America is the most urbanized region in the world. The industrial revolution left behind the agriculture sector, which has been defined as an unprofitable business. At the same time, the recurrence of armed conflicts in Latin-American rural zones forced a large number of farmers to move from the countryside to the big cities. As a consequence, the urbanization in the region increased from 40% in 1955 to over 80% in 2020. The pandemic may change that trend, and more people are likely to go back to the countryside; not just looking for social distance, but the importance of the agro has been vindicated.

These two trends (24-hour cities and the return to the countryside), plus the home office popularity, may change the trend seen in Latin America during the last decades, where cities have become larger, pushing home prices up in metropolis. Despite the fact that Latin America and the Caribbean will record a negative growth of -1.8% this year, and inhabitants who live in conditions of extreme poverty would rise from 67.5 million to 90.8 million; there is a chance that a new model of cities can emerge.



Mauricio Zuluaga in a Colombian financial journalist.





One of Spark Niagara's Startups Ross Blaine Gauge Learning, is presenting at our Pay it Forward Fridays at NFRIH

NFRIH POWERED BY SPARK

INTRODUCING THE NIAGARA FALLS RYERSON INNOVATION HUB BUILDING YOUR STARTUP IN NIAGARA

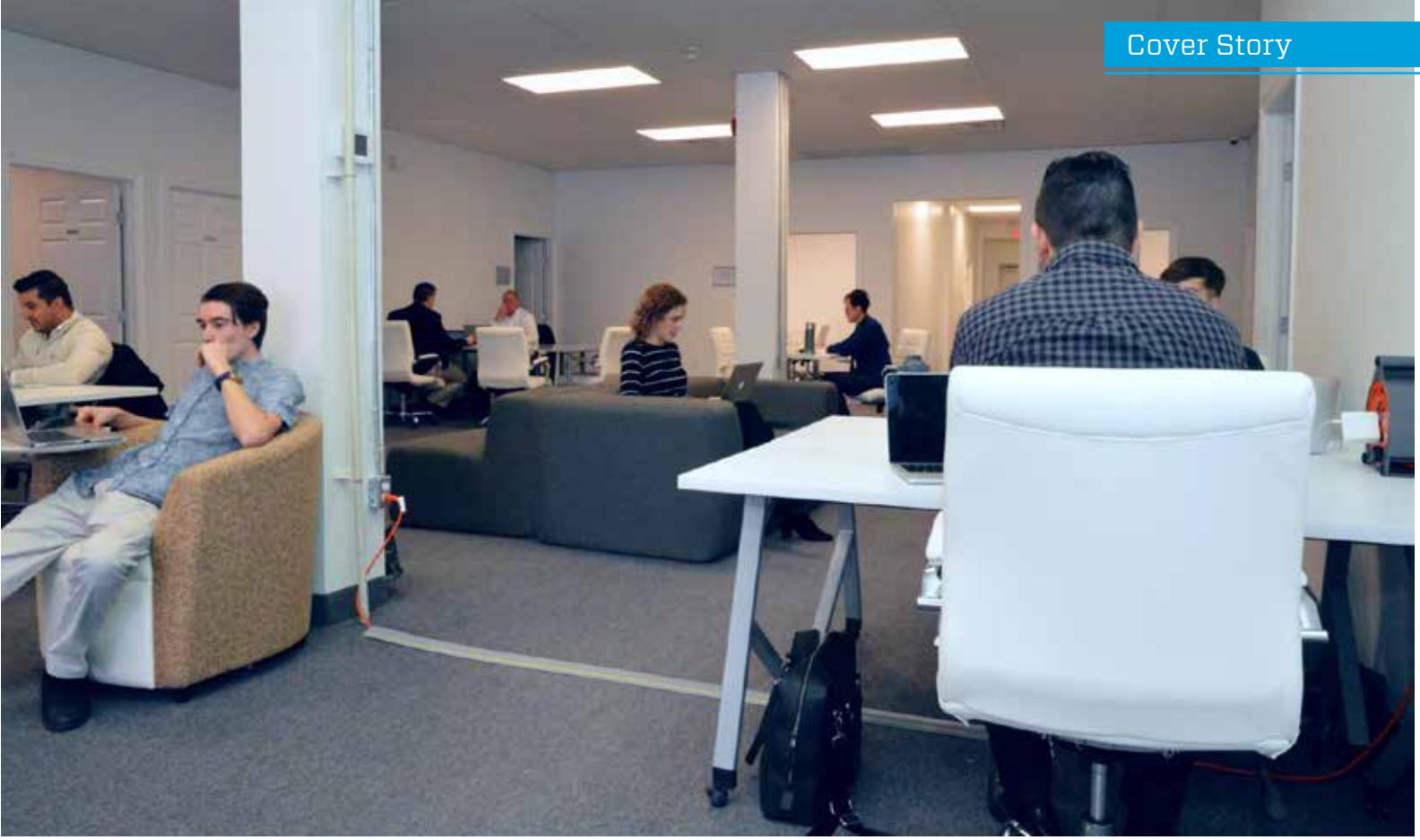
Innovation abounds in the Niagara Region, and the opportunities have not ceased in the advent of COVID-19. Now is a good time to be an entrepreneur. We sat down with Spark Niagara and the Niagara Falls Ryerson Innovation Hub to find out more.

Q: CAN YOU GIVE US A LITTLE BACKGROUND ON SPARK NIAGARA AND WHAT IT BRINGS TO NIAGARA?

A: Spark is a collaborative workplace community for today's entrepreneurial workforce. We provide a space where start-ups and established businesses can locate with the support necessary to grow. What's unique about us is that we strive to create a centre where business, education and local government join into an interactive knowledge community. One that not only highlights Niagara's talent, but also uncovers business opportunities that help our city retain and attract youth and talent, produce our own skilled workforce, and solve local challenges through technological innovation. Since opening our doors in 2018, we have incubated over 80 startups and host 40 startups actively within our space.

Q: WE HAVE HEARD A LOT OF GOOD THINGS ABOUT SPARK NIAGARA AND THE NIAGARA FALLS RYERSON INNOVATION HUB. CAN YOU HIGHLIGHT THE DIFFERENCE BETWEEN SPARK NIAGARA AND THE NIAGARA FALLS RYERSON INNOVATION HUB (NFRIH) AND HOW THEY WORK TOGETHER?

A: Spark Niagara is a collaborative coworking space for companies from a variety of sectors, and phases of their lifecycle to join and foster innovation. The Niagara Falls Ryerson Innovation Hub is a curated cohort-based program created by the City of Niagara Falls, Ryerson University, and Spark Niagara targeted at growing and scaling digital media and innovative tech-based startups. The NFRIH is a program to incubate businesses with specific programming over a defined period of time with a thorough application process; while Spark Niagara acts as a coworking space where businesses can rent space either short term or long-term.



Q: THE NIAGARA FALLS RYERSON INNOVATION HUB SOUNDS INTERESTING, CAN YOU DIVE A BIT DEEPER INTO WHAT THE PROGRAM ENTAILS?

A: The NFRIH is a highly curated program for entrepreneurs, focused on growing digital products and services for startups in Niagara Falls. The four-month program, leveraging the expertise and programming from the DMZ at Ryerson University, provides startups with access to hands-on advice from experienced leading industry experts and entrepreneurs-in-residence (EiRs) who have done it all before, access to exclusive workshops and events, connections to Ryerson's research and development ecosystem, connections to international markets, and the resources needed to take their business to the next level.

A Space to Rise in Niagara

Currently, in our second cohort, the NFRIH runs three cohorts each year and is accepting applications for cohort 3 which will start in September of 2020. Our programming continues to run virtually to deliver value to the startups in the NFRIH program in the wake of COVID. The value and offering to our startups has been uninterrupted.

Q: SO YOU ARE ON YOUR SECOND COHORT NOW FOR THE NIAGARA FALLS RYERSON INNOVATION HUB, DO YOU HAVE ANY SUCCESS STORIES FROM YOUR FIRST COHORT?

A: A notable cohort 1 startup is BISEP, a MedTech company founded by Dan Bordenave, that uses innovative technology to rehabilitate patients with brain trauma. BISEP placed first in the AgeWell Healthcare Technology pitch competition, securing funding and in kind services. Beyond his core business activities, Dan is using the excess capacity

of his 3D printers to create reusable face shields for frontline workers during COVID-19.

Get Ready, an emergency-preparedness startup rolled out their Return to Work program, which is helping businesses across Canada create policies, plans and strategies to adapt their businesses to new standards set by Public Health to re-open after COVID-19.

Q: DO YOU HAVE TO BE A YOUNG ENTREPRENEUR TO BE INVOLVED IN THE NFRIH?

A: We welcome entrepreneurs of all ages to the NFRIH. Anyone can be an entrepreneur. We are however running a Niagara-specific summer program called Basecamp extended by Ryerson's DMZ for entrepreneurs in high school and post-secondary. This is an intensive program that helps youth bring their business ideas to market taking place from July 6th to August 27th, where they'll spend 20-25 hours per week participating in virtual webinars, receiving business coaching, and working on launching their business.

Q: HOW DO WE GET INVOLVED IN THE NFRIH?

A: To apply your startup to the NFRIH program, or find out more, visit our website at www.niagarafallsryersonhub.ca. In the meantime, you can join us for FIKA Fridays at 10:30am every Friday we connect with the Niagara ecosystem virtual networking. It's a great opportunity to learn about what other startups are working on during COVID-19 and how you can collaborate. You can also follow us on Facebook, Instagram, and Twitter, and contact us at nfrih@sparkniagara.com for any questions or to discuss the program further.

NCNW TACKLES COVID-19: WHAT WE'VE BEEN UP TO

by Manvinder Bhamra Resource Development Assistant
 Questions? Email Wendy Sturgeon Executive Director at
 edncnw@gmail.com

What we've done to help flatten the curve - and how YOU can help.

In this time of challenges, all services and programs are fully functioning through remote and virtual means. We sent our employees home to work early on. We ensured many community members were stocked up with food and goods for the onslaught. Now, we are focused on wellness checks and daily operations as usual which means supporting, advocating, and working with our Indigenous elders, women, children, and families. We are particularly aware of those most vulnerable amongst us who come into contact with Children's Aid Societies, birthing mothers, and homeless youth. The Chapter is working to keep them staying happy, healthy, and connected.

While many organizations are cutting back on services during the current pandemic, Niagara Chapter - Native Women Inc. (NCNW) has seen a rise in demand for our services to crisis levels. We have tackled the challenge head on with ensuring our employees have the PPE they need. We have also met the challenge of establishing virtual Alternative Dispute Resolution sessions for our participants which is their right and means that they can stay out of family court even during these trying times.

During the first eight weeks of the current State of Emergency we hosted weekly "Flame of Love"



"Even if you can just change one life, you've changed the world forever"

-Mike Satterfield

events to connect everyone together, Sundays at Noon, to pray for families of loved ones who faced loss during this time, unity, healing, protection for all, and to give thanks for our health care workers. Many people across Ontario joined in. Now, the National Elders Council has taken it up and lit Sacred Fires just last week.

It is important for all to stay proactive and prevent any hardships wherever possible. We regularly update news and resources regarding COVID-19 on our website (www.ncnw.net). Our amazing staff have been going above and beyond to ensure the safety and comfort of participants by organizing deliveries, providing sanitizers and protective equipment, as well as administering virtual meeting tutorials for individuals and families in need.

The Chapter had to reschedule a major fundraising event to September 19 and are seeking sponsors through this communication. YOU can help us tackle these changes by supporting us through sponsorships but first check out what we do at www.ncnw.net to get a good look at our efforts and accomplishments.

Find out more about us and become a sponsor for our Fall 2020 event. Payment information is available on <http://ncnw.net/blockers-attackers/>. Visit our website for more information on current initiatives, programs and services, and all updates. Until then, we send safe and healthy wishes to all.



NIAGARA CHAPTER - NATIVE WOMEN INC.

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Get your game face on! This sports-themed event is dedicated to sustaining critical programs and services for Indigenous women and families. Sponsorship opportunities and benefits available for view online. Find out more at <http://ncnw.net/blockers-attackers/>.



UNCOVERING A SHARED PAST FOR AN EQUITABLE FUTURE: June is National Indigenous History Month

By: Wendy Sturgeon, Executive Director Niagara Chapter – Native Women Inc.



What does this month mean to you or any other Canadian wandering this continent that we call Turtle Island? Since 2009, Canada has declared June to be **National Indigenous History Month** and even earlier, since 1996 (the year a massive National Report called the *Royal Commission on Aboriginal Peoples (RCAP)* was released) Canada has declared June 21 to be **National Indigenous People's Day**. This celebration usually falls on Summer Solstice, a culturally significant time recognizing new life, the coming of the sun and cycles of renewal.

A day, a month, a year was declared by the United Nations (**International Year of Indigenous Peoples 1993**) followed by a decade....yes, a *decade*. The **International Decade of the World's Indigenous People (1995-2004)** was the first decade declared by the United Nations. Intended for all State Nations to work together with Indigenous peoples addressing problems they faced in areas such as human rights, the environment, development, education and health. Followed by a second decade (2004-2014) declared on December 20, 2004 for the ongoing and continuing work to solve these problems **worldwide**.

Back to the question, what *does* it mean to you? Many Canadians see clearly now past media portrayals, stereotypical images and comments about Indigenous people. Some glean the reality of what 500 years of ‘shared history’ has resulted in. Seeing Canadians recognize this ‘shared history’ is heartening while painful for many Indigenous people due to the ongoing legacy of colonial legislation and practices. We can mention ‘facts’ like the earliest days when our people helped newcomer ancestors survive, how we nursed them to health, took in their babies sometimes abandoned or fought alongside them (*War of 1812*) thinking we would live freely and equitably with our inherent rights intact.

The *Truth and Reconciliation Commission of Canada (2015)* launched in 2008 traveled across Canada collecting authentic ‘facts’ about Indian Residential Schools, continued to ‘awaken’ Canadians to our ‘shared history’ and the dismal fact most Canadians didn’t know about it. As information continues to be revealed, Canadians express their **moral urgency** to bring equity to Indigenous people.

We are living our ‘shared history’ today. Will it be meaningful? Different? All of our ancestors worked hard, fought hard, strategized intelligently to ensure we would be here today in this moment. We can honor all of our ancestors while preparing our children and all descendants for the new **equitable** normal.

So what does **National Indigenous History Month** mean to you? Maybe the question is: **what will it mean to you or what will you do to make it meaningful to future generations?**

Wendy Sturgeon is Anishinaabekwe, of British Welsh descent. She lives, works and plays in the Niagara Region while dedicating time and energy to Niagara Chapter - Native Women Inc., a registered charity located in Fort Erie, Ontario.





40
UNDER FORTY
BUSINESS ACHIEVEMENT AWARDS

CONGRATULATIONS TO



TO THE CLASS OF 2020

40
UNDER FORTY
BUSINESS ACHIEVEMENT AWARDS

AARON JONES



Aaron joined Kraun in 2003 as a General Labourer, cleaning up construction sites. Aaron's keen business sense and ambitious nature led to several promotions, and in 2015, he took on the role of General Manager. Under Aaron's direction, Kraun has seen considerable growth and now employs over 70 individuals in the electrical construction and service industry. As a business owner, Aaron strives to ensure that Kraun is a great place to work and grow. Kraun is a Certified Living Wage employer and proudly supports Hospice Niagara and the Canadian Mental Health Association (CMHA). Aaron currently serves on the board at Bethany Community Church.

COMPANY /// KRAUN ELECTRIC

ADAM R. LAMPMAN



Adam R. Lampman is in the retail banking industry and his mission is to provide an outstanding level of customer service. He has been in the Banking industry since 2008, specializing in Customer Service, Business Banking and Personal Finance. Prior to devoting his fulltime work to Meridian Credit Union, Adam attended the University of Western Ontario receiving an Honours Economics Degree. Upon completion of his degree he proceeded, with his wife, to South Korea to teach English as a second language. In 2008 Adam and his wife returned to North America to be near friends and family.

COMPANY /// MERIDIAN CREDIT UNION

ALICIA YAP



Alicia Yap co-founded, with Partner Olenka Lyle, ClaraDerma+ Medical Aesthetics and Laser Clinic late in 2017. Alicia has invested years of personal experience to create an inclusive and approachable business dedicated to serving its customers in medical grade skin care. Alicia has stayed focused on advancing her clinic and has since been able to employ 8 additional women who epitomize the company' mission statement "our concern is your concern". As a wife and mother of two, she still makes time to volunteer at her son's school, organize charitable events for Pathstones and partake in countless continuing education hours.

COMPANY // CLARADERMA+ MEDICAL AES-
THETICS AND LASER CLINIC

ANDREW MACLELLAN



Andrew is a well-respected leader at Meridian Credit Union where he has worked for the last ten years. He is responsible for overseeing all Operations department projects and is accountable for managing vendor partnerships. He also leads a team of analysts that identify, design and implement process improvements, as well as Lean/Kaizen initiatives to improve Meridian's ability to meet its Member's needs. He volunteers and fundraises at many Meridian-sponsored events in the region, while in his spare time he also volunteers with the St. Catharines Enterprise Center and committees at the St. Catharines Golf & Country Club.

COMPANY /// MERIDIAN CREDIT UNION

CHELSEA D'AMICO



Chelsea was born and raised in the Niagara Region. As a proud Member of the Meridian Credit Union team for over 10 years, she was originally drawn to the organization because of its strong commitment to local communities across Ontario, specifically in Niagara. She enjoys volunteer work and acting as an ambassador of the Meridian brand. Chelsea is a graduate of the University of Western Ontario. She continues to be an avid reader and loves to learn. Additionally in her spare time, Chelsea can be found on the links working on her golf game, in the kitchen trying new recipes, attending live concerts or travelling with friends.

COMPANY //

MERIDIAN CREDIT UNION

CHRISTINA CLARK



Christina began her journey as a high school coop student where she found her passion mentoring children and then fulfilling her studies at Niagara College. Since graduating from the Early Childhood Education program, Christina has climbed the ranks to become the Assistant Director at La Boîte à soleil. La Boîte à soleil, a francophone child care organization, employs 100 staff, serving over 600 children within 7 child care centres throughout the Niagara region today. Christina plays an active role in the Niagara child care community in many ways, working with various groups and advisory committees.

COMPANY //

LA BOÎTE À SOLEIL COOP. INC.

DARYL BARNHART



Daryl is the Executive Officer to the Regional Chair, Jim Bradley. In this role, Daryl acts as the Chair's Chief of Staff, providing strategic advice on issues regarding management and policy, and overlooks the Region's GR function. He is also responsible for all communications for the Chair's office. Previously, Daryl was a Communications Consultant with the Region for over a decade. Recently, he completed a secondment with the Town of Grimsby as the Manager of Corporate Communications. Daryl is an award-winning practitioner, having received the Government Relations Campaign of the Year award(2014/2016) and Mentor of the Year award(2017).

COMPANY //

NIAGARA REGION

EMILY O'CONNOR



Emily is a certified event coordinator, programmer, an appreciator of details others wouldn't notice and a passionate supporter of anything local. She has worked in the Alumni/Development Office at Brock University for almost 10 years as an Alumni Relations Officer. In this role, she has helped integrate Brock graduates through various events, volunteer opportunities and innovative programming initiatives. Emily currently sits as a Board Member and co-chair of the Events Committee for NEXTNiagara cultivating leadership opportunities throughout the area. Today, Emily actively supports local non-profits like Lincoln County Humane Society and Motionball.

COMPANY //

BROCK UNIVERSITY

EVAN MACDONALD



Evan Macdonald is the current owner and CEO of Mac Inc, a parent company that specializes in real estate, construction, marketing, plumbing, and stucco systems. With a team of over 30 people, Mac Inc. specializes in many fields, buying and selling real estate, managing construction/plumbing projects, providing excellent customer service and is known for a great company culture. Evan was known as an accomplished Wrestler for Brock University who represented Team Canada during the Commonwealth games and ranked top 10 in the world multiple times and represented Canada at the Olympic Games for wrestling. Evan is a devout family man and is admired for his hard work, dedication and personal mantra "Dream Big".

COMPANY //

MAC INC.

JADE ANEMA



In 2016, Jade moved to the Niagara Region and started her engineering career at Hallex Environmental Ltd. as a Project Coordinator. On route to become a Project Manager, Jade started a Masters in Business Administration at Brock University. In her free time, Jade is involved in many sports in the Niagara Region, including hockey, volleyball, dodgeball, and softball. With a goal of increasing the number of women in science and engineering, Jade is also a leader with the Professional Engineers Ontario (PEO) Niagara Chapter and actively works towards providing visible leadership in addressing underrepresentation of women licenced in engineering.

COMPANY //

HALLEX ENVIRONMENTAL LTD.

JESSE SAHOTA



Jesse is a seasoned career specialist with 15 years of experience, 10 of those being with Engineering Co-op & Career Services at McMaster University. Jesse consistently advocates for students and has been able to inspire success in all stages of their careers. His energy, personality, and ability to connect with people is inspiring. You can't walk down a hallway without Jesse high-fiving or fist-bumping a student. Students, staff, and faculty know Jesse; in many ways he has become the face of ECCS and represents the level of service our team strives to achieve daily. Every day you can hear him motivating students with his trademark tagline "You got this!", giving them much needed inspiration, confidence and support to achieve their career goals.

COMPANY //

MCMASTER UNIVERSITY

JUAN GONZALEZ



Juan is an accomplished Economist who graduated from the Javeriana University in Colombia, and with studies in Venture Capital from the Wharton School of Business at the University of Pennsylvania. Juan leads the Trinity Capital International operation in Canada where he has expanded the investment portfolio internationally. He is a leading private actor promoting innovation and entrepreneurship in Niagara and GTA. Juan has worked hand in hand with start-up incubators, such as Innovate Niagara and Spark Niagara. Additionally, he is an active member of Equation Angels and the Niagara Angel Network. His abilities have helped Trinity to discover business opportunities based on the core values of transparency, trust, and profitability.

COMPANY //

TRINITY CAPITAL INTERNATIONAL

JUSTIN CALLON



Justin began his career in the construction industry in 2004 as an apprentice carpenter for a local custom home builder. In 2008, he received his Red Seal Certification and weeks later decided to pack up his vehicle and head west. During his time spent in Calgary he worked as a carpenter, building anything from large commercial buildings to a 13,000-sf executive home. Justin joined ServiceMaster Restore of Grande Prairie as Construction Manager later moved up into the lead project manager role. Justin is a loving husband to his wife Ashley and a father to his amazing twin daughters.

COMPANY //

SERVICEMASTER RESTORE OF NIAGARA

KENNETH GROVES



After 9 years of Medical training and education, Dr. Kenneth Groves is now the CMO and co-founder of InspireHealth Niagara. IHN utilizes a research-based treatment approach with an emphasis on isolating the root cause. Kenneth actively educates and inspires his patients to manage their own health. Away from clinical practice you can find Kenneth with his wife Jennifer and their 4 amazing children Easton, Addilyn, Oaklynn and Iyson. Such quality time includes working on cars, spending time outdoors and embracing all of the wondrous aspects life has to offer.

COMPANY //

INSPIREHEALTH NIAGARA

KEVIN JONG



After obtaining his Bachelor of Business Administration from Brock University, Kevin began his career in fundraising and non-profit management with United Way of St. Catharines & District in 2013. Kevin played a significant role in the amalgamation that formed United Way Niagara in 2018. In his current position, Kevin leads an annual \$5.25 million fundraising campaign that supports over 100 social service programs across Niagara that improve the lives of our community's most vulnerable. A graduate of Leadership Niagara's Community Leadership Program, 2016 Cohort, Kevin has served on the LN Board of Directors since 2017 and is currently Chair of the Fund Development Committee.

COMPANY //

UNITED WAY NIAGARA

KRISTEN BUTRYN



Kristen Butryn is the Job Developer and Team Leader for the Employment Help Centre. She dedicates her work to assist Job Seekers and Employers in Niagara with professional Employment Services, including Job Search, Advocacy, Human Resources and Recruitment strategies. Prior to her move to EHC in 2014, Kristen spent 10 years working at One-Touch Direct where she discovered her passion for working with others as a Recruiting and Training Manager. As a graduate from Leadership Niagara, Kristen is a life-long advocate of continued growth by developing skills on the job and beyond everyday.

COMPANY //

EMPLOYMENT HELP CENTRE

KRISTI LAWRENCE

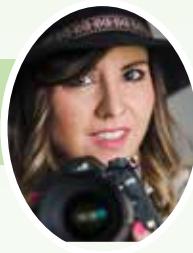


Kristi began her career at Gillian's Place in 2004 as a shelter counsellor, providing support and advocacy for women and children experiencing abuse. She has ambitiously worked her way through the organization from Residential Supervisor, all the way to the Director of Shelter Services and Operations. Kristi manages all counselling, outreach services, and oversees 11 transitional housing units. Kristi played a key role in shifting the shelter's framework to a harm reduction and trauma-informed approach and has developed many community partnerships to provide wraparound support for clients.

COMPANY //

GILLIAN'S PLACE

KRYSTA GORMAN



Krysta traded her pension for passion when she gave up her full-time career with the provincial government in 2018 to turn her part-time photography business of 13 years into a full-time operation. Since then, she's been able to triple her income and also expand her team, offerings and brand. Through her company, Loverly Weddings, she documents love stories throughout Niagara, and all of Southern Ontario as well as many destinations around the world. In 2019, she wanted to get back to her community service roots and was thrilled to achieve her lifelong goal of becoming a Big Sister with Big Brothers Big Sisters Canada.

COMPANY //

LOVERLY WEDDINGS

KRYSYAL SNIDER



Krystal Snider is a Program Manager at the YWCA Niagara Region, a feminist organization that provides shelter, housing and supports homeless women and families. She has been working in Social Services since 2007 and has a passion for advocating systemic change as it relates to the issue of human trafficking. Krystal was able to spearhead the development and implementation of the Emergency Response Protocol on Human Trafficking in the Niagara Region. Most recently, Krystal has been training firefighters, police officers and doctors on how to identify Human Trafficking and how to best support survivors.

COMPANY //

YWCA NIAGARA REGION,

KYLE ELLSWORTH



Kyle was born and raised in Prince Edward Island and moved to Niagara to attend Brock University. After completing his business degree in 2012, he started his career in the Financial Services Industry. Throughout his career, he was able to explore many different opportunities within the industry, to become a Community Wealth Advisor with Meridian Credit Union in St. Catharines. Kyle stays active within the community by volunteering in local organizations. He and his wife Claire are proud to be raising their two boys in the Niagara Region.

COMPANY //

MERIDIAN CREDIT UNION

KYLE JONES



Kyle is a retired professional triathlete and Olympian that represented Canada on the world stage for over 15 years. His athletic experiences helped shape his views and philosophy on how to help other athletes achieve their goals which naturally led to a career in coaching. Kyle is now the co-owner of Edge Triathlon, an endurance sport coaching & consulting business in Niagara. Over the past 2 years, Kyle and his partner, Jeff Scull, continue to grow their business and expand the Edge brand locally and online. They currently work with approximately 200 athletes of all ages and abilities.

COMPANY //

EDGE TRIATHLON

LAURA HUGHES



Laura provides care for the caregivers, help for the helpers, and support for the supporters. Through workshops, keynotes, and coaching, she guides staff to build realistic and personalized self-care plans so that they can find work-life balance, and navigate stress and compassion fatigue with various tools. After years of working in front-line roles, Laura began her business venture full-time in July 2018. Since then, Laura has trained nearly 4,000 staff across 30+ agencies. Her vision is to initiate needed conversations about effective self-care and workplace mental health.

COMPANY //

SPEAKER AND FACILITATOR

LUCAS SPINOSA



Lucas opened the doors of the Black Sheep Lounge in August of 2015. After less than 1 year The Black Sheep became the #1 restaurant on TripAdvisor in Welland and has maintained that position ever since. People are the main focus of the BSL, dedicating numerous hours, resources, and facility space to give back to the community it loves so much! The Black Sheep has become almost human, as it breathes with the people of Niagara. This love for community led to Lucas' local activism, and eventually a seat on the Welland City Council. "

COMPANY //

BLACK SHEEP LOUNGE

MAHOGANIE HINES



Mahogany is an active and ardent member of the community. She currently volunteers as the RNAO's Policy and Political Action ENO for both the Niagara Chapter and Palliative Care Nurse's Interest Group. She also sits on the CHPCA's Nursing Group as Secretary/Treasurer and sits on the Overdose Prevention Network of Niagara (OPENN). Mahogany currently works as a RN at McNally House Hospice, casually, as well as working full time as a Palliative Pain and Symptom Management Consultant throughout the Niagara Region.

COMPANY //

MCNALLY HOUSE HOSPICE

MARTIN LEBEAU



Martin has co-founded Personal Eyez in 2018. After doing research and a business analysis, Personal Eyez found the perfect locale to open its door in the Corbloc on July 2018. Martin brings with him close to 20 years of experience as an optician and 14 years as a business owner. His first store was established in downtown Oakville in 2005. Martin has also served as a board of Director for the Ontario Opticians Association for many years and the President of the Opticians Association of Canada. Optical is one of his passions. He also truly believes in giving back to his community by sponsoring events or making time to volunteer to help out wherever he can.

COMPANY //

PERSONAL EYEZ & ONTARIO
OPTICIANS ASSOCIATION

MATRIXX FERREIRA



Matrixx founded Iron Performance Center in the winter of 2017. Since he opened its doors, Iron Performance Center has established itself as Niagara's top personal and performance training facility. Matrixx prides himself on building a culture of excellence for his team and the athletes that call IPC home. Whether you're a professional athlete or an enthusiastic bar bender, grit, sweat and high expectations are common finds inside the IPC weight room. In an effort to further the industry, Matrixx and his team guest lecture throughout the province in order to help develop younger professionals. Through their rigorous internship, Matrixx and his staff look to build Niagara's next great coach.

COMPANY //

IRON PERFORMANCE CENTER

MATTHEW SOYKA



Matt is an accomplished construction executive with over 15 years experience in the construction industry. Matt is currently Vice President of Nutemp Mechanical Systems Limited, a mechanical contractor. He is a recognized business and industry leader who is committed to building high performance teams and cultures. Matt is focused on fostering and leading innovation while devising strategy to ensure successful business continuity. In 2016, he founded the NMSL Charity Golf Tournament which donates all proceeds to local non-profit organizations. In his free time Matt enjoys spending time with his wife and two children, especially if it involves travelling, golfing or a great meal accompanied by some fantastic wine.

COMPANY //

NUTEMP MECHANICAL SYSTEMS
LIMITED

MEAGHAN ERB



Born and raised in Hamilton, Meaghan moved to Grimsby in 2013 and began working at Bethesda in 2014. Bethesda was founded in 1937, and now employs over 500 staff to continue a legacy of supporting individuals with special needs throughout the Niagara Region. In addition to her work at Bethesda, Meaghan also sits as a Vice-President, acting as a volunteer on the Board of Directors at Tanguay Place, an organization in Welland that supports adults with physical disabilities.

COMPANY //

BETHESDA

MICHAEL IDZENGA



Michael Idzenga started his business venture in 2016, launching an escape room business in Hamilton with his business partner Megan Kish. Their passion for creating engaging and creative puzzles caught the eye of another business, and within a year, they amalgamated with The Crux Escape Rooms, bringing locations to Niagara Falls and St. Catharines. Since moving his business closer to home, Michael has been focusing on investing in people through leadership. Not only is he actively involved at Eden High School, where he teaches full time, but he also coaches varsity curling at Brock University and sits on the Board at Central Community Church.

COMPANY //

THE CRUX ESCAPE ROOM INC.

NICK CUPOLLO



Nick Graduated from Niagara College for Law & Security in 2010 and then Brock University for Psychology in 2016. He created the Evergreen Thrift Store in May of 2017 and opened up for business in June of that same year. Deeply rooted in the Niagara scene, Evergreen sponsors/tidies their own local park, and regularly cleans up garbage in their local green areas. In addition, Evergreen completes a monetary donation to a local or national charitable initiative every month. The business strives to redirect as many goods as possible from the landfill through reselling and recycling initiatives.

COMPANY //

EVERGREEN THRIFT STORE

PAMELA SHARP



Pam is the Director of Community Engagement for Project SHARE where she has been employed for the past 8 years. She is a Certified Fundraising Executive (CFRE), an active member of the Association of Fundraising Professionals (AFP), and so much more. Pam received her B.A. in Communications from Brock University, where she participated in the Non Profit Leadership Certificate Program at the Goodman School of Business and completed the Leadership Niagara project. Born and raised in Niagara Falls, she resides there with her husband and three children.

COMPANY //

PROJECT SHARE

PATRICIA SUESS



Trish began her career at the DJB in 2010 as a co-op student and received her CPA designation in 2014. She was promoted to Manager in 2016. Trish works in general practice and has experience in providing accounting and assurance services to a variety of businesses and their owners across the Niagara region. Trish loves to give back to her community by volunteering her time, she is involved with Prom Project Niagara and is the treasurer for the PCW Chamber. As a new mom, Trish spends her free time with her family enjoying all the Niagara region has to offer.

COMPANY //

DURWARD JONES BARKWELL
AND COMPANY LLP

PAUL HARBER



Paul Harber has molded Ravine Vineyard Estate Winery into the quaint family-feel winery that it is today. A biodynamic and organic winery located on St. Davids Bench in Niagara-on-the-lake, that is recognized for producing VQA varietals on a farm that is steeped in history. The farm is known to be one of the first commercial grape vineyards in the area with 500 vines planted in 1869. Paul is the current CEO and Proprietor of Ravine Vineyard, accompanied with a degree from the Culinary institute of America. Harber went on to work as a Chef among Michelin Star Restaurants in North America and Europe, before returning to the St. Davids Bench to launch the Ravine Vineyard Estate Winery Restaurant, which was named one of the top 20 winery restaurants in the world in 2011.

COMPANY //

RAVINE VINEYARD ESTATE WINERY

RAIANA SCHWENKER



Raiana is a Niagara Region Real Estate Professional and Managing Partner at McGarr Realty, a local real estate brokerage operating in the region for over 30 years. As an active member of the community, she has a passion for promoting the vibrant & positive environment for business & life in Niagara. This passion is evident in both a personal and professional capacity and through the success of the real estate team she leads and many clients she has been grateful to work with.

COMPANY //

MCGARR REALTY CORP.,
BROKERAGE

SAVANNA MEHRAD



Savanna founded Chomp Supply Inc. in 2016 after the birth of her first daughter. Fast forward 3 years to now, Chomp Supply is now the largest and most trusted silicone teething & craft supply retailer in North America. Passionate about women in business, Savanna helps women worldwide realize their crafting business dreams while providing them with safe, high-quality products in an inclusive social media community. Most recently, Savanna launched Femme Wares, a retail collective store in Thorold that houses over 60 female founded brands that fosters self-care.

COMPANY //

CHOMP SUPPLY INC. & FEMME
WARES

SHANNON MUNRO



Shannon Munro is the Fund Development and Community Hub Coordinator for The Hope Centre in Welland. She has been a part of the not-for-profit sector for over a decade in Niagara's most vulnerable sectors. A graduate of Niagara College's Business and Public Relations programs, Shannon's career flourished during her time at Community Care St. Catharines and Thorold that worked to support the critical programs of the agency. Shannon is known for her positive outlook and hard-working nature. A lifelong resident of Niagara, Shannon lives in St. Catharines with her partner Nick and her sweet dog, Sunny.

COMPANY //

THE HOPE CENTRE

STEPHANIE HICKS



Stephanie is an experienced Executive Director with a demonstrated history of working in the Public Relations, Communications and Community Development fields. Hicks has led the way winning multiple awards for her BIAs as well as several personal achievement awards. Stephanie has become a respected community partner to many small businesses and organizations. Skills in Hospitality, Tourism, Event Management, Sales, equipped with a strong business acumen, Stephanie elevates all whom she works with. Her drive and passion for building business and community is invaluable and contagious

COMPANY //

DOWNTOWN BENCH
BEAMSVILLE BIA

TREVOR KWOLEK



Trevor holds a Master of Physiotherapy from University of Queensland (2011) and a Bachelor in Health and Physical Education at the University of Toronto. He has undertaken extensive professional development including Dean Watson's approach for headaches and migraines and is a Connect Therapy Series graduate. Trevor volunteered at the Pan Am games as a Physiotherapist for golfers, and has volunteered with the Welland Jackfish, Welland Raiders and Niagara Thunderhawks as the teams' physiotherapist. He is the chair of the Program Advisory Council for the Occupational/Physical Therapy Assistant program, and is a clinical educator for Niagara College and McMaster University.

COMPANY //

LIFE MARK PHYSIO THERAPY
FONTHILL

VANESSA HOLM



Vanessa Holm is the Chief Executive Officer at West Lincoln Public Library, where she oversees a busy library system in one of the fastest-growing municipalities in Niagara. During her time at West Lincoln, Vanessa has led significant growth, change, and increased awareness of the library system. This includes two new library building projects – the renovation and expansion of the Wellandport Branch, and the construction of a new Central Library in Smithville. Vanessa has been the recipient of several Service Excellence awards, in addition to the Jean Wickers Award for Professional Practice in Librarianship.

COMPANY //

WEST LINCOLN
PUBLIC LIBRARY

ZAC SPINOSA



Zac is the owner and operator of Forge Fitness; a personal training, nutritional coaching and strength and conditioning facility. The doors to Forge Fitness opened in June 2018, after Zac decided to follow his passion of fitness and health. This dream of Zac's started after he forged through his own health complications of being diagnosed with Rheumatoid Arthritis, which ultimately led him to live a healthier lifestyle and be an inspiration to those around him. In March 2020, Zac launched the expansion of his gym, Forge Fitness 2.0, in order to better serve his local clientele, including professional athletes.

COMPANY //

FORGE FITNESS



BÉNÉVOLU NTEEER



ONCE, AND FOR ALL.

With a need for thousands of volunteers to effectively run the Games, **everyone** in Niagara will have a chance to be part of the action!

UNE FOIS, POUR TOUS.

Nous aurons besoin de milliers de bénévoles pour mener efficacement les Jeux, **tout le monde** au Niagara aura la chance de participer!

YES!
COUNT ME IN.

AUG
6-21
AOU
2021

OUI !
JE PARTICIPE.

SIGN-UP FOR UPDATES | ABONNEZ-VOUS AUX MISES À JOUR
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