

# TIME TO *Shine*

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FINEST BUSINESSES  
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Affinity Partners  
& Savings



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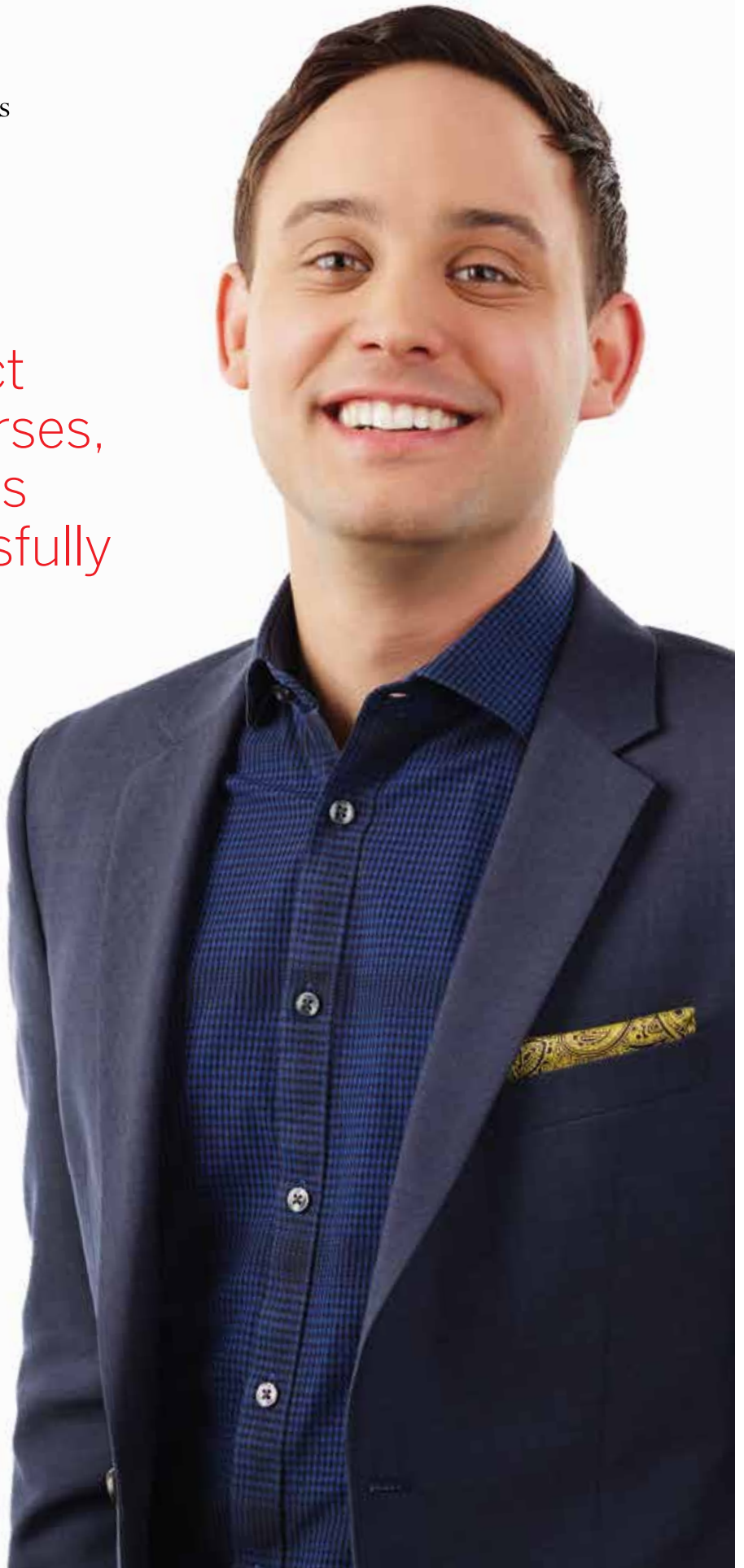
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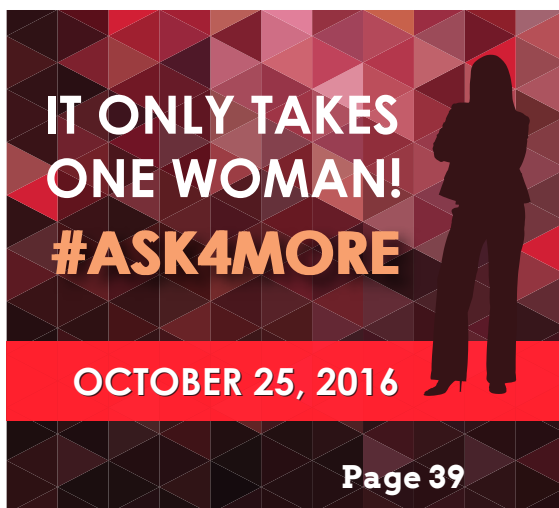
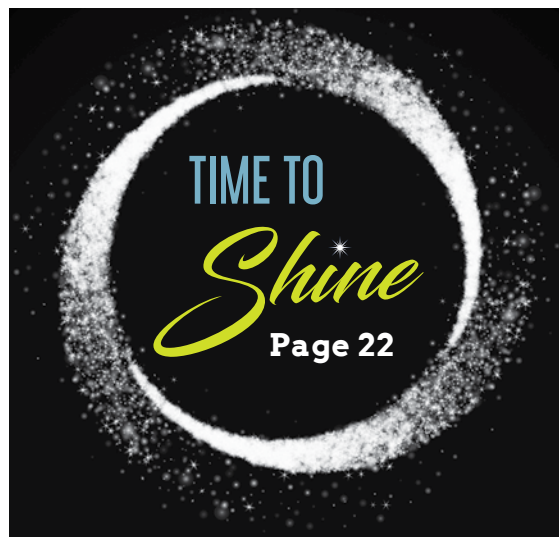
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 Mississauga Board of Trade

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## The voice of business for Mississauga

Established in 1961, Mississauga Board of Trade proudly serves as a chamber of commerce for the sixth largest city in Canada – the third largest city in Ontario. Mississauga Board of Trade represents all businesses in Mississauga. MBOT is well positioned to address the needs of business by using its considerable influence at all levels of government, allowing for the opportunity to be part of a strong and unified voice in advocating and taking the lead in effecting change and growth in local, provincial, national and global markets.

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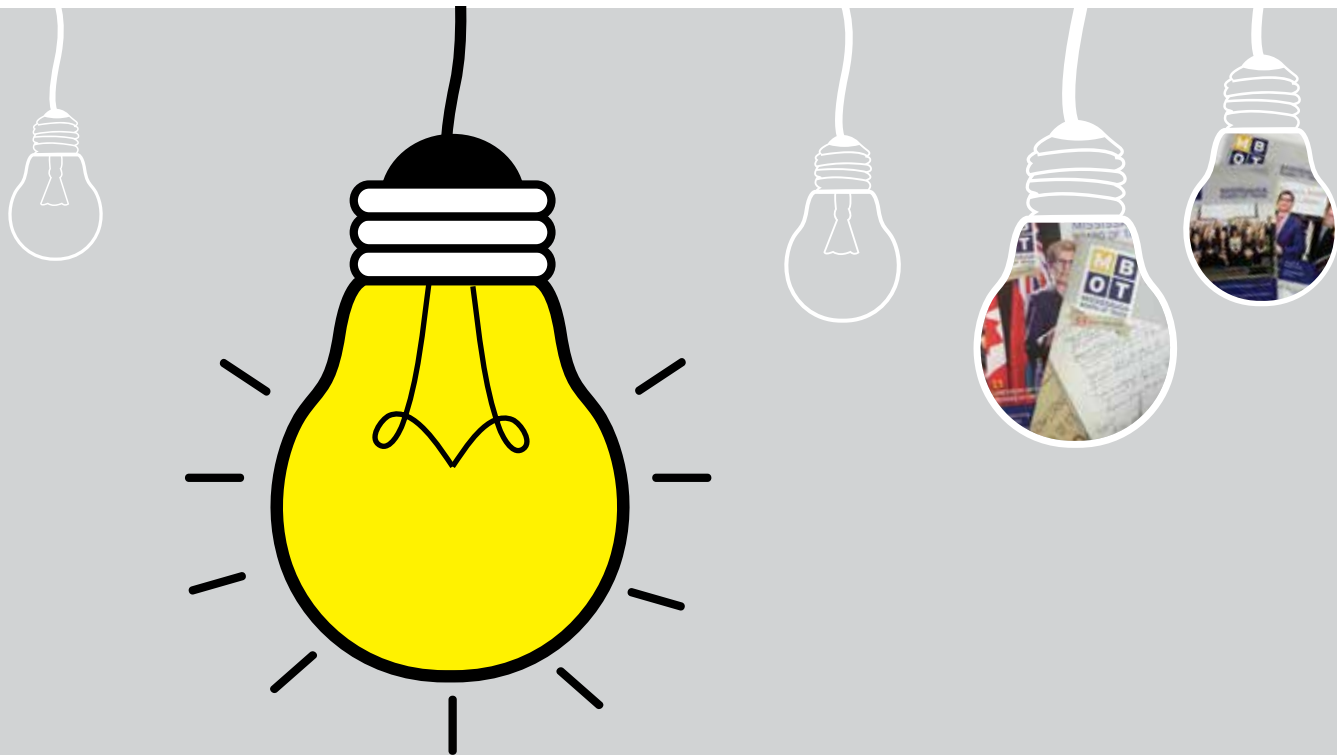
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## NAME THAT MAGAZINE **WIN \$500**

We are revamping and rebranding our quarterly magazine (The one you are reading!) in 2017 and are looking for a **NEW NAME**. We are asking our valued members to come up with a new name capturing the vibe and essence of the Mississauga Business Community. Blend a mixture of short, catchy and easy to remember names that you think are unique, you could win \$500 MBOT Dollars\*.

- Submit your ideas with the subject line "#MBOTMagazine" now through Friday, **September 30<sup>th</sup>** to Bahaar Sachdeva, Brand & Communications Manager at [bsachdeva@mbot.com](mailto:bsachdeva@mbot.com).
- 1 name per entry. Enter as many times as you like.
- The selected name will be announced at the December Good Morning Mississauga (GMM). The winner will be awarded **\$500 MBOT Dollars**.

\* MBOT Dollars can be used towards event admission and advertising opportunities.

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# SMALL BUSINESS TOO BIG TO IGNORE

**W**ith over 90 percent of MBOT's membership made up of businesses with fewer than 100 employees, the importance of small business to our organization and our economy as a whole can't be overstated. In fact, businesses in the "100 and under" category employ three million Ontarians.

It's because of this and the growing challenges faced by these firms that the Ontario Chamber of Commerce (OCC) has launched a province-wide advocacy and awareness campaign that brings front and centre the very real contributions of small businesses, as well as the key challenges they face.

The campaign, Small Business Too Big to Ignore, includes a recently released draft report that identifies key barriers to small business success. While likely not news to many MBOT members, the three key challenges identified in the report are a lack of access to talent, key infrastructure gaps, and rising costs of doing business.

On talent, 38 percent of businesses in the GTA have had difficulty in filling open positions in the past 12 months. This is up sharply from 25 only two years ago. These numbers are even higher in manufacturing, transportation, and health sciences—three key sectors in Mississauga's economy. The OCC identifies inflexible apprenticeship requirements as contributing to the problem. It is also monitoring proposed changes to Ontario's labour standards and regulations to ensure the concerns of businesses, including ready access to much needed talent, are on the forefront.

The OCC also points to an estimated \$60 billion infrastructure gap as adversely affecting businesses' ability to grow and export. While key gaps in transportation infrastructure such as transit, roads, and bridges are ever apparent, less visible needs include broadband internet access. Not surprisingly, this is needed in rural and northern communities, but MBOT members in the IT sector have also identified gaps in our region.

Finally, and again not surprisingly, businesses continue to be challenged by rising costs, which affect growth and competitiveness. Chief among these is the increasing cost of electricity in the province. Since 2004, costs per kilowatt hour have risen 383 percent during peak times – the hours when most businesses operate fully. This is being felt by business, with nearly 40 percent predicting electricity prices alone will shrink their bottom line, while 5 percent expect they will be forced to close altogether in the next five years. Additional costs include rising municipal property taxes driven by arbitration agreements and labour costs. Ontario's Cap and Trade carbon system has the potential to add further costs on business. On the better news front, Ontario's proposed retirement plan has been jettisoned for an expanded CPP. While the expansion will again add costs to business, they are likely to be less than a completely new, standalone program.


This report is just the beginning for the OCC and MBOT. In the coming weeks, both organizations will be engaging members and small businesses to further identify challenges and propose solutions. The final report will be issued during Small Business Week in October. The work won't stop there, however. The province's entire chamber network will continue to advance the cause of small business with a focus on talent, infrastructure, and costs.



**Peter Nogalo**

2016 MBOT Chair

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# BUSINESS & COMMUNITY

## - A GREAT PARTNERSHIP

Many people believe business and community don't mix. To the contrary, a business elevates itself from good to great by embracing and contributing to the community where it lives.

This is why Mississauga Board of Trade (MBOT) encourages all business to get involved in the community, from a monetary and time perspective. At MBOT, we walk that walk. In addition to our more than 70 events we host ourselves, we participate, annually, in over 300 additional events, committees and projects outside of Mississauga Board of Trade. Here are a few of the community events MBOT supports and participates in.

MBOT was a major sponsor of Ribfest this year. The annual event, hosted by the Rotary Club of Mississauga is an amazing three days of entertainment, carnival rides and most of all, the amazing array of southern style ribs and chicken. Our team helped promote the event and was on hand to help with judging a contest and cover the festivities on MBOT TV.

MBOT promotes, supports and attends 'Twas the Bite Before Christmas. This event, organized by Dan Meadowcroft, is an annual dinner to support food banks in Mississauga. The organizers work tirelessly all year with all proceeds going to this incredibly worthy cause.

The MBOT team was in full stride, well maybe full walk mode for the Mississauga Marathon. Organizer Elliott Kerr of Landmark Sports Group invites teams to raise funds for their individual charities and the Mississauga Board of Trade was thrilled to be part of the action.

MBOT and many Board of Trade members participated in the Mayor's Youth Employment Expo. Supporting this effort to bring business and young job seekers under one roof was a tremendous initiative and MBOT thanks Mayor Crombie for inviting us to promote and participate with a view to reduce youth unemployment.

I am particularly excited to be a contestant in the upcoming Community Foundation of Mississauga, Dancing with the Mississauga Stars. Community Foundation of Mississauga supports many of the much needed services in the City of Mississauga and this fun filled evening raises over \$100,000 for the foundation to continue its work.

This is a small sample of the way the Mississauga Board of Trade engages, promotes, supports and participates in the community.

It only makes sense that business and community make a great partnership.



**David Wojcik**

*President & CEO*

**Mississauga Board of Trade**



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# MBOT'S GOVERNMENT RELATIONS AT A GLANCE

For more info on  
MBOT's role in Advocacy &  
Policy, please contact:



**Brad Butt**

*Director, Government Relations*  
Mississauga Board of Trade

## » ONTARIO'S ELECTRICITY SYSTEM

On July 8, 2016, the Policy & Government Affairs Committee received a presentation from Bob Delaney, MPP and Parliamentary Assistant to the Minister of Energy on Ontario's electricity system, plans for the future and how the pricing is determined. MBOT members remained concerned about the cost of electricity in doing business in Ontario versus other competing jurisdictions. Members of the Committee provided MPP Delaney their feedback and asked the Government to do a better job to keep a line on energy costs.

## » MISSISSAUGA'S WATERFRONT

On August 12, 2016, the Policy & Government Affairs Committee received a presentation from Mississauga Ward 1 City Councillor Jim Tovey on Mississauga's vision for the waterfront. With the availability of the former Lakeview Generating Plant site owned by Ontario Power Generation, the former Imperial Oil site and Small Arms building and associated site available for future development, Mississauga took the bold step of preparing a vision of its own hoping that future owners/developers of these sites would adopt the plan. For a complete view of Councillor Tovey's presentation which was taped at the Committee, please email [info@mbot.com](mailto:info@mbot.com) to request a digital copy.

## » IMMIGRATION REFORM

MBOT attended a roundtable with the Hon. John McCallum, Minister of Immigration, Refugees & Citizenship on July 13, 2016 in Mississauga. Minister McCallum expressed great interest in hearing from the business community on how reforms to Canada's immigration system could benefit businesses. The Minister indicated that legislation would be coming forward this fall in the House of Commons to address some of the issues about timely immigration to Canada for skilled workers and others needed for Canada's economy.

## » AFFORDABLE HOUSING

The City of Mississauga is undertaking a study of affordable housing and has invited stakeholders like MBOT to participate in its planning. We have attended a roundtable discussion in late July and expect to have greater involvement this fall. Housing options and affordability are important issues for Mississauga businesses and their employees.

Visit our website [www.mbot.com](http://www.mbot.com) for details!

## » SHORT TERM ACCOMMODATIONS (AIRBNB)

The City of Mississauga is conducting a review of Short Term Accommodations and whether the City should bring in a regulatory regime to deal with this issue. MBOT met with the staff team on July 22, 2016 for a review and appreciated being consulted.

## » INTERNATIONAL TRADE

MBOT held a roundtable with the Hon. Michael Chan, Minister of International Trade, Province of Ontario on July 21, 2016. Minister Chan is newly appointed in this new Ministry set up by Premier Wynne with a mandate to help small and medium businesses (SMEs) better access international markets. MBOT will keep in touch with his office and we look forward to the roll out of some initiatives later this fall.

## » CANADIAN CHAMBER OF COMMERCE RESOLUTIONS

Each year at the Canadian Chamber of Commerce (CCC) Annual Meeting, resolutions are put forward by member chambers for debate to set policy objectives for the CCC. Our MBOT Committees have been vetting these resolutions and providing input so the Chair and President can properly represent us at the CCC AGM September 17-19, 2016 in Regina. MBOT, along with the Oakville Chamber of Commerce, sponsored a resolution calling on the federal government to amend the Tax Code to provide fairness for golf expenses to be treated the same as other business entertainment deductions.

## » MISSISSAUGA STORMWATER CHARGE/CREDIT PROGRAM

MBOT has been front and centre on the impact of this new charge to businesses in Mississauga. We have met with staff and discussed the issue with members of Mississauga City Council. A special forum to explain the program and ways businesses can mitigate the impact of this charge has been scheduled for September 28, 2016 at the MBOT office. If you would like to attend this event, please go to [www.mbot.com](http://www.mbot.com).

## » SMALL BUSINESS TOO BIG TO IGNORE

MBOT is delighted to be participating in the Ontario Chamber of Commerce (OCC) Small Business Too Big To Ignore campaign. This is an awareness campaign being fronted by dozens of local chambers of commerce throughout Ontario to bring to light the very real issues SMEs face on a daily basis. MBOT is hosting small business roundtables in early to mid September to get YOUR feedback and provide it back to the OCC. We look forward to publishing our report in early October in advance of Small Business Week.



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# EVENTS

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## September

Wednesday

07

### Membership Matters

8:00 AM - 10:00 AM  
Mississauga Board of Trade

Wednesday

14

### Good Morning Mississauga

7:30 AM - 9:30 AM  
Novotel Toronto Mississauga Centre

Thursday

15

### CSPN Workshop

9:30 AM - 4:30 PM  
Mississauga Board of Trade

Thursday

15

### GEM Meets NGen

4:30 PM - 7:30 PM  
Sky Zone Trampoline Park

Tuesday

20



Thursday

29

### Business Learning Series

8:00 AM - 11:00 AM  
Corporate Event Centre at CHSI  
*[Details on Page 14](#)*

### 2016 Mayor's Annual Address Luncheon

11:30 AM - 1:30 PM  
Mississauga Grand Banquet & Convention Centre  
*[Details on Page 10](#)*

## October

Wednesday

05

### Membership Matters

8:00 AM - 10:00 AM  
Mississauga Board of Trade

Wednesday

12

### Good Morning Mississauga

7:30 AM - 9:30 AM  
Corporate Event Centre at CHSI

Tuesday

18

**Small Business Expo**

4:00 PM - 7:00 PM

TBD. Visit [www.mbot.com](http://www.mbot.com) for details.

Thursday

20

**Growth & Power  
Breakfast Series**

7:30 AM - 9:30 AM

Credit Valley Golf & Country Club

*[Details on Page 15](#)*

Tuesday

25

**Women's Leadership: It Only  
Takes One Woman! #Ask4more**

7:30 AM - 11:30 AM

Lionhead Golf & Conference Centre

*[Details on Page 39](#)*

## November

Wednesday

02

**Membership Matters**

8:00 AM - 10:00 AM

Mississauga Board of Trade

Wednesday

09

**Good Morning Mississauga (GMM)**

7:30 AM - 9:30 AM

Lakeshore Convention Centre

Wednesday

09

**Professional Sales Assoc.**

10:00 AM - 11:30 AM

Lakeshore Convention Centre

Thursday

10

**Business Learning**

8:00 AM - 11:00 AM

Corporate Event Centre at CHSI

Thursday

17



**2016 Business Awards of Excellence**

5:00 PM - 9:30 PM

Mississauga Convention Centre

*[Details on Page 22](#)*

Thursday

24

**NGen VIP Private Event**

5:00 PM - 7:00 PM

St. Louis Bar and Grill

Wednesday

30

**Economic Update**

7:30 AM - 11:30 AM

TBD. Visit [www.mbot.com](http://www.mbot.com)



# December

Wednesday

07

## Membership Matters

8:00 AM - 10:00 AM

Mississauga Board of Trade

Thursday

14

## Annual General Meeting / Good Morning Mississauga (GMM)

7:30 AM - 10:00 AM

Mississauga Grand Banquet & Convention Centre



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# THREE SIMPLE RULES FOR SUCCEEDING IN BUSINESS



By Ken Tencer

There's just one framed quote posted on my office wall: "Brick walls are there for a reason. They give us the chance to show how badly we really want something."

The quote comes from a book, *The Last Lecture*, by Randy Pausch. Pausch was a computer science professor at Carnegie Mellon University when he was asked to give a "last lecture" in 2007. It was an honour bestowed annually on a professor to talk about the things that mattered most to them. A month before delivering that lecture, Pausch learned that his previously diagnosed pancreatic cancer had become terminal. He had 10 months to live.

Randy's last lecture that day was entitled "Really Achieving Your Childhood Dreams." It was not about death, but overcoming obstacles – something that we as entrepreneurs face daily in our own businesses.

To be clear, I am not comparing the gravity of terminal illness to the comparatively trivial challenges of business. I am drawing on the insights, strength and courage of a wise, gentle man who urged us to face all our challenges head-on.

In the past month, I've been reminded several times of that lecture, that book, and that quote. It came from seeing so many business people who've had the wind knocked out of them at the same time. For many, the "great financial crisis" of 2008 never ended, and the hard knocks are still coming today.

No doubt, tough economic times test all our skills and perseverance, as well as our credit lines. But in my 20-plus years as an entrepreneur, I have also found that tough times contain their own opportunities for new success and growth. At least for those who remember three simple rules:

## KEEP THE LIGHTS ON

If you truly believe that there is a future for your business and industry, find a way to keep the business going. Over the years, my business has been constantly challenged by recessions, losses of confidence, disappearing customers and accompanying write-downs – but the

"Open for Business" sign still shines. I can't say that it's always been easy, or that I didn't limp home on occasion. But in time, those little stickers you can buy to mark your 10th, 25th, 30th or 50th years in business really signal the market that you and your company are trusted partners for the long haul. Shed a bit of your all-Canadian humility and let the world know you've earned your scars and your stripes.

## JUST SHOW UP

It's amazing how attendance at industry events, dinners and trade shows always seems to be the first thing that gets cut, for budgetary reasons or perceived lack of time. But tell me: How can you not have the time or money to go out and meet new leads and prospect new opportunities, especially when times are tough and you need them the most? Get out of the office and bring back new ideas and fresh prospects. I have set a personal goal of attending 50 per cent more "events" this year. Hope to see you at one of them.

## DIAMONDS ARE CREATED UNDER PRESSURE

Recessions bring clarity and focus to your business. During the launch phase of a business, every day is like a recession: not enough time, too little money, and too few customers. We need to rediscover the focus that we had when we first "broke through" with our business. Now is the time to key in on the top opportunities – customers, products and services – that are the most profitable for your business and hold the greatest potential going forward. This is not a time to spread yourself too thin.

It takes more than three simple rules to succeed in business. But embracing the qualities of perseverance, clarity and focus that underlie these tips is certainly the best place to start.

There is a follow-on to Pausch's quote. "Brick walls are there to stop people who don't want it badly enough. They are there to stop other people." As successful business leaders, it's essential to remember that we didn't get here by being like "other people." You won't regret it. And it won't hurt if I give away Randy's last line: **"If you lead your life the right way, the karma will take care of itself."**

Article submitted by: Ken Tencer | Chief Executive Officer, Spyder Works Inc. Originally published on Feb. 24, 2016 as a Guest Column in *The Globe and Mail*.

## Show Me the Money IV Sept 29

8:00 a.m. to 11:00 a.m.  
Corporate Event Centre  
at CHSI

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BANNISTER**

Creator of  
**kijiji**

Janet launched Kijiji.ca and grew it to become one of the most visited websites in Canada. Subsequently, she led the Kijiji Global business, accelerating growth in North America, Europe, and Asia. Prior to launching Kijiji, Janet was at eBay in Silicon Valley where she led multiple “non-collectibles” categories and help transform eBay from a collectibles to a mainstream marketplace.

Janet is passionate about helping entrepreneurs and their businesses reach their full potential. Her background is a combination of founding and building successful entrepreneurial ventures and making an impact at leading companies such as Proctor & Gamble, McKinsey & Co., and eBay.

Janet is a General Partner at Real Ventures, Canada’s largest and most active early-stage venture capital firm. Janet has led investments in ten companies and works actively with Real’s portfolio companies to help them accelerate growth and create meaningful impact. She also founded and built a successful consulting business and was CEO at a Toronto-based start-up in the online content and commerce space.



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# EXPLORE BRAND JOURNALISM AND MULTIMEDIA STORYTELLING!

Weaving words, images, graphics, audio and video into marketing has become increasingly necessary for crafting a compelling and memorable message. A report from Cisco estimates that, by 2019, video content will dominate online content, making up 80% of global internet traffic.

"Multimedia Storytelling is becoming more and more important to brands every single day," says Stephen Ghigliotty, an instructor in the University of Toronto School of Continuing Studies. "As traditional marketing media channels continue to disappear or fragment, brands and organizations need compelling content to share across new platforms. The appetite for content is voracious in a Snapchat, Instagram, Twitter, and Periscope universe."

If you are a marketer, community manager, brand manager or other communications professional, the Certificate in Brand Journalism & Multimedia Storytelling will expand your skills even further as you create effective contemporary multimedia campaigns. This is how you can enhance your capabilities in content creation, brand journalism, scriptwriting, audio and video production, photography, and data visualization. "We have been careful to create a curriculum that works for client side, agency side, communication professionals, charitable organizations and entrepreneurs that want to go from strategy to production of rich content that works across every media platform, including the monitoring and analytics that define success," says Ghigliotty.

As a bonus, in this program you can build your network of like-minded professionals, while emerging with a portfolio of work that visually demonstrates your skills and understanding of the visual web.

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# CITY OF MISSISSAUGA'S STORMWATER CREDIT PROGRAM

By Victoria Kramkowski

Mississauga is a growing city. With more people living here and more businesses operating here, the amount of stormwater running off hard surfaces such as roofs and parking lots is increasing. In addition, changes to our climate can bring heavier rainfalls and rapidly melting snow.

These changes mean there is more stormwater entering our system than ever before, causing costly wear and tear on our already aging infrastructure. As a result, the City of Mississauga has implemented a stormwater charge, which came into effect on January 1, 2016 as a new, dedicated source of funding.

The City's stormwater charge is based on the amount of hard surface on a property, with hard surface being a reliable indicator of expected stormwater runoff. However, many commercial, industrial, and multi-residential properties have, or are considering implementing, best management practices (BMPs) that help retain stormwater on-site or improve water quality. These BMPs can include measures such as permeable pavement, bioswales,

## Mississauga's New StormWater Charge - How It Affects Your Business

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Mississauga Stormwater  
Charge On Your Property?

Did You Know You May Qualify  
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Mississauga Board of Trade is  
hosting an event to  
help you save \$\$.

Wednesday  
**September 28, 2016**

8:00 AM - 10:00 AM

MBOT Office

Register: [www.mbot.com](http://www.mbot.com)

The City offers a stormwater charge credit program for multi-residential and non-residential properties that have implemented stormwater BMPs. Properties may be eligible for a credit of up to 50% of their stormwater charge. Properties with BMPs that were operational prior to January 1, 2016, can have their credits backdated to January 1 if complete applications are received by the end of 2016. The City can also provide preapproval for credits for proposed BMPs.

To learn more about stormwater credits and the application process, visit: <https://www.mississauga.ca/portal/services/credit-program> or email [stormwater@mississauga.ca](mailto:stormwater@mississauga.ca).

# BUSINESS & THE ARTS – A WIN-WIN FOR MISSISSAUGA



By Annis Karpenko

*"From a business perspective, art-based tools help teams to see beyond the obvious to generate new ideas."*

*~ Donna Sturgess,  
Global Head of  
Executive Leadership  
Development at  
Banff Centre*

\* Kaimal, G., Ray, K., & Muniz, J. (2016). Reduction of Cortisol Levels and Participants' Responses Following Art Making. *Art Therapy*, 33(2), 74-80.

Creating art has been considered therapeutic for centuries. Recently, a large body of research has surfaced proving that, no matter your perceived ability or whether the final product is perceived as good or bad, the process of making art is enough to significantly reduced stress hormones in your body.\* Employees with lower stress can be more productive, contribute positively to a team dynamic and experience elevated job satisfaction. Science has also shown that making art can improve connections in the brain; even mindless sketching, like doodling when you are at a meeting, can relax you and help focus your attention.

Mississauga is filled with an amazing creative arts community and there are many ways companies can support the arts community. By doing so, you will enhance your company profile and contribute to the economic benefits of the communities you operate in. Sponsoring the arts is an effective way to communicate with your customers.

Ideas on how your business can support the arts in Mississauga include:

- Buy original artworks from local artists to decorate your offices;
- Purchase tickets to local theatrical, musical or dance performances in your area as customer or employee appreciation gifts;
- Build cohesive teams, foster creative collaboration and have fun through corporate art making retreats;
- Take your team to an art gallery or heritage museum for lunch or an outing;
- Sponsor local arts organizations' events or programs to enhance your corporate profile as a culture supporter;
- Support Mississauga by supporting Mississauga Arts Organizations!

*Article submitted by: Annis Karpenko | Executive Director of Visual Arts Mississauga at Riverwood.*

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# ELIMINATE SALES OBJECTIONS FOREVER!

By Linda Kern



There is one reason, and one reason only, that your customers or prospects raise objections when you sell: **you are pitching too early.**

You are making the sales process about you, your products, and your company. It's not ever about you in the sales process...EVER! It is always about your prospects company, their goals, their challenges, and what they are trying to accomplish to take their business from where it is today to reach a future desired state. When you learn to do this effectively you will never, ever get an objection again...EVER!

## A Story

I had a client that always received objections throughout the sales process. During his first sales call with the prospect, he would ask a couple of questions about the company, the department, and if they used a product similar to the one he was selling. Very soon after this quick discussion my client would begin to talk about his product and how he could solve all of his prospects problems. It was then the objections began and this was because he hadn't taken the time to **fully** understand the prospect's business. Every solution he pitched didn't seem to work in the prospect's business for this reason or that. My client wasn't recommending a specific answer to a stated goal or challenge.

## What to Ask

- Prospect's goals: "One year from now what will you be most proud of having accomplished?"
- Prospect's challenges: "What challenges do you anticipate will get in the way of achieving that goal?"
- The final question should be something more specific to the business you are in. Eg: "What are you doing now as it relates to..." And you may follow up with: "And how is it working for you now?"

Throughout this conversation don't say anything about your product/service unless it is in direct relationship to something the prospect has said, and then follow up your explanation with another question to get the prospect talking again.

## Try it Yourself

On your next sales call don't say a thing about yourself, your company, or your product until the very end of the time your prospect agreed to meet with you. Show keen interest and engage in a detail conversation about their business. Challenge yourself to go deep into each topic you raise with him/her. When you get to the end of the agreed-upon time, tell a brief story of how you helped someone in a similar situation, make a recommendation for a next step meeting, and then thank the prospect for his/her time. Follow up with a thank you email summarizing the discussion along with a meeting invitation to firm up the next step.

Article submitted by: Linda Kern, BCom, CPSP | Sales Growth Strategist, Linda Kern & Associates.

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- » Trillium Health Partners
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- » Visual Arts Mississauga at Riverwood
- » Vita Centre
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- » Heba A. Malki  
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- » Michael McCarthy  
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# PAST EVENTS COVERAGE

## The MYTH of Work Life Balance



MBOT's Health & Wellness Forum hosted it's inaugural event with Keynote speaker Dr. David Posen followed by a panel of physicians and specialists. The experts shared practical, constructive ideas and actionable solutions in maintaining a positive work life balance.



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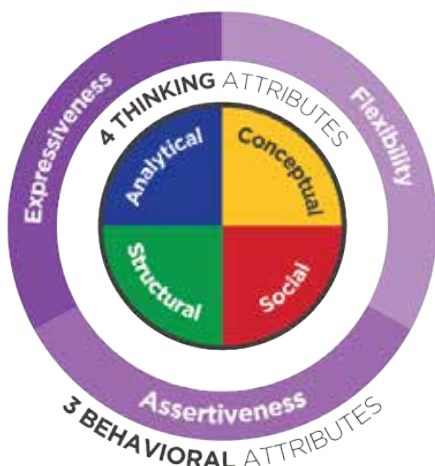


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Sept. 15	4:30-7:30 p.m.	Sky Zone
Nov. 24	5:00-7:00 p.m.	St. Louis

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# SHOULD I STAY OR SHOULD I GO?

By Judi Lloyd



So you have been living in the same family home for a very long time and the children have moved out or a life change has happened and you are thinking about "to move or not to move." This is when a REALTOR® with a Master-Accredited Seniors Real Estate (M-ASA) and a Senior Real Estate Specialist (SRES®) designation can be of assistance.

A REALTOR® with these exclusive accreditations know that entering the real estate market once again after a long break, especially when a move needs to happen quickly, can be stressful. They will take the time to educate you about the many options available, as well as bring you up to speed on all the changing rules regarding real estate transactions. Whether you are looking to downsize, move to a retirement community or even decide to stay in your current home, they will have answers to your questions.

A Master ASA/SRES® REALTOR® has extensive experience working with seniors and have the patience and understanding to help guide them and their family through a variety of situations. They assist you to look at the bigger picture, including any financial or medical factors. Lawyers, accountants, moving companies, downsizers and many other professionals can be accessed through their extensive network.

In a nutshell, every day a MASTER-ASA/SRES®, can do the things you will likely only have to do once or twice in a lifetime; for them it is a familiar process. But for you, it may be a confusing, stressful, intimidating process. They have the experience and network required to serve a senior, especially when it comes to Power of Attorney and estate situations. You can count on them to take the confusion out of the process.

The primary goal of a MASTER-ASA/SRES® is to assist seniors in reaching the best decision for their circumstances which may or may not involve the sale of their home.

*Article submitted by: Judi Lloyd, Broker, ABR®, SRS, M-ASA, MCNE®, SRES®, C-CREC® } Royal LePage Realty Plus Brokerage, Mississauga*

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# HOW TO LEASE YOUR IDEAL LOCATION (PART 1)



By Fazle Naqvi

For a business that needs a retail presence to succeed, your choice of location and what you sign into your lease could determine the difference between success and otherwise.

This 5-step process could help ensure that you avoid the many pitfalls in the path to getting and keeping your dream location. These are steps that the big chains have mastered, and these are the very same steps that smaller businesses sometimes falter on, either due to lack of planning or lack of proper advice.

1. **Define your business** – This is more important than it sounds. If you define your business well, it will help you understand where your target market shops and you can accordingly decide where to locate your business. Defining your business also helps you project scale into your plans. This helps you decide whether you should locate your business close to your competition, or in a market that has little competition.
2. **Budget** – What is the realistically achievable business turnover that you can plan to do? This number should determine the rent that you can pay. Never force fit your business projections on the basis of a location that you fall in love with. A restaurateur that I know well, says that the average ratio of rent to gross sales for the restaurant industry is 8%. He therefore does not look at a new lease if rent is more than 5% of projected gross revenue. This, he says gives him the luxury of a cushion should things not go to plan. Look for a metric like this for your own business and you won't go wrong.
3. **Size** – Big is not necessarily better. The budget plan in point 2 above will give you the maximum size of space that you should rent.
4. **Rent** – Your landlord may give you one of several variants of commercial rent calculation systems. Your rent could be a gross rent, a net rent, or indeed a triple net rent. You should insist on having the landlord provide you a calculation of the final rent payable. This will ensure that all additional rents are enumerated, and that you won't get hit with a big surprise down the road.
5. **Term** – The Term of a lease, is the duration of lease. Decide about this on the basis of how long you would like to remain in a location. If you have a proven business, you could afford to lease for a longer term.

If yours is a new business, then it's better to sign a shorter term lease. Ensure in either case that you have a right to renew. This will allow you to remain in the location for a longer period of time, and you can therefore do all the marketing you need to drive traffic to this location. You must ensure that you have professional leasing assistance, and quality legal counsel before you commit yourself to a lease.

Article submitted by: Fazle A Naqvi | Founder of Health Property.

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# CHANGE IN THE WORKPLACE

By Joe Pampena



Whenever leaders use the word **"Change"**, it generates a wide range of emotions and discussion.

Change can be good, and sometimes change can be less than good. People typically do not like change because they are comfortable with the current mode of operations and it typically effects team morale which is a huge concern for business owners.

There are a few things that one should consider when dealing with change in the workplace so that the negatives risks are mitigated.

1. Have a complete plan about the change: why the change, impact to the business and employees, how the change will be implemented, ask for their support, ask for what they need to make this work, address any emotions they may feel because of the change and finally make sure the lines of communication are open during the execution of the plan.
2. Keep Talking; remember communication is key, the content is important but also timeliness and relevance. Walk away with a majority supporting the change; otherwise recalibrate and recycle. Make sure that you are open with communications. You may think you're keeping the things under wrap and only giving them what they need to know at the time but people are intuitive and more often than not, they will already know something is coming. You want to minimize gossip which reduces productivity and could negativity impact the plan.
3. As a leader you need to realize people are different, therefore strategy for each individual needs to be different. Yes, it may require more work on your part at the front-end but you will realize the benefits at the end and throughout the process. If the change will have a negative impact on an individual(s). address it upfront and let them know what you are going to do for them. Ask them what they need, customize the plan based on the individuals and how they are impacted.
4. Finally, be positive and optimistic throughout the process, give positive/constructive feedback. Once complete, celebrate with everyone. Make everyone feel that they have given new life to the organization.

Article submitted by: Joe Pampena | Master NLP Coach-Practitioner



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32 MBOT Magazine Fall 2016



# MEMBER ENGAGEMENT

MBOT brings together business minds of like and differing skill sets to provide insight on the many critical issues facing business today. From human resources and education to government affairs and international trade, MBOT continues to provide a venue for members to collaborate on ideas and shape the Mississauga business landscape.



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Contributes to developing MBOT's policy positions and advocacy strategies.

Chair: Peter Nogalo,  
ARI Financial Services Inc.  
Staff Liaison: David

## AWARDS OF EXCELLENCE

Plans and organizes the annual business awards programming, including nominations and judging in the set categories.

Chair: Philip Fogarty,  
KPMG Enterprise  
Staff Liaison: Jabeen

## GOLF CLASSIC

Plans and organizes this 9-hole signature event that is filled with fun skill, competition, prizes and lots of time for networking.

Chair: Irving Fox,  
Speigel Nichols Fox LLP  
Staff Liaison: Jabeen

## HUMAN RESOURCES

Dedicated to uncovering and informing members on the best HR practices and policies.

Chair: TBD  
Staff Liaison: Brad

## GROWTH & POWER

Dedicated to the planning and organizing of C-level series of interviews with influential founders and CEOs.

Chair: Imran Hasan,  
Transglobal Systems of  
Canada Inc. (TSOC)  
Staff Liaison: Jabeen

## BUSINESS LEARNING

Develop and deliver business workshops and learning opportunities to business leaders and professionals.

Chair: Maria da Silva,  
BDO  
Staff Liaison: Jabeen

## NEXT GENERATION (NGEN)

Provide networking opportunities and education series for young professionals aged 40 and younger.

Chair: Saša Jurovicki,  
MNP LLP  
Staff Liaison: Monika

## WOMEN'S LEADERSHIP

Dedicated to producing support and development opportunities, with an emphasis on women's leadership.

Chair: Carrie McMullen,  
Aerotek Canada  
Staff Liaison: Sonia

## AMBASSADORS

Welcome new members, plan and execute networking events and new member orientation.

Chair: Sandra Kennedy,  
Skyline Toronto  
Staff Liaison: Sonia

## GET INVOLVED

### SHARE IDEAS

### LEARN MORE

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## SUSTAINABILITY

Education and support for business community in the area of environmental sustainability and corporate social responsibility.

Chair: Ted Creighton,  
Focal Point Coaching  
Staff Liaison: Sonia

## INFORMATION COMMUNICATION TECHNOLOGY (ICT)

Collaborate in support of education, awareness and solutions for members related to Information Technology.

Chair: Stephen Parrott,  
FOCUS Management  
Staff Liaison: David

## INTERNATIONAL TRADE FORUM

Support and resources for business community involved in trade or trade-related services.

Chair: Syd Martin,  
Affimex Customs &  
Trade Services  
Staff Liaison: Brad

## HEALTH & WELLNESS

Uncover opportunities to work and inform on best practices in the health and wellness industry.

Chair: Rick Menassa,  
iCare Home Health  
Services  
Staff Liaison: David

# 5 DIGITAL MARKETING TRENDS TO WATCH FOR IN 2017



By Arti Sharma

*We hear it all the time, that small and mid-sized clients aspire to reach their target audience more concisely, generate qualified leads and get a return on their marketing spend. The struggle is to identify a select few strategies that deliver this outcome.*

- ▶ **Web Design for Micro Interactions:** With consumer expecting brands to be “human-like,” website conversions will need to be addressed beyond a dynamic design. Rising mobile usage has lead to an emphasis on micro-interactions and how web designs are structured. In 2017, web designers have a tough task at hand as web designs will have to be geared for demographics in a variety of age groups.
- ▶ **Augmented Reality:** In addition to the above, user interface (UI) will be improved for augmented reality. Given the revolution started by Nintendo with Pokémon Go, virtual reality will be second nature in 2017 and beyond. Virtual reality and augmented reality is right now a bleeding edge field, but in the coming years expect it to go mainstream which could change a lot for all kinds of business.
- ▶ **Content Marketing & Syndication:** The buzz is only going to expand. Rich media content – video, interactive tools, gamification and different types of content being created will evolve. Live video will be integral to form a true connection with your audience.
- ▶ **Paid Social Ads:** The growing focus towards narrower niches, personalized content, more targeted channels, where businesses may get lower volume but higher quality engagement will take precedence. Google, Facebook, Twitter, Instagram, Pinterest has ventured into ‘Paid Ads’ and this part of paid social will be accepted as a necessary part of any social media strategy.
- ▶ **Native Advertising:**  
A native ad is not a direct ‘buy me’ message. Advertisers message is ‘disguised’ and matches the form, function, and look of the publisher’s page with the common goal of not “looking” like an ad.

Article submitted by: Arti Sharma | Chief Marketing Strategist and the Founder of Measure Marketing Results Inc.

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# WELCOME NEW MEMBERS!

## MAY

- Alex and Ani Square One | Lora Cirkon
- Beatties Basics Office Products | Randy Zedor
- CAMIL | Fernando Martins
- CIBC Mellon | Shane Kuros
- Collette Tours | Jared Gelfand
- Desjardins Financial Security Independent Network | Bilal Hasanjee
- Desjardins Financial Security Investment® Inc. | Mohammed Kababji
- DMSource Corp. | Sam Samoilescu
- Emeritus Retirement Income Specialists | Richard Blake
- Equitable Life of Canada | Katrina Sinclair

- Evocative Design Elements | Moreno (JM) Bernard
- KBC Tools & Machinery ULC | Paula Bass
- LowFreightRate.ca Ltd. | Salim Moledina
- Quantum Lifestyle Funding Group Inc. | Mark Diatel
- Search Shark Inc. | Justin Covas
- SellOffVacations.com | Lynne Wheeler
- SellOffVacations.com | Christopher Miles
- SportClips Haircuts | David Gonzalez
- SustainMobility | Jagoda Rozbicka
- Thunder Rank | Andre Campbell
- Unlimited Delivery Services | Rachel Walker

## JUNE

- ALCiT | Mariano De Luca
- American Express-Global Corporate Payments | Amir Esmailzade
- American Express-Global Business Travel | Lisa G. Ridley
- BASF Canada Inc. | Leta LaRus
- BIZXPRO | Thyagi DeLanerolle
- BLACK & WHITE MEDIA | Judah Hernandez
- Broker Financial Group Inc. | Samantha Bachan
- Caseo Ltd. | Scott McCrae
- CDN Technologies | Barbara Paluszkiewicz
- Centre Square Solutions Corp. | Jason J.R. Genua
- Dr. Chris Greenwood & Associates | Chris Greenwood
- Hiem Co | Rajesh Jain
- IDEA Networks | Leonard Dea
- Kids & Company | Linda Starr

- Kinamark | Bassel Martin
- Meridian™ | Shafi Shaikh
- OCCA Consumer Debt Relief | Ed Portelli
- Optimum Talent | Catherine Lyons-Bozzo
- PACE Credit Union | Brent Reid
- Payal Banquets and Convention Centre | Raj Govindan
- Plan Your Future | Brian Poncelet
- St. Louis Bar and Grill (Dixon Road) | Tony Hinds
- St. Louis Bar and Grill (Aventura Ct.) | Tony Hinds
- Sutherland Corporation Inc. | Aleem Kanji
- Topknotch Graphics | Amin Suleman
- Toronto International Academy | Charles Lee
- Toronto International Academy | Dana Cho
- ZSD Electric Inc. | Dennis Zammit



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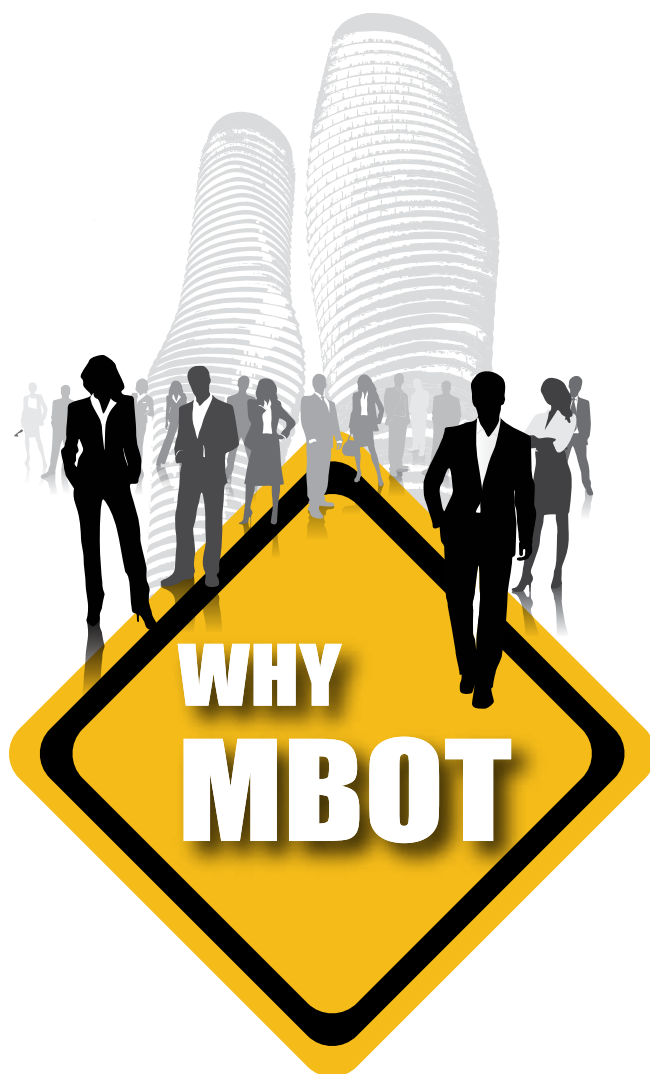
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## TOP TEN REASONS TO JOIN MBOT



### NETWORKING

Connect & meet over 1,500 businesses & professionals



### ADVERTISE

Quarterly Magazine, Annual Business Magazine, Website & e-bulletins



### DISCOUNTS

Member 2 Member offerings, discounts, *think globally - act locally*



### COMMITTEES

Volunteering to network, share knowledge & enhance personal branding



### AWARENESS

Brand your business, elevate your presence & get recognition



### ADVOCACY

At all levels of government contributing to a healthy economic environment



### BIZ LEARNING

Professional development, technology, management & leadership skills



### EVENTS

Be seen, be heard, be noticed! Make connections & referrals



### PARTNERSHIPS

Build relationships, clients & referral partners



### DIRECTORY

Use MBOT print & online Directory to shop for products & services

## JULY

- Accent Group | Candice Holland
- Bloomtools Canada Inc. | Terry Varga
- Bluebird Self Storage | Stefan Mclellan
- CANKEN Sports Club | Ephraim Mwaura
- ClearPier Inc. | Manish Agarwal
- Echo Wang - Syndicated Mortgage & Real Estate Advisor
- Henry Feather Photography | Henry Feather
- John The Plumber | Agathe Delange
- Lanworks Inc. | John Campana
- Look!Ads | Waddah Mohamed
- Mobius 8 Organics | Cheri Koschir
- Pharm Canada Inc. | Dil Muhammad
- PJF Security Systems | Paul Thomas
- QATCAN Ontario Inc. | Sibtain Rizvi
- Quick Body Fitness & Wellness | Drasko Raicevic
- R&H Accounting | Rafiq Surour
- RD Law Professional Corporation | Rinku Deswal
- Shack Shine-Home Detailing Services | Robert Porto
- TBS Canada Inc. | Lisa Acimovic
- TeraGo Networks Inc. | Andrew Devaney
- Transition Squad Inc. | Viraf Baliwalla

## THANK YOU TO OUR INTERNS



Victoria I.



Mathunitha S.

# THANK YOU RENEWING MEMBERS!

## MAY

- Aline Ayoub HR Consulting
- Amecan Canada
- AMEL Group
- Anlif Construction Limited
- BOSS Inc.
- Centre for Education & Training
- Credit Valley Golf & Country Club
- East-West Focus International Inc.
- Enersource Corporation
- Evergreen Lawn Sprinklers Inc.
- Haywood Hunt and Associates Inc.
- iCare Home Health Services
- Indelsol Inc.
- Indigo Marketing Solutions Ltd.
- John Fraser Secondary School
- Kathy Gallagher
- KKP Design, Print & More (Queensway)
- Liquid Capital Advance Corp.
- LMI Canada
- Malton BIA
- Marlene George Life Wellness and Business Coach
- Metalworks Studios
- Motel 6 Mississauga
- Norman Karkada
- Ontario Racquet Club
- Pallett Valo LLP
- Pearson Convention Center
- Petro-Tech International Ltd.
- R.G. Richards & Associates
- Regus
- SBG Innovative Technologies Corp.
- SellOffVacations.com
- Steel Canada Limited
- Terra Computing
- TUSKER FREIGHTLINE INC.
- University of Toronto Mississauga
- Visual Arts Mississauga at Riverwood
- Viva Life Retirement Community websiteTOON

## JUNE

- AB Forwarding
- ACCES Employment
- Barudan Canada Inc.
- Canadian Arctic Producers
- Century Audio Visual Ltd.
- Cognition Productions - unforgettable business video
- Covalon Technologies Ltd.
- Custom Spring Corporation
- daCunha Voyages Inc.
- Denso Sales Canada, Inc.
- Dixie Outlet Mall
- Epilepsy Halton Peel Hamilton
- Freight Systems Canada Inc.
- GE Canada
- Globeways Canada Inc.
- Gold MEDIA
- HB Accounting and Tax Services
- Intellect Design Arena Inc.
- ITEX Barter Currency
- Karl J. Bos, LegalShield Independent Associate
- Logix Data Products Inc.
- Loopstra Nixon LLP
- Nedco Electric
- Newtrans Carrier Inc.
- Orlando Corporation
- Part Time & Interim Controller
- Services
- Pilot Performance Resources Management Inc.
- Quality Inn Airport West
- Rayne Digital Consulting
- RBC Insurance
- Remax Specialists Inc., Brokerage
- SolsNet Solutions Network
- Topknotch Graphics
- XCEL Source Corp.

## JULY

- ARI
- Arkbro Industries
- Avison Young
- BELL Canada
- Big Ass Solutions
- BTI Brand Innovations Inc.
- C.I.M. Solutions Inc.
- Caesars Windsor
- Chartered Professional Accountants of Ontario (CPA)
- Circulation Solutions
- Clements Corporate Car Services
- Community Microskills Development Centre
- Cravenworks Consulting
- Expo-Trans Intl. Ltd.
- Georgia Department of Economic Development
- Grand & Toy
- Greater Toronto Airports Authority
- Heart House Hospice
- Innovative Management Consultants Inc.
- Integral Transportation Networks Corp.
- J.A.F. Pool Service Ltd.
- Jamnik Graphics
- Magellan Aerospace Corporation
- Mike Verhey & Associates
- Mississauga Steelheads
- Hockey Club
- Mobius 8 Organics
- Pall (Canada) Ltd.
- Panera Bread Erin Mills
- Peel Scrap Metal
- PLASP Child Care Services
- Playdium Mississauga
- Pro Net Sports Ltd.
- QATCAN Ontario Inc.
- Sam Laban
- Skyline Toronto
- TeraGo Networks Inc.
- United Way of Peel Region
- Vita Centre
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Konica Minolta Canada Grand Opening

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