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EXCLUSIVE INTERVIEW WITH BOARD BOSS DRYWALL

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PUBLISHER'S

Dear Business Link Readers,

Welcome to our June publication, packed with inspiring stories and exciting updates from the world of business and beyond. This edition brings you a captivating cover story, shedding light on the remarkable success story of Board Boss Drywall.

We delve deep into the journey of its resilient business owner, offering an exclusive interview that reveals the secrets behind their triumphs. It is truly a privilege to showcase their accomplishments, considering both owners were recipients of the esteemed 40 Under Forty Business Achievement Awards.

As you flip through these pages, you'll also find a collection of flash news straight from the Insider, providing you with the latest insights and noteworthy developments across various industries. In the spirit of celebration, this publication pays tribute to Pride Month, highlighting the progress, achievements, and ongoing struggles of the LGBTQ+ community. We stand with them and join in the movement towards equality and acceptance.

Exciting news awaits as we announce the launch of our alumni program, connecting and empowering professionals who have graced our previous editions. This initiative aims to foster collaboration, mentorship, and further success within our remarkable network of accomplished individuals.

In collaboration with Herberman Lab, we proudly present an insightful article that dives into cutting-edge research and advancements within the field. The article promises to engage and educate our readers, shedding light on fascinating discoveries and breakthroughs.

We are also thrilled to share the news of the successful hosting of the 20th edition of the 40 under 40 Business Achievement Awards. It was a night of celebration, where outstanding individuals were recognized for their exceptional contributions to their respective industries. Congratulations to all the deserving winners!

Lastly, we extend a warm shout-out to the Hamilton community, as we open nominations for the prestigious Hamilton 40 under 40 Business Achievement awards. This platform celebrates the outstanding talent, innovation, and leadership within the region. We invite you to participate and help us uncover the hidden gems that deserve recognition.

Thank you for joining us on this exciting journey. We hope you find inspiration, knowledge, and joy within the pages of this publication. As always, we value your continued support and feedback. Here's to a month of growth, achievement, and celebration!

Warm regards,

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



NOTE



Business Link Media Group: Celebrating 20th Edition of 40 Under Forty New Leaders

May 26, Niagara Falls, ON - Business Link Media Group proudly honored Niagara's finest at the prestigious 2023 Class 40 Under Forty Business Achievement Awards. The landmark 20th annual gala event, held on May 25th at Club Italia in Niagara Falls, attracted over 300 attendees.

The evening welcomed the 2023 Class of 40 Under Forty winners, along with their supportive family members, friends, alumni, and special guests. Masters of ceremony Jessica Potts and Zach Dadson, significant alumni, introduced the diverse group of 40 award recipients representing local entrepreneurs, business professionals, and non-profit leaders.

Prominent local politicians, dignitaries, and past award-winners, including Mayor Jim Diodati and Mayor Mat Siscoe, MP Tony Baldinelli, MP Chris Bittle representative Ben Hughes, MPP Wayne Gates, Councilor Mike Strange, Councilor Mona Patel, Councilor Ruth-Ann Nieuwesteeg and Councilor Tony Baldinelli, and other esteemed alumni, showed solidarity and encouragement by attending the event.

Marilyn Tian, President of Business Link Media Group, expressed her heartfelt appreciation to sponsors, volunteers, and stakeholders, highlighting the program's role in supporting the local business community. She emphasized the significance of the 40 Under Forty program in nurturing and supporting the local business community, highlighting the power of unity and collaboration.

The inaugural *Alumni Impact Award* was presented to Mayor Jim Diodati from the class of 2004, recognizing his outstanding contributions to the growth and prosperity of Niagara.

The event also marked the soft launch of the 20-year alumni reunion program organized by the Alumni Community chair, Alexis Kleiman, and Alumni Reunion Event co-chair, Emily O'Connor, featuring a panel discussion moderated by Neil Thornton and alumni panelists Mario De Divittis, Kithio Mwanzia, Julie Christiansen, and Cara Krezek. Over 30 alumni from the classes of 2004 to 2022 participated in this enriching reunion.



Congratulations!

To the 2023 Class of 40 Under Forty Winners

Adam Ahlstedt
Ahlstedt Homes Ltd

Natasha Bell
Black Owned 905

Amanda Bolger
SoulScape Services

Jess Boulay
Giant Shoe Creative Agency

Greg Brunet
Niagara Outdoor

Meghan Chayka
Stathletes

Katie Clarkson
R2G Construction Inc

Kaitlyn Daw
Kaitlyn Daw Photography

Jeremy Delacruz
CAA Niagara

Gina Delle Rose-Ash
Hamilton-Oshawa
Port Authority

Jesse D'Hulster
SS Brand It and
DH Media

Katherine Dodge
St. Catharines
Downtown Association

Jessica Elia
Jessica Elia DC

Steven Emslie
Beatties Business Products

Crystal Fehlow
From the Art Studio

Kelly Frechette
Board Boss Drywall Inc.

Jaclyn McPherson Fruci
Lemon Collective
Marketing Inc.

Ashley Gauthier
Acro Academy

Arienne Good
YWCA Niagara Region

Michelle Grocholsky
Empowered EDI

Olenka Lyle
ClaraDerma

Dr. Sarah Hopkins
BodyLab Recovery Science

Grace Howes
St. Catharines Public Library

Dr. Stephanie Marie Kafie
Totally Yours Family Medicine

Sarah Kaufman
Niagara-on-the-Lake Museum

Paloma Lara
Paz Bakery

Christina Le Rose
Music Studio of
Dr. Christina Le Rose

Kattawe Henry
Anti-Racism and Anti-Oppression
Consultant and Lecturer

Julie Mannell
Julie Mannell Author

Matthew Melnyk
Brock University

Julie Mercier
Lemon Collective
Marketing Inc.

Sarah Milan-Biancaniello
SARAH'S SOAPS

Nate Moore
GorillaCrete Inc.

Andrew Muehlenbeck
Maverik Electrical Construction &
Maintenance Inc.

Nidhi Punyarthi
City of Niagara Falls

Carlos Robayo
FirstOntario Performing
Arts Centre

Katrina Steeves Langley
Tide & Vine

David Thompson
PlanET Biogas Solutions

Suzanne Veenstra
Niagara Community Foundation

Michael Warchala
City of Niagara Falls

Business Link Media Group congratulated the winners and expresses gratitude to all involved for their ongoing commitments. Meghan Chayka was awarded the highly anticipated “Best in Class” honor for her exceptional achievements and contributions.

Since 2003, Business Link Media Group has celebrated exceptional individuals through the 40 Under Forty Business Achievement Awards, recognizing 800 of Niagara’s next generation of business leaders.

As a multi-channel networking and promotion marketing company, Business Link Media Group remains dedicated to empowering and recognizing exceptional talent in the Niagara and Hamilton regions and beyond.

View highlights of this event by clicking the YouTube link: <https://youtu.be/f9GRYLuUuhc>



Speaking with Pride:

Todd Van Der Heyden

INTRODUCTION

In a powerful keynote speech organized by Brock University titled “Speaking with Pride,” Todd Van Der Heyden, a prominent news anchor, shed light on his personal journey of self-discovery and the challenges faced by the LGBTQ+ community. Sharing his experiences as both a news professional and an individual, Van Der Heyden emphasized the importance of visibility, inclusivity, and empowering the community. This article explores the key highlights and insightful advice delivered by Van Der Heyden during his captivating speech.

DETACHMENT AND EMPATHY IN THE NEWS

As a news anchor, Van Der Heyden acknowledged the delicate balance between detachment and empathy when reporting on stories. Recognizing the need to maintain a certain level of objectivity, he also emphasized the importance of feeling empathy towards the subjects and issues being covered. This nuanced perspective allows journalists to connect with the emotions and experiences of those they report on while remaining committed to their professional duty.

A JOURNEY OF SELF-DISCOVERY

Van Der Heyden shared that his journey of self-identification was a profound and deeply personal experience. Growing up in a progressive city, he acknowledged his privilege but understood that not everyone had the same opportunities. When questioned about feeling supported at work after coming out, he expressed that while his colleagues were not homophobic, he didn't always feel comfortable being his authentic self. However, he noted a positive shift within CTV, where the establishment of an LGBTQ+ group fostered an environment of acceptance and authenticity.

BALANCING WORK AND SOCIAL LIFE

Van Der Heyden candidly discussed the challenge of separating his work life from his social life. Initially, he chose not to participate in social events at work to avoid potential awkwardness. However, he realized the importance of embracing his identity fully, both professionally and personally. By doing so, he was able to contribute to a more inclusive and accepting workplace culture, fostering connections that transcended the boundaries of mere professionalism.

VISIBILITY IN THE BUSINESS WORLD

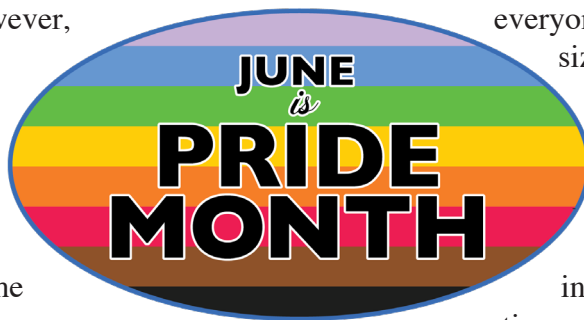
Visibility emerged as a critical topic during Van Der Heyden's speech. He highlighted the significance of businesses embracing visibility, not only as a show of support but also as a way to create a sense of belonging within the LGBTQ+ community. From displaying pride flags to hosting inclusive events, businesses can actively contribute to making individuals feel acknowledged and included. Additionally, he emphasized the impact of inclusive language, urging leaders to prioritize the use of language that affirms and respects individuals from the LGBTQ+ community.

THE POWER OF SHARING STORIES

As a news anchor with a broader platform, Van Der Heyden acknowledged the power and responsibility he holds in sharing stories related to the LGBTQ+ community. He highlighted that his role extends beyond mere reporting; it involves actively participating in shaping the narrative and challenging homophobia. Van Der Heyden emphasized the importance of questioning the sincerity of apologies following instances of homophobia, urging society to hold individuals accountable for their actions and words.

LEADERSHIP AND CHANGE

Van Der Heyden called upon business leaders to take action and effect change. While acknowledging that everyone may have prejudices, he emphasized the necessity for leaders to understand that their choices impact not just themselves, but an entire community. By actively advocating for inclusivity and equality, leaders can set an example and influence others within their organizations and beyond.



Speaking with Pride:

Todd Van Der Heyden

BREAKING TABOOS AND FOSTERING ACCEPTANCE

Van Der Heyden expressed his concern about the continued taboo surrounding discussions of LGBTQ+ topics, particularly in politics and schools worldwide. He urged society to address these taboos head-on, fostering an environment of open dialogue, understanding, and acceptance. By dismantling barriers and encouraging conversations, progress can be made towards a more inclusive and empathetic society.

THE ONGOING STRUGGLE FOR EQUALITY

Reflecting on the history of Pride celebrations, Van Der Heyden expressed both gratitude and frustration. He recognized the beauty of being part of a diverse and vibrant community while lamenting the ongoing fight for equality. He acknowledged that setbacks and challenges still exist, but with resilience and determination, progress can continue to be made.

EMBRACING DIVERSITY AND BELONGING

In conclusion, Todd Van Der Heyden's keynote speech, "Speaking with Pride," highlighted the power of embracing identity and empowering the LGBTQ+ community. Through personal anecdotes and thought-provoking insights, he emphasized the significance of visibility, inclusivity, and leadership in fostering an environment of acceptance. As society continues to strive for progress, it is essential to recognize and celebrate the beauty of diversity, enabling all individuals to feel a sense of belonging within a larger, interconnected community.



Todd Van Der Heyden



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A Heartwarming Tale:

A Sushi - The Resilience of a Couple-Owned Restaurant

Athenia Liu, Age 15, Grade 9, New York City

In the bustling neighborhood of Forest Hills, NY, lies a restaurant full of warmth, coziness, and a friendly atmosphere: A Sushi. It is run by the couple Amy Liu and Raymond Cao, first-generation immigrants from China who have faced mountains of challenges. From starting a new life in a foreign country to surviving through a global pandemic, they are proof that passion, determination, and commitment is what you need to succeed in life and business, like a squirrel overcoming the harsh winter every year, and thriving in the spring again.

Amy and Raymond moved to the US from China. Right after graduating from middle school, they began working at a young age. Not having access to many resources, they ventured into the restaurant industry. Either delivering or serving food, it was a popular need in the market, and a relatively easy way to support oneself in an unfamiliar country. Before opening A Sushi, they had two other restaurants but unfortunately closed both because they were too big to manage and couldn't earn enough profit to sustain.

In 2014 they decided to open A Sushi, the restaurant's name was inspired by the wife's first name, Amy. When asked why they chose to open restaurants, the wife stated that it was the only thing they could do. She said they didn't have enough knowledge and skill and believes the restaurant business is "easy to control...as you can learn while doing it." With saying that, she also stressed that it can be very tiring as you must always have the best supplies for your customers.

When asked why they chose Japanese when they're Chinese, she laughed and said "...It's relatively easier to make than Chinese food, with bigger profit."

When running their business, they faced many challenges along the way. When COVID hit and everything went into lockdown, it became another huge obstacle they had to overcome. Closing wasn't a choice for them as their restaurant was their source of income and living. The main challenges through the pandemic were keeping up with the rent and overcoming the hardships with difficult customers. When covid was at its worst, most restaurants only did delivery. The wife stated, "A lot of people want free food, they order online and they say the food quality is not good, and then they don't pay."

During the interview, her voice was filled with frustration explaining that some customers don't understand the tremendous effect the pandemic had on restaurants, such as supply chains being heavily slowed down. "You will meet a lot of super nice customers and also those you don't want to do business with anymore," she stated. The couple said that they lost a drastic amount of money during the pandemic as some people were also canceling orders after they ordered.



Another struggle that they had early on was finding the best location for their restaurant. Amy shared that before opening A Sushi, her husband was working in their restaurant up in Connecticut and could only come back one day a week. They have

two kids- a now 13 years old girl and a 11 years old boy, so they wanted to find somewhere that was closer where they could spend more time together. Raymond mentioned how lucky they are as their kids are very understanding about their parents' long hours and dedication to the family. They decided on Forest Hills as it was close to their old and new houses.

While this restaurant is very important to them, when asked if they want their kids to take over in the future, Raymond immediately said no. He explained that he wants their kids to choose their own future. Having been able to experience and learn things he and his wife didn't, he wants them to have their own freedom to dream, to explore, to become who they truly want to be and to create their own world.

In spite of the long hours and having to maintain all their products, supplies, and managing multiple roles, the couple believes that the relationships they make with their customers and chefs is what's important. Amy says it feels like a sense of family, chatting with returning customers or making new ones.

Even though the couple loves their restaurant, they admit that sometimes they want to give up. But after they persisted through the lowest moments, they are dedicated again. When talking about their struggles, they still had a positive outlook and approach to things. Even though they've been through so much, they always have a smile

on their faces and their restaurant is decorated with a bright, artsy and cozy interior, even when it's not fully packed.

They've kept A Sushi running for about 9 years now so when asked what their vision was for the future they said they want to be able to rest more and find others to run the restaurant for them. However they believe it's still hard to reach that goal as everyday they are working so it's difficult for them to find a time to actually sit down and think through what they want to do. "We just want everything maintained, fresh food and supply, good service and management," Amy said. When asked about change or if she wanted to do anything else she said, "I have thought about it before, but I still don't know what exactly I can do, it's not that easy."

Amy and Raymond love their restaurant and are grateful for how much it has provided for them and their family. The shared sense of purpose, dedication, resilience, responsibility, and family values continues to bring them closer and stronger together. Their entrepreneurial spirit helps guide their kids towards a brighter future as well as inspiring us to think about our own. Their restaurant's family-like warmth and quality Asian cuisine are contributing a great cultural representation in the community. When expressing how they came to love what they do, Amy said "It's not about the money, it's about everything we make from the inside, from the heart."





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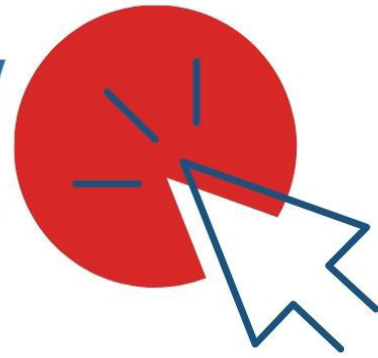


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Apple Vision Pro:

A Revolutionary Computer Experience

In the ever-evolving landscape of technology, Apple has once again pushed the boundaries of innovation with its latest creation, the Apple Vision Pro. This groundbreaking device redefines the way we interact with digital content by seamlessly merging the virtual and real worlds. Designed to enhance both productivity and entertainment, the Apple Vision Pro offers an immersive experience like no other.

The Apple Vision Pro boasts an array of cutting-edge features that revolutionize the way we perceive and engage with digital information. With intuitive controls through eye-tracking, hand gestures, and voice commands, users have unparalleled agency over their virtual environment. This groundbreaking interface opens a world of possibilities, making work more efficient and leisure activities more enjoyable.

One of the standout features of the Apple Vision Pro is its remarkable display. With exceptional visual fidelity, the device renders digital content so convincingly that it seamlessly integrates with the real world. This transformative experience allows users to perceive digital objects as if they were tangible, revolutionizing the way we interact with technology.

Apple's visionOS technology powers the Apple Vision Pro, enabling apps to adapt to their surroundings dynamically. Picture having a personal movie theater within the confines of your own space, complete with immersive audio that emanates from the precise locations of virtual sources. Moreover, the device's camera capabilities enable users to capture photos and videos that transport them back to cherished moments, evoking an unparalleled sense of nostalgia.

FaceTime, Apple's popular video calling platform, is elevated to new heights with the Apple Vision Pro. Conversations come alive as the device creates a lifelike representation of the person you're speaking with, fostering a sense of proximity that transcends traditional video calls. It's like having your loved ones right beside you, no matter the physical distance.

Crafted with meticulous attention to detail, the Apple Vision Pro is a comfortable and stylish device. The glasses fit snugly on your face, featuring soft materials and adjustable straps to ensure a personalized and secure fit.

An advanced eye-tracking system ensures precise control and a seamless user experience. Furthermore, the device leverages undisclosed proprietary technology to create a true-to-life immersive experience, allowing users to lose themselves in the digital realm.

The Apple Vision Pro is equipped with robust battery life and can be used for an extended period when plugged in. With the inclusion of a special battery, users can enjoy up to two hours of uninterrupted usage without the need for external power sources. This flexibility ensures that users can take full advantage of the device's capabilities, whether at home or on the go.

It's important to note that privacy and security remain paramount in Apple's design philosophy. Despite the profound capabilities of the Apple Vision Pro, user information is safeguarded, ensuring a secure and private experience.

The Apple Vision Pro represents the pinnacle of technology and sophistication, making it a highly sought-after



Images source: Apple

Read more on: <https://www.apple.com/apple-vision-pro/>

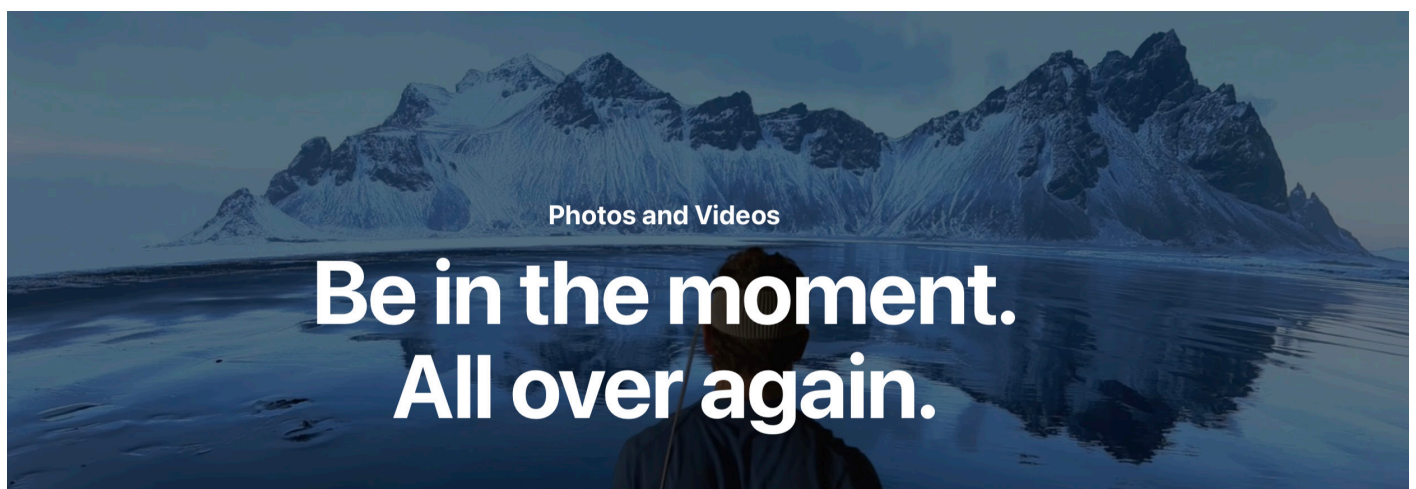
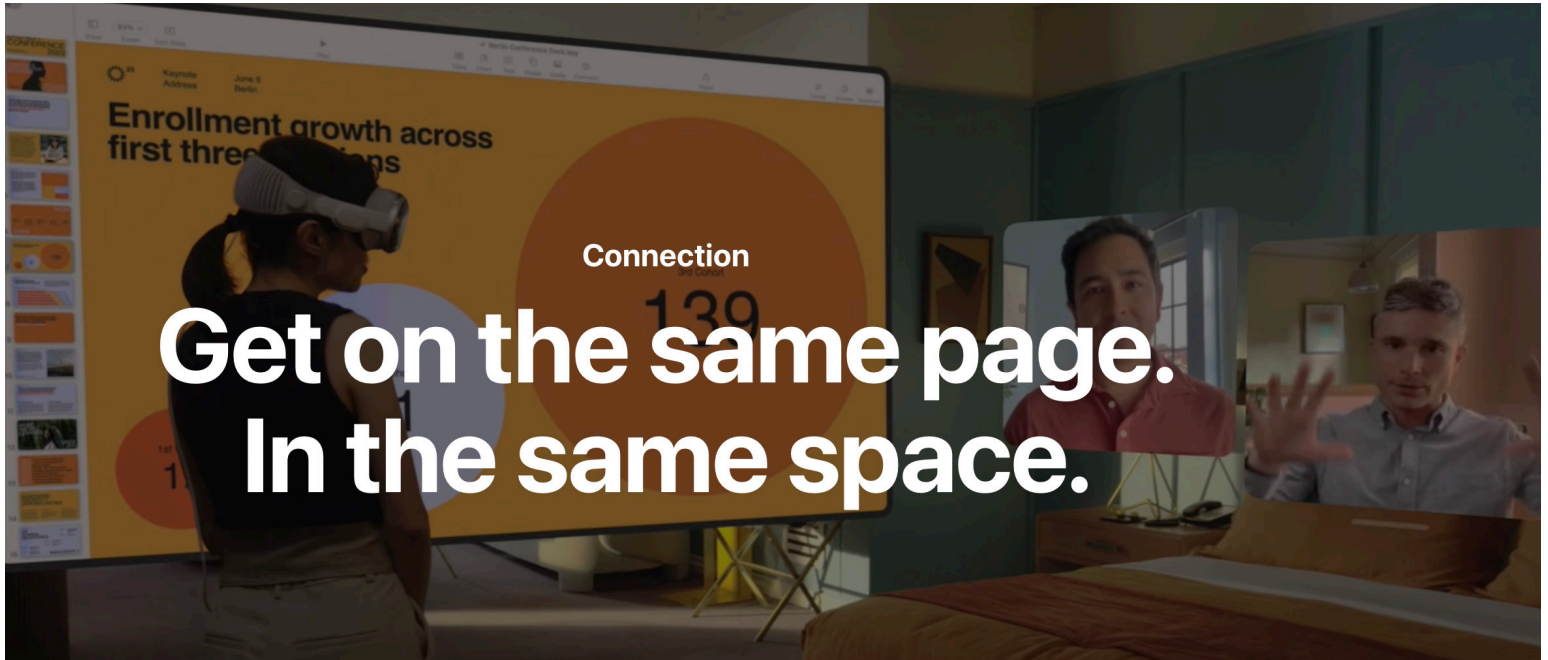
Apple Vision Pro:

A Revolutionary Computer Experience

device. However, it's worth noting that this remarkable creation comes with a premium price tag. While the device will be available for purchase next year, it is essential to consider its cost alongside its exceptional features and transformative potential.

To complement the Apple Vision Pro, additional accessories will be available for purchase. These supplementary offerings further enhance the user experience, enabling individuals to tailor their device to their unique needs and preferences.

In conclusion, Apple has once again revolutionized the technology industry with the introduction of the Apple Vision Pro. Its seamless integration of the virtual and real worlds, intuitive controls, exceptional display, and captivating audio capabilities create an unparalleled computing experience. As we eagerly anticipate its arrival next year, the Apple Vision Pro promises to redefine the boundaries of work and leisure, providing a gateway to a magical world inside your computer.



Cover Story

BOARD BOSS DRYWALL



A Success Story of 40 Under Forty Recipients: Board Boss Drywall

By Business Link

In the vibrant world of entrepreneurship, there are remarkable individuals who not only carve their own path but also leave a lasting impact on their industry. Among these trailblazers are Steve and Kelly, the founders of Board Boss Drywall, an esteemed drywall company. Recently honored as 2022 and 2023 class recipients of the prestigious 40u40 Awards, which recognizes 40 outstanding professionals under the age of 40, Steve and Kelly have demonstrated their firm commitment, exceptional leadership, and entrepreneurial spirit. In this exclusive Q&A session, we delve into their journey, uncovering the challenges they overcame, the strategies they implemented, and the lessons they learned on their path to success. Join us as we unravel the captivating story of Board Boss Drywall and gain valuable insights from their experiences as resilient business owners.

Q: HOW DID YOUR JOURNEY IN THE DRYWALL INDUSTRY BEGIN?

Steve: My journey in the drywall industry began when I was just 14 years old. I started working alongside my father, learning the trade and gaining valuable experience from a young age.

Q: WHAT INSPIRED YOU TO START YOUR OWN BUSINESS?

Steve: The inspiration to start our own business came when my wife, Kelly, and I purchased our first home at a young age. To afford the mortgage, we rented out half of the duplex and I took on side jobs in the drywall industry. We realized that with our ambition and determination, we could create a better future for our growing family by starting our own business.

Q: HOW DID YOU ESTABLISH BOARD BOSS DRYWALL?

Steve: I initially started as a sole proprietor, taking on jobs on my own. But as the workload increased, I made the decision to quit my regular job and officially establish Board Boss Drywall on September 19, 2017. With the help of our first employee, Dean Beaudoin, we began building the company from scratch.

Q: WHAT WERE SOME OF THE CHALLENGES YOU FACED ALONG THE WAY?

Kelly: Setting up the administrative aspects of the company was a challenge for me. I had to learn about bookkeeping, payroll, and managing finances. It was a learning curve, but I persevered and acquired the necessary skills to handle these responsibilities.

Steve: On the other hand, one of the main challenges I faced was convincing general contractors to give us a chance. As a new company, it was difficult to establish trust and credibility. Additionally, building credit with suppliers was a hurdle we had to overcome. However, we remained determined and approached each challenge with a problem-solving mindset.

Q: WHAT SETS BOARD BOSS DRYWALL APART FROM ITS COMPETITORS?

Steve: At Board Boss Drywall, we have always been focused on delivering exceptional quality and maintaining a commitment to excellence. We give our all to every project and stand behind our work to ensure customer satisfaction. Our strong team, consisting of skilled foremen like Jordan Brown, Justin Morley, and Dean Beaudoin, also sets us apart. They share our dedication and contribute to the success of the company.



Kelly Frechette, 2023 Class of 40U40 Recipient



Q: HOW DO YOU FOSTER A POSITIVE COMPANY CULTURE?

Kelly: We believe in leading by example. We make ourselves accessible to our employees and work alongside them when needed. We empower our management team and maintain strong relationships with our staff and industry partners, creating a cohesive and positive work environment.

Q: HOW DO YOU EMBRACE INNOVATION AND STAY AHEAD OF TRENDS?

Steve: We actively seek opportunities to learn and stay updated with the latest trends and technologies in the industry. We attend conventions, collaborate with tool representatives, and keep up with trade magazines. By incorporating new tools and technologies, we enhance efficiency, productivity, and worker safety.



Q: WHAT MILESTONES HAVE YOU ACHIEVED WITH BOARD BOSS DRYWALL?

Steve: We have achieved significant milestones over the years. We have expanded our team, secured contracts for multi-unit residential buildings, and grown our annual sales into the multi-million dollar range. Celebrating our five-year anniversary and receiving recognition as 40 under 40 recipients have also been major achievements for us.

Steve Frechette,
2022 Class of 40U40 Recipient

A Success Story of 40 Under Forty Recipients: Board Boss Drywall ...cont'd

Q: WHAT ADVICE DO YOU HAVE FOR ASPIRING ENTREPRENEURS?

Kelly: Our advice would be to adopt a problem-solving mindset and remain adaptable. Challenges and setbacks will arise, but it's important to view them as temporary obstacles and find ways to overcome them. Seek advice from mentors, surround yourself with a supportive network, and never give up on your dreams.

Q: HOW DO YOU GIVE BACK TO THE COMMUNITY?

Steve: Giving back to the community is an integral part of our mission. We serve on the Niagara Construction Association Board of Directors, contribute to local charities, and participate in community events. We also

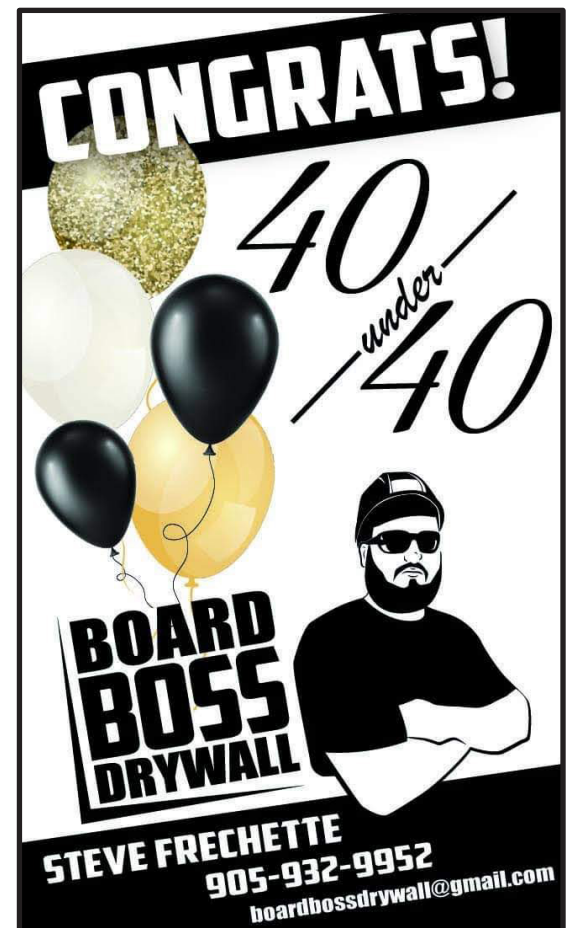
provide mentorship opportunities for individuals interested in the drywall trade, helping them gain valuable skills and employment.

Q: WHAT ARE YOUR FUTURE PLANS FOR BOARD BOSS DRYWALL?

Steve: We have ambitious plans for the future. We aim to continue expanding our presence in the construction industry, pursuing larger and more complex projects. We are exploring opportunities for geographic expansion and plan to diversify our services. Ultimately, our goal is to become a recognized leader in the drywall industry, known for our exceptional craftsmanship and client satisfaction.

As we conclude this exclusive Q&A session, the success story of Board Boss Drywall and its founders, Steve and Kelly, leaves us inspired and motivated. From humble beginnings to being recognized as 40u40 Awards recipients, their journey highlights resilience, innovation, and a commitment to excellence. As they continue to expand their business, give back to the community, and pursue their dreams, Board Boss Drywall stands as a shining example for aspiring entrepreneurs. Their steadfast dedication and passion remind us that with determination and a positive company culture, success knows no bounds.

We eagerly anticipate the future achievements of Board Boss Drywall as they continue to make their mark in the industry and beyond.



Niagara 2022 Canada Games Wins National Awards

The Niagara 2022 Canada Games receives the *PRESTIGE Canadian Sport Event of the Year Award and the Sport Event Legacy of the Year Award.*

June 8th, 2023 (Niagara, Ont.) — The Niagara 2022 Canada Games continues on its legacy journey by winning the Canadian Sport Event of the Year Award and the Sport Event Legacy of the Year Award presented by Sport Tourism Canada (STC).

The recognition, presented at the 15th Annual PRESTIGE Awards Gala held in Richmond, BC, honoured the best in Canada’s sport tourism industry.

The Niagara 2022 Canada Games won in the category of events with a budget of greater than \$1 million which recognizes the overall success of an outstanding single-sport, multi-sport or collegiate event held in Canada between 2020-2022. The STC Sport Event Legacy of the Year Award recognizes the outstanding achievements or contributions by individuals, companies or organizations that have helped advance sustainable and environmental stewardship within a Canadian Sport Event held between 2020-2022 and have left a demonstrable legacy to the community.

Other finalists in the event of the year category were the 2022 Grey Cup Festival & 109th Grey Cup Game, and the

2020 Tim Hortons Brier. The other finalist for the legacy award was The Style Experience FIS Snowboard Big Air World Cup.

The awards gala is held in conjunction with STC’s annual Sport Event Congress, which is Canada’s largest annual gathering of sport and tourism professionals, event managers and industry suppliers that attracts approximately 400 delegates each year.

“For 16 days, Niagara celebrated the wonderful achievements of Canada’s best young athletes,” stated Doug Hamilton, Board Chair of the Niagara 2022 Host Society. «Our vision for these Canada Games was to host an event that would inspire, transform and unify Niagara, and that would also leave a lasting legacy for our community. As described in the Niagara 2022 Canada Games Final Report, despite facing challenges such as the COVID pandemic, Niagara delivered on our vision. We were able

to achieve this success thanks to the generous support from our partners and sponsors, and the phenomenal contributions by our tremendous team of volunteers and staff.”

“On behalf



of the Niagara region, I want to express how honoured we are to receive these prestigious awards in recognition of our community's efforts on the 2022 Canada Summer Games," said Regional Chair Jim Bradley. "For over two weeks last August, Niagara played host to the nation as we celebrated sport, culture and the unity that can only be brought about through competition. These awards are a further acknowledgment of the Games' transformational legacy across Niagara, and the outstanding job done by the organizing committee and volunteers."

"Niagara 2022 hosted a phenomenal edition of the Canada Games and we are thrilled to congratulate the 2022 Host Society for this amazing recognition!" said Canada Games Council President and CEO Kelly-Ann Paul. "We salute the entire team including the board, staff, volunteers and partners who made the 2022 Canada Summer Games such a tremendous event for the region and the nation while sparking greatness in Canada's next generation of athletes and leaders."

Taking place at venues across Niagara, the 2022 Canada Games saw approximately 5,000 athletes, representing Canada's future generation of Olympians and Paralympians, compete for the right to be a national champion. The Niagara 2022 Canada Games featured an inaugural women's rugby sevens competition, the return of men's lacrosse after a 37-year absence from the Games, and the first-ever women's lacrosse competition in the history of the Canada Games.

For the first time in the Canada Games' history, which dates back to 1967, 13 municipalities (the Regional Municipality of Niagara and its 12 local area municipalities) collectively hosted this competition. This uniquely Canadian event, which counts Andre De Grasse, Sidney Crosby, Steve Nash, Katarina Roxon and Hayley Wickenheiser as alumni, is also one of the only multi-sport competitions in the world that features events for able-bodied athletes, as well as athletes with physical and intellectual disabilities.

ABOUT SPORT TOURISM CANADA

Sport Tourism Canada is an organization founded in the year 2000 through a partnership with the Canadian Tourism Commission with the mission to increase Canada's capacity to attract and host sport tourism events, and grow the sector. STC has over 500 members, which include 200+ municipalities, 250+ national and provincial sporting organizations, and 20+ educational institutions that support the industry.

ABOUT THE NIAGARA 2022 CANADA SUMMER GAMES

At the peak of Niagara's boldest summer yet, more than 5,000 up-and-coming athletes, their coaches and support staff gathered to compete in the Niagara Region for the podium in Canada's largest multi-sport event. From August 6 to 21, 2022, Niagara surged stronger than ever on the national stage. The 2022 Canada Games, made possible thanks to funding and support from the Government of Canada, the Government of Ontario, the Niagara Region, and the Canada Games Council, gave rise to new legacies of ambition, confidence, and compassion that will inspire generations to come.

Media Contact

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ABOUT THE CANADA GAMES COUNCIL

The Canada Games Council, a private, non-profit organization, is the governing body for the Canada Games. Held once every two years, alternating between winter and summer, the Canada Games represent the highest level of national competition for up-and-coming Canadian athletes. The Games have been hosted in every province at least once since their inception in Quebec City during Canada's Centennial in 1967. The Games are proud of their contribution to Canada's sport development system, in addition to their lasting legacy of sport facilities, community pride and national unity. The organization of the Canada Games is made possible through the tireless dedication of local Host Societies and the contribution and support of the federal, provincial/territorial and host municipal governments.

The office is located in Ottawa, Ontario, on the traditional territory of the Algonquin Anishinabek People. For further information, visit us at canadagames.ca.

Media Contact

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Huberman Lab:

Optimize Your Water Quality and Intake for Health

Thank you for joining the Huberman Lab Neural Network — a once-a-month newsletter with science and science-related tools for everyday life. This newsletter aims to provide you with actionable information in a condensed form. Water is a vital nutrient, making up approximately 60-80% of human cells and tissues.

In Episode #114, I explain the physical and chemical properties of water and describe the foundational role that water plays in cellular function, mental and physical performance and our overall health. This newsletter explains how to optimize your hydration, clean your tap water and adjust the type of water you consume, but only if necessary.

By the Huberman Lab podcast

CELLS AND WATER

Water is key to maintaining healthy cellular function, including the buildup and breakdown of cellular components, chemical reactions, and protein structure and function, and it acts as a solvent (dissolving agent) and can even function as an antioxidant — protecting cells from damage by free radicals.

OPTIMIZE HYDRATION

Dehydration (even mild dehydration) negatively impacts physical performance, alertness and cognitive focus, and thereby can cause “brain fog.” To ensure proper hydration, aim to consume 8 oz (237 mL) of fluid per hour for the first 10 hours of your day. Note: these are averages! You do not need to neurotically consume 8 oz every hour but rather 16 oz on waking, then 8 oz a few hours later, 32 oz later, 4 oz, etc. Eighty ounces in the first 10 hours of your day, spread out as is practical, is just fine. The issue is simply that most people do not drink enough water volume in the waking hours of their day. Drinking ~80 oz in the first 10 hours after waking can help most people offset dehydration.

Why the first 10 hours? The body’s circadian clock (i.e., sleep and wakefulness pattern) strongly regulates the cells within the kidney and gut via the hormone vasopressin. Within the first 10 hours after waking, the kidney works efficiently to filter fluid, then output reduces (so hopefully, you do not frequently wake up during the night to urinate!). Yes, drinking more water in the daytime will have

you going to the restroom more often, but that is not a bad thing.

Waking 1-2 x per night to urinate is not an indication of pathology, but if you struggle with more frequent nighttime urination, try to:

1. Sufficiently hydrate during the day.
2. Reduce fluid intake in the evening and in the 2-3 hrs before sleep.
3. If you need to drink at night, sip water slowly; the rate of fluid consumption impacts the need to urinate, as does the volume you consume, of course.

EXERCISE, HEAT AND HYDRATION

Above meeting your baseline hydration requirements (80 oz/10 hrs of waking), other factors such as exercise, sweating, excess heat, dry environments and caffeine intake affect your hydration requirements.



Huberman Lab: Optimize Your Water Quality and Intake for Health

When exercising, follow the Galpin Equation as a guideline for the amount of additional fluid you should consume (again, on average) — no need to be neurotically obsessed with consuming exact amounts at exact times during exercise, unless you prefer to.

The Galpin Equation:

Body weight (in lbs.) divided by 30 = number of ounces to consume every 15-20 minutes

Body weight (in kg.) \times 2 = number of mL to consume every 15-20 minutes

If you are in hot temperatures or sweating, increase the Galpin Equation guidelines by an additional 50-100%. For every 20-30 minutes in the sauna, consume an extra 8-16 oz of fluid.

Also, be mindful of how caffeine consumption increases your overall water intake needs, as it is a diuretic.

If you drink caffeine, increase fluid intake (ideally with electrolytes like sodium, potassium and magnesium) by 2:1 to offset dehydration. In other words, if you drink an 8-ounce coffee with caffeine, ingest 16 oz of water, ideally with low/no-sugar electrolytes like LMNT, or simply a pinch of salt.

Thirst is a good indicator that you are not sufficiently hydrated, but your perception of thirst lags behind the body's true hydration status. So not being thirsty does not mean you don't need more fluid. Therefore, preemptively plan your hydration strategy, especially in extreme weather or high-intensity activities.

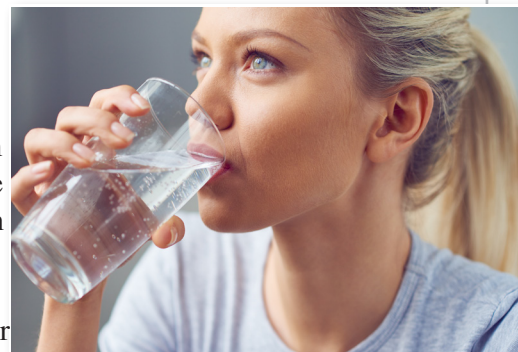
TAP WATER

Due to the scale and limitations of standard municipal filtration systems, most tap water does contain contaminants, which, in high concentrations, negatively affect health. These can include:

- Disinfection byproducts (DBPs) — the remnants of municipal water disinfection treatment
- Some DBPs are endocrine disruptors that negatively impact fertility in males and females.
- High fluoride negatively impacts thyroid health

(fluoride at ≥ 0.5 mg/L can disrupt thyroid function).

- Lead in the pipes going into your house/building; this is rarer in developed countries but still exists some places. For a water analysis of your tap water, Google your zip code for a water quality report, or contact the Safe Drinking Water Hotline. You can find additional resources from the Centers for Disease Control and Prevention (CDC).



Note: In the U.S., water reports should be provided for free by the city, and you should not have to pay for results. However, if you choose, you can also test tap water at home (approximately \$25) or send a water sample for independent laboratory analysis (approximately \$100+).

WATER TYPES

Tap water with higher magnesium concentrations (ideally: 8.3-19.4 mg/L) is more alkaline and, therefore, improves absorption. This has nothing to do with adjusting the pH of your body as some water brands suggest! That is pure falsehood. The pH of your tissues is regulated tightly to remain in a given range.



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Huberman Lab: Optimize Your Water Quality and Intake for Health ...cont'd

Water's ion concentration profile and filtration processes produce different types of water:

- **Hard water:** has higher magnesium and calcium concentrations, which increase the pH (and thus can improve absorption, but again it does NOT change the pH of your tissues).
- There is evidence that more alkaline water can reduce inflammation and blood pressure and lower risks of cardiovascular disease.
- **Distilled or double-distilled water:** removes calcium and magnesium. Due to the health benefits of these ions, do not regularly drink this type of water.
- **Reverse osmosis water:** repeated filtration traps many contaminants to more thoroughly clean water. This type of water is safe to drink. However, it's quite expensive and can lack certain key minerals.

FILTERING TAP WATER

For most people, it will be healthier to filter their tap water. Many pitcher filters (e.g., Brita) can filter some disinfectant byproducts but do not trap smaller particles, notably fluoride. Based on your budget, consider these options for filtering tap water, which vary by cost:

Note: The Huberman Lab podcast and I have no affiliation with any brands, companies or Amazon vendors related to water filters or tests and do not receive any monetary compensation from them.

- < \$100: pitcher filters that include fluoride filtration (e.g., ClearlyFiltered Pitcher)
- \$400: countertop filters for larger water volumes (e.g., Berkey Filters)
- \$800+: whole house water filters (e.g., Aquasana Filters)
- **Zero-cost option:** rest 1-5 gallons of water, uncapped, at room temperature for ~1 day. Sediment will fall to the bottom, so you can pour off the top two-thirds for drinking.

Note: do not opt for boiling tap water as a filtration method because high heat can actually make contaminants worse.

- **Hydrogen-enriched, electrolyzed-reduced, deuterium-depleted water:** has higher pH than normal tap water. This type of water has not been studied extensively. However, at least one study has shown inflammation reduction and improvement in other health metrics, likely due to improved hydration of cells.

- If you choose, you can make this type of water at home by dissolving a molecular hydrogen tablet (which contains a specific type of magnesium) in a glass of water for 5-15 minutes.

- **Note:** If your tap water has a high magnesium concentration, the water is already sufficiently alkaline.

- **Structured water:** in the presence of some solids or liquids, the configuration of water can change, causing the "like" charges (i.e., positive/positive) to attract and form stronger bonds. There is currently no scientific evidence supporting the health benefits of structured water. However, some theorize that water is structured in cells and has additional health benefits. This is actually a controversial area with strong opinions (!) and a growing body of science so stay tuned.

In just a few steps, and for low/no cost (I cover the zero-cost options for those that can't afford any of the options above on the podcast), you can adjust your tap water, making it cleaner, healthier and more rapidly absorbable to improve your overall health and aid high levels of performance each day.



Read more on: <https://hubermanlab.com/>



Supporting Small Businesses: How the 2023 Budget Will Affect Local Economies

By Ryan Li, Grade 11, Vancouver, Youth Reporter

A few weeks ago, the federal government released this year's budget, presenting its strategy for the next fiscal year at a pivotal time in our country's recovery. Many watchdogs were eager to analyze the budget's impact, while opponents criticized what they perceive as irresponsible spending. On the other hand, supporters argue that increased expenditure is necessary to support Canadians. Rather than taking a position on this debate, this article will focus on highlighting some of the budget's significant pledges and how they affect small businesses and individuals.

Currently, small businesses face financial challenges. According to the Canadian Federation of Independent Business, less than half of them have seen their sales return to pre-pandemic levels, and over 55% are unable to pay back their pandemic-related debt, averaging \$105,000 per business. In the current inflationary environment, small businesses struggle to stay afloat, let alone repay their debts in full. Consequently, small businesses have been relying on Ottawa to provide much-needed support.

The projected deficit is set to rise by approximately 10%, from \$36 billion to \$40 billion. However, the new budget includes several provisions aimed at supporting small businesses in the post-COVID era. One notable measure is the government's commitment to reducing credit card transaction fees for small businesses by up to 27%. Although full details of this plan have not been released yet, it is projected to save small businesses up to \$1 billion over the next five years. This fee reduction will not only support small businesses during the on-

going recession but also provide them with additional resources for marketing and investment purposes.

Furthermore, small businesses in Ontario that invest in buildings, machinery, and equipment for manufacturing or processing goods will benefit from a financial boost. To stimulate the construction and manufacturing industries and prevent future supply chain failures, the government has introduced a 10% tax credit system for investments up to \$20 million. Consequently, eligible businesses can earn tax credits of up to \$2 million. By reducing their tax burdens, this incentive encourages businesses to increase production, ensuring their continued operation without the risk of potential bankruptcy.

Although these provisions primarily target small businesses, you might wonder, «How does this affect me?» Small businesses form the backbone of Canada's economy. Without their competition, large chains could more easily engage in price gouging and exploit consumers, leading to fewer job opportunities. In fact, small businesses contributed 36.7% of Canada's GDP in 2019.

Essentially, when small businesses thrive, everyone benefits. This is evident through reduced pricing, increased job opportunities, and greater disposable income for local community members. This revenue circulates within the community, supporting its members and fostering a positive economic cycle. While the debate surrounding whether the budget is too extensive may persist, small businesses are starting to see signs of recovery, which should be a cause for celebration for all of us.

Author's Note:

Dear Readers,

As a high school student passionate about the growth and prosperity of our local communities, I wanted to shed light on the impact of the 2023 budget on small businesses. Although I may not possess extensive expertise due to my position as a high school student, I firmly believe in the significance of supporting these enterprises and the benefits they bring to our economy. Through critical analysis of tangible numbers and evidence, I hope this article helps you understand the crucial role small businesses play and the potential benefits we all reap when they thrive.

Sincerely,

Ryan Li, June 13, 2023



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The Inaugural Impactful Alumni Reunion

Celebrating Excellence and Inspiring Growth

On May 25th, the Business Link Media Group hosted the first-ever Impactful Alumni Reunion, commemorating the event's 20th anniversary. The reunion served as a platform to honor the exceptional achievements of the alumni who had been recognized as part of the esteemed 40 Under Forty. A highlight of the event was the presentation of the inaugural Alumni Impact Award, which celebrated individuals who had made remarkable contributions to their fields. Mayor Jim Diodati received this prestigious award in recognition of his outstanding leadership, which had significantly contributed to the growth and prosperity of Niagara.

As part of the reunion, a distinguished panel of alumni, including Mario De Divittis (2011), Kithio Mwanzia (2009), Julie Christiansen (2004), and Cara Krezek (2012), engaged in a thought-provoking discussion on the theme of resilience in their careers and communities. Guided by the insightful questions posed by moderator Neil Thornton, the panel explored topics such as defining resilience, industry adaptability, managing failure, mentor-mentee relationships, community involvement, and personal and professional achievements. Their shared experiences and stories inspired more than 30 alumni attendees from class 2004 to 2022 and highlighted the importance of resilience in personal growth and the development of thriving communities.

The reunion celebrated the progress made by the Impactful 40 Under Forty Alumni concerning innovation, growth, and success, with an examination of their entrepreneurial drive, vi-

sionary thinking, and unwavering commitment to excellence.

Interactive panel discussions provided a platform for panelists to share their experiences, challenges, and valuable lessons with one another, facilitating knowledge exchange and offering fresh perspectives. Networking opportunities abounded, allowing attendees to forge collaborations and partnerships that would contribute to their personal and professional growth.

This event not only celebrated the remarkable accomplishments of the previous year's honorees but also ignited a spark of inspiration in the next generation of entrepreneurs and professionals. It encouraged them to strive for excellence and make significant contributions to the business community.

Looking ahead, the Business Link Media Group plans to introduce more alumni programs later this year, providing further opportunities for networking and fostering career growth. All alumni are warmly welcomed to participate and take advantage of these initiatives that aim to strengthen connections and support their continued success.

To become a part of the vibrant alumni community, please reach out to us by sending an email to

40u40niagara@gmail.com.

We look forward to connecting with you and welcoming you into our network.



UPCOMING EVENTS

JUNE
17

ROTARY FAMILY FARMFEST

Saturday July 17, 11:00am - 3:00pm

White Meadows Farms
2519 Effingham St, Pelham, ON

JULY
01

KEVIN HART REALITY CHECK

Saturday July 1st, 9:00pm - Sunday July 2, 1:00am

OLG Stage at Fallsview Casino
6366 Stanley Ave, Niagara Falls, ON

CANADA DAY CELEBRATION

Saturday July 1st, 11:00am - 4:00pm

Fireman's Park
2275 Dorchester Road, Niagara Falls, ON



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NETFLIX SEES RISE IN SUBSCRIBERS

In direct connection with its password-sharing crackdown, Netflix subscriptions have risen. The streaming giant gained more new subscriptions from May 25 to May 28 than it had in any other four-day span since Antenna began compiling data in 2019.

More:

- Netflix began putting an end to people sharing account passwords, which it estimated that more than 100 million people worldwide were doing.
- The company made users that share an account outside the prior account holder's home pay \$7.99 per month to use the service.
- o It also limited the amount of users customers could add to their accounts.
- The monthly cost of sharing an account with an extra person is \$2 less than opening up your own account.
- Shares of Netflix have risen 13% since the password-sharing crackdown began on May 23.

News source: <https://inside.com/campaigns/inside-business-38889/sections/netflix-subscriptions-jump-374631>

JPMorgan Chase is creating a software program called IndexGPT to analyze securities using cloud computing and artificial intelligence. The business is the first financial institution to announce a GPT-like product that's targeted directly to customers.

More:

- The application outlines the usage of Generative Pre-trained Transformer (GPT) models, comparable to ChatGPT, to power AI.
- Financial advisors worry about the market impact of AI technology taking over their position.
- With 1,500 data scientists and machine-learning experts, JPMorgan is evaluating several GPT use cases.
- Large language models like GPT offer opportunity and power, and JPMorgan executives are keen to investigate their potential worth.

News source: <https://www.linkedin.com/sharing/share-offsite/?url=https%3A%2F%2Finside.com%2Fs%2F372542>



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Walmart reported better-than-expected quarterly earnings and revenue and raised its full-year guidance, expecting a 3.5% rise in net sales and adjusted earnings per share of \$6.10-\$6.20. Walmart's successful grocery division helped to make up for declining sales of apparel and electronics.

More:

- In contrast to expectations of \$148.76B, quarterly sales came in at \$152.30B.
- Online sales at Walmart U.S. increased 27% YoY, while same-store sales increased 7.4%, fuel excluded.
- The corporation noticed a shift away from general products and towards groceries and necessities, with increased sales of food and consumables.
- Target's e-commerce growth lagged behind that of Walmart, which surpassed it thanks to curbside pickup and home delivery.
- A short time after Wall Street's opening on Thursday, Walmart shares were up 2.1%.

News source: <https://www.cnn.com/2023/05/18/walmart-wmt-q1-2024.html>



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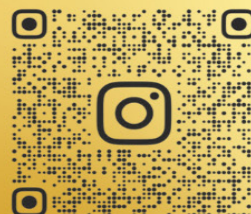
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