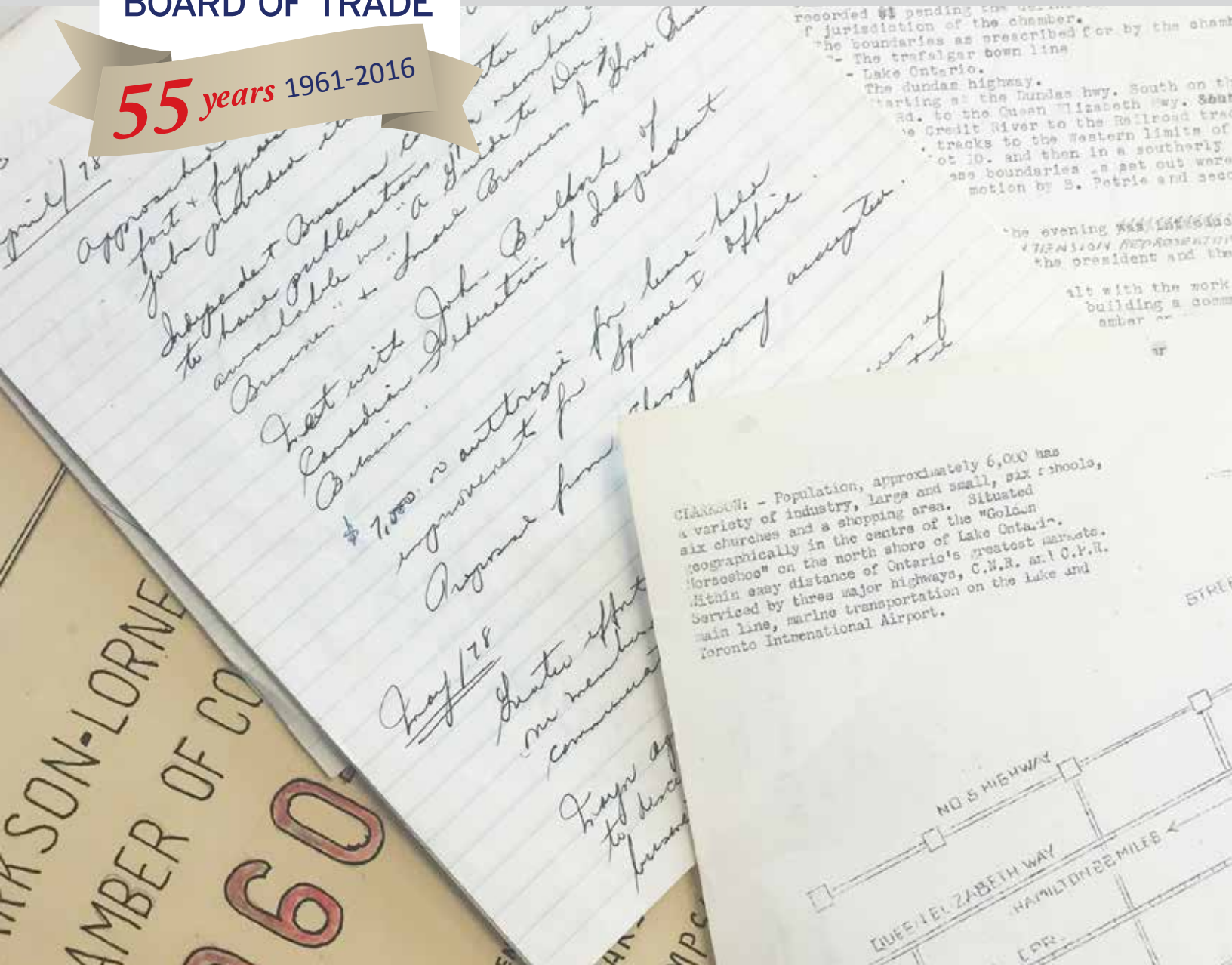


MISSISSAUGA  
BOARD OF TRADE

**55 years** 1961-2016

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SPRING 2016  
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**08** UPCOMING  
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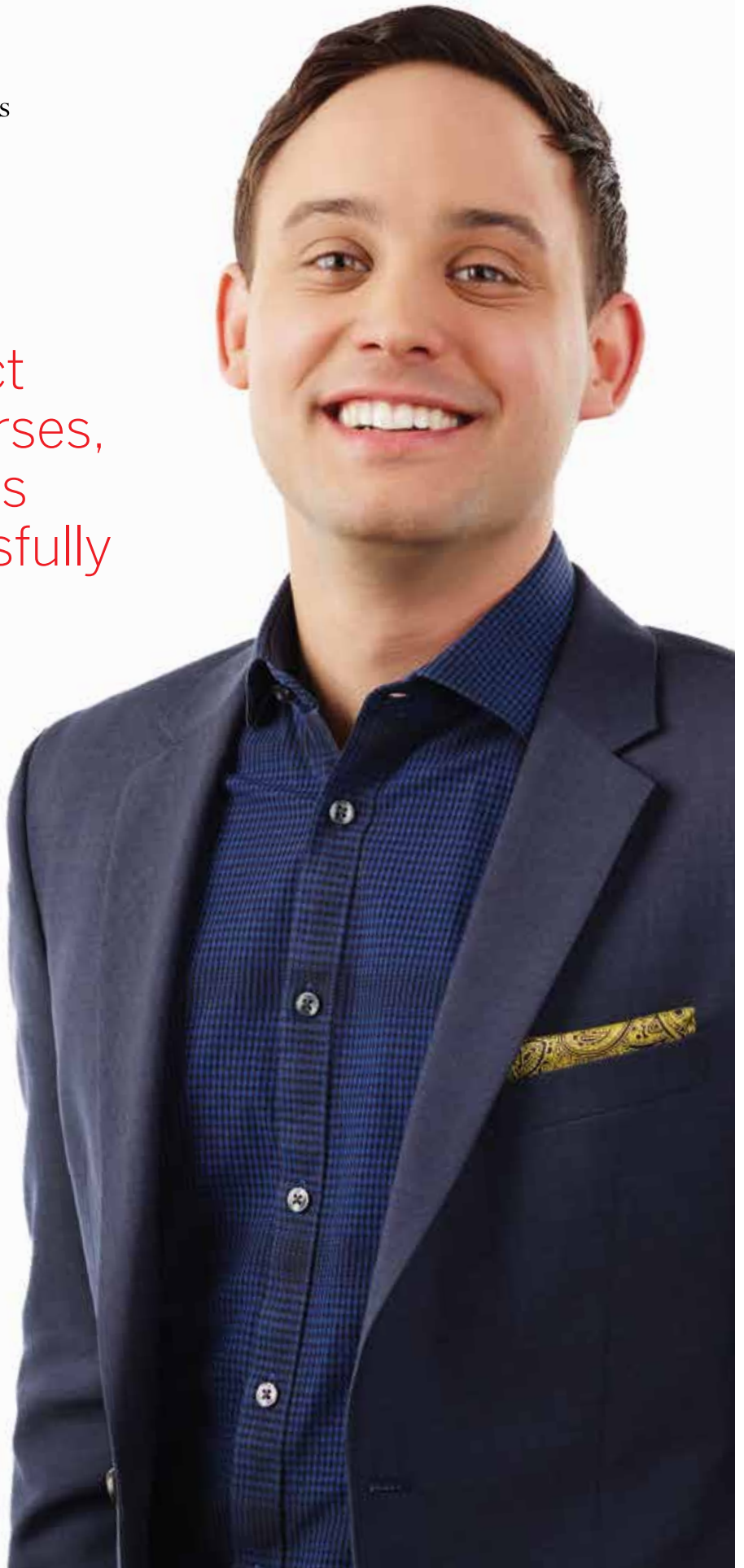
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MISSISSAUGA  
BOARD OF TRADE

55 years 1961-2016



## 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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Mississauga Board of Trade



Mississauga Board of Trade



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[@Anna\\_MBOT](https://twitter.com/Anna_MBOT)

[@Jb\\_MBOT](https://twitter.com/Jb_MBOT)

# Reflection, Change & Growth



A handwritten signature in blue ink that reads "Peter Nogalo". The signature is fluid and cursive, written on a light-colored background.

Peter Nogalo  
2016 MBOT Chair  
ARI Fleet Management  
Corporation

When you've been around for over a half century, you're bound to see a lot of things—change probably being among the biggest. While this is a year of celebration for the Mississauga Board of Trade, and a time to reflect upon past successes, it is also one to focus on future successes. More importantly, it is a time and an opportunity to plan for future successes by focusing on the strengths that have built this organization, while being reflective of the needs of current and future members.

The best way to achieve this is to maintain open and transparent avenues of communications with members. This could be through the spectrum of events MBOT hosts each year, assisted by several active committees, or through an engaged, multi-platform social media presence, or, as importantly, through regular interaction with staff, the board, and its executives. As part of that effort, I would like to share with you some goals and plans at both the Board and Chair level for the coming year and beyond.

## Strategic Vision for Future Success

As our President & CEO, David Wojcik, has said, "we are currently in the fourth year of a three year strategic plan." To remedy this, the board is currently in the

midst of a comprehensive strategic planning process. This includes a complete review of our previous initiatives, with a focus on keeping what's working well, bolstering what's working less well, and closely examining what may not be working at all. More importantly, it will include a deep dive into how the board of trade may continue to create value for members and for the larger business community well into the future.

Without prejudging the exercise, the board is cognisant that all member-driven organizations face an environment where each interaction, let alone long standing partnerships, is measured on returned value. What's more, as a new and incredibly dynamic generation enters the business world, the value of existing means of connection and the organizations that facilitate that may not be readily apparent to it. These are but a few of the changes and challenges we face, but as the business environment changes, so too must even the most venerable of organizations like boards of trade. Look to this space in the coming months for updates on MBOT's strategic plan and initiatives for success. In the meantime, I am honoured to serve as your 2016 chair. Please come by to introduce yourself at any of the many excellent events MBOT will host this year.

Microsoft Azure

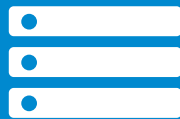
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# 55 Years and Counting



**David Wojcik**  
President & CEO,  
Mississauga Board of Trade

In anticipation of our 55th Anniversary Masquerade Gala, I started doing some research into our history. An interesting story started to evolve and revealed some fun facts I thought I would share with you.

#### >>> Fun Fact #1

The Mississauga Board of Trade was originally called the Clarkson-Lorne Park Chamber of Commerce.

#### >>> Fun Fact #2

The oldest written records on file are minutes of the Executive Meeting held on October 7, 1959, where the members discussed contacting the Canadian Chamber of Commerce to obtain a charter to form the organization.

#### >>> Fun Fact #3

The official formation of the Clarkson-Lorne Park Chamber of Commerce is documented as July 11, 1961.

#### >>> Fun Fact #4

The Secretary for the Chamber at the date of formation was Bert Thompson, a local mechanic.

#### >>> Fun Fact #5

The original boundaries were: "The Town Line and up to No. 5 Highway – east along No. 5 Highway to Stavebank Road – South on Stavebank Road to Queen Elizabeth Highway – west on Queen Elizabeth Highway to Credit River and follow to Railway Tracks – West from the Railway tracks to west limite of Town of Port Credit – south on that line to the lake."

#### >>> Fun Fact #6

On February 21, 1968, approval was given by the Department Of The Secretary of State to change the name from

the Clarkson-Lorne Park Chamber of Commerce to the Mississauga Chamber of Commerce. Subsequently, on April 1, 1968, the boundaries were changed to include, all of what we now know as the City of Mississauga, except for the area of Highway 5 north to Highway 401 and Highway 10 west to 5th Line West. This was still under the jurisdiction of the Streetsville Chamber of Commerce.

#### >>> Fun Fact #7

On March 22, 1977, approval was given by the Governor General in Council to change the name from the Mississauga Chamber of Commerce to the Mississauga City Board of Trade.

#### >>> Fun Fact #8

On March 17, 1988, approval was given by the Governor General in Council to change the name to the Mississauga Board of Trade and to change its boundaries to include the entire City of Mississauga.

#### >>> Fun Fact #9

On March 31, 1988, the Streetsville and District Chamber of Commerce, which formed on December 29, 1965, relinquished its Chamber franchise.

#### >>> Fun Fact #10

On April 14, 2016, the Mississauga Board of Trade will celebrate our 55th Anniversary. This magical evening will be filled with amazing entertainment as we acknowledge the contribution of our past Chairs, Karen Ras (2013), Paul Woolford (2014) and Jeffrey Percival (2015). Join us as we honour, Lifetime Business Achievement Award recipient, Gil Moore, Founder of Metalworks Studios.

I look forward to seeing you there.

# Events Calendar

## MARCH

|  |   |   |
|--|---|---|
| <b>March 2</b><br>7:30 a.m. - 9:30 a.m.  | <b>Membership Matters</b>   | MBOT Office                                       |
| <b>March 2</b><br>5:30 p.m. - 6:30 p.m.  | <b>Travel Info Session</b>  | MBOT Office<br><a href="#">Details on Page 41</a> |
| <b>March 4</b><br>11:30 a.m. - 1:30 p.m. | <b>2016 Ontario Budget Highlights with Minister Charles Sousa</b> | Lakeshore Convention Centre                       |
| <b>March 8</b><br>5:00 p.m. - 7:00 p.m.  | <b>International Women's Day<br/>Wine, Cheese &amp; She Talk</b>  | MBOT Office                                       |
| <b>March 9</b><br>7:30 a.m. - 9:30 a.m.  | <b>Good Morning Mississauga (GMM)</b>                             | Microsoft Canada                                  |
| <b>March 10</b><br>7:30 a.m. - 9:30 a.m. | <b>Growth &amp; Power Breakfast</b>                               | Credit Valley Golf & Country Club                 |
| <b>March 31</b><br>5:00 p.m. - 7:00 p.m. | <b>Good Evening Mississauga (GEM)</b>                             | STIR Kitchen & Beverage Co.                       |

## APRIL

|   |  |  |
|---|--|--|
| <b>April 5</b><br>5:30 p.m. - 6:30 p.m.   | <b>Travel Info Session</b>                         | MBOT Office<br><a href="#">Details on Page 41</a>                    |
| <b>April 6</b><br>7:30 a.m. - 9:30 a.m.   | <b>Membership Matters</b>                          | MBOT Office  |
| <b>April 13</b><br>7:30 a.m. - 9:30 a.m.  | <b>Good Morning Mississauga (GMM)</b>              | Markland Wood Golf Club  |
| <b>April 14</b><br>5:30 p.m. - 9:00 p.m.  | <b>55<sup>th</sup> Anniversary Masquerade Gala</b> | International Centre<br><a href="#">Details on Page 23</a>           |
| <b>April 21</b><br>8:00 a.m. - 11:00 a.m. | <b>Business Learning</b>                           | Corporate Event Centre at CHSI<br><a href="#">Details on Page 29</a> |
| <b>April 27</b><br>3:30 p.m. - 7:00 p.m.  | <b>Advisory Boards: A Critical Success Factor</b>  | Mississauga Convention Centre  |



**MAY**

|  |   |   |
|--|---|---|
| <b>May 3</b><br>7:30 a.m. - 11:00 a.m.   | <b>Women's Leadership: Own Your Success - Mission Possible!</b> | Lionhead Golf & Conference Centre<br><a href="#">Details on Page 31</a> |
| <b>May 4</b><br>7:30 a.m. - 9:30 a.m.    | <b>Membership Matters</b>                                       | MBOT Office   |
| <b>May 5</b><br>7:30 a.m. - 12:00 p.m.   | <b>ICT Event- The Technology of Things</b>                      | Microsoft Canada<br><a href="#">Details on Page 37</a>                  |
| <b>May 5</b><br>5:30 p.m. - 6:30 p.m.    | <b>Travel Info Session</b>                                      | MBOT Office<br><a href="#">Details on Page 41</a>                       |
| <b>May 11</b><br>7:30 a.m. - 9:30 a.m.   | <b>Good Morning Mississauga (GMM)</b>                           | University of Toronto Mississauga (UTM)                                 |
| <b>May 11</b><br>10:00 a.m. - 12:00 p.m. | <b>Sustainability Event</b>                                     | University of Toronto Mississauga (UTM)                                 |
| <b>May 12</b><br>7:30 a.m. - 9:30 a.m.   | <b>GROWTH &amp; POWER BREAKFAST</b>                             | Credit Valley Golf & Country Club<br><a href="#">Details on Page 25</a> |
| <b>May 18</b><br>5:30 p.m. - 6:30 p.m.   | <b>Travel Info Session</b>                                      | MBOT Office<br><a href="#">Details on Page 41</a>                       |
| <b>May 19</b><br>5:00 p.m. - 7:00 p.m.   | <b>NGen (Under 40) Networking Event</b>                         | STIR Kitchen & Beverage Co.<br><a href="#">Details on Page 27</a>       |

**JUNE**

|  |  |  |
|--|--|--|
| <b>June 1</b><br>7:30 a.m. - 9:30 a.m.   | <b>Membership Matters</b>                            | MBOT Office  |
| <b>June 8</b><br>7:30 a.m. - 9:30 a.m.   | <b>Good Morning Mississauga &amp; 2016 TECONF</b>    | Mississauga Convention Centre<br><a href="#">Details on Page 38</a>  |
| <b>June 16</b><br>5:00 p.m. - 7:00 p.m.  | <b>Good Evening Mississauga (GEM) - Summer Event</b> | Visual Arts Mississauga  |
| <b>June 23</b><br>8:00 a.m. - 11:00 a.m. | <b>Business Learning</b>                             | Corporate Event Centre at CHSI<br><a href="#">Details on Page 29</a> |
| <b>June 27</b><br>3:30 p.m. - 8:00 p.m.  | <b>55<sup>TH</sup> Anniversary Golf Tournament</b>   | Markland Wood Golf Club<br><a href="#">Details on Page 34</a>        |

# Welcome New Members!

## November 2015

- Active Secure Inc.  
[Terry Orr](#)
- BNM Corporate Brigitte & Mayo Inc.  
[Sajan Mathew](#)
- cCentric Coaching  
[Daphna Gale](#)
- CIBC Wood Gundy  
[Michael Soble](#)
- DeRusha Law Firm  
[Syed Kabir](#)
- Destination Romance  
[Sandi Laing](#)
- EncoreFX  
[Noah Parvez](#)
- Excel Care Nursing Services Inc.  
[Anup Sahota](#)
- GENOVAC Consulting  
[Dr. Brigitte Tuekam](#)
- Landowl Internet Technologies  
[John Leonard](#)
- Kevin Morris, Sales Representative  
[Kevin Morris](#)
- McKenna Logistics Centres  
[John McKenna](#)
- MMI Professional Services  
[Steve Ryan](#)
- National Bank  
[Doreen Fong](#)
- Padgett The Small Biz Pros  
[Rizwan Shakoor](#)
- Phirelight Security Solutions Inc.  
[Wendy Morrison](#)
- Pinchin Ltd. - Environmental Consultants  
[Linda Drisdelle](#)
- Pounds of Plastic  
[Richard Pounds](#)
- Proforma Focus Promotions  
[Janet Gerry](#)
- PropertyGuys.com Mississauga  
[Sam Pouladi](#)
- Pure Physiotherapy  
[Joanna Nelken](#)
- Robert Half Finance & Accounting  
[Mike French](#)
- S.U.C.C.E.S.S. Active Career Advancement Project  
[Vanessa Shiu](#)
- Tail Blazers Etobicoke  
[Andrew Outinen](#)
- Talent Pool Builder / SalesProCRM  
[Jim Williams](#)
- The Shores of Port Credit  
[Helmuth Strobel](#)
- Thomas Jarmai, Sales Representative  
[Thomas Jarmai](#)
- TmaxSoft Canada Inc.  
[Satya Sarangi](#)
- Xeo Marketing and Strategic Consultancy Inc.  
[Monali Supramanyam](#)

## December 2015

- 416Pages.ca  
[Amandeep Singh](#)
- ACA Alliance  
[Ali Siddiqui](#)
- Canadian Property Management  
[Shah Shobhani](#)
- Danielle Campbell Design Inc.  
[Danielle Campbell](#)
- Excel Marine & Air  
[Nesrin Khalil](#)
- FocalPoint Business Coaching  
[Ted Creighton](#)
- Golfstream Travel/Airstream  
[Diane Motley-Bailey](#)
- Hexigent Consulting Inc.  
[Ryan Duquette](#)
- Indian Cuisine By The Lake  
[Danny Sandra](#)
- Jack Choros, Writing and Website Content Services  
[Jack Choros](#)
- Joshua Watson
- J's Magic  
[Jason Chessar](#)
- Melrose Paving Co. Ltd.  
[Remo Spizzirri](#)
- Mitman Financial and Investments  
[Hardesh Marwaha](#)
- Phoeapolis Organics  
[Mokhtar Asmi](#)
- Pics Alive Inc.  
[Arashk Momeni](#)
- PNS Project Services Inc.  
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- Rotary Club of Mississauga Airport  
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- SmileFunPhoto - The Photo Booth Experience  
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- The Crooked Cue  
[John Pappas](#)
- The Riverwood Conservancy  
[Brian Packham](#)
- The Works Gourmet Burger Bistro  
[Klaus Northmore](#)

- ARTS Etobicoke  
[Margie Macdonald](#)
- Canadian Professional Sales Association  
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- Dixie Events Centre Ltd.  
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- Epex Labs Inc.  
[Omair Shahzad](#)
- Freedom 55 Financial  
[Anthony E Agi](#)
- Golden Rose Wholesale Flowers Ltd.  
[Renee Tan](#)
- Huron Partners LLP  
[Sunny Sanghera CPA, CA](#)
- Ibreez Inc.  
[Imran Al-Haq](#)
- International Business Development Group  
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- Knowledge Code Education System Inc.  
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- Master Mechanic Erin Mills  
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[Hashim Reza Taqvi](#)
- Smart Sourcing Inc.  
[Shahid Jameel](#)
- Starting Point Global Inc.  
[Steve Maislin](#)
- Sterling Mutuals Inc.  
[David Raves](#)
- STIR Kitchen & Beverage Co.  
[Brian Meikle](#)
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With our Member Referral Program, you can help us spread the word about the value of your membership to your business contacts. Every time you refer someone to MBOT and that company becomes a member you'll be entered into a draw for a prize. The winner will be announced at our GMM events every quarter starting March. The grand prize of 2 Delta airline tickets will be at our Annual General Meeting in December 2016. You will also receive a free networking voucher for every single referral and be featured in an episode of MBOT TV.

**For more information about our Member Referral Program, please contact Solange Barcena at [referrals@mbot.com](mailto:referrals@mbot.com) or call 905-273-6151 ext. 430.**



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- Prosthodontics (Dentures)
- Sedation Dentistry
- Implants



**Dr. Fadi Swaida**



# Thank You Renewing Members!

November 2015

- ABCO Group (Addmore) Office Furniture
- ALT Hotel
- Applewood Glass & Mirror Inc.
- Aspen Wood Floors Ltd.
- Best Import & Export Performance Inc./Unica
- BIT Incorporated
- Bright Scholars Academy Inc.
- Canlan Sportsplex Mississauga
- City of Mississauga
- Closing the Gap Healthcare Group
- Constant Contact Inc.
- Costco Wholesale
- Dalton Associates
- Dominic Gallego
- EPCM Services Ltd.
- Excalibur Industrial Sales Inc.
- FASTYGIUM CONSTRUCTION INC.
- Fini Consulting
- Geo Express International
- Global Shipping Solution Inc.
- HFG Hynek Financial Group
- Hilton Mississauga/Meadowvale
- HSBC Bank Canada
- Inline Communications Inc.
- Innovative HR
- Instant Imprints Mississauga East
- Intex Freight Inc.
- Jane Stygall - Life Insurance Advisor
- Kaneff Group of Companies
- Ladner's Clothiers
- Lakeshore Convention Centre
- Laurie Williamson Motors Ltd.
- Makvision Inc.
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- MNP LLP
- noBul Media
- Paralink Copiers International Inc.
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- Servicestat Ltd.
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- SSK Signs
- Strategy First Consulting SFC
- Sundawn Integrated Services Inc.
- Susan Lancaster/Lancaster Team Sells Homes
- Twas the BITE Before Christmas Community Foundation
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- Zip Telecom Inc.
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- Aeronautic Freight Systems Inc.
- Avaco Monitech Canada Inc.
- BDO Canada LLP
- Best Version Media
- Come on Cupid
- Cushman & Wakefield Limited
- Elemech Industrial Supplies Inc.
- Ensure Freight
- Evergreen Rehabilitation Services Inc.
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- Katika Integrated Communications Inc.
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- Lynn Still Real Estate Sales Representative
- M & T Bank
- Manuflex Technologies Inc.
- Markland Wood Golf Club
- Mississauga Convention Centre
- Net2Net IT Solutions Inc.
- Noble Corp.
- Ontario Laundry Systems Inc.
- Permul Ltd.
- Polimex Forwarding Corp.
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- Pop-A-Lock Mississauga
- Rogers Cable Inc.
- Ryan Filter Sales Inc.
- Scotia Events Inc.
- Sheridan College
- Speedpro Imaging
- Stonegate Logistics Inc.
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- The Beer Store
- The Facts
- The Second Cup Coffee Company Inc.
- TownePlace Suites by Marriott  
Mississauga-Airport Corporate Centre
- UPS Canada Ltd.
- Weekly Voice
- Winward Canada

## January 2016

- ABCO Group (Addmore) Office Furniture
- ALT Hotel
- Applewood Glass & Mirror Inc.
- Aspen Wood Floors Ltd.
- Best Import & Export Performance Inc./Unica
- BIT Incorporated
- Bright Scholars Academy Inc.
- Canlan Sportsplex Mississauga
- City of Mississauga
- Closing the Gap Healthcare Group
- Constant Contact Inc.
- Costco Wholesale
- Dalton Associates
- Dominic Gallego
- EPCM Services Ltd.
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- FASTYGIUM CONSTRUCTION INC.
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- Geo Express International
- Global Shipping Solution Inc.
- HFG Hynek Financial Group
- Hilton Mississauga/Meadowvale
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- Inline Communications Inc.
- Innovative HR
- Instant Imprints Mississauga East
- Intex Freight Inc.
- Jane Stygall - Life Insurance Advisor
- Kaneff Group of Companies
- Ladner's Clothiers
- Lakeshore Convention Centre
- Laurie Williamson Motors Ltd.
- Makvision Inc.
- Mississauga Arts Council
- MNP LLP
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- Paralink Copiers International Inc.
- Professional Spanish Learning
- Rajinder Bal
- RZCD Law Firm LLP
- Saddlebrook Resort Tampa
- Scambellone & Associates Inc.
- Server Cloud Canada
- ServiceMaster Contract Services
- Servicestat Ltd.
- Spiegel Nichols Fox LLP
- SSK Signs
- Strategy First Consulting SFC
- Sundawn Integrated Services Inc.
- Susan Lancaster/Lancaster Team Sells Homes
- Twas the BITE Before Christmas  
Community Foundation
- UPS Canada Ltd.
- Zip Telecom Inc.
- Zomaron Merchant Services - GHTA Region

# MBOT News & Updates

**2016 Ontario Budget:** The Honourable Charles Sousa, Minister of Finance for Ontario presented his Liberal budget on February 25, 2016. Here are a few highlights:

## **Lowering Business Costs**

- Maintaining a Corporate Income Tax Rate of 11.5%
- Elimination of the Capital Tax
- Accelerated Depreciation on manufacturing and processing equipment
- Increasing the EHT exemption threshold from \$400,000 to \$450,000

## **Cap and Trade Costs**

- Gasoline increases by 4.3 cents per litre
- Natural gas prices increase by 3.3 cents per cubic metre

## **WSIB**

- Reduction of approximately 15% by the year 2022.



## **Tuition Assistance**

- Students from families with incomes, less than \$50,000 per year will receive a full grant up to the average tuition for college or university.
- Students from families with incomes, less than \$83,000 per year will be eligible to receive partial or full grant funding up to the average tuition for college or university.
- The average tuition for college has been determined to be \$2,768 and the average for university has been determined to be \$6,160.

## **ORPP Extension to 2018**

In a bid to ease fears of businesses in this uncertain economy, the Ontario government has pledged to delay the start of contributions to Ontario Retirement Pension Plans to 2018, rather than 2017. This along with the early release of the 2016 budget will provide business an opportunity to see the fiscal framework and better prepare for the economic turns we are sure to take. Visit [www.news.ontario.ca](http://www.news.ontario.ca) for more details.

## **Youth Employment & Summer Jobs!**

The government of Canada is supporting an extension of the Summer Jobs program which will facilitate the hiring of nearly 70,000 students across the nation. This is doubling the nearly 34,000 hired in the summer of 2015. The deadline for applying to be an employer is March 11, 2016. Visit [www.servicecanada.gc.ca](http://www.servicecanada.gc.ca) for more information on becoming an employer.

## **Call for Nominations for 2016 Business Awards of Excellence**

Since 1980, Mississauga Board of Trade has been recognizing Mississauga businesses whose achievements and community involvement have made significant contributions to the economic and social well being of the City of Mississauga. Nominate yourself, a deserving company or an individual between April 4 until June 3. Visit our website [www.mbot.com](http://www.mbot.com) for more details.

## **International Trade Forum**

Members of the International trade forum are building a micro site in order to facilitate and expand knowledge about trade rules and regulations within the municipality. Visit [www.mbot.com](http://www.mbot.com) for more details.

## **MBOT TV**

MBOT launched an exclusive weekly segment highlighting all the great work MBOTs dedicated staff are involved in! MBOT TV offers weekly recaps, event reminders and upcoming programs!

## **Mbot.com Facelift**

The Mississauga Board of Trade website is getting a facelift! We are in the early stages of brainstorming ways to improve the user experience for our members. Stay tuned for future updates!

## **Mbot Mobile App**

The ever changing technology landscape calls for a new way to stay in touch with MBOT. We are introducing a new concept mobile App that will simplify the user experience. Stay tuned for updates!

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

# What is meant by “Organizational Fit”?



**By Phil Schalm**

Associate Director,  
University of Toronto  
School of Continuing Studies

There is no single definition of organizational fit. In my experience, it is a catch-all term that hiring managers can use to try to explain that your behavioural style, your values and ways of working with other people either do or do not fit into that particular organization's way of getting the job done. What that can mean is that a collaborative style will not easily fit into a controlling top-down organization. Or, a person who is used to giving orders and having them followed without question is not likely to succeed in professional team-based setting, where all members use their analytical skills to help shape strategies.

There is no single kind of organizational culture. Often a manager who has had amazing gains in one organization can move to another and be a stupendous flop! The ability to move into a new organization and find the right fit to be successful is a strength. It means that you have a repertoire of skills that enables you to 1) determine the organization's dominant style, and 2) choose the personal behavioural style that will work best as you fit into the new setting.

The economy has many Canadians dealing with unemployment or underemployment. an effort to help them find a meaningful career.

To achieve this ability to achieve “fit” and be successful in a new environment, you are wise to learn different ways of conducting yourself within an organization. The University of Toronto School of Continuing Studies has developed an array of courses that will help you build these capabilities. You can help yourself in these ways:

- Communicating (Canadian Workplace Culture and Communication, The Business Approach to Writing, Professionally Speaking, Professional Writing)
- Negotiating (Powerful Negotiation Skills, Effective Communication and Negotiation, Be An Effective Negotiator (Day Seminar) ),
- Working within and leading teams (link to: The DNA of Highly Effective Teams, Understanding & Managing Conflict),
- Thinking critically and communicating your thoughts effectively (Critical Thinking Essentials (Day Seminar)), or, more broadly,
- Leading and managing effectively ( link to: The DNA of Top Performers, Managing People Essentials)

All of these courses, and others of equal value, are available in our University of Toronto campuses in Mississauga and Downtown Toronto. Many are also available in our Scarborough Campus and online.

Whether you are a newcomer seeking to enter the job market, a new graduate, a woman returning to work after taking a leave to raise a family, or someone seeking a career change, the knowledge and skills you will learn in these courses will add momentum to your success. The networking with your instructor and classmates can add even more value to the experience! Rigid and inflexible people have told me this willingness to adapt is a weakness, that they would never compromise who they really are in order to fit in. But do forgive them, with a friendly wave and smile as you pass them on the road to success!

Continue to learn! <http://learn.utoronto.ca/>

## Business Learning Series



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## KMB is pleased to introduce our newest partners, Amy M. Delisle and Suzanna Winsborough.

Both members of the Corporate/Commercial group, Amy heads the firm's Branding & Franchising group and Suzanna heads the firm's Business & Estate Succession group. We are proud to have Amy and Suzanna help lead our commitment to superior client service.



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Visual Arts Mississauga Open House



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International Networking Day

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- Husam Jandal, WSI Academy **Vice-Chair**
- Vivi White, RBC **Vice-Chair**
- Mike Szymanski, UniFirst Canada Ltd. **Treasurer**
- Jeffrey Percival, Pallett Valo LLP **Immediate Past Chair**
- Diane Drolet, Glaxo Smith Kline
- Paul Gaspar, UPS Canada
- David Wojcik, Mississauga Board of Trade – CEO & President (**Ex-officio**)

### DIRECTORS

- Macarena Sierra | Director of Development, University of Toronto Mississauga
- Diane Drolet | Director - Medical Strategy and Implementation, GlaxoSmith Kline
- Richard Lalonde | Environment Manager, CRH Canada Group Inc. (Formerly Holcim Canada) Inc.
- Dan Pastoric | Executive Vice President and Chief Customer Officer, Enersource
- Susan Amring | Director - Economic Development Office, City of Mississauga
- Lorrie McKee | Director - Public Affairs and Communications, Greater Toronto Airports Authority
- Peter Nogalo | Marketing Manager, ARI Canada
- Jeffrey Percival | Practice Group Head - Labour and Employment, Pallett Valo LLP
- Vivi White | Vice President - Commercial Financial Services, Peel Retail and Business Services, RBC Royal Bank
- Melisa Djebbari | Manager - Community Affairs, Bell
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- Paul Woolford | Partner - Tax, KPMG LLP
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- Deborah A. Campbell | Owner/President, Quality & Compliance Services Inc.
- Ralph Benmergui | Executive Director - Strategic Initiatives and Partnerships, Sheridan College
- Dero Sabatini | District VP, TD Commercial Banking
- Michael Szymanski | Vice President and Director, UniFirst Canada Ltd.
- Paul Gaspar | Director of Small Business, UPS Canada
- Husam Jandal | Chief Digital Officer, WSI Academy
- Sam Sharma | President, Power Savings Systems

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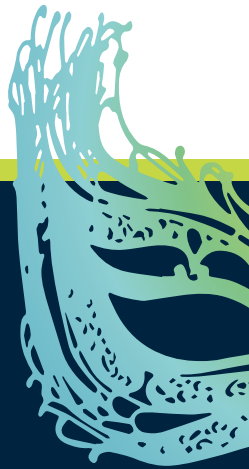
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## Programme

5:30 P.M.

COCKTAIL RECEPTION

6:30 P.M.

DINNER, ENTERTAINMENT, PRESENTATIONS  
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## Tickets

INDIVIDUAL \$250 TABLE OF 8 \$1950

FRIENDS OF MBOT TABLE SPONSORSHIP \$2500

## Dress Code

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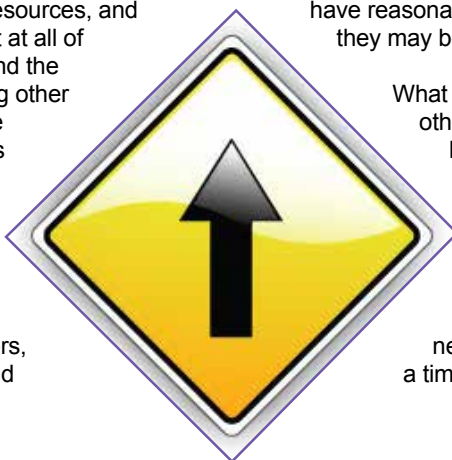
# When Your Best Isn't Good Enough: Protecting Directors from Personal Liability

By Sarah MacDonald

Keyser Mason Ball, LPP.

When you start a business, you will choose something at which you excel. But even if you are an expert life coach, clothing designer, or event planner, there is more to running a business than that, particularly financials, tax filing, human resources, and leasing. Very rarely will someone be an expert at all of these, and to be successful you will need to find the right people to complement your skillset. Hiring other experts will still require your oversight; you are an owner first, but also a director and directors can be personally liable for a number of liabilities of a business, the most typical being payment of employee wages, remittances of source deductions (CPP and EI) and remittance of HST. There is also potential personal liability when some creditors are given a priority over other creditors, or if shareholders are paid dividends that would render the corporation insolvent.

There are some defences that can be raised for the liabilities imposed by statutes. If a director has made reasonable enquiries and has reviewed the necessary information and could still not have reasonably known that payments were not being made, they may be excused from liability.



What is not a defence is: "I did my best. I hired others to watch the financials and file taxes, and I just focused on promoting the business". In this situation, your best is not good enough. You are responsible for watching over the people you have hired and asking the right questions about how the financial part of the business is being run. You are obligated to go beyond your own skillset and ask the necessary questions to keep yourself informed in a timely manner.

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# GROWTH & POWER

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**MAY 12**

### **DARREN MORGENSTERN** Founder, Ashley Madison

Darren is a life-long entrepreneur's entrepreneur. Darren began his entrepreneurial path when he was just 14, delivering newspapers and acquiring new customer subscriptions for the Toronto Star, which eventually lead to a timely opportunity in Alberta as a primary circulation contractor with the newly minted Edmonton Sun newspaper. It was at that time, as a young adult, Darren made the personal commitment to become an entrepreneur, preferring to become a job creator rather than a job seeker. Since, Darren has never looked back, enjoying highly successful financial outcomes in numerous industries including telecommunications, internet services, online dating, real estate services and television production. Darren now makes his mark as an investor, mentor and venture capitalist, currently supporting various companies in the health and wellness sectors.

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**Location:**  
Credit Valley Golf & Country Club

**Timing:**  
7:30 a.m - 9:30 a.m

**Individual Ticket:**  
Member: **\$55**  
Non-Member: **\$75**

**Table of 6:**  
Member: **\$300**  
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**Register:**  
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**OCT 20**

### **JANET BANNISTER** Creator of Kijiji

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. 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.

## GROWTH & POWER SERIES



Keynote Speaker Victoria Sopik, CEO & Co-founder, Kids & Company spoke to a sold-out audience of MBOT members and partners in January. Victoria oversees the company's strategic direction and provides leadership to the company's management team to deliver industry leading child care services. Victoria lends her time, skill and leadership to benefit the child care industry and community by presenting at a variety of events, workshops and conferences across Canada. Victoria's professional accomplishments have been recognized with several honours and rewards.

# Content is the king of your customer's heart

By Jack Choros

Freelance Writer

We've all heard the numbers before. 80% of your business will come from 20% of your customers. It takes as many as seven impressions on a prospect before you can turn them into a buyer. It's 70% cheaper to keep an existing customer than it is to find a new one.

The fact that you, the savvy small business owner, likely already know all of the facts and figures related to the retention of your client base, means you recognize it's that much more important to be able to keep in touch with your clients.

In today's digital age where newspapers continue to announce mass layoffs and businesses need to rely more and more on cutting through the noise created by the proliferation of mobile media and the endless streams of content that go with them, the best way to do that is to keep your content fresh and targeted. It means providing valuable information through your company's website, blog or social media channels.

## Create content that caters to your customers.

Content really is the king of your customer's heart. You owe it to yourself, your customer and your business to share the best, most engaging material you can. It might seem like a daunting task to stay engaged in your business' community on a consistent basis, but you can actually do that using a variety of tools, including:

- A newsletter rich in breaking news, expert advice and exciting promotions
- A blog post that's short, sweet, informative and entertaining
- An in-depth feature story with an influencer in your industry
- List articles, infographics and step by step guides that provide end users with valuable reference material

Do the right thing for both your business, your brand awareness and your customer. Develop the habit of providing valuable content to your audience on a consistent basis. It's the only way to compete in a world filled with sophisticated algorithms and trusted advice being communicated through various communications.

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**DATE** Friday, April 8, 2016

**TIME** 11:30 a.m. to 1:30 p.m.

**LOCATION** Mississauga Grand Banquet  
35 Brunel Rd, Mississauga, L4Z 3E8

**TICKETS** Individual: \$87 + HST  
Table of 8: \$652.50 + HST



**Keynote Address**  
Chief Jennifer Evans  
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# Smarter Cities with the Internet of Things

**By Dr. Rick Huijbregts**

General Manager Digital Transformation, Cisco Americas  
Vice President Innovation and Industry Solutions, Cisco Canada

Being a 'smart city' means many different things to different people. It starts all with the citizens: a smart city is a community that provides economic opportunities and meaningful jobs, it is a safe place to live, it provides access to good education and quality healthcare. There are multiple urban mobility options to get from "A" to "B" without being stuck in traffic; it is a great place to live and love. Cities increasingly compete with one another over these qualities, and they each are looking for ways to differentiate themselves—hoping to attract the best businesses and nurture a growing and prosperous population. In today's digital age, technology and innovation provide the capabilities that bring out incremental and unprecedented value to all of its stakeholders.

To take advantage of all that technology has to offer in an attempt to be even smarter and more intelligent, communities will need to consider a digital infrastructure—similar to roads, electrical grid, plumbing—that is the basis for delivering new experiences that make citizens more productive, safer, healthier, and happier. A technology-enabled smart city is not merely about providing fast high-speed broadband (this is table stakes and soon everyone will have this), but introduces a culture of innovation through technical advancement and collaboration between public, institutional, and private sector. There are four main building blocks to a technology-enabled smart city:

(a) Applications that deliver personalized, customized interactions and experiences that allow businesses, government, and citizens consume higher

To take advantage of all that technology has to offer in an attempt to be even smarter and more intelligent, communities will need to consider a digital infrastructure



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quality services. These applications enable processes, differentiate experiences, and (re)define quality of life. If this sounds esoteric, then ask the Gen Y (born after 1995) who are now entering the job market, are raised with PCs and tablets, and have very different expectations, on how they consume services and interact with one another.

(b) These applications are driven by the use of big data and advanced analytics. Insights of big data enable the personalized and customized delivery of value-added experiences and services. Governments have an important role to play in exposing public data for the betterment of services and experience. This data, the analytics, and the subsequent applications will increasingly reside in the cloud—levering secure, distributed, and shared storage and processing capacity.

(c) Applications are powered by—and data comes from—everything that is connected in today's hyper connected world. The Internet of Things connects people, process, data, and things and extracts value from smart objects (our phones, cars, streetlights, fire hydrants, signs, transit, etc). More than 20 billion smart devices will be connected by 2020 (with 13 billion smart objects connected today), and this is particularly true for all the complex systems that make up our cities.

(d) Cities need a digital highway or a wired and wireless digital infrastructure that is the foundation for the country, city, and industry transformation. Only when we securely connect everything, integrate the connections through an Internet of Things platform, and create a scalable and sustainable infrastructure, we can grow and evolve with the rapidly changing needs and expectations of the people and businesses in today's digital world.

The City of Mississauga has had the foresight to plan and build the necessary digital infrastructure in order to take advantage of the opportunities of the digital age. As more things get connected, the City will be able to deliver more innovative applications that will set it apart from its municipal competitors. The sky is the limit; the Internet of Things is the foundation; and Digital is the future for next generation smart cities.

Scan the QR code for more information on a Smarter Mississauga with the Internet of Things.



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# Responsible Business Sustainability



**By Jayne Pilot**

CEO, Pilot Performance Resources Management Inc.  
Speaker, author, consultant, auditor training in  
management systems.

The “DS Factor”, driving sustainability is a key factor to business success. The investment community wants to know how a business views its risks and opportunities. Many individuals have looked at the term “sustainability”, tied with environmental impacts. The Dow Jones Sustainability Index outlines sustainability as a business approach that creates long-term stakeholder value by embracing opportunities and managing risks deriving from economic, environment and social developments. My definition is “The ability to sustain business”.

When an organization follows key business principles to drive its business and integrates its internal practices, as well as external supply chain, including the natural resources they depend on, then they are working on sustainability.

As Albert Einstein said “We cannot solve our problems with the same level of thinking that created them.” Leaders require excellent business principles that outlines its correct code of conduct to produce the necessary outcomes for its business success. It needs integrated management to fulfill its business mission.

Business professionals require collaboration to address our world’s challenges. Management of businesses today require leaders that can ask thought-provoking business questions to get different insights into opportunities for improving the management of business and facilitate decision making.

## A leader needs time to “Assess”, “Reflect” to take “Action”.

Some areas of consideration:

1. Business Focus: Quality – Customer satisfaction, Environment – Prevention of pollution, Occupational Health & Safety – Prevention of injury and ill health, Financial – ROI
2. Leadership – unity of purpose and direction
3. Compliance with legal
4. Involvement of People
5. System Approach
6. Management of Resources
7. Operations – Risk
8. Emergency Preparedness
9. Performance Evaluation
10. Decision Making – Factual Approach
11. Improvement

What criteria do you manage your business to? What do you need to do differently? Leaders are looking to improve business operations to access timely data and information to make informed opportune decisions while working in the global marketplace. They need data analysis, innovation, automation and talent management. A company’s management system structure will not succeed operating in silos, an integrated management system approach is needed.

Jayne Pilot, EP(CEA, EMS-LA), CPEA, is CEO of Pilot Performance Resources Management Inc., she is MBOT member and committee member of its International Committee. She is an international speaker, author, consultant, auditor training in management systems. Associate member with ISO Technical Committee on Quality Management – ISO/TC 176 and Standards Council of Canada’s Mirror Committee, Vice-President with the Canada Pakistan Business Council, chair of Emerald EFW Energy from Waste.

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**Kim Mason**

Regional President  
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**WORKSHOP  
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# Escaping the Workplace & Getting Back On Course!

It's 4:30 on Friday afternoon and your boss just announced that the 10th annual employee moral boosting trip will be returning to the same bowling alley where they lost your shoes. A sense of frustration sets in and you and your coworkers start thinking about how to really bring the team together in a more exciting and enjoyable way. Karaoke? No. A team picnic? Forget it! How about the Team Relay Challenge at the 2016 Mississauga Marathon happening on Sunday, May, 1st?

The Sal Guzzo, LL.B. Team Relay Challenge allows coworkers to band together in teams of five to conquer the prestigious Full Marathon course. Participants will get to experience the roar and excitement of race weekend but will cover distances much more accessible to the casual runner. The purpose of this event is to provide a goal for participating teams to strive towards, together. It doesn't matter if you're in Marketing, Human Resources, or Accounting – the Team Relay Challenge unites colleagues as one collective unit in the heat of an exciting marathon atmosphere. You haven't truly bonded with your work friends until you've tackled a 42KM marathon course.



With a route winding through some of the most beautiful neighbourhoods Mississauga has to offer along the beautiful Lake Ontario Waterfront and ultimately finishing at the stunning Lakefront Promenade Park, every participant in the Team Relay Challenge will be gifted with a memory to last a lifetime. On top of experiencing the beauty of Mississauga & its surrounding areas, each team member will receive a stunning Finisher's Medal to display on their office wall.

With the event still months away, there is plenty of opportunity for group training sessions such as lunch jogs, and with our Scotiabank Charity Challenge, teams can choose from over 20 registered charity partners for whom to fundraise to make their experience even more meaningful. Casual running is linked with a plethora of health benefits, and even 30 minutes of training a few days per week yields increased alertness and energy, and



contributes greatly to mental health and illness prevention.

On top of the memories and bragging rights, teams signed up before Friday, March, 18th will also receive 2 platinum tickets per member (10 total) to the Mississauga Steelheads' season finale on Sunday, March, 20th – a great night to bring out friends, clients and family members.

If you're looking for more individualized races, the Mississauga Marathon also offers 2KM, 5KM, 10KM, and Half & Full Marathons distances happening on Saturday, April 30th & Sunday, May, 1st. Race Weekend kicks off with our Novo Nordisk® "Hazel" 5KM & the MNP 10KM! Don't miss out on this incredible opportunity to escape the workplace, get back on course, and #RunThisCity.

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# 5 Ways to Capture Your Prospect's Attention



**By Linda Kern**

Sales Consultant  
Linda Kern & Associates.

We recently uncovered some compelling data in a series of conversations we had with decision makers representing several industries. We asked them the best ways to reach them and what it would take for them to actually meet with a salesperson. Here is what they said:

1. **Know your prospects business and industry and be relevant.** Respondents expect salespeople to “do their research,” “know my business beyond our website,” and “understand me, my role and how your offering can help me.” Salespeople are often not prepared when they meet customers tending to “wing it” leaving these decision makers frustrated and feeling as though they wasted their valuable time.
2. **Know your own business and industry.** What trends are happening in your own industry that the customer can capitalize on? How can your product or service add value to the prospect's company and “give them a competitive edge”? What value do you bring?
3. **Demonstrate business impact (increased revenue, decreased costs, improve productivity, etc.).** What cost savings, revenue improvement, or other impact can your product bring? Maybe you can help them reduce turnover or downtime. Bring examples drawn from your other customers to the discussion. Can you quantify your impact with an ROI? It's all about adding value for your customer – and knowing what value is to each company and individual you call on.
1. **Reach out on all channels and make it personal.** All of our respondents indicated that they expect you to try to contact them many times using different media (phone, email, etc.) and that they respect the tenacity of consistent follow up. Research shows it takes 8-12 touchpoints these days to get a first meeting with a prospect, so persevere, it will pay off. Be sure to make your prospect “...feel special. And please don't send a generic email.” If you choose to send an email, customize it with the relevant information you've uncovered in your research to show how you can positively impact their company.
1. **Ask for referrals.** Regardless of the method of contact, decision makers will almost always grant you a meeting if you use the name of a referral — a mutual friend or business associate who vouches for your work. LinkedIn is a great resource to find out if you and your prospects know any of the same people,

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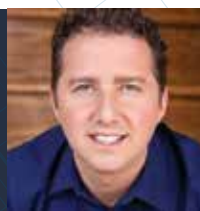
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Submit your nomination online  
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# What to do with all your stuff?

By Lynn Still

Sales Representative, Sutton Group Quantum  
Accredited Senior Agent (ASA)

If you're like most people, you've accumulated a lot of 'stuff' over the course of a lifetime. And, like most people, you don't know what to do with it. In fact, for the majority of senior clients I work with, this is the most difficult part of the process for them. Quite often, with the exception of a few family heirlooms, neither your adult kids nor your grandchildren will be interested in these items. Here are a few ideas on what to do with your 'stuff'.

• **Decide what things you will take with you to your next home.** Sometimes this is a very difficult process to go through. My experience as an Accredited Senior Agent (ASA) has shown me that the best way to handle this is to first separate things into those that you cannot live without and the things that you aren't as attached to. Next, would be to figure out if all those sorted things will actually fit into your new Home.

• **What Do Your Family Members Want?**

Once the belongings are sorted, you'll want to find out what of the remaining items your family members would like to have. Hopefully, there won't be any things that more than one person wants, but there are strategies to help you handle such situation.



• **There are some valuable things that neither family nor friends want - what can I do with them?**

Lifestyles have changed and many younger people do not want things that 'remind them of grandma's house'. Depending on the items, you may find that an auctioneer is your best bet. There are many local auctioneers, valuers, and other experts who can give you an idea of what your things are worth in today's marketplace, and may also suggest possible new homes for them.

• **This is too overwhelming for me - what can I do?**

There is a pool of exceptional specialists are transition managers, who can go through your "stuff" with you, distribute it, pack it, and even unpack it at your new home.

• **I want to donate some things - what items can I donate?**

This really comes down to what the items are, and whether you have a preference for where they are donated. Which organizations accept what items is very much location-dependent. There are some organizations, such as the Canadian Diabetes Association and Cerebral Palsy who will pick items up from you, which might be an important consideration for you. There are several local organizations such as church groups, shelters, that sort of thing, who also pick items up from you.



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We would like to welcome the newest addition to the MBOT team, **Sufya Hayat**.

She is a recent graduate of Sheridan College and will be taking on the role of Administrative Assistant to the President & CEO. Her charisma, quick wit and welcoming smile are a fantastic addition to the team!



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