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INAUGURAL VISIT OF VICTORY II CRUISE SHIP



Canada Day 2025

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NORTH SUPERIOR
PUBLISHING

- July Feature



Publication Mail Reg. # 40050324

Cybersecurity Made Simple: Free Tools and Habits That Protect Your Business

Teleco Tech Talk

When it comes to cybersecurity, many small businesses assume protection requires complex tools or expensive software. However, the truth is that there are simple, free actions you can take today to improve your business's digital safety significantly. Here are some practical (and free!) ways to boost your cyber defences—starting now.

Use a Password Manager

A strong password is your first line of defence—but creating and remembering dozens of long, unique, complex passwords? That's nearly impossible without help.

A password manager securely stores and auto-fills passwords for all your accounts. These tools can generate strong, hard-to-crack passwords and store them behind a single, strong master password. It will also seamlessly sync between your mobile device and laptop, so you can access and update when and where you need to. It's a straightforward way to enhance security without compromising convenience.

Learn to Spot Phishing Emails

Phishing is one of the most common threats facing businesses today. Hackers often disguise emails to trick you into clicking malicious links or downloading harmful files. Educate your team with easy-to-remember

tips:

- **Always hover over links** before clicking (check the destination).
- Look for **misspellings**, strange grammar, or unusual greetings.
- Be cautious with **urgent messages** demanding immediate action.
- **Verify unexpected attachments** by contacting the sender directly.

Think Before You Click

A single careless click can lead to a full-scale breach. Make it a habit to pause before opening links or downloading files—especially from unknown sources.

Encouraging a "think-first" culture can prevent most malware and phishing threats.

Enable Two-Factor Authentication (2FA)

Adding a second layer of security—like a one-time code sent to your phone—makes it much harder for attackers to access your accounts, even if they guess your password. Many platforms offer this for free (Google, Microsoft, and most banking apps). Make it a practice to enable two-factor authentication (2FA) for all applications.



Regularly Update Software and Devices

Updates often include security patches that protect you from known vulnerabilities. Set your devices and applications to auto-update whenever possible—it costs nothing and can block major threats.

Keep Cybersecurity Top of Mind

Security awareness isn't a one-time task. Consider starting a monthly 5-minute "Cyber Safety Moment" at team meetings. Keep it light, practical, and relevant. Use posters, share quick tips, and encourage employees to ask questions. Cybersecurity doesn't have to be complicated or costly. These easy steps can significantly reduce your risk and create a culture of cyber awareness in your workplace.

Penny Belluz, Director of Operations at Teleco, drives innovation in IT, security, and telecom. Teleco has proudly supported businesses with trusted technology solutions for over 40 years.

Free and Easy Cybersecurity Wins: What Your Business Can Do Today

Cyber Threats Don't Wait—Neither Should You. Strengthen Your Business Security Today





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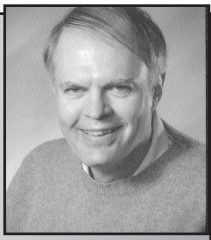
We value the power of partnership.



Our work with Indigenous communities goes beyond building infrastructure - we are committed to creating lasting relationships based on respect, trust, and shared success.

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**Publisher's
Note
Scott
Sumner**



Canada Day is a very important day!
Our beautiful country is having a birth-
day and we should all celebrate!

Canada is an amazing country with very
talented people and a strong G7 GDP
economy of around \$2.5 CDN trillion.
We have very good resources in Canada
ranging from minerals to forestry prod-
ucts to grain agricultural products to
water. Canada has a population of 41
million and is the second largest land
mass in the world. That alone makes us
an extremely unique place. I mean with
8 billion people in the world, you can
really understand that we are very lucky
to have so much land and clean water.
Canada really is a leader in the world,
with a very diverse, smart, talented pop-
ulation.

Politics comes and goes, but the land,
the people remain the same. If you have
people that care about other people in
positions of leadership, they will take
their job seriously, and ensure that they
respect the feelings, wishes and legal
rights of every human being. They will
also respect the planet and our environ-
ment to try and maintain it for future
generations.

One of the beautiful things about Canada
is that there is an excellent safety net in
place so that almost every human being
can expect some quality of life. Yes I
know it is not perfect everywhere,
including in Thunder Bay, but at least
there are people who are making an
effort to try to improve things, not make
it worse.

I was talking to someone recently at the
gym and I said to him, Canada is the
best country in the world. His immediate
comment was yes and Thunder Bay is
the best city in Canada. Yes, Thunder
Bay is an amazing city and my response

Proud to be Canadian, Happy Canada Day!



was we have Lake Superior, the largest
fresh water body in the world. We have
such beauty here in the northwest with
so much to offer. There are all the
amenities that you would want to have
but not live in a more congested large
population center say like Toronto,
Vancouver or Montreal.

So today I wanted to say Happy
Birthday to Canada! Canada has an
excellent future, and even though there
is quite a bit of turmoil in the world at
this particular point in time, I think as
we go along things will stabilize,
improve and we will thrive.

Perhaps one of the most important things
for us living in this environment today is
to maintain a positive attitude. There is
so much negativity surrounding us with
wall-to-wall coverage with traditional
media and social media. Social media
can have few guardrails. It can be hard
to change the channel on this but it is a
good goal. You have to be prepared to

keep positive. That is definitely a great
way of maintaining a good quality of
life.

with change possible, but keep a positive
outlook because things will be good
especially if we all work together!

Happy Canada Day!

So let's all follow what's happening in
the upcoming weeks and months ahead-

**In the last issue of Thunder Bay Business we
had the name of Half-Way Motors Nissan
spelled incorrectly in some instances.
We apologize for this.
North Superior Publishing Inc.**

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Thunder Bay Business is published monthly by:
NORTH SUPERIOR PUBLISHING INC.
tel: (807) 623-2348 fax: (807) 623-7515
email: nspline@tbaytel.net

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Terry Fox Legacy Continues On!

BY SCOTT A. SUMNER
Thunder Bay BUSINESS

It was a Sunday morning and I was cutting the grass when I saw an OPP SUV



pulling a trailer with a vintage police car on it past my house!

Kerry Schmidt is a Sergeant Media Relations, with Highway Safety Division, Ontario Provincial Police based in Aurora, Ontario responsible for media relations for the GTA Toronto area and brought the car up to Thunder Bay.

“ This car is part of our museum collection, a 1989 Chevrolet Caprice we used in the 80’s. A vehicle similar to this was escorting Terry Fox here in Ontario as he ran across Canada. The OPP were proud to support him then,” said Kerry Schmidt.

“His younger brother Darrell, was driving the support van back then. Darrell thought it was a great way to get out high school then by driving the support vehicle! Darrell is 63 years old now and lives in Coquitlam, BC. He is now riding a bike across Canada on the National Ride of Hope as a tribute to Terry Fox. He will be in Thunder Bay on Monday and will stop

at the Terry Fox Monument site and do some reflection and then continue on his way to Newfoundland.”
“ There are some iconic pictures of Terry running with some OPP vehicles and we are going to recreate that on Monday. It is a special time to connect our communities.” noted Kerry.

The cyclists are over half way from West to East and dipped their bikes in the



Pacific and will dip them in the Atlantic. Terry Fox is iconic, a hero and the work and legacy that he has built to this day is stronger than ever raising millions of dol-

lars. Terry had to suspend his run in Thunder Bay due to complications and he died the next year. Darrell helps continue the legacy. Hopefully we will find a cure for cancer. To date the Terry Fox Foundation has raised over \$950 million dollars for cancer research.
Terry left us 45 years ago in 1990 at the age of 21.

You can follow the progress of the riders

and offer support if you feel able at:

www.terryfox.org

A Financial Action Plan Summary

by Scott Sumner

Money is very important in this world , for the lifestyle it can help you achieve. Almost all our dreams involve havingthe finances to make things happen . Here is a summary of action steps you can takle to make your command of money much

better.

1. Review your financial position, both assets and liabilities, and create a balance sheet indicating your net worth.
2. List all revenues and expenses to create an income statement, and indi-

- cate your net savings potential per month.
3. Set financial goals for major purchases, and savings for future expenses, such as the education for your family and retirement years.
 4. Review your current investments and assets to ensure that they are the best that you can achieve. Factors to consider are the availability, income generation and security of your investment portfolio

5. Review your monthly expenses to create an awareness of how your money is spent in order to ensure that it is exactly where you want it to go. Search for ways to save money, spending less on your purchases. Set a budget.
6. Analyze your financial affairs on an ongoing basis, even monthly at the start, quarterly from thereon. Track your progress.
7. Find out about current changes in the economy that affect you, search for their services, but their advice is important in helping you arrive at the best financial program for you. Also remember their fees are a tax deduction.

8. Set yourself on a course to become a financial expert. If you are interested in the stock market, find out more about it by enrolling ina course or by reading books. Likewise, if you are interested in real estate as an investment, start by getting a good understanding of the market.
9. By spending time on your financial future, you are definitely goingto improve your lifestyle.
10. Remember, you must start somewhere and only you can do it. The main point I hope you gain from this is that any financial planning is better than no planning at all. For many of you, what you will do now represents the first serious review of financial affairs that you have ever undertaken. The process itself has helped you understand what it is you intend to do from a financial perspective over the course of your lifetime. The earlier you start, the better. It is much easier if you start when you're twenty then when you're sixty-five, but in my opinion, it's never too late. The important thing is to continue your efforts throughout your life.

What you will have accomplished is to have a clear, concise balance sheet that shows exactly your net worth. By detailing your short term cash, long term cash, short term assets, real estate, everything that pertains to your present financial situation, you have seen your financial worth on paper. No one else will do this for you. 2025s require work and planning to achieve positive results. The person that does this will undoubtedly achieve a much better lifestyle than those who don't. Also it will give you a tremendous sense of satisfaction that you have accomplished your financial future to the best of your ability.

www.scottsumner.com

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2025 DEADLINE / PRINTING		/ DISTRIBUTION DATES		
Issue	Ad Copy Deadline 4PM Friday	Printing Deadline Friday	Distribution Date	Topic
February	January 24	January 27	February 1	Financial/Legal
March	February 24	February 28	March 1	Forestry/Mining
April	March 24	March 28	April 1	Transport
May	April 21	April 25	May 2	Construction
June	May 26	May 30	June 1	Report On Thunder Bay
July	June 23	June 27	July 2	Manufacturing
August	July 21	July 25	Aug 1	Environment
September	August 25	August 29	September 2	Education
October	September 22	September 26	October 1	Aboriginal
November	October 27	October 31	November 2	Health/Remembrance Day
December	November 24	November 28	December 2	Technology/Christmas
January	December 15	December 19	January 4	Fitness

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Happy Canada Day!

I always look forward to Canada Day. It's a day to celebrate our incredible country and come together as Canadians.

Recently, Canada has faced challenges on the international stage, including unjustified tariffs imposed by our closest neighbour, the United States. The challenges posed by Donald Trump are real, but one thing that is undeniable is that Canada remains strong. Despite disagreements, we will continue to work toward mutual respect, partnership, and prosperity with all our partner countries. Importantly, this crisis has reminded us of who we are as Canadians. It has reminded us that we don't need to rely on the U.S. It has

reminded us of our strength and our identity.



The Prime Minister has set out a bold vision for Canada: we're going to build our country up and give

ourselves more than Donald Trump could hope to take away. That starts with eliminating interprovincial trade barriers before Canada Day, making big investments in nation-building projects, protecting our borders, and investing in our military.

Canada Day is also a time to recognize the vital contributions of all Canadians, who help us to build a stronger and more inclusive society. I continue to work to bring sensible, targeted immigration to Northwestern Ontario, to help our ageing communities continue to thrive for years to come. For those celebrating Canada Day for the first time as Canadians, and for those whose families have been here for thousands of years (Indigenous

Peoples), this is the day we all celebrate being Canadians.

As your elected representative, I remain focused on representing the voices and priorities of our community in Parliament. I look forward to connecting with people across our riding this summer.

Happy Canada Day! Let's continue to celebrate what makes Canada the greatest country in the world!

Dr. Marcus Powlowski
Member of Parliament, Thunder Bay-Rainy River

**Lise Vaugeois**
MPP, Thunder Bay—Superior North

Happy Canada Day



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Happy Canada Day!
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**DR. Marcus Powlowski**
MEMBER OF PARLIAMENT
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On this Canada Day, we honour the strength of our diverse communities and recommit to building a united and prosperous Canada for all!

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Happy Canada Day



KEVIN HOLLAND
MPP – Thunder Bay-Atikokan

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First Life Leasing Real Estate Development in Thunder Bay area

BY SCOTT A. SUMNER
Thunder Bay BUSINESS

James Collie is the Chair of the Board of Pennock Village, overseen by a not-for-profit corporation, an exciting new life leasing development that guarantees a convenient way for senior citizens to budget, live and age worry-free.

Collie has been self employed since 21 years old and part of the Northco Group for a long time which owned Robins. Robins grew under Northco to 250 outlets in Canada. James was in a role of construction and purchasing.

“ We have been working on this piece of property to do this project for 4 years

now,” said James. “The uniqueness of this project is it is for people who are 55 plus. Our board gets to control who will buy and live here, so you will know your neighbours and it is done under a life leasing model. Basically what that does is it allows a not-for-profit to oversee and administrate all aspects of the development.”

Pennock are doing a fixed price model so at the end of the day, when you are not able to live independently, you sell your house back to the corporation. It is a bit of estate planning so if something dramatic happens children don’t have to administrate any of this as it is written into the contract from day one with the value of the house guaranteed so a certain price, according to James Collie.



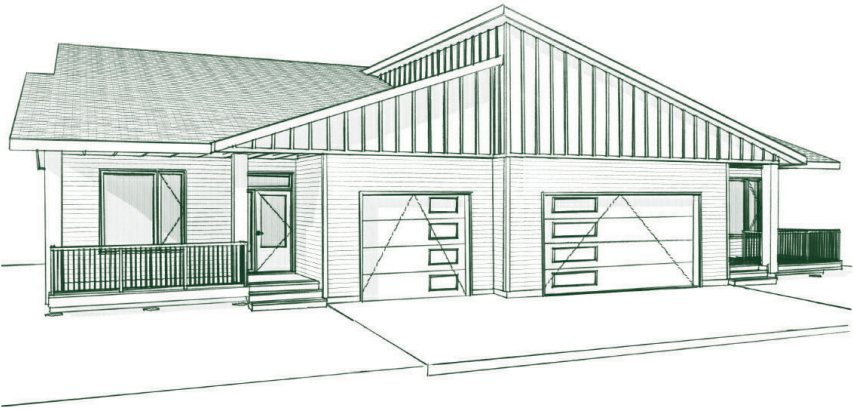
There are probably about 20,000 people in Ontario that live in life leasing with the vast majority in Southern Ontario and never before in the Thunder Bay area. It is a way to retain seniors in your community.

“We picked the Rosslyn area as I have lived here for 35 years and think it is a great spot to be. It is sorely needed to

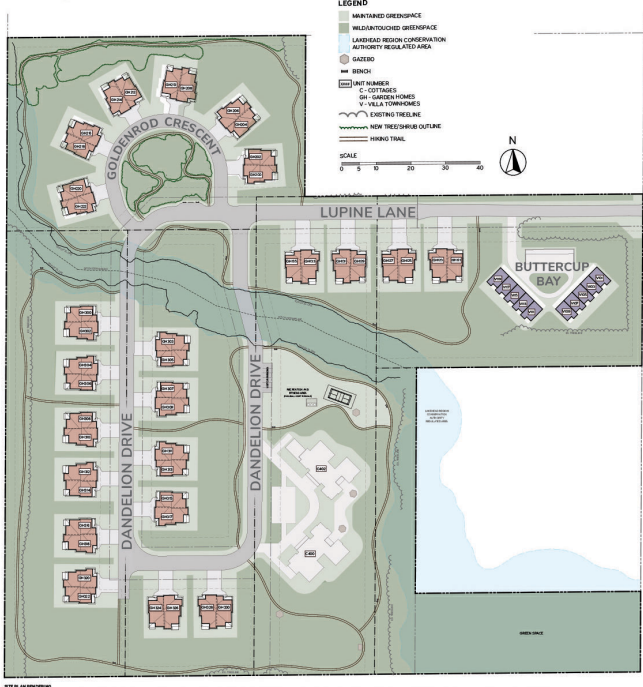
villas, which are 5 units and smaller. Also we hope down the road to do two assisted living buildings with some provincial and federal funding.”

“ We hope to complete the initial two duplexes by late 2025 and early 2026. We will continue on from there to meet the demand. People can fill out an application and put down a deposit of

Garden Home (Duplex) at Pennock Village:
Proposed 3D Rendering*



Proposed Site Plan



have people live in a rural setting. Some people stay in their house and then are forced to go to the city. We can cut the grass, shovel the snow, etc which allows

\$1000.00 which is fully refundable if circumstances require.” said James. The villas will be 2 to 21/2 years away so Pennock Village is a multi year proj-



a person to stay in place in their community.” noted Collie.

“ We are beginning by doing two foundations of duplexes in which there will be four doors. We will also have some

ect. They have 28 acres of land and can accommodate 132 people here based on water and sewer capabilities.

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INAUGURAL VISIT OF VICTORY II CRUISE SHIP

The Cruise Port Thunder Bay partnership welcomed Victory Cruise Lines to Thunder Bay with the inaugural visit of the Victory II.

Victory II and its sister ship, Victory I, represent familiar vessels with new

Mayor Ken Boshcoff. “These visits shine a spotlight on our city’s unique character, stunning waterfront, and warm northern hospitality. And for those of us who call Thunder Bay home, it’s a great reminder of just how special this place truly is.”

Lakes by small cruise ship. We’re grateful for Victory committing to Thunder Bay in 2025 and 2026 as a stop on their itineraries,” said Paul Pepe, Manager of Tourism Thunder Bay. “Supporting cruising is part of our diversified tourism strategy to attract and welcome new international

The Cruise Port Thunder Bay partnership includes businesses and organizations in Thunder Bay collaborating to



ownership and names serving the Great Lakes beginning in 2025. At 299 feet long, Victory II carries up to

Tourism Thunder Bay, as a member of the Great Lakes Cruise Association, has been engaged with Victory since

travel markets with unique local experiences.”

Victory was calling at the Pool 6 Cruise Terminal from 11 AM to 11 PM June 6th and will be returning on June 20th.

support Great Lakes cruising and deliver exceptional services to guests, crew and vessels calling on the City of Thunder Bay. Core partners include The Thunder Bay Community Economic Development Commission (CEDC), Tourism Thunder Bay, the City of Thunder Bay and Embark Port Services.



202 passengers and 84 crew. This marks the first of two day stops confirmed with Victory for 2025. An additional two day stops are scheduled for 2026.

2024 to support the development of memorable and culturally unique shore excursion programs for Victory’s guests.



“We’re proud to welcome Victory II and its guests to Thunder Bay,” said

“The arrival of Victory II in Thunder Bay demonstrates continued strong consumer interest in visiting the Great



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Half-Way Motors Nissan Open New Building Expansion!



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Year Three Progress Report on Strategic Plan 2026

Thunder Bay Regional Health Sciences Centre (TBRHSC) and Thunder Bay Regional Health Research Institute (TBRHRI) are pleased to present this progress report on the third year of our Strategic Plan 2026, showcasing our achievements and dedication to advancing care, health research, and innovation in the region.

Strategic Plan 2026 focuses on five strategic pillars: Equity, Diversity and Inclusion; Patient Experience; Staff Experience; Research, Innovation and Learning, and Sustainable Future.

Each year, a strategic priority is highlight-

ed through video showcasing impactful initiatives that align with our vision. This year, we focus on Patient Experience—demonstrating our ongoing commitment to compassionate, patient-centred quality care that meets the unique needs of patients and families throughout Northwestern Ontario.

“The third year of our Strategic Plan 2026 can be summarized by our philosophy — patients at the centre of everything we do,” said Dr. Rhonda Crocker Ellacott, President and CEO at TBRHSC and CEO at TBRHRI. “Ultimately, health care is about people — the people we care for, the people who work on the front lines and behind the scenes, helping people day in and day out.”

As we build our organizations to further advance patient experience, we are enhancing patient feedback approaches; implementing technology to support patient autonomy; building research infrastructure to expand cancer trials and exploring how embedding research within health care teams can support system-wide improvement. These are just a few examples of initiatives that will make certain we are providing a positive experience for patients and their families.

“Together, efforts support a positive experience for patients and families, cultivating an environment where there is empathy, compassion and respect in every

encounter and supporting our vision of exceptional care for every patient, every time,” said Patricia Lang, Board Chair for TBRHSC.

As we move on to the fourth year of the plan, both TBRHSC and TBRHRI will continue to accomplish the 26 initiatives aligned to the five Strategic Directions, and build on the successes to date. Through steady progress, our goals will be reached across all strategic pillars to ensure quality care is provided to patients and families. Care that is supported and advanced through research, innovation, and education.

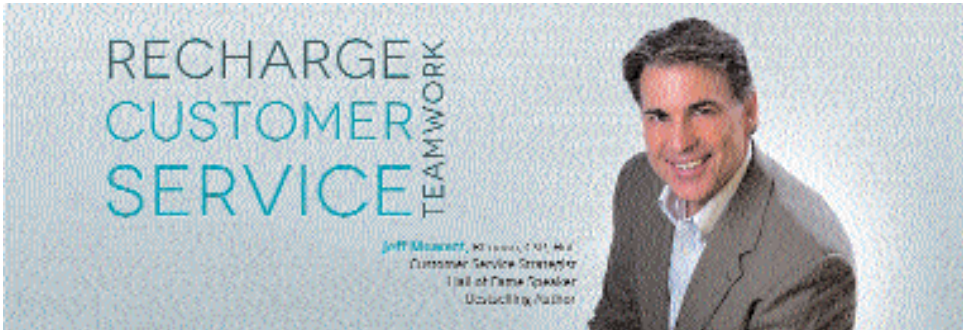
Four Follow up Tips to Grow your Business

The Sales Manager didn’t hesitate when I asked her, “What’s one thing you think your team members could do more of to enhance their success with customers?” Her immediate response: “Follow-up.” Working with sales and service teams for over 25 years and observing the practices of the most successful team members, I’ve found this to be true. We often get so caught up in responding to customers and prospects, or hunting for new business, we neglect to pro-actively follow-up as thoroughly or consistently as we should. Ironically, following-up is one of the easiest and highest payoff activities we can do to grow our business. Often we don’t follow-up because we’re afraid of hearing a no. Other times we can’t think of a good excuse to stay in touch. Here are 4 tips I share in my seminars that will make follow up easier and more lucrative.

1. Customers Want Follow-up
Often sales reps are concerned that following-up with a potential customer after the first contact will come across as pushy. Keep in mind that customers responsible for making buying decisions are by definition, busy, successful people. Chances are they have lots on their plate and they may have been inadvertently putting your proposal on the back burner. They may already have you on their to-do list to contact for the next step. So, remember you’re not interrupting customers by following up; you’re being courteous and doing them a favour.

2. Electronic is Easy
If you’ve given the customer a price or proposal, they may have unfortunately opted to go with your competitor. So, they might not be receptive to your phone call because they’re afraid you may not take rejection well. Or that you’ll try to talk them out of their decision. That’s awkward for everyone. That’s why following-up electronically with an email or text will often get you a faster, more honest response. When sending an email, it’s still important to not come across as pushy. So state in your subject line that this is a “Courtesy Follow-up.” It reminds them that you are being conscientious and thorough. That builds trust. In the body of your message don’t just ask whether the person has taken some action or made a decision. That can sound blunt; almost like an accusation. Instead, ask if they’ve had a chance

yet to take action. That wording comes across as polite and empathetic.



3. Be Better at Losing
If it turns out that the potential customer has indeed gone ahead with another supplier, then epitomize graciousness. In an upbeat tone let them that you’re pleased they are moving forward with their plans. If you know and respect the successful competitor, then mention that you’ve heard good things about that company. Here’s the kicker – finish by stating that if for any reason the other company isn’t able

to deliver, or if the customer would like a backup in case of unforeseen issues, then to please keep you in mind. There are lots of reasons why customers choose different

suppliers midstream. Being proactive, professional, and positive – even while not receiving the business -positions you at the top of the backup list when they decide to switch suppliers. You have nothing to lose by being gracious and everything to gain.

4. Out of sight – out of mind
Just because you did some business one time with a customer doesn’t necessarily mean they think of you or remember you.

In reality, customers are more focused on their own businesses than they are on their suppliers. That’s why it’s so important to stay in contact. Forget the conventional ‘just checking in’ time wasters. Instead, provide them with regular tips that can help them to achieve their goals. You can do this via email, social media, or organizing professional development events for your customers and their team members. Add in some food, call it a lunch and learn, and they will remember you. Bottom line – Interacting one time with a customer or prospect doesn’t mean you have a relationship. It means you had a transaction. Following-up proactively and regularly helps transform a transaction into a relationship. It proves you remember that person and are organized enough to stay in touch. That builds trust – a critical step towards positioning you as their Trusted Advisor.

Jeff Mowatt is a customer service strategist, Hall of Fame speaker, and bestselling author. For more tips, training tools or to inquire about engaging Jeff for your team visit

.....

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.....

HAPPY CANADA DAY!

from the team at

THUNDER BAY BUSINESS

NORTH SUPERIOR PUBLISHING

Cruise Season Officially Underway in Thunder Bay

The Cruise Port Thunder Bay partnership was excited to announce the start of the 2025 cruise season, marked by the June 1st return of Viking’s Octantis, carrying 378 passengers and 256 crew members.

Between June 1 and September 8, Thunder Bay will welcome 15 cruise ship visits from Viking, Pearl Seas, and Victory Cruise Lines. With approximately 5,100 passengers and crew visiting the city, the community opens its arms to welcome visitors exploring our natural and cultural attractions. June 1st was a special day that saw both Viking Ships in port on the same day. Viking Octantis will depart the Pool 6 Cruise Terminal prior to 6 PM to make room for the sister ship Viking Polaris arriving at 6 PM for a turnaround call.



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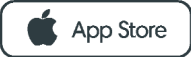
“There’s something special about seeing these ships in our harbour and knowing that people from around the world are choosing to visit Thunder



Bay,” said Mayor Ken Boshcoff. “When they step off the ship and experience our beautiful waterfront, vibrant culture, and incredible natural surroundings, they’re genuinely impressed. Welcoming these visitors is a great boost to our economy, and their reaction when they arrive is a great reminder of how lucky we are to call this place home.”

The cruise sector is an important element of a diversified tourism economy, contributing both directly and indirectly to local employment and business growth. In 2024, the cruise industry generated an estimated \$4.3 million in economic impact. Cruise shipping support local attractions, transportation, accommodation and vessel supply partners. In 2024, Great Lakes cruise tourism generated \$26.4 million in global earned media value.

Thunder Bay benefits from that exposure as part of a Great Lakes collective of ports working together.



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July 2025

The 2025 Golf Season Begins - Finally!

BY SCOTT A. SUMNER
Great Outdoors

The 2025 golf season in Thunder Bay began for me on May 14 when I hit the driving

range! First game on the course was May 20th, so it's been about a month of golf so far.



golfer from the age of 12 in Southern Ontario. He really enjoyed seeing the course construction come along.

Golf Club, before it was open and that was an experience I will always remember.

The course has seen many good achievements, including having five very successful PGA Tour Canada events, and also many,

amenities as much larger urban settings.

The team at Whitewater continue to advance the course with an emphasis on grass conditions to ensure great play!



My first golfing experiences were during the summer of 1975 at a golf course in Manitouwadge my father helped create. That year only 5 holes were ready to go, but it was fun. Since then it has been great to play some amazing golf courses around the world!

It was in the fall of 2003 that my father and I got to play one hole at the Whitewater

many rounds of play from the people of Northwestern Ontario and beyond.

It is also very interesting to see the growth of the residential subdivision adjacent to the course called King George's Park. In 2005 there were six houses and four townhomes at that time. Today there are over 150 townhomes and individual houses which has certainly created a unique community if you want to experience living in a rural setting.

The golf course itself is really a great asset for the community, designed by well-known Canadian architect Thomas McBroom. It is a championship course that you can definitely feel comfortable playing many, many times and not feel like it is boring. At almost 7300 yards it really is a championship golf course. I especially like the holes adjacent to the Kam River which are very scenic and basically right in nature. I think the course, when you get out and play, gives you the feel that Thunder Bay can offer the same



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Today I get to play most of my local golf at the beautiful Whitewater Golf Course, a Tom McBroom design. This past weekend it was fun to see JJ Spaun win the US Open at Oakmont near Pittsburgh. JJ won his first professional tournament right here at Whitewater on the PGA Tour Canada, now called PGA Tour Americas. Then he won \$31,500. The US Open win was for \$4.3 million so quite an impressive progress!

I remember being taken through the process



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Historic \$10M investment from Kim and Stu Lang propels new veterinary medicine program for northern Ontario

Historic \$10M investment from Kim and Stu Lang propels new veterinary medicine program for northern Ontario



Thunder Bay, Ont. — A landmark \$10 million investment from Kim and Stu Lang will support Lakehead University and the University of Guelph’s Ontario Veterinary College’s new Collaborative Doctor of Veterinary Medicine Program, helping to alleviate northern Ontario’s critical veterinarian shortage.

The gift will help fund the construction of an animal education facility on Lakehead University’s Thunder Bay campus. The \$10 million investment represents the largest philanthropic contribution in Lakehead University’s history.

“When faced with a large-scale crisis like northern Ontario’s veterinarian shortage, we must be innovative when seeking solutions,” said Dr. Gillian Siddall, President and Vice-Chancellor of Lakehead University. “Kim and Stu Lang are visionaries—the innovative nature of this collab-



orative, solutions-based approach between Lakehead and Guelph universities spoke to their interests and values. We are deeply grateful for this groundbreaking gift that will move Lakehead University into a new chapter in our 60-year history of serving northern Ontario’s social and economic needs.”

In addition to celebrating this transformative gift, Lakehead University, together with Kim and Stu Lang, is pleased to announce the selected name for the new animal education facility: Gakina Awesiinyag, from the Anishinaabemowin language, which translates to All Animals (Place For).

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“As animal lovers and long-time supporters of many animal health programs, including the Ontario Veterinary College, we are delighted to support Lakehead University’s role in expanding access to veterinary medicine throughout northern Ontario,” said Kim Lang. “When considering a name for the new building that will house animals and educate future generations of veterinarians, it was important to us to choose an inclusive name that honours the land. We were grateful to receive guidance from Indigenous Elders from the north to choose this beautiful, fitting name. It is our privilege to play a part in building this lasting legacy for northern communities.”

The Collaborative Doctor of Veterinary Medicine Program will help address northern Ontario’s veterinarian shortage, which has made it extraordinarily difficult for people to get care for their pets—especially in rural, remote, and Indigenous communities—and hindered the region’s growing agri-food sector.

Lakehead University and the University of Guelph’s Ontario Veterinary College have entered an agreement to deliver the new Collaborative Doctor of Veterinary Medicine Program that will recruit and train 20 students from communities in northern Ontario each year. The first northern cohort will begin their studies this fall and complete all four years in Guelph while Lakehead constructs its new facilities. Construction begins this summer. Starting in 2027, the northern cohort will divide their time between Lakehead University and the University of Guelph to complete the four-year program. Students participate in experiential learning opportunities and placements with local veterinarians in the north and complete core courses geared toward unique northern practice.

“On behalf of Lakehead University, we extend our most sincere thanks for Kim and Stu Lang’s incredible support, belief in this project, and unwavering commitment to funding such an innovative and regionally responsive solution to the complex challenge of veterinary access in northern Ontario,” said Michael den Haan, Vice-President, University Advancement. “Through this generous investment, communities in the north will be forever changed for the better.”

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