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NIAGARA

Volume 16 Issue 7



Cover

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Inside

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Marine Heritage Festival

**CORK SCREWED:
A NEW SHOW
ABOUT WINE**

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A Word About the New BUSINESS LINK

NO, YOU'RE NOT IMAGINING things. You're holding "Business Link 2.0" in your hands!

Beginning with this issue, Business Link Niagara will no longer be published as a newsprint tabloid and is making its debut as a glossy magazine.

When we first launched Business Link Niagara in 2003, we had the goal of producing an advertising vehicle that would educate, inform and support the local business community. Well, that dream became a reality. But in recent years, we've been looking at ways to refine our publication and provide a sharper, more eye-catching reading experience. And after all the positive feedback we received from advertisers, readers and associates on our recent 15th Anniversary edition, the decision to convert Business Link Niagara to a magazine format full-time was an easy one.

So, what can you expect from the new "BL" moving forward? Every month, you'll find profiles on Niagara's most innovative companies, valuable advice and tips from the experts that matter, and special features on the trends and issues going on right in our own backyard.

Yes, Business Link may have got a brand new paint job – but if you check under the hood, you'll find the same firm commitment to growing our clients' business that we've had from the very beginning.

Enjoy the new Business Link – and come be a part of the future!

Jim & Adam Shields
Business Link Media Group



BILLY JOEL



ABBA MANIA



HOTEL CALIFORNIA

Greg Frewin - Seeing is Believing

The Greg Frewin Theatre is located just one block from the mighty Niagara River and minutes away from the Falls, Scotiabank Convention Centre and all major hotels. Home to the WILD MAGIC show featuring the International Grand Champion of Magic - Greg Frewin, this Las-Vegas Style theatre can seat up to 650 people for a dinner and show, gala extravaganza, awards night or fundraiser. Our other rooms are available for receptions or business meetings.

Your own entertainers can perform on our 35' x 50' stage equipped with full theatre lighting, staging and audio-visual including one large and four small projection screens to showcase your company logo. Or bring your group in on a night when we have one of our many Tribute Shows - including tribute artists for ABBA, the BeeGees, Billy Joel, the Eagles, The Rat Pack and so much more.

Our menu selections - from delicious hors d'oeuvres to tasty desserts and everything in-between - are created and prepared fresh on-site by Colin Gooddine and his amazing team at Gooddine Catering. Their philosophy is simple - "providing exceptional food and innovative menus customized to meet the taste and expectation to each and every customer - working with you and your budget to build your special event".

Does your team need some time away from the office to get revitalized? Go beyond the office walls and choose our "Bridging the Magic" team building sessions guided by Greg Frewin and Anthony Lindan - Motivational Speaker/Magician. "Bridging the Magic" with Greg and Anthony draws on the diverse skills of your employees and leads them through a creative program that ends with a grand finale performance. Customized to meet each company's size, needs and budget.

Whether it's a small conference, gala night, holiday party or just a night out to see the show - our extreme flexibility allows you to create the vision and our attentive staff will follow through with every detail to make your next event a memorable one.

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STRIDING FOR HAMILTON GENERAL HOSPITAL

PROVIDED BY HAMILTON HEALTH SCIENCES FOUNDATION

PREPARE FOR THE POUNDING of feet and the cheering of crowds that are committed to making a real difference in their communities.

On Saturday, September 15th, participants will converge at Bayfront Park in Hamilton for the 8th annual Strides For The General. This annual event, which includes a 5K walk and timed 5K and 10K runs, raises funds to support priority needs at Hamilton General Hospital and the Regional Rehabilitation Centre. This includes the purchase of vital medical equipment to enable the best patient care possible.

From Niagara Falls to Brantford and Kitchener-Waterloo to Burlington, patients and families throughout south-central Ontario stride for The General to support health care for themselves and their loved ones.

Each year, Strides Patient Ambassadors are chosen to represent the patients throughout south-central Ontario who receive specialized care at The General. One of this year's Patient Ambassadors is Brandon Clark, who found himself in the wrong place at the wrong time and required a life-saving visit to the Emergency Department.

In 2015, he was visiting a friend when a stranger appeared at the door and fired with a shotgun, hitting Brandon in the back. Rushed to The General, Brandon underwent emergency surgery in the Trauma Unit to stop the bleeding and repair his injured pancreas. He had two more surgeries to remove his left kidney, resect his colon and seal his abdominal wall. Brandon was discharged after five weeks, and he is now in excellent health thanks to the care he received.

On average, the Trauma team at The General is called upon to save a life twice a day. Whether a person has been hurt in a car crash, a workplace accident or a serious fall at home, seconds can mean the difference between life and death. The Trauma Centre at The General is one of the busiest trauma centres in Ontario, where experts in different disciplines collaborate as a team and provide world-class care.

The General is also home to the leading cardiac surgery program in Ontario and the province's highest-volume integrated stroke program. The site is renowned for its cardiac and vascular care, burn treatment, stroke and neurosciences, and rehabilitation programs. The Regional Rehabilitation Centre at The General provides intensive therapy for patients recovering from a stroke, acquired brain injury,

amputation or spinal cord injury.

Funds raised from Strides For The General support the care of patients like Brandon every day. You can make a real difference in the lives of patients and families throughout south-central Ontario by registering, fundraising and supporting Hamilton General Hospital Foundation. Visit www.hamiltonhealth.ca/strides and take that important first step for outstanding health care in the region. **BL**

With projects like these, Hamilton Health Sciences Foundation is proud to support a culture of inquiry for medical investigators who are dedicated to advancing patient care through research. To make a real difference in the lives of patients by supporting important medical research projects, visit hamiltonhealth.ca/donate.



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8TH ANNUAL
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Proceeds support enhanced patient care at Hamilton General Hospital including the Regional Rehabilitation Centre





A Safe Place

BY JANET HANDY

The Kristen French Child Advocacy Centre Niagara has been a safe place to help, heal and end child abuse for ten years now. We will be celebrating this accomplishment at Club Roma on October 18th at our 3rd Annual Spotlight Gala. With the musings of one of Niagara's favourite comics, Joe Pillitteri and presented by Penner Building Centre, the evening will feature a new video on our past, present and future hopes.

Last year, the Centre hosted 312 cases involving 525 children/youth interviews in our non-threatening, child-friendly environment. Every time a child walks through our doors for an interview with our partners (NRPS and FACS Niagara), we have three goals in mind:

- To provide a setting where children and youth feel safe disclosing their abuse experience
- To minimize the number of times children must repeat their experience to professionals
- To provide a coordinated partners' response that significantly reduces the trauma associated with disclosing abuse

And it works! A new Canadian study shows that for every dollar spent on an investigation in a Child Advocacy Centre, a value of up to three dollars is achieved on the social return to society. We invite you to come to this very special Gala and support the Centre's work. Be a part of the solution to end child abuse in Niagara. **BL**

3^{RD ANNUAL} SPOTLIGHT GALA

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Proceeds benefit the Kristen French Child Advocacy Centre Niagara
a safe place to help, heal, end child abuse

Janet Handy is the executive director of the Kristen French Child Advocacy Centre Niagara. For more information, please call 905.937.5435, email info@kristenfrenchcacn.org or go to kristenfrenchcacn.org.

Beat The Heat

How to avoid the summer sales slump!

BY BRETT MEADOWS

IT'S SUMMERTIME AND IT'S hotter out than a salesperson in a pepper patch. Summer can be a slower season for salespeople. Prospects are on vacation, emails get the automatic "out of office" bounce back, calls go unanswered and messages are not returned. As the summer sales slump cloud hangs over many salespeople's heads, they may have wished they'd put in some extra work before the sun came out – but not to worry. We're here to give you some ideas you can use to set yourself up for a successful summer.

1. Prospect, Prospect, Prospect - Suns out, and your sales funnel has run out. This goes without saying that prospecting at all times is important, especially going into the summertime. Let's face it. When June hits, it's twice as hard to get in front of a prospect. That's why during the summer it's important to double your prospecting efforts and double the amount of prospects in your pipeline!

2. Revisit Dead Deals - Remember that prospect who told you a few months ago that now is just not a good time? Well, maybe now is! Show your promise to revisit the prospect and strike up the conversation where you left off. In a recent Harvard Business Review study, it showed that 68% of prospects that say now is not a good time are never revisited by the salesperson. Go in, get the prospect talking again and determine if they're still worth pursuing or removing from your pipeline

3. Upsell - For the most part you are calling on happy customers.

Anyways, you might as well ask for more business that you're currently not getting. Customers are happier in the summer. Your conversations are lighter and built around the fun they had or are going to have on the weekend. Their guards are lowered and having upselling conversation can be easier to start at this time.

4. Get Creative - So many salespeople I talk to leave boring messages and worse - have a boring voicemail message letting customers know they're away from their desk and will call them back as soon as they're able. Boring! Why not use some creativity and leave a fun voicemail message for your prospect instead? For example, "Hi Mr. Jones! It's Brett Meadows from XYZ and I was able to pull myself away from the 9th hole to give you a quick call to set up a time to meet with you to discuss our proposal. Offices are boring this time of year so why not call me back and we can arrange a time to meet for a round ourselves? Looking forward to hearing from you!"

5. Plan to be Persistent! - It can be tempting to let your foot off the gas when it seems like all of your fellow salespeople, prospects (and maybe even yourself, who are we kidding?) are on vacation, at the golf course or just cutting out early to grab a beer with their buddies. Take advantage of this and go the extra mile while the competition is relaxing. It will be easier for you to cut through the noise. Set a summer calendar for yourself, with each week (or day, if you're looking to be top dog) with a new initiative or task designed to create movement in your funnel. That way, you're hedging against your own summer slump and enforcing some accountability for yourself. **BL**

Brett Meadows is an sales expert. He has founded Two companies: Meadows Sales Training , Bosker Real Estate Investment Group. He has shared his sales and business expertise as a motivational speaker and soon to be author!

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MORE THAN 350 BIG HEARTS HELP AT HOSPICE NIAGARA

BY KELLY VLAAR

FAMOUS POET AND PLAYWRIGHT Oscar Wilde said it best when he proclaimed that "the smallest act of kindness is worth more than the grandest intention." Though he lived in the 1800s, Wilde's words stand true today.

At Hospice Niagara, small acts of kindness happen every day, and they come naturally to the cadre of more than 350 volunteers with big hearts who dedicate their time and talents, serving those living with life-limiting illness, and their loved ones throughout Niagara.

Once only thought of as a "bed," hospice care now includes palliative care, broader counselling and practical support for caregivers and families, and programs for bereaved individuals. At Hospice Niagara, the realm of hospice palliative care continues to broaden as the local population ages and experiences complex health issues.

"Our goal is to provide the best physical and emotional support we can for our clients and their loved ones," says Carol Nagy, executive director of Hospice Niagara. "Much of our work relies upon support from our cherished volunteers."

Ranging in age from 18 to 90, and residing throughout our community, hospice volunteers work diligently to enrich people's lives in countless ways. Volunteers visit clients in the community, provide nourishment to residents, warmly welcome visitors, support day hospice programming giving loved ones time for respite care, provide bereavement and grief support, and help with administration.

Last fiscal year, Hospice Niagara volunteers spent more than 18,000 hours supporting clients at end-of-life. These numbers are impressive, considering Hospice Niagara's humble beginnings. Ten years

ago, there were 130 volunteers supporting the mandate of the organization. The exponential growth to more than 350 volunteers has embedded volunteerism into the heart and soul of the organization.

"My volunteer has gone out of her way a million times to make things better for me. I really look forward to her visits," says one Hospice Niagara community client.

By engaging citizens to support important and necessary programs and services in the community, Hospice Niagara provides a platform for the organization to foster meaningful relationships with volunteers. The organization's approach to engaging volunteers involves understanding where they are in their lifecycle and aligning that with their own goals and skills, while supporting the needs of our clients.

Local businesses and community organizations also volunteer in a variety of ways to support Hospice Niagara such as hosting a fundraiser or selling 5 Car Draw tickets, operating the holiday tree kiosk at the Pen Centre; providing awareness opportunities; and even tending to The Stabler Centre's gardens.

By tapping into shared goals and values, extraordinary things are accomplished – and it's these extraordinary things that enable Hospice Niagara to serve the hospice palliative care needs of our community. We are extremely grateful for the big hearts our volunteers have and sincerely thank them for all they do! **BL**

Kelly Vlaar is manager of organizational development at Hospice Niagara. For more information about Hospice Niagara and volunteering, please visit hospiceniagara.ca.

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Complete Rules and Regulations at Hospice Niagara or Scardraw.ca. Total value of all prizes is \$216,912.11, inclusive of all applicable taxes and other charges. Prizes may not be exactly as shown. Early Bird Prize draw will be conducted at 5:00 p.m., June 17, 2018, at Niagara Square, Niagara Falls, ON. To be eligible, tickets must be purchased by 4:30 p.m. June 17, 2018. Bonus Prize draws (ten) and Grand Prize draws (five) will be conducted at 6:30 p.m. on August 6, 2018, at Montebello Park, St. Catharines, ON. To be eligible, tickets must be purchased by 6:00 p.m. August 6, 2018. Grand Prize values are as follows: 2018 Honda Civic Coupe LX CVT \$26,990.05, 2018 Mazda CX-5 GS FWD \$36,030.62, 2018 Ford Mustang Convertible \$42,078.94, 2018 Chevrolet Silverado 2WD DBL CAB CX \$44,928.80, 2018 Chevrolet Camaro Convertible LT \$46,883.70. Only 27,000 tickets will be available. LL#9662.



Differentiating Between Good and Bad Leases – for Commercial Tenants

BY JEFF GRANDFIELD AND DALE WILLERTON – THE LEASE COACH

AS WE EXPLAIN IN our new book, *Negotiating Commercial Leases & Renewals FOR DUMMIES*, a bad lease agreement may hold you back from making a good profit or even result in the closure of your business. Great businesses in poor or mediocre locations will never reach the full potential that a better location may offer. On the other hand, perhaps you've picked a great location, but leased too many (or too few) square feet; this can prove to be a problem as well.

Combine a poor location with a high rental rate and you have a recipe for disaster. Your business will never succeed, let alone sell for a profit. Too many entrepreneurs are shopping for cheap space, but for the most part, get what they pay for location-wise. This isn't to downplay the need for skillful negotiation; you don't want to pay too much for a good location – it's all relative. In many of the larger plazas and enclosed malls, the property may be recognized as an excellent location, but getting stuck in a quiet area of the property may make your business less visible than you would like.

Another factor can be a lack of adequate parking for your customers. One multi-unit restaurant tenant The Lease Coach worked with for a midterm rent reduction came to the unfortunate realization that their newest location was parking starved. Just when people were hungry and wanted to visit their restaurant, the parking lot was already full of vehicles. Customers parked briefly outside the front door, came in to complain that they couldn't find a parking space even close by, cancelled their reservation, returned to their cars and drove away. Brevity in a lease agreement is the enemy of most commercial tenants. A good lease agreement is longer, not shorter. Never assume that what the lease doesn't say will play out to your benefit later – it won't. As the commercial tenant, you want everything that could possibly be an issue addressed in your lease agreement. Remember, it's often what is missing from a lease agreement that really comes back to haunt the commercial tenant.

Are you considering joining a franchise system? While franchisor approval is typically required with choosing a location for a franchise concept, the franchisor often "rubber-stamps" the location without even visiting it (the franchisor may be located in another city and lacks the money, time, and/or qualified staff to do the work required). Don't just assume that franchisors automatically know what they're

doing when it comes to choosing a site either. Often these locations are selected for the franchisee by an outside real estate agent who may see an easy commission with little work. Or perhaps the location was selected by an inexperienced franchisee or the franchisor's area manager or developer based on some weak criteria. While name recognition will help to draw customers and build business, location is king. We remember a major submarine sandwich franchisee that opened near one of our homes. It was a bad location choice as the community didn't need another plaza – let alone another quick-service restaurant in this particular neighbourhood. Sure enough, although this franchise chain had over 10,000 locations worldwide, this one opened and closed – within the first year.

Making a good lease great means removing, deleting, or negotiating restrictive clauses in the lease agreement that will hold your company back. For some commercial tenants, the renewal-option clause can be the difference between whether you get to stay in your location for several renewal terms. A demolition clause can force you to move out of your premises if the landlord wants to knock down the building and put up another type of building. A relocation clause can force you into a costly relocation. If an entrepreneur wants to sell their business and assign their lease agreement to the buyer, the lease must have a comprehensive lease-assignment clause. However, commercial landlords often include conditions controlling or potentially prohibiting the lease assignment (unless suitable wording is added for the tenant's protection).

All of these are scary scenarios requiring proper guidance from a professional who is working for you, being paid by you, and serving your needs. **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, email dalewillerton@TheLeaseCoach.com or visit www.theleasecoach.com. For a copy of our free CD, *Leasing Do's & Don'ts for Commercial Tenants*, please e-mail your request to JeffGrandfield@TheLeaseCoach.com.

SPARKING BUSINESS START-UPS IN NIAGARA

BY RICH DAVIDSON

In 2016, Spark Niagara set out to reverse a decades old trend in the Niagara Region. Heightened by a rapidly aging population, professionals were leaving Niagara in droves. While young graduates looked elsewhere for their first big break, middle-aged business professionals pursued leadership roles in capital cities. Something needed to change.

Dino Miele and Dave Robitaille first envisioned the idea for Spark Niagara in the summer of 2013. With their combined business, technology and education experience, coupled with their passion for the Niagara Region, the duo embarked on a mission to support and advance the efforts of young and emerging business start-ups as they evolved from ideas to commercialization.

During the various stages of business development, Spark Niagara's focus is to aid start-ups in growing and advancing their business activities in ways that will significantly increase their sustainability. Spark's long term goal is to create an environment for new businesses in well-paying sectors to thrive, thereby creating economic opportunity for young people to work and live in Niagara. It is Spark's hope that young people will make the decision to move to Niagara to take advantage of these economic opportunities and enjoy

the distinctive quality of life that the Region has to offer.

Their approach has been effective, and Miele and Robitaille are excited to see the positive socio-economic impact Spark has had in the Niagara Region, particularly on youth. Over the past year, Spark has grown into locations in the Town of Lincoln, St. Catharines and Niagara Falls. The number of businesses hosted at Spark locations is increasing, partner interest is expanding, and plans are in the works to create innovation centres in each of the Niagara townships. Early signs of success can be seen in Chalk, Hour Republic and T-Reality – successful start-ups that took advantage of the unique opportunities that Spark Niagara had to offer.

Access to high-speed internet is one of the global pillars of economic development, and today's most successful businesses are built on broadband networks. Through NRBN, the Niagara Region has access to the high quality of ubiquitous broadband seen in Toronto, Ottawa and other major city centres. Spark Niagara and NRBN have forged a partnership built on big bandwidth and a mutual aim to transform communities and drive economic growth in the Niagara Region.

"It's a great feeling to know our partner, NRBN, provides a secure, fast network that our team, clients, and partners can rely on," said Dave Robitaille, co-founder and Chief Operating Officer. "We appreciate working with an internet service provider that shares our vision for economic growth in the Niagara Region."

NRBN provides Spark Niagara with a "full stack" internet solution including network security and high-speed managed Wi-Fi. These services and more are available to all of Spark's clients and partners at each of their locations throughout the Niagara Region. For more information, visit www.sparkniagara.com. **BL**

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



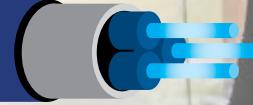
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H2ONLY INC.

NIAGARA'S PREMIER SOURCE FOR REVERSE OSMOSIS PURIFIED WATER.

BY SCOTT LESLIE

WATER IS THE ELIXIR of life. It's one of the things we rely on to maintain our health and well-being. It is also a passion for the water professionals at H2Only Inc. who use water as a platform to promote personal health, ecology, and compassion in the community.

Based in St Catharines, H2Only has been delivering three and five-gallon bottles of filtered water to residences, schools, businesses, and industries throughout the Niagara Region since 1994. H2Only also provides Canadian-made Thermo Concept coolers for rent or purchase.

Ordering is easy! Simply order online, by phone or email. H2Only will deliver to your door on a mutually agreed upon day. No muss, no fuss. There are no contracts or extra service charges. Just pure drinking water at an affordable price.

"Ninety-percent of municipal water isn't used for drinking," says Wilma Snippe, H2Only's CEO. "It's used for washing cars, watering the lawn, taking a shower. Therefore, it's cost prohibitive to fully purify all of that water when so little of it is actually consumed."

That's where H2Only comes in. H2Only uses municipal tap water as a starting point, running it through a customized nine-stage filtration process that removes contaminants like chlorine, chemicals, pharmaceuticals and bacteria. The key element in their process is a double-pass reverse osmosis technology which produces an exceptional rate of purification. For instance, municipal tap water has a rate of impurities that typically runs between 150 and 175 PPM (parts per million) TDS (total dissolved solids). Following H2Only's purification process, however, the resulting water has less than three PPM TDS.

Wilma says that many disposable bottles on the market have more PPMs than tap water. (Some can run as high as 550 PPM.) Besides being ecologically harmful, disposable bottles can contain plastic fragments, sodium, and heavy metals which are hard on the liver and kidneys.

"Reverse osmosis drinking water is a much healthier alternative because you get all the hydration," she says, "and your body doesn't have to filter the water for you."

H2Only also goes that extra mile to keep their water bottles clean once they've been returned to the facility. Each bottle goes through a seven-step cleansing process that includes a full inspection, hand and machine washing, sanitation, refilling, and further inspection before they're loaded on trucks. In addition, water is filtered, bottled and delivered within two working days to ensure the highest level of freshness.

"There are no bottles collecting dust here," Wilma says.

That same level of care is applied to their water coolers. The H2Only delivery team is constantly monitoring their clients' coolers for purity. Coolers should ideally be cleaned and sanitized every six months, and H2Only offers a full cooler cleaning service.

"It doesn't make sense to put our pristine, clean water in a dirty bottle or on a dirty water cooler," Wilma explains.

H2Only is committed to serving the Niagara community. Each week, they donate their water free to Community Care, the YWCA, Start Me Up Niagara, and the Underdogs Boxing Club, as well as many other annual fundraisers and charitable events. For the past 12 years, H2Only has also funded the building of permanent water wells in rural Cambodia through Hope International.

Making deliveries from Fort Erie to Burlington, H2Only serves a wide range of clients – from seniors living alone to multi-million-dollar industries. The H2Only team has seen numerous clients benefit from switching to their purified water. Not only is it a healthy choice – but the convenience of having it delivered right to their door makes the decision to switch to H2Only an easy one.

"Between the taste, the purity, and our team taking and delivering their orders, our customers always feel good about drinking H2Only water," Wilma says. "The next time you consider changing your drinking habits, give us a call." **BL**

For more information on H2Only, please go to h2only.ca.

STUCK IN THE FLAT EARTH SYNDROME!

BY DENNIS O'NEILL

In 1992, the New York Times reported, After 350 years, Vatican says Galileo was right. Second century astronomer Ptolemy said the sun and rest of the cosmos orbited the Earth.

In 1543, Copernicus dared to say the Earth orbits the sun. Unless he recanted, he was to be burned at the stake. (Galileo, using the recently invented telescope in 1609, actually saw "the new reality.")

Not until 1992 did the persecuting body admit Copernicus had it right. Kudos to anybody who can confess it has erred. But why so long to admit the obvious?

The disease - I call it the "the flat Earth syndrome." On their way to a destination, an organization gets off the interstate highway and gets trapped running around an oval race track. They never get anywhere even when they speed up.

The organization feels a need to conform to their venerated code, their "truth," their self pronounced "direction to progress." The institution becomes paralyzed in mental rigor mortis. Their paradigm filters out all the light. The belief may get disproved as new knowledge shows itself. Never mind. We must adhere to the ages-old rule.

Who carries the disease? - Flat Earth syndrome infects governments, education, churches, medicine, sports, industries, people... Know any carriers? **BL**

Dennis O'Neill, The Business Growth Coach For more information on how to grow your business, please call 905.641.8777, email dennis@dennisoneillcoach.com or visit www.dennisoneillcoach.com.

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BOSAK WEALTH MANAGEMENT OF RBC DOMINION SECURITIES

Photo: Jaime Bosak, Adam Bosak and Kim Bertrand

By Scott Leslie



Wealth Management
Dominion Securities

Bosak Wealth Management

WHEN ADAM BOSAK WAS a young boy, he would often spend long hours delivering newspapers in his Merriton neighbourhood and collecting money from his many customers.

Today, the Wealth Advisor and Associate Portfolio Manager at Bosak Wealth Management of RBC Dominion Securities may be looking after multi-million-dollar accounts – but he still knows how important it is to impress his clients.

“Some investors are conservative,” he says, “And some are willing to take on more risk. At the end of the day, you have to deliver for them. You have to make every penny count.”

Adam has more than 16 years of experience in the financial industry, having launched his career with RBC Royal Bank as a Client Service Representative in 2002. Five years later, he would take on the role of



Investment Retirement Planner for several Niagara RBC branches, and was even named one of the top 60 Investment Retirement Planners in Canada in 2011, by RBC.

Looking to offer his clients an even higher level of service, Adam joined RBC Dominion Securities in September of 2012 and formed his own financial advisory team – Bosak Wealth Management. Here, he can take care of everything from managing your investment portfolio to planning for retirement. Adam can also handle other areas like tax strategies, estate, insurance and business planning.

Bosak Wealth Management is no one-person operation. As part of RBC Dominion Securities, Adam can easily refer his clients on to other members of RBC's extensive wealth management group.

Bosak Wealth Management of RBC Dominion Securities is also a family-oriented operation in more ways than one. Adam's wife Jaime came on board in 2015 and Adam's sister Kim Bertrand joined the firm the following year. Jaime and Kim currently take care of the office's day-to-day operations including administration, marketing and customer relations. Both are fully licensed.

"We work hard as a team and make sure we stay on top of things," Adam says. "We may work long hours but it doesn't seem like work to us."

A FORMULA FOR SUCCESS

Adam and his team offer wealth management for clients looking to free themselves from the stresses and struggles of managing their own finances.

Initially, Adam will help his clients develop a financial plan based on their goals and situation and discuss the client's level of risk tolerance so they know what to expect. But the process doesn't end there. Moving forward, Adam and his team continue to monitor and manage the client's finances and recommend areas for change as their needs change.

"We set our clients up for success," Adam says. "We have their best interests in mind. They trust us – and that's huge. That means a lot to us."

Bosak Wealth Management of RBC Dominion Securities mainly deals with high-net-worth clients and their families. That includes everyone from retirees and business owners to doctors, farmers and business professionals.

"We'll look at their finances and see what they need," Adam says. "We sweat the small stuff so they don't have to."

"We're very organized and process driven," Kim adds. "That makes it easier for them going forward."

Adam, Kim and Jaime have over 40 years of combined experience in the financial industry. A dedicated financial expert, Adam has three designations – Chartered Investment Manager (CIM), Fellow of the Canadian Securities Institute (FCSI) and Personal Financial Planner (PFP). He's always learning and is never content to rest on his laurels.

"The industry is changing all the time," Adam explains. "That means keeping up to speed with everything from estate planning to the latest federal budget. We're continuing our education so we can make the best decisions for our clients. We never guess at anything."

The team takes great pride in the personal brand of service they offer their clients, whether it's answering client calls personally, dropping them a birthday card or sending their condolences over the loss of a family member.

"It's because we care," Jaime says of their clientele. "They become part of our family."

A PASSION FOR PEOPLE

Looking after a client's financial well-being is a high priority – and so is taking care of the community at large. Over time, Adam and his team have sponsored and donated to all kinds of children's and youth focused initiatives in the Niagara area.

Born and raised in the Niagara Region, Adam, Jaime and Kim are all passionate about doing their part for the community. For instance, Adam and Jaime host a Christmas toy and food drive at their house every year in support of Community Care of St. Catharines & Thorold. Adam and Kim also volunteer with the Big Brothers Big Sisters Bowl for Kids Sake and participate with their families each year. A former board member of Big Brothers Big Sisters, Adam currently sits on the Wise Guys Charity Fund's golf tournament committee and often coaches his sons' soccer and ball hockey teams. Adam is involved with Mainstream in honour of his late brother who suffered from cerebral palsy.

When Adam and Kim were growing up, their father Walter was a firefighter and auxiliary OPP officer, and that spirit of helping people drives the two siblings.

"We work as a family to help other families," Adam says simply. "You want to be there for people."

After six years, Bosak Wealth Management of RBC Dominion Securities has been growing at a rapid pace. Although the majority of their clients are in the Niagara Region, their strong word of mouth has enabled them to provide service in other markets and take care of clients, family and friends. Part of the growth in their business comes from holding a series of seminars in Niagara to introduce themselves and educate potential clients on the best way to manage their financial well-being.

"Everything we do is because we care so much about our clients," Adam says. "We love helping people. When someone trusts us to take care of their family – that's the biggest compliment." **BL**

Adam Bosak is a Wealth Advisor with RBC Dominion Securities Inc., a member of the Canadian Investor Protection Fund. Bosak Wealth Management of RBC Dominion Securities is located on 63 Church Street, Suite 400 in St. Catharines, ON. For more information, please call 905.988.5441 or go to bosakwealthmanagement.com.



ARE YOUR BACKUPS SAFE?

BY TAYLOR HAYWARD

IT MAY SEEM LIKE a silly question, as backups are never traditionally thought of as being at risk. It stems back to a time when backups were on tape – a medium that would be tough for even the most skilled developer to hack into. But today's backups are stored (whether on-prem or in the cloud) on disk...or more specifically, files in a file system. Depending on how accessible that file system is, your backups themselves may be at risk.

It's far more likely they'd be at risk of attack from ransomware than anything – if for no other reason than the benefit to the cyber-criminal: If they can encrypt your backups (along with production data), you'd have no other recourse but to pay the ransom, no matter how high. The only other instance I can think of when backups would be important to an attacker is in the case of data manipulation or data destruction. If they were intent on prohibiting you from putting data back into a known good state, destroying backups could be a strategic move.

Take the following examples of malware and think about how backup data could be accessed:

SynoLocker - This purpose-built ransomware took advantage of a specific vulnerability found on Synology NAS devices and encrypted the contents.

EternalBlue - This code leverages SMB connections to spread malware across multiple Windows endpoints.

Locky - This ransomware-traversed mapped network shares to find content to encrypt.

While none of these specifically are examples of backups being encrypted, the point is, if your backups are accessible to any endpoint (and they are), they are at risk.

First off, if you're thinking "I'm safe, my backups are encrypted," you're missing the point. Attackers aren't trying to access your backups. They're trying to take away your ability to use your backups.

So, how do you protect your backups?

Keeping Backups Safe

Your mindset should be one of security here. The goal is to protect a data set that is the foundation for protecting every other data set in

your organization. The following steps (although not an exhaustive list) could put your organization in a good position to help ensure backups aren't inappropriately accessed or manipulated.

1 Implement least privilege - To affect your backups, an attack needs to have access to them in the first place. Limit the number of accounts that have access to backup data, restricting the use of those accounts to only backup-related processes (e.g. don't use Administrator to perform your backups, as you may log on with those credentials on another system that is already infected with, say, a keylogger).

2 Isolate your backups - Eliminating the ability for any inbound connections would be a smart start. Set up firewall rules to allow the server performing the backups to operate so that an outbound connection needs to be established with the system being backed up, but no inbound sessions are initiated.

3 Maintain multiple copies - Protecting your backups gives new life to the "3-2-1 Backup Rule" (3 copies of your data, 2 different mediums, 1 off-site). If you're an on-prem backup show, consider going hybrid cloud or cloud-first instead and maintain backups securely in the cloud. If you're copying data to the cloud as part of a backup job - so, should the on-prem data be manipulated or tampered with in any way, that isn't copied to the cloud.

If you're not taking these kinds of proactive steps, your backups are potentially at risk. Cybercriminal organizations are becoming more sophisticated in their tactics, looking for ways to ensure their attacks are successful. So, it's natural to conclude that if removing backups as an option for their prey is beneficial to the attacker, they're going to look for ways to make that happen.

By putting the three steps above in place, you can help reduce the likelihood of your backups being a target and increase your organization's ability to recover from an attack. **BL**

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

Selling with confidence? Make sure you provide value

BY TRACEY MACKENZIE

People often struggle with the idea of selling. It can be a daunting process. Our brains are wired to avoid pain and rejection. People who love sales are often able to get past that in some way, shape or form.

One of the best ways that I have found for getting past the rejection factor in sales is to make sure you are providing value. When you know what you sell will improve your customers life in some way, shape or form, it allows you to sell with more confidence. When you know the value they will get out of whatever you are selling is greater than the money you are charging, you will not be afraid to ask for the sale.

Will belief in value move us away from the fear of making sales? Not completely. But it will help.

Selling for many people can be like speaking from a stage. But when done well, it can feel like a conversation and like an act of service and can be one of the most rewarding things that you do. Defining the value and what you deliver will help bring comfort forward in the sale process for both you and your customer and can empower you to get your much-needed product or service into the marketplace. **BL**

Tracey Mackenzie runs a program called Power Profits where you can learn how to raise your profitability IQ through the various profitability drivers in your company including the sales process. To find out more, visit www.powerprofits.ca.

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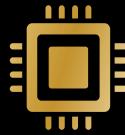
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CORK SCREWED: A NEW SHOW ABOUT WINE, FROM TWO GUYS LEARNING AS THEY GO

BY RALPH DEGROOT

HOW DOES A BRAND stand out in a very crowded market if 70% of its consumers don't really understand the product they're buying? This is the plight of the winery and the genesis of "Cork Screwed."

In 2015, Pat Gagliardi and I pitched an idea to Bell Media. It was simple; most of our colleagues in the GTA assumed we knew all about wine because we live in the heart of the Niagara wine region. Well, we don't. And the reality is those colleagues were asking us because they didn't either. It turns out most people who enjoy wine really don't know as much as they'd like. It sounded like an opportunity to us!

A simple concept with a twist. Most reality-based shows feature an "expert" who guides the viewer through the experience, from food to flipping houses. More often than not, however, shows about wine approach it from an enthusiast's perspective, and newcomers are left scratching their heads as the dialogue flies right over them. The Tannins? Who are the Tannins?

Pat and I genuinely don't know much about wine, and we thought that would be a great place to start. Partnering with a different winery every episode, we could ensure the dialogue stayed fun and approachable. Starting with the fundamentals, we'll build with every episode, and viewers can take the ride with us. After all, wine is supposed to be fun, right?

We signed a deal with Fibre TV1 in January of 2018 to produce six non-exclusive episodes for a September airdate. We'd then be free to relicense it with other platforms, extend our reach and double up for Season 2 with 12 episodes. With the plan in place, we began working the plan.

We started by having a conversation with Jeff Chesebrough at Innovate Niagara and Kelly Provost from Economic Development at the Region of Niagara. That was our foundation. Fast forward six months and we've partnered with wineries; brought on board CCOVI at Brock University, the City of St. Catharines and several Niagara businesses and organizations; hired 15 skilled production specialists – and we're almost finished producing Season 1 of Cork Screwed. A show about Niagara Wine, shot in Niagara exclusively with Niagara talent! From concept to completion, this is truly a homegrown Niagara collaboration that will be seen all over Canada!

It was not easy, but they say most things worth doing aren't. For that reason, we are eternally grateful for the incredible support we received so far. To Innovate Niagara, Brock University, the regional and municipal governments, our amazing winery partners (both Season 1 and those already signed up for Season 2!), and myriad local businesses and organizations who've helped in so many ways, we say thank you!

Follow the journey @corkscrewedTV on social media or visit our website at www.corkscrewed.ca. **BL**

Ralph deGroot is a lifelong resident of Niagara with a background in visual arts, comedy and storytelling. A graduate of The Second City Conservatory, Ralph has worked on both stage and screen. Some credits include Flashpoint, Nikita, Covert Affairs, Mayday, Urban Legends and more. Ralph has also worked as a director and producer for several productions in Canada and the U.S. On the back of two years working in South Florida, Ralph couldn't be happier to be home and working where he lives, right here in the heart of Niagara.

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WHY USE MEDIATION OR ARBITRATION TO SOLVE YOUR DISPUTE

BY MALTE VON ANREP, QC

NO DISPUTE SOLVING PROCEDURE is perfect. The goal therefore is to find the one that works the best for your matter.

After fifty plus years of experience in using the court-room litigation process I have concluded that issuing a claim in court and proceeding to trial is the least efficient method to resolve a dispute and should be used only as a last resort.

There are several reasons for this position, the most obvious one being the cost and time involved to reach a final result. A trial involves an adversarial process where each party goes to great lengths to point out the faults of the opposing party. The statement of claim and statement of defence or the application and answer are prepared in a meticulous fashion to avoid missing any potential claim or any potential defence, no matter how obscure or how unlikely to succeed. This process has the natural result of inflaming the emotions of the opposing party and escalating the determination to fight to the bitter end, no matter how long it takes or how much it costs.

Many interim steps are taken before the matter can be decided by a trial judge. In a commercial civil action this can involve extensive examinations for discovery where the opposing party is examined under oath to find exactly what evidence each party has and what their story will be when they give evidence at the trial. One of the easiest ways to attack the credibility of a party is if their sworn evidence at the discovery stage turns out to be different from their sworn evidence at trial. The court procedure also allows interim motions to be brought by a party to resolve some issue before trial. There could be a contested issue about where the trial should be held. Should a disputed issue be resolved by a summary judgment motion rather than having it decided after the presiding judge has heard all the evidence at trial. Courts have specific dates when short motions of no more than one-hour duration are heard and dates when long motions over

one-hour duration are heard.

Parties must prepare detailed affidavits which have to be served and filed within specific time frames, setting out their position on the issues to be decided by the motions judge. Factums, having a summary of the facts and the applicable law each party is relying on along with a statement of what order each party is looking for, must be served and filed. These interim steps are time consuming and expensive considering the work that the legal team must put into this process.

Before you reach trial, a settlement conference is going to take place in a conference room before a judge who reviews each party's settlement conference brief. The judge listens to the submissions from the lawyer for each party, and hopefully makes beneficial settlement recommendations to the parties. However, if there is conflicting evidence advanced by the parties, often the response from the judge will be that a settlement recommendation cannot be made until the conflicting evidence is sorted out by the trial judge after seeing and hearing the witnesses give their evidence at trial. At the end of the settlement conference the lawyers must estimate how long the trial is likely to last. This information is passed onto the trial coordinator who then must determine when a judge is available to spend a number of weeks required for trials to be heard.

One of the main difficulties in resolving your dispute through the trial process is the technical rules governing admissible evidence. When is hearsay evidence allowed and what weight is to be given to that evidence by the trial judge? What restrictions are there in trying to have someone recognized, by the court, as an expert, in order to give opinion evidence on an issue within their area of expertise? These are all time consuming and expensive issues that must be addressed.

In family law disputes, the trial process is even more cumbersome and frustrating. Emotions tend to be much higher than in commercial litigation. This results in parties finding it much more difficult to make calm rational decisions when they are consumed by anger and often hatred of the opposing party. The many procedural steps are

again very time consuming and expensive.

Making full, voluntary and honest financial disclosure is very often the first hurdle to overcome. This may require a motion to the court for an order that the opposing party provide numerous documents to substantiate what wealth each party at date of marriage and date of separation. Each party has the obligation to substantiate the accuracy of their income and expenses as well as the value of their assets and the extent of their liabilities.

This can involve the aid of expensive expert's reports where privately owned companies and businesses are involved. The same can be said where the value of property is involved, in a volatile and changing real estate market. Before a matter reaches trial a Case Conference, Settlement Conference, and a Trial Scheduling Conference must be held. Each of these steps needs extensive time and expense, for each party to prepare, serve and file a detailed conference brief with specific time constraints before the trial date can be set at an assignment court.

A case conference is one of your first attendances at the court house by the litigants and their lawyers before a dispute resolution officer or judge to explore the chances of settlement, identify the issues in dispute, explore ways to resolve the issues, ensuring that the parties have made full disclosure of all relevant evidence, and identify issues which require expert evidence. Admissions that may simplify the case are named. A decision is made whether questioning of the parties before trial is to take place. Finally, the date for the next step in the case. No motion for interim relief may be brought before the case conference, except in cases involving child protection or other 'emergency' issues. Each party must prepare, serve and file a written summary that talks about all of the above noted issues.

A settlement conference is the second attendance at the court house by the litigants and their lawyers before a judge to explore the chances of settling the case. This is done by narrowing the issues in dispute, ensuring that disclosure of relevant evidence has been made, and where possible obtaining the judge's opinion on the strengths and weaknesses of the claims and defences on the issues in dispute. Again, each party must prepare, serve and file a written summary touching all of the above noted issues.

A trial scheduling conference is an attendance at the courthouse by the litigants and their lawyers before a judge to identify what issues have to be decided at trial. The names of the witnesses each party intends to call and the specific topic on which they will give evidence; what experts will be called to give evidence and an estimate of how long each witness is likely to be in the witness box. Parties must describe whether they intend to give written or oral opening

statements; when the parties are to exchange their proposed exhibits, trial record and case books, and to ascertain whether any special equipment is required in relation to audio or visual recordings. The presiding judge signs a summary of what has been discussed and decides which parts can become part of the trial record. No exhibits may be relied upon and no witnesses may be called other than was listed in the judge's endorsement unless a court order has been obtained, granting permission to do so. Again, each party has to prepare, serve and file a written summary touching on all of the above noted issues.

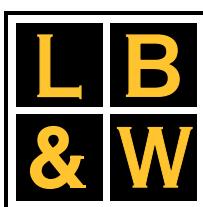
By now I trust, you will agree there must be a better way to resolve disputes. And there is.

Mediation and arbitration by-passes many of the pitfalls of litigation. Firstly, the parties get to pick the person they wish to use as a mediator or arbitrator.

Mediation refers to a form of alternative dispute resolution (ADR) in which parties in a lawsuit who wish to avoid going to court, meet with a neutral third-party mediator selected by them, to settle the matter. If mediation does not produce an agreement, then Arbitration is the process for resolving impasse by engaging a neutral third-party Tribunal who will rule on the outcome.

This is a major advantage as parties can make their own enquiries of the experience and reputation of the person they choose to help resolve their dispute. If it is a family law dispute you probably do not want to choose a person that has never dealt with a family law file when they were in practice. With a mediator you can pick a time for the mediation meeting(s) that is convenient to all participants and you don't have to deal with a clogged-up court schedule. You can arrange for mediation with or without your lawyer's participation and you are not automatically restricted to technical court rules of evidence. The parties can agree on the form of evidence and submission they wish to present to the mediator which makes the entire process less cumbersome, less expensive, and less stressful. The one drawback to mediation is that the mediator does not make the final decision. The task of the mediator is to aid the parties to come to an acceptable resolution that works for both parties. This need both parties to have, as their objective, a reasonable solution to the problem and leave their anger, their emotions and adversarial approach at the door with a willingness to make reasonable compromises in order to achieve an acceptable result. **BL**

Malte von Anrep is a senior partner at Lancaster Brooks & Welch and he is highly experienced in both civil and family litigation. He is available as a Mediator / Arbitrator and can be contacted in St. Catharines at 905.641.1551.



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Malte von Anrep, Q.C., Mediator & Arbitrator

Mediation is a form of alternative dispute resolution (ADR) in which parties in a lawsuit who wish to avoid going to court, meet with a neutral third-party mediator selected by them, to settle the matter. If mediation does not produce an agreement, then arbitration is the process for resolving impasse by engaging a neutral third-party tribunal who will rule on the outcome. Malte is a senior partner at Lancaster Brooks and Welch LLP and offers over 50 years experience in litigation, mediation and arbitration.

CANAL DAYS

MARINE HERITAGE FESTIVAL

CITY OF PORT COLBORNE TO HOLD ITS ANNUAL FOUR-DAY CELEBRATION OF HISTORY AND HERITAGE ALONG THE WELLAND CANAL.

BY MICHELLE CUTHBERT

The City of Port Colborne is proud to be celebrating its 40th Annual Canal Days Marine Heritage Festival from August 3rd to 6th. This year, the City welcomes Vale as the title sponsor, who are also celebrating a milestone of 100 years as a refinery in Port Colborne.

More than 400,000 people will attend Canal Days – an event that began in 1979 at the Port Colborne Historical & Marine Museum as a celebration of the Canal and the marine heritage that has shaped the city. Be sure to visit their brand new interactive exhibit on the history of the Welland Canal and its influence on Port Colborne! In celebration of the 40th Anniversary of Arabella's Tea Room (located on the Museum grounds), they are sponsoring free admission to the Museum's activities during Canal Days weekend.

Canal Days offers fun for the whole family. Food venders, shopping kiosks, entertainment and vessels line West Street. Children can enjoy the Kids Zone located at Seaway Park or spend the day at the Midway enjoying rides, games and prizes. Families can explore the decks and take a hand at the wheel of vessels like the U.S. Brig Niagara, Buffalo, N.Y. fireboat E.M. Cotter, HMCS Oriole, and Lettie G. Howard, or sail the canal and Lake Erie aboard the Empire Sandy, sponsored by Chamber of Marine Commerce. The Scotiabank Patio on West offers a great location to relax, enjoy a drink and listen to great Niagara talent.

While many attractions are located along West Street, there are a variety of other locations with exciting events. These include:

- The International Kite Festival on **Saturday, August 4th**, and ever-popular Car Show on **Sunday August 5th** at their new location at Killaly Street West and Westside Road.

- The Canal Days Craft Show at the Vale Health & Wellness Centre on **Saturday, August 4th and Sunday, August 5th** with over 60 juried crafters.

- A boat ride from Sugarloaf Marina for guided Lighthouses Tours, presented by the Friends of the Port Colborne Lighthouses and Hamilton Port Authority.

- Jazz on the Lawn at Roselawn Centre on **Saturday, August 4th**.

- Sawhorse Races at Lock 8 Park.

The Canal Days Concert Series, sponsored by Port Colborne Quarries Inc. & Rankin Construction Inc. (also celebrating 40 years of business in Niagara), moves to its new location at H.H. Knoll Lakeview Park. The lineup includes:

Friday, August 3rd – 54.40 with Lowest of the Low, and 97.7 HTZ-FM Rocksearch winners King Park, presented by 97.7 HTZ-FM.

Saturday, August 4th – Blue Rodeo with Freeman Dre & the Kitchen Party and Mel Monaco, presented by 91.7 Giant FM and Country 89.1.

On **Sunday, August 5th**, visitors can enjoy a not-to-miss fireworks display and boat parade of lights with the whole family along the Canal.

Monday, August 6th – The Caverners and Tim 'E' Hendry on Monday afternoon, presented by 610 CKTB and 105.7 EZ Rock.

The festival wouldn't be possible without the hundreds of volunteers who give their time. Interested in volunteering? Call 905.835.2900 x566 or email volunteers@portcolborne.ca.

The success of a festival of this magnitude also wouldn't be possible without the generous support of the following local businesses:

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We hope to see you all #PORTicipate at our 40th Annual Canal Days Marine Heritage Festival. **BL**

Michelle Cuthbert is corporate communications officer for the City of Port Colborne. For more information on Canal Days, please go to canaldays.ca.

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COADY'S CORNER

THE ST. CATHARINES CLUB is the premier private social club in the Niagara Region and we are very proud of our member accomplishments... On June 8th, the Club hosted our 11th Annual Ladies Reverse Draw with the Club donating \$820 to Mainstream Services... We need to thank Mayor Walter Sendzik and his Charity Golf Tournament for helping and donating \$1,500 to Mainstream Services at the Event as well!... Jessica Potts (Inspired Strategy Group Inc.) received the inaugural Distinguished Alumni Community Spirit Award... A huge congratulations to Jessica Potts, Adam Cook, John Netherway and the entire Hats and Horses Committee for Donating \$37,144 in memory of Jan R. Cook... Congratulations to Patrick Little (Heelis, Little, Almas & Murray LLP) as well for winning Patron of the Arts Award at the recent City of St. Catharines Club Art Awards... At the G7 Summit, one of the luncheons hosted by Prime Minister Justin Trudeau featured the Grand Reverse Pinot Noir from Domaine Queylus... a wonderful achievement for winemaker Thomas Bachelder and John Nadeau of Domaine Queylus... Follow us on Twitter @TheStCathClub #theplacetobe **BL**

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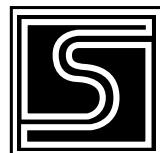
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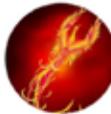


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Hari Sreedharan

Chief Consultant Canadian Franchise Consultants

Canadian Franchise Consultants is a full-service franchise consulting and development firm with extensive experience in the franchise industry. Its consultation process is a proven method of helping others identify and research franchise opportunities that present a true opportunity for success for clients and their target markets.

Snowbirds have the option of starting a franchise in the U.S. and being eligible for an E-2 visa to stay there. With over 2,800 franchise concepts available in the U.S. alone, however, searching for the right franchise can be a daunting task. In addition, not all franchises are created equally and even the top-rated franchises are not always the best fit for all individuals. At Canadian Franchise Consultants, they take a close look at their clients' goals, experience, strengths, weaknesses and preferred lifestyle to help them find the opportunities that present a realistic opportunity for long term success and happiness.

With so many franchise opportunities available today, it's much easier to choose the wrong franchise than the right one. At Canadian Franchise Consultants, their team of professionals has decades of experience in franchising. They've owned franchises and helped build franchises. They've also helped entrepreneurs just like you to succeed in franchising – give them a call today! **BL**

Canadian Franchise Consultants is located at 232 East Main Street in Welland. To find out more about Canadian Franchise Consultants, contact Hari Sreedharan at 416.839.4328, email cfcfg2000@gmail.com or go to www.canadianfranchiseconsultants.com.

THE SECRET WEAPON OF WINNING ENTREPRENEURS

By JIM MURRAY

THE MOST CHALLENGING ASPECT of owning your own business is finding the time. That means finding the time to think through the many ways you can bring in more customers, grab more market share or add profit dollars, optimize your brand presence, and take your business a little farther up the food chain. Finding the time is the bane of every single business owner and entrepreneur. That is why the successful ones have a secret. They have a trusted ally in their back pocket. They don't generally tell anyone about it. They never brag about it. But they have one. And they depend on them.

The trusted ally is that person they can count on for objective wisdom and advice. The person who understands their business and what it takes to make it go. That person who is always available. Not just for advice in a pinch but as a sounding board for ideas, and a powerful feedback loop for whatever is in their head at the time.

The trusted ally is someone who can think through an idea with them: all the ins and outs and ramifications and what ifs.

The trusted ally is also someone who is not afraid to tell them the truth about their ideas – whether they are workable or just pie in the sky.

The business owner with a trusted ally in their back pocket doesn't need to have to have all the answers. They just need an idea or two and the realities build from there.

It's a beautiful thing. But more than that, it's the way that winners in business get to be just that. **BL**

Bullet Proof Consulting. Helping Niagara businesses change their thinking for the better. Contact Charlene Norman at 647.991.8743, Jim Murray at 289.687.3475 or email admin@bulletproofconsulting.ca. Please visit www.bulletproofconsulting.ca.

THE NEW LAWS OF ATTRACTION

Building your business in today's world requires a solid moving forward plan. The essentials of this plan should always include:

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WORLD WITHOUT WEB



BY GERRY VISCA

"When you strike to connect with people's hearts, you win them for a lifetime." – Gerry Visca

A man named Harold woke up yesterday and habitually turned on his phone while having his morning whiz. To his surprise, the social media icons had faded into the depths of the screen. That's funny, must be the phone, Harold whispered to himself. No matter how firm-

ly he pressed the screen, nothing happened.

Harold got up and made his way to the coffeemaker which sat on the counter, joyfully anticipating his arrival. As the scent of freshly ground beans wafted into the air, Harold decided to check his email but again to his bewilderment the little "mail symbol" that typically rested along the bottom had vanished. Did someone mess with my phone? Harold thought to himself.

Moments later, Harold decided to switch to a more reliable source; the sleek laptop nestled comfortably upon his desk. As he slowly opened the lid, he let out a never-ending yawn. The lights on the foot of the laptop flickered strangely as he took his first sip of hot coffee. Like a moth to a flame, Harold leaned in for a closer look. As he did so, the steaming beverage cascaded over the keyboard like a warm waterfall. His laptop then let out a troubled sigh and one final beep advising him and the world that it had had enough of this life. Crap! Harold whispered loudly.

Later that morning as he made his way to the local Starbucks and having no device to robotically stare at, even as he walked, he felt a strange aura brewing in the air. Harold could not help but notice that people around him were also looking up from their devices that curiously must have stopped glowing and buzzing.

The infrared scanners at Starbucks had also malfunctioned and evidently, no one was able to open their fancy apps. Initially, this freaked Harold out, as he had been anticipating the "free treat" he would soon be entitled to with a few more purchases. He regarded how his life revolved, almost entirely, around this small rectangular device. Fascinating? He whispered into the wind.

The barista sheepishly smiled at Harold as she kindly advised him

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there was no internet or debit services so he would be forced to pay with cash. As if he had foreseen this day, Harold had decided to put a few dollars into his wallet the night before. As he whipped around, his friend Charles bumped into him and Harold's recently cash-purchased Grande fell to the ground and exploded into a sea of dark liquid. This morning is not going the way I planned, Harold muttered to himself.

Little did Harold know he was not alone. While he had counted sheep the previous night, the world decided to change. The world that Harold knew, the one that his rational mind thought was real was an illusion.

I'ts a world without web, he whispered to himself.

No internet.

No social media.

No online or wireless access of any kind.

As this realization dripped in, Harold felt alone and even a bit afraid. But then something indefinable occurred. A beautiful woman approached him and he found himself diving into the most connected conversation of his life.

"Did you hear about the web?" the woman asked. "It's completely gone like it never existed." As Harold gazed upon the wondrous splendour before him, a profound realization stirred in the air. This is the "connection" age we were meant to co-create, he thought to himself.

With the illusory world on pause, Harold found himself going about his life with a new sense of awareness. He noticed people from all walks of life connecting with one another. He heard laughter from children chiming in the wind as if for the first time. Meaningful conversations lingered in boardrooms. He received actual phone calls from actual human beings and spoke of things that mattered in life. This ripple seemed to spread across the world like a brush fire.

As Harold placed a fresh and crisp copy of the Business Link onto his desk where his laptop once stood, he smiled at the thought of the woman he met earlier that day and contemplated the conversation they would have over tomorrow's morning coffee.

I better put a few more bills in my wallet, he thought to himself.

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 two new transformational novels: Remembering Why and Why am I here? Keep your WHY alive at www.gerryvisca.com When you order three copies of Gerry's latest books, you receive the gift of one-on-one WHY Time. email gerry@redchairbranding.com Follow Gerry on Twitter @gerryvisca www.facebook.com/gerryvisca

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BUILDING A RELATIONSHIP

Finding the right architect for your project can be a challenge – but there are plenty of talented firms to choose from here in Niagara.

BY IAN ELLINGHAM

ARCHITECTURE IS A COMPLEX process, embedding both art and science. Niagara area practitioners have acquired their skills through a long process of education and apprenticeship, and for most of them, numbers of years of experience in creating buildings, interiors and other elements of the built environment.

"We are hard-wired through our unique training as architects to understand the entire building process holistically from conception to completion, always with our clients' best interests at heart," says Fonthill architect Gina Schafrick.

Gina's firm – these architects inc. – has developed a special focus on creating single family houses which involves nurturing close relationships with clients to understand and interpret their needs, desires and whims, and develop an efficient and effective design with the client. After the concept and design phases, they work closely with builders and

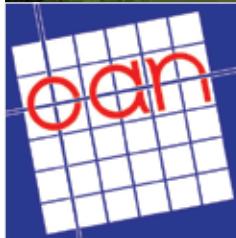
other participants in the process to implement the design.

That firm commitment to the client also applies to an agency like OAN Architect in Welland. OAN Architect's principal Osama Nassar says his company is particularly strong when it comes to areas such as strategic project planning – and has developed close relationships with engineers and other specialist consultants. Over the years, they have planned, designed and worked to implement many commercial projects in and around the Niagara area including numerous restaurants and medical facilities, not to mention single and multi-family residential buildings.

The relationship with an architect is quite personal. The individual or organization contemplating creating or modifying a building should seek out an architectural practice that has a style they can work comfortably with. The right architect brings a thoughtfulness to how people live and work in the spaces they create, as well as an understanding of the local communities. It can be tempting to hire international "big name" firms, but travel times and costs work against having a good working relationship with their principal architects, especially if your own project is not of international size and significance.

Fortunately, there are many capable firms of various sizes and styles in Niagara to choose from to fit your own needs. **BL**

Ian Ellingham is chair of the Niagara Society of Architects. To find out more about the wide range of architects available in the Niagara Region, please go to www.niagaraarchitects.ca.



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