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Cen Can Expo Continues to Grow!



INSIDE

Prime Minister Mark
Carney Comes to
Thunder Bay!

Ontario Investing
More Than \$2.5
Million to Protect
Good-Paying Forestry
Jobs in Thunder Bay

 NorthSuperiorPublishing

 @tbay25  @Scott Sumner

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Ontario Investing More Than \$2.5 Million to Protect Good-Paying Forestry Jobs in Thunder Bay

Provincial funding in three local forestry companies will protect more than 4,000 jobs and strengthen forestry supply chain

The Ontario government is investing more than \$2.5 million to advance major upgrades at Thunder Bay Pulp and Paper, as well as two additional projects in Northwestern Ontario that will increase the industry's use of mill by-products and underused wood known as forest biomass. The upgrades will help increase the forest sector's production and capacity, protecting over 700 direct jobs and more than 3,350 indirect jobs. This Forest Biomass Program funding is part of the government's plan to protect Ontario forestry workers in the face of recent U.S. tariff attacks by building a more resilient, innovative and diversified forest sector, ready to compete in global markets.

"Anchor mills are the foundation of forest sector productivity and a key priority of our roadmap for the industry," said Kevin Holland, Associate Minister of Forestry and Forest Products. "Our government is helping these essential businesses attract global investment to modernize, scale up and innovate, heightening the forest sector's competitive edge in global markets." Ontario is investing more than \$2.4 million to plan boiler and chemical plant upgrades at Thunder Bay Pulp and Paper, a critical anchor mill in Northwestern Ontario's forest economy. The upgrades will improve competitiveness and raise daily kraft production by 11 per cent. This productivity will create a market for over 130,000 tonnes of forest biomass each year, strengthening forestry supply chains by adding demand for harvesting, hauling and trucking across the region. This clean manufacturing investment will deliver significant environmental benefits by using forest biomass for green energy. Upgraded equipment will reduce the company's use of bleaching chemicals by around 30 per cent, while the modernized boilers will cut annual natural gas use by

over 5 million cubic metres, equal to heating 2,000 Northern Ontario homes for a year.

The province is also investing \$125,150 in two additional projects that will support the forest sector in Northwestern Ontario by increasing productivity and maximizing the value of wood through greater use of forest biomass:

- AUX Energy is receiving \$92,500 to develop plans for a biomass-powered generator project that will increase energy security in Fort Frances
 - Weyerhaeuser is receiving \$32,650 for a study of production line upgrades to reduce costs while improving efficiency and product quality
- These investments deliver on the Roadmap to Protecting Ontario's Forest Sector, the government's plan to Defend, Adapt and Grow the province's cornerstone industry. Guided by the roadmap, the government will continue to make strategic investments that equip the province to compete in the global forest bioeconomy and position Ontario as a G7 forest products leader.

Quick Facts

- Since its launch in May 2023, the Forest Biomass Program has committed over \$86 million in targeted investments to 74 projects, leveraging over \$279 million in additional external funding and creating more than 115 new jobs.
- The government released the Roadmap to Protecting Ontario's Forest Sector on April 28, setting out a 10-year plan to maintain Ontario's position as a G7 leader in making and selling wood products, with the competitive excellence and transformative technologies to unlock new global markets.
- The forest sector is an essential industry, generating almost \$21 billion in business revenue and supporting nearly 155,000 jobs.
- Wood produced from Ontario's Crown forests is sustainably sourced and renewable. Wood is a renewable resource, a clean energy source and a



sustainable – and biodegradable – alternative to single-use plastics.

Quotes

"Weyerhaeuser's TimberStrand LSL Mill remains a pillar for Northwestern Ontario, leveraging our world class lumber and skilled workforce. Through targeted investments, and strong partnerships with anchor mills and AUX Energy, we're ensuring the long-term efficiency and sustainability of operations and energy security throughout the region."

- Greg Rickford, Minister of Indigenous Affairs and First Nations Economic Reconciliation

"Thunder Bay Pulp and Paper is evaluating several strategic projects that are focused on lowering manufacturing costs and increasing productivity. These projects are designed to further solidify the mill's position as a high quality, low cost facility, able to compete in the new global economy. The financial support of the government of Ontario is key as we develop and bring these projects to fruition."

- Norm Bush, CEO, Thunder Bay Pulp and Paper

"We appreciate the Ontario government's commitment to strengthening the regional forest economy and its continued support for Ontario's forest sector. This investment will help us evaluate potential opportunities to more efficiently and competitively

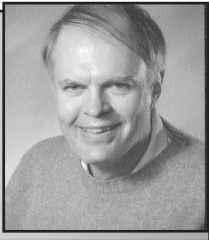
convert byproducts from our local manufacturing processes into renewable bioenergy for customers across a range of industries."

- Mike Dietsch, Mill Manager, Weyerhaeuser

"We thank the Government of Ontario for its support of the Town of Fort Frances' biomass initiative. This investment demonstrates the value of collaboration between government, municipalities and industry partners to drive innovation and economic growth. At AUX Energy, a wholly owned Hydro One Energy Solutions Company, we are helping to advance a project that supports Ontario's forestry sector, promotes the production of domestic energy and creates long-term value for communities and businesses."

- Kyle Mersky, President, AUX Energy
 "These announcements directly address two critical pillars in the transition and recovery of Ontario's forest sector – support for the long-term success of the primary sector's anchor mills and stimulation of new uses for residual and surplus fibre. Actions and outcomes such as these help secure a solid foundation for the future while driving new products and creating new markets, all while addressing key societal priorities including employment, resilient supply chains, and energy security."

**Publisher's
Note
Scott
Sumner**



It is always special when our prime minister makes a visit and isn't something that common. I remember getting to meet Stephen Harper and Justin Trudeau here before. I also met Paul Martin while travelling in the Ottawa area before.

When a Prime Minister visits there is a lot of security including a dog sniffing the media equipment and many security members.

I wanted to ask Prime Minister Carney a softer question about how he is doing personally with a tense environment emanating from the US.

You're in an entirely different position than in the past in your corporate career and are facing a lot of negativity and hostility that emanates maybe from the US. How are you

Prime Minister Mark Carney Comes to Thunder Bay!

personally dealing with it? How do you cope with that?"

"Well thank you, thank you for caring Scott, the good people of Thunder Bay."

"You know I found in my business



career, or when I was at the Bank of Canada and the financial crisis was at it's worse then, there was concern."

"I think this is the lesson here at Alstom. You focus on what you can control, you're positive -in other words you move forward. How can I be positive? How can I move forward? How can I build out from where I am? You have a clear vision of where you wanna go so people get behind it and then you move from there."

"So I personally, look as you would expect, that's what Canadians hired me and my colleagues for- were working long hours and are well aware of the stakes of what's going on. But we also have the support of Canadians. We have the positive attitude of Canadians. It is a country that takes care of each other

and so we're looking for the ways to reinforce that, and that's what we're doing. In the end actually I'm doing just fine thank you though!"

After this media event I got the chance

to meet Mark Carney and talk a bit. He said his work ahead is a good challenge. I found him to be a very nice man, who is intelligent and a great leader for Canada!

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Sylvia Gomez: (807) 629-7599

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AD DESIGNER

Miranda van den Berg

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Prime Minister Carney announces the largest investment in VIA Rail's history

In a rapidly changing world, Canada is setting a new course. We are building our strength at home, diversifying our trading relationships abroad, and investing in the infrastructure that will secure our future. We are moving fast, seizing new opportunities, and reducing our dependence on any single partner.

Through our Buy Canadian Policy, we are becoming our own best customer – contracting Canadian companies, hiring Canadian workers, and using Canadian steel, aluminum, and lumber. For too long, Canada has relied on other countries to build what we have the talent, expertise, and capacity to build ourselves. Much of VIA Rail's existing fleet, for example, was built in the United States. Today, we are changing that.

The Prime Minister, Mark Carney, announced that, for the first time in four decades, VIA Rail passenger cars will be built in Canada. The federal government is investing more than \$4.7 billion for VIA Rail to acquire and maintain 313 new passenger rail cars from Alstom Canada. The

cars will be manufactured and assembled in Thunder Bay, Ontario, and La Pocatière, Québec, with design and engineering work taking place in Saint-Bruno-de-Montarville, Québec.

This is the largest investment in VIA Rail's history and in Canadian intercity passenger rail in a generation. It will support nearly 700 good jobs in Ontario and Québec, and generate more than \$1.6 billion in economic benefits. In line with the Buy Canadian Policy, Alstom will leverage and expand its extensive network of more than 900 Canadian suppliers in delivering the new fleet, while maximising the use of Canadian steel in structural assemblies, supports, and fabricated metal elements. This investment comes at a critical time for Canada's passenger rail network. In a country as vast as ours, reliable passenger rail is essential to keeping communities connected. Yet VIA Rail's long-distance, regional, and remote fleet is approaching the end of its useful life, with some equipment more than 70 years old. Replacing that aging fleet will deliver safer, more reliable, and more modern service for



Canadians – while creating good jobs and building more of what Canada needs at home.

Today's announcement, combined with the federal government's recent \$1.95 billion investment in 45 new passenger rail locomotives and a new assembly and maintenance facility in Montréal, brings the federal government's investment in renewing VIA Rail's long-distance, regional, and remote fleet to more than \$6.6 billion. Together, these investments will replace aging equipment and help ensure Canadians can rely on modern and reliable passenger rail service for decades to come. In the face of global uncertainty, Canada is strengthening the industries, infrastructure, and supply chains that make our economy more resilient. By building these rail cars in Canada, we are investing in the transportation Canadians rely on, supporting Canadian workers and businesses, and building a stronger, more connected country.

Quotes

"In the face of strong headwinds, a confident Canada is choosing to build. For the

first time in four decades, VIA's passenger cars will be built in Canada. Cars once made in the United States, now made here at home. This means new contracts for Canadian suppliers, good jobs for Canadian workers, and paycheques that stay in Canadian cities and towns. That's how we build Canada strong."

The Rt. Hon. Mark Carney, Prime Minister of Canada

"Canadians deserve a passenger rail system that is modern, reliable, and built to serve them for generations to come. This investment delivers exactly that while supporting good-paying Canadian jobs and strengthening our domestic rail manufacturing sector. By assembling these rail cars in Thunder Bay and La Pocatière, supported by Canadian design and engineering expertise in Saint-Bruno-de-Montarville, we are investing in Canadian workers, Canadian innovation, and a stronger, more resilient economy."

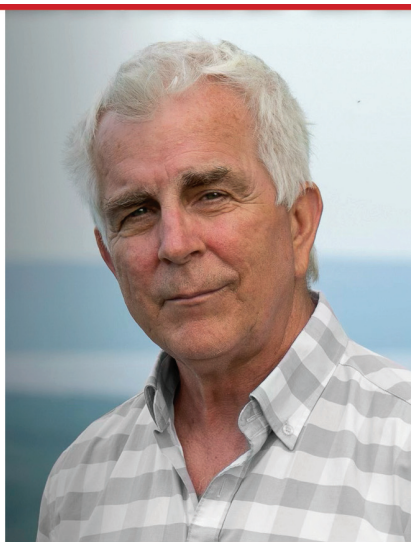
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Marcus Powlowski

MEMBER OF PARLIAMENT
THUNDER BAY-RAINY RIVER

807-625-1160

MarcusPowlowskiMP.ca



This historic VIA Rail contract is an incredible opportunity for our community and a tremendous win for Thunder Bay, our workers, families and local businesses.

Prime Minister Carney announces the largest investment in VIA Rail's history

Continued

The Hon. Steven MacKinnon, Minister of Transport and the Leader of the Government in the House of Commons
“This investment is great news for

Canada
Quick facts

* Together, the Government of Canada's investments in this fleet renewal initiative include:
* \$1.6 billion for 45 new



Thunder Bay and for Northern Ontario. Building the passenger rail cars in Canada means good-paying, skilled jobs for Canadians and new opportunities for local businesses that are part of the rail supply chain. With this investment, we're strengthening our economy, supporting communities, and ensuring Canadian workers continue to play a leading role in building the future of passenger rail right at home.”

The Hon. Patty Hajdu, Minister of Jobs and Families and Minister for the Federal Economic Development Agency for Northern Ontario

“Today's announcement marks a defining step in shaping the future of VIA Rail's pan-Canadian fleet. These new Canadian-built passenger rail cars will retain signature features such as dome cars, full-service dining, and social areas, while incorporating modern amenities, improved accessibility, and greater reliability. They will help us preserve essential services to remote communities and elevate the unique onboard experience that allows passengers to discover Canada in a way that only train travel can offer. We thank the Government of Canada for this historic investment in the future of passenger rail.” Mathieu Paquette, Interim President and Chief Executive Officer of VIA Rail

locomotives from Stadler, based in Bussnang, Switzerland. Leveraging its global supply chain and Canadian suppliers, Stadler will complete the final assembly of up to 36 locomotives in Canada, marking the first time in decades that passenger locomotives for VIA Rail will be assembled domestically.

* \$357 million for VIA Rail to build a new assembly and maintenance facility in Montréal, Québec, where the Canadian assembly of the locomotives will take place. Built by Pomerleau, the facility will also support the maintenance and operation of the new fleet at VIA Rail's Montréal Maintenance Centre over the long term.

* \$4.7 billion, announced today, for VIA Rail to acquire and maintain 313 passenger rail cars from Alstom Canada. The rail cars will be manufactured in Thunder Bay, Ontario, and La Pocatière, Québec, while the design and engineering work will be carried out in Saint-Bruno-de-Montarville, Québec.

* The new passenger rail cars announced today will provide travellers with modern amenities, improved accessibility features, and enhanced reliability, helping make passenger rail an even more attractive travel option for Canadians. The 313-car fleet will include

different types of passenger cars, including dining cars, panorama cars, and sleepers.

* They will serve VIA Rail's eight long-distance, regional, and remote routes outside the Québec City-Windsor Corridor, providing essential transportation across eight provinces – particularly for communities where affordable alternatives are limited or unavailable. These routes connect Indigenous, rural, and remote communities that rely on VIA

Rail.

* In 2025, more than 216,000 passengers travelled on VIA Rail's long-distance, regional, and remote routes.

* VIA Rail is a Crown corporation mandated to operate national public passenger rail services on behalf of the Government of Canada, connecting major cities, regions, and certain remote communities across the country.

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2026 Wake the Giant Sells Out!

BY SCOTT A. SUMNER

Thunder Bay BUSINESS

The 7th Wake the Giant was a sellout with 8000 people attending. I remember the first event which included some of favourites, Coleman Hell and July Talk.

Things have really progressed and Wake

the Giant has become the premier music festival in the region. The city is revamping the festival area so the next event will return in 2028 with I'm sure another amazing line up.

It was fun to see The Plain White Tees play their major hit "Hey There Delilah". The Wallflowers lead singer is the son of

icon Bob Dylan. Flo Rida has many top hits and probably made a major impact on ticket sales. His performance was more party oriented than the organizers would

have hoped for I think.

Overall Wake the Giant was amazing as usual and we look forward to it again in 2028.



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Cen Can Expo Continues to Grow!

BY SCOTT A. SUMNER
Thunder Bay BUSINESS

I asked Glenn Dredhart, President of CT-EX some questions on the recent very successful CEN CAN event.

How long have you been doing these type of events?

"I've been doing them since I was 18 and am 63 years old now so that would be 45 years. I've been on my own since 1994, after working for my mother before that. We're also publishers of a quarterly mining journal for mines in Northern Ontario and Northwestern Quebec. We put together their mining reports which is the basis to our publication. We also have an online presence as well."

When did you do your first show in Thunder Bay?

"Our first one was the year after Covid when everything opened back up. We were supposed to do our first event six years ago but we had to put it on hold, so we did a digital event for our exhibitors and kept them in touch with the buyers that are out there from the different mines. The year after when Covid opened up things, we were able to produce our first show here at the CLE. The only problem we had was they only had two buildings and it wasn't enough to house all those exhibits, so we had to put up tents and were at the mercy of weather. We got hammered with rain so the next year moved it to the Fort William Gardens."



This year was the fifth year at the Gardens."

How is the show growing since the start here in Thunder Bay?

"The first show, I believe it was 110 indoor displays and maybe 15 outdoor displays. This year we've grown to over 200 indoor displays and 35 outdoor displays so it just keeps growing. We had about 235 displays and they would invite their suppliers, the manufacturers of the products they sell so there were about 265 companies and 300 displayed in total. We basically maxed out the facility for sure, there's no more room indoors so now we have to work on our outdoor areas. It was unfortunate because we could've sold more outdoor space this year. We had literally 25 to 30 companies that were on hold that couldn't get a booth."

"There's a detour happening right now around the Gardens and that

whole area is shut off so we couldn't use a portion of the street. We wanted to expand this year even further but are hoping for next year. I think that

has to do with the their road construction."

Continued

WELCOME OCTOBER!

As the leaves change and autumn approaches, I hope everyone has the chance to enjoy the season with family, friends and neighbours.

kevinhollandmpp.ca 807-623-6702

THE HONOURABLE
KEVIN HOLLAND, MPP
THUNDER BAY-ATIKOKAN

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Continued

How was the attendance this year?

“The first day we had well over 4500 guests and that didn’t include the 1500 people who are exhibitors. The following day was slower, but the quality was even greater because a lot of them come back after making decisions and talking to those exhibitors, to wrap up those deals.”

So at the end of the day people get actual business out of this show?

“I had one client tell me that they get more business in two days here than they had done in the last two years. When you get a gathering of all the industry under one roof, at one given



time it creates a motivation, strong activity, like positive activity in the air- sort of like a synergy. If I went somewhere and I was interested in an Adidas shoe for example, the guys that know the shoes, the guys that make the shoes, that designed the shoes- you’d like to talk to those guys. When the owner operators of mines are there and they are getting the benefits of the products as it compares to another product you get the benefits. It’s an extremely technical show.”

You also had some ancillary events during the show?

“We had an opening evening event at the Superior Inn to provide awards to industry members and recognition of their achievements. There were 500 people sitting in that room. We could-

n’t get another table in that room if we tried. Everyone enjoyed their evening. It was a nice light evening of just awards and presentations.”

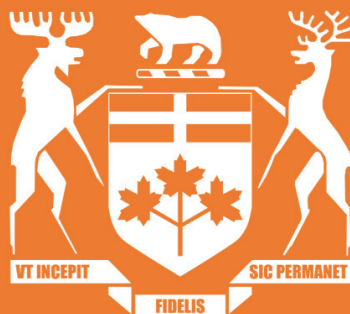
“We had more of a social event at the at the Da Vinci on Wednesday night, the first evening of the show. The next day we did something at the Elks Lodge with panel speakers, and the Ontario Minister of Mines was there as well so that was a good educational component. They talked about where their projects are going to be in the next year and what their requirements will be from the audience to help them to get there. So if you were a supplier, a manufacturer or a service company, you would wanna be there because you would pick up on all that information.”

Continued

Lise Vaugeois

MPP, Thunder Bay—Superior North

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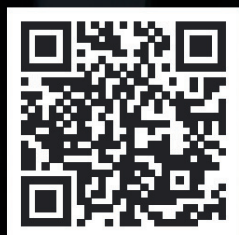


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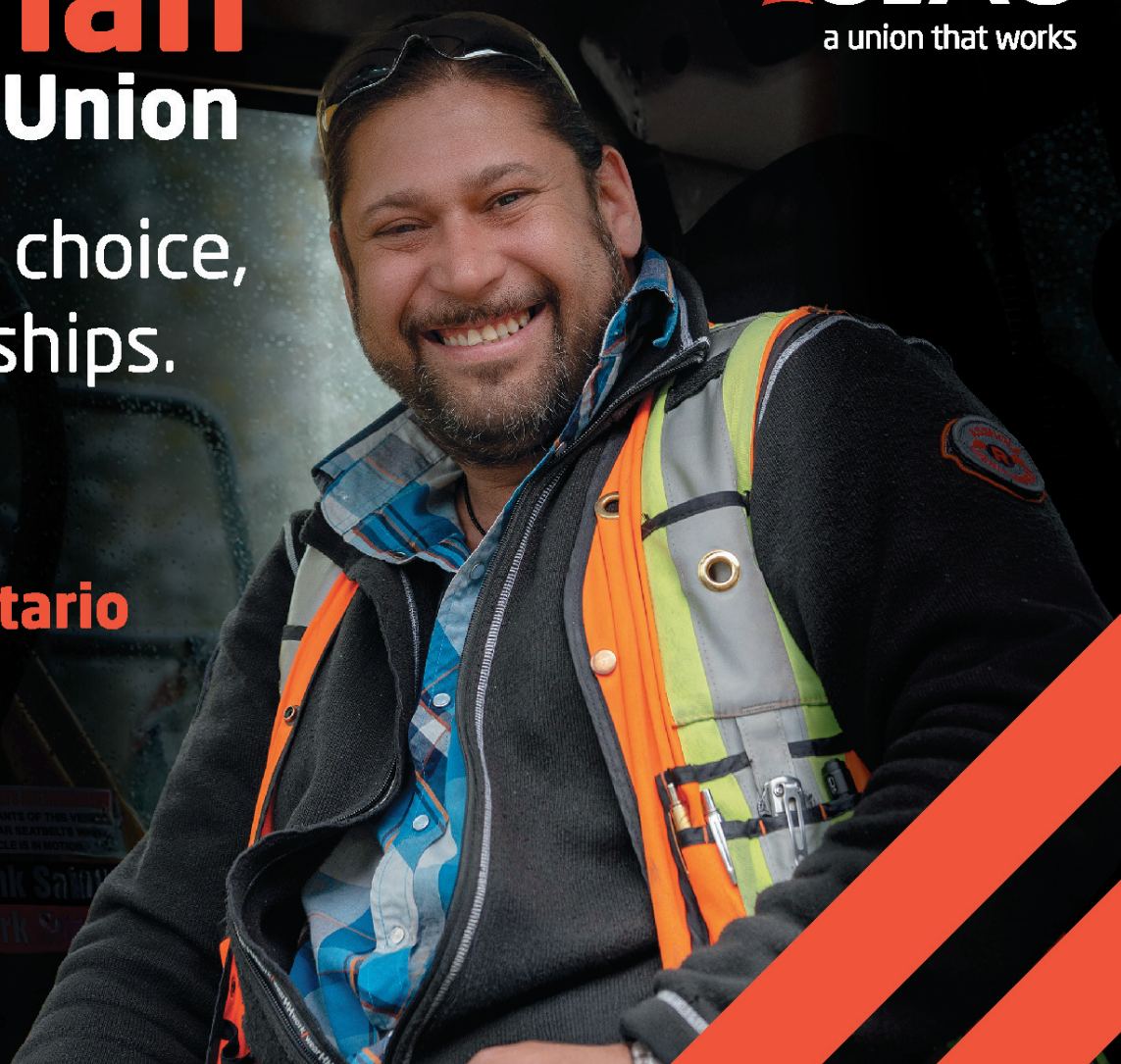
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Continued

Thunder Bay had a big impact from CEN CAN in terms of hotel rooms, etc. We were told you couldn't get a room here that week. Apparently some people stayed in Dryden?

"Yes all hotel rooms here were sold out for the show. This show opens people's eyes to a greater economic opportunity for the community, that means I may wanna open up business here, and I see that as a potential- that's the long-term economic gain. The Timmins event we do which is similar, I've

that unless they were there at the show to see what kind of support there is from the industry. In other words you could envision more businesses opening in Thunder Bay."

What's your impression of Thunder Bay?

"It is really like at the epicentre of a lot of mining activity and there is potential here for development. The roads to the Ring of Fire will open up a whole new region of mining that was not previously available. It's like you



been doing for 30 years. I've seen companies open up on the strip, on the west east of Timmins, as a direct impact from the show itself, because they can more easily supply their products that way. They wouldn't know

will be discovering a whole new Sudbury. Thunder Bay is really at the epicentre of a lot of mining activity. It's that big so we could see some potential growth in the city of Thunder Bay."



"Mines are always on the outskirts of a major centre, that is how 90% of the mining operations are today. People will potentially live in Thunder Bay."

You get a lot of support doing the CEN CAN show here?

"I wanted to mention the Impala Canada Group, which every year in Thunder Bay has shipped up three huge rocks at no charge to the show. It is just to get people to try out diamond drilling with the competition. Otherwise we wouldn't have that component of the drilling competition, so you know I really wanna extend a very big thank you as an organizer for them helping us with the competitions."

Producing an event like CEN CAN must be quite a challenge for you?

"My staff doesn't even know how we do it because there's so many components, like the Minister had a round-table discussion with all the mines on the side. We had the gala dinner. We have the VIP night, the projects in the pipeline conference, the grand opening ceremony. There is the jack drilling competitions, so there's so many things moving. I always say there's many events within the main event and that's what keeps people coming back. When you add something special every year you continue to attract that crowd so it's great!"

CEN CAN

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4 Customer Service Trends to Boost your Business

When organizations invite me to speak at their conferences or train their team members, we start with trends that are impacting their customer relationships. Check out these four customer service trends along with some tips for capitalizing on them to boost your business...

1. Good service is wallpaper

Today's customers are so busy with their multiple demands at home and work, and are

so distracted by their mobile devices that they no longer even notice "good" service. That means your team may work all day long delivering consistent service and your reward will be zero. Today's customer only notices two types of service: 1) poor service

2) REMARKable service – literally. They need to be so impressed that they're motivated to remark or talk about your service. That brings us to trend number two and what they talk about.

2. 'Better' brands don't sell

When your company faces tough competition, being better gets lost in the clutter. Lots of organizations claim to have better service. That's the problem. Customers don't believe it. Better doesn't motivate them to make significant changes when what they already have is reasonably good. What customers really want to know is what makes you unique. That requires you and your team members to explore options to do things dif-

ferently. Get creative. Take calculated risks to test different ways of doing business. Disrupt your market. Give customers something different to talk about. Or one of your competitors will.

3. Choices just confuse

Offering a vast array of products and services is no longer considered by customers to be helpful. If today's customers want to take the time and energy to explore choices, they can do an internet search and be instantly overwhelmed. Too many choices do not lead to customer purchases. They do lead to decision fatigue. This is where your team members can really stand out. Their role becomes to analyze customer needs, explore which options are best suited to satisfy those needs, and present two or three final candidates in the simplest fashion to make your customer's decision easier.

4. Retain vs blame

This may seem counter intuitive – in today's increasingly litigious society, it's more important than ever that organizations admit fault and make amends the moment they have a service slipup. It's not just that they could be sued and lose. Smart service providers have done the math and know that's it's much less costly to do the right thing for customers than to have disgruntled customers trashing your brand. Especially when social media messages can quickly go viral (an apt term since it effectively gives your brand a disease that makes other customers want to avoid you). The good news is that customers are wonderfully forgiving towards companies who quickly own their mistakes, and who do something to address the customer's hassle.

Bottom line – make it easy

When we combine these trends we see the emergence of a theme. Growing your business with today's customers means you and your team members need to be EASY to do business with. That means coming up with unique business processes that make buying from you easier. It means narrowing the choices so that buying decisions are easier. And it means training your team members so that – even when things go wrong – they recover your customers' trust. Quickly and easily.

Was this helpful? You'll find more of Jeff's Building Building Tips on Customer Service Trends/Strategic Planning

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Retirement for Boshcoff - Feature

Our November edition of Thunder Bay Business – Northwestern Ontario's Business Publication produced by North Superior Publishing – will feature a special section on the **upcoming retirement of Mayor Ken Boshcoff**, featuring an exit interview and comments from other leaders & supporters in the community. Ken has offered many years of service to the community in federal and municipal politics, as well as business. Consider showing your gratitude & congratulations!

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Federal Economic Development Agency for Northern Ontario – FedNor

The global economy is rapidly changing, and many Canadians are feeling the effects, especially young people entering the workforce. In response, the Government of Canada is focused on what it can control: creating good jobs for young people to gain valuable work experience, develop in-demand skills and build successful careers.

Today, the Honourable Patty Hajdu, Minister of Jobs and Families and Minister responsible for FedNor, announced a total investment of \$835,777 in FedNor funding for 15 projects that will support youth opportunities and Indigenous-led economic development initiatives across Northern Ontario.

Through this investment, 14 young people across Northern Ontario will have opportunities to gain experience, build professional networks and take their first steps toward rewarding careers. At the same time, these projects will help strengthen local organizations and communities, ensuring the next generation has the tools and opportunities to succeed close to home.

The funding also supports an Indigenous-led project that creates opportunities for young people while strengthening tourism, celebrating Indigenous culture and supporting economic growth in Northwestern Ontario.

Since Nov 2015, FedNor's Youth Internship Initiative has supported 283 internships - helping young people start their careers in Northern Ontario. Of those interns, 64% stayed with their host employer, 83% found jobs related to their internship and 91% continued working in Northern Ontario.

For a complete funding breakdown and project details, please see the associated backgrounder.

Quotes

"Young people are crucial to Northern Ontario's future. These internships will help youth gain valuable experience and develop the confidence they need to succeed in the workforce. By connecting talented young people with local employers, we are helping them build rewarding careers close to home while contributing to the future of their communities"

- The Honourable Patty Hajdu, Minister of Jobs and Families and Minister Responsible for FedNor

"Northern Ontario thrives when we can attract and keep talented young people living and working in the region. Through this project and many others just like it, we're giving Indigenous youth the chance to gain hands-on experience, while helping local employers grow and innovate. Everyone wins — young professionals launch their careers, and our communities and businesses gain access to skilled workers with the energy they need to succeed in a competitive economy."

- Sean Spenrath, Student Success Coordinator, Northern Nishnawbe Education Council

Quick facts

- The funds announced today are in part provided through the Northern Ontario Development Program (NODP), through which FedNor invests in projects led by municipalities, First Nations, and other organizations and institutions that support community economic development, diversification, job creation and self-reliant communities in Northern Ontario.

- Since 2009, FedNor's Youth Internship Initiative has created an estimated 764 internships – helping young people launch careers right here in Northern Ontario. Since that time, 63% stay with their host employer, 83% move into jobs related to their internship work, and 91% say they plan to keep working in Northern Ontario.

Related Products

Backgrounder: Government of Canada invests more than \$800,000 to create youth employment and strengthen Northern Ontario's economy

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- To find out more about our programs and services, please visit: fednor.canada.ca
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Rural Heritage Days - 99 Years of Tradition

BY SCOTT A. SUMNER
Thunder Bay BUSINESS

When you live in rural the Thunder Bay area you get to experience the farming community. Each year they hold Rural Heritage Days to showcase what they do and celebrate the end of the summer season.

I enjoy seeing the Slate River Ploughing Matches which this year were the 99th edition. That’s pretty impressive. Agriculture is important to our region and the people are proud of their work.

On a bright sunny day it is a great way to spend some time enjoying what Thunder Bay has to offer in a different way.



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2026 DEADLINE / PRINTING / DISTRIBUTION DATES

Issue	Ad Copy Deadline 4PM Friday	Printing Deadline Friday	Distribution Date	Topic
February	January 23	January 27	February 1	Financial/Legal
March	February 20	February 24	March 1	Forestry/Mining
April	March 23	March 30	April 1	Transport
May	April 20	April 7	May 2	Construction
June	May 22	May 26	June 1	Report On Thunder Bay
July	June 23	June 27	July 2	Manufacturing
August	July 24	July 28	Aug 1	Environment
September	August 21	August 24	September 2	Education
October	September 21	September 8	October 1	Aboriginal
November	October 23	October 27	November 2	Health/Remembrance Day
December	November 20	November 23	December 2	Technology/Christmas
January	December 18	December 22	January 4	Fitness

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Miranda Bolt, Ad Designer

Advertising Information
Sylvia Gomez, Marketing / Sales Manager - 807-629-7599
sylvia@northsuperiorpublishing.com

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PUBLISHING

NORTH SUPERIOR PUBLISHING INC.
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Rob Atatise Wins Thunder Bay District Amateur with a Final Round 64!

BY SCOTT A. SUMNER

Great Outdoors

I talked to Rob Atatise after his win of the mens Thunder Bay District Amateur, the most prestigious local golf event.

You had a tremendous final round this year!

"A 64 is my lowest round at Whitewater let alone competitive. I shot 65 once before on



mens night. So I was hitting it reasonably close today. My goal in mind was to shot 34-34, that was sort of the bar I set for myself. I hit pretty good and even missed a couple short ones so it could have been a little lower. I made an eagle on 12 from about 30 feet and that kick started the back nine when I was kind of loosing a little steam."

What does it mean to win this event?

"It means a lot to win this event, maybe my tenth time playing it cause I have been on and off of golf for the last 15 years. It was always something I looked forward and something I wanted to win. It is a major and to see the list of players who have won it in the past- with so many high calibre golfers."

What made this year better for you?

"I've been grinding pretty good for the last 3 years and taking it serious for the last 4 years. I did a grip change about four years ago, weakened the grip and that took about a year and the ball striking has been good. This year I figured out my short game, chipping and putting. That's has always been my struggle.

How did you approach the final round?

"My mentality was to have a good start. With the wind we had which was a south

east one, I figured holes 1,2 and 3 were gettable today so I birdied 2 and 3 and 4 so three under after 4, hang on through the middle part as usual and try to make a couple birdies coming in. I knew Scottie was playing well, Jason is unreal- one of the best players in the city without a question. We had a good battle with Scottie at the Strathcona Invitational where he beat me. Those are good players. I played the course and didn't really worry about the players as I figured if I could beat the course I could win.

Were you nervous today?

"There were a bit of nerves today. I was actually struggling with a little miss to the



Angela Daykin Womens's Champion

right which had me nervous because I usually miss to the left as a leftie, but I was able to get a good little range session coming early.

Rob is going to BC soon to play with Team

Ontario against Team BC in an Indigenous Challenge match at Bear Mountain in Victoria.

Rob is a lawyer practicing mostly in criminal.

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St. Joseph's Care Group Welcomes New Chair & Vice Chair

New board leadership at St. Joseph's Care Group

Both bring strong leadership and governance experience as the Board advances St. Joseph's Care Group's 2024-2028 Strategic Plan.

Deb joined St. Joseph's Care Group's Board in 2023, and brings senior leadership experience in the healthcare, education, and the not-for-profit sectors along with extensive strategic planning, governance, community, and volunteer leadership experience.

"As a Board, our responsibility is to keep St. Joseph's Care Group's mission and vision at the centre of our work," said Deb. "Our focus will be on thoughtful oversight, strategic direction, and continuing to strengthen the work that we do in service to the people and communities of Northwestern Ontario. We will continue to advance our journey to provide culturally safe care for Indigenous Peoples and diverse populations in our governance



role."

A member of St. Joseph's Care Group's Board of Directors since 2025, Bill brings broad experience in public administration, governance, strategic planning, social serv-



ices, and housing.

"Healthcare is deeply connected to the broader needs of our communities," said Bill. "Things like housing, social services, workforce development and other community supports all influence the health and wellbeing of people across Northwestern Ontario. The Board plays an integral role in keeping that community perspective front of mind as St. Joseph's Care Group advances its strategic priorities."

Susan Fraser, outgoing Board Chair, will

continue to serve as Past Chair. St. Joseph's Care Group is grateful to Susan for her strong leadership and continued commitment to the Board and its work.

More information about St. Joseph's Care Group, its Board of Directors, and its Strategic Plan are available at sjcg.net/aboutus.

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