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August 2024

42nd Annual Westfort Street Fair: A Celebration of a vibrant neighbourhood!



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- August Feature

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St. Joseph's Care Group Announces Positive Changes for Addictions Services

St Joseph's Care Group will soon make changes to better serve people in our community living with addictions. The medically-supported withdrawal management program currently operating as Balmoral Centre at 667 Sibley Drive will permanently relocate to 500 Oliver Road in fall 2024.

"Balmoral Centre has served our community for 35 years, but the withdrawal management program has really outgrown that site," said Andrea Docherty, Vice President Clinical & Community Health. "Our Oliver Road location is a large, accessible building where we will be able to deliver safer care with room to embed programming and spaces for healing and ceremony

for Indigenous Peoples."

The Oliver Road location will sound familiar. That's because it is home to Crossroads Centre, a recovery centre offering pre- and post-treatment services for people over the age of 18. The two programs – withdrawal management and Crossroads Centre – will temporarily operate under one roof at Oliver Road. During that time, the Sibley Drive location will be renovated and in summer 2025, it will become the new home of Crossroads Centre.

"To put it simply, we are swapping sites to better serve people now and into the future," said Janine Black, President &



CEO of St. Joseph's Care Group. "Withdrawal management and Crossroads Centre play an important role in the continuum of care that St. Joseph's Care Group offers, and we have worked hard to ensure there will be no disruption to the services provided by either program as they move

to their new permanent location. The new spaces will allow us to improve quality of care in our current programs and also provide space for potential expansions in the future."

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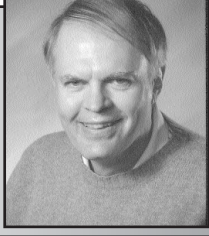
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Publisher's Note
Scott Sumner



First Electric Silverado Lands at Badanai Motors

The 2024 Chevrolet Silverado EV WT is the first all electric truck from General Motors and has huge performance and a range of 728 kms at 100 % battery charge. Most people would have a stage 2 charger installed at your home, a 240 volt kinda like a stove

“The truck is extremely quick as it makes all its power at 0 rpm, so essentially you have maximum power instantly, quicker than the gasoline trucks. The RST version of the Silverado will have an even quicker approach.” said Nat Kerber, Sales Consultant at Badanai Thunder Bay. “The electric charge level will also



plug outlet. The charger is usually about \$800 and then the installation cost depending on where you put it.

regenerate when you are braking. Most of your braking is through regen so

The whole chassis of the new Silverado electric truck has been designed to have the battery unit in it from day one. Basically the whole floor is a giant 24 cell battery that has lots of life, and makes for a low centre of gravity. The Electric GMC Hummer is based on the same platform as will the new Electric Cadillac Escalade coming out soon.

that also creates more traction. The vehicle is AWD with two electric motors one in the front and the back.”

“Electric vehicles are the wave of the future and nothing is stopping that. It will be so much cheaper to run an electric vehicle as they have almost no maintenance cost, except for tire rotation and brake inspection once a year. There are no spark plugs, air filter, no fuel system. The cost to run is phenomenal. The cost of electricity might be around 25 cents a litre and with no maintenance. Production levels are pretty good so we should have good allotment at the dealership.” said Nat.

“The batteries are made to last a long time, you just may get a little bit less range but not a big drop off over time,” said Nat. “The electric vehicles are good in the winter months as they don’t care what temperature is, heat is instant and the electric motors start instantly. The batteries are heavy so



Nat Kerber, Sales Consultant at Badanai Thunder Bay

your brake life should be very high as well, usually 200K plus.”



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Strengthening capacity to support Indigenous youth mental health services

A national initiative, the ACCESS Open Minds Indigenous Youth Mental Health and Wellness Network, to enhance Indigenous youth mental health services, co-led by researchers from Lakehead University and McGill University, has received \$1.45 million from the Canadian Institutes of Health Research (CIHR).

Lakehead's Dr. Christopher Mushquash,

Canada Research Chair in Indigenous Mental Health and Addiction, Professor in the Department of Psychology, Vice President Research at the Thunder Bay Regional Health Sciences Centre and Chief Scientist, Thunder Bay Regional Health Research Institute, and McGill's Dr. Srividya Iyer, Tier 1 Canada Research Chair in Youth, Mental Health, and Learning Health Systems and Professor in the Department of Psychiatry, are leading the

five-year project. This initiative will strengthen capacity amongst Indigenous communities and integrated youth services (IYS) to provide culturally affirming, high quality and responsive mental health services for Indigenous youth.



Dr. Srividya Iyer

It brings together youth, Elders, family members, researchers, communities and leading Indigenous organizations, including the Thunderbird Partnership Foundation under the leadership of Dr. Carol Hopkins and the First Peoples Wellness Circle under the leadership of Dr. Brenda Restoule. Dilico Anishinabek Family Care is also a partner on the project.

"By centering Indigenous knowledge and practices, we aim to create a sustainable and culturally relevant mental health support system for Indigenous youth. This project is a testament to the power of collaboration and the wisdom of Indigenous communities, and youth, in addressing mental health challenges," Mushquash says.

Indigenous youth in Canada have experienced significant population growth, accompanied by growing concerns about their mental health and wellbeing. Adverse childhood experiences, influenced by historical and systemic factors such as intergenerational trauma, cultural disconnection, poverty and socioeconomic disadvantage, disproportionately affect Indigenous youth. Limited access to health services, culturally inappropriate care and geographical barriers further exacerbate these challenges.

"We have an opportunity to listen to Indigenous youth and work with them to

address mental health inequities by advancing practices that centre Indigenous knowledge, values and traditions in mental health and wellness services," Iyer emphasizes.

Over the next five years, the interdisciplinary research team will focus on relationship building and the development of service practices, tools, interventions and training programs to shape a learning health system that will inform mental health and wellness service delivery for Indigenous youth across Canada. It will also help build capacity for future leaders in Indigenous communities.

"By enabling primary care providers, communities, families and youth with the tools and knowledge on how to navigate the health system, we will strengthen the capacity within Indigenous communities to ensure that youth-focused mental health resources are available to them," Mushquash explains.

The Government of Canada recently invested \$59 million in the Integrated Youth



Dr. Christopher Mushquash

Services Network of Networks (IYS-Net) to strengthen and expand IYS across Canada. An innovative approach to youth-focused mental health, IYS provides youth with equitable access to a range of services and supports that contribute to health. This includes mental health and substance use services, alongside primary care, peer support, work and study supports, and more. Associate Professor Dr. Aislin Mushquash, Adjunct Professor Dr. Elaine Toombs, and postdoctoral fellow Dr. Carolyn Melro from Lakehead University are also members of this network.

Mushquash concludes, "Through the larger IYS-Net initiative, we have the opportunity to address mental health inequities, not just in Indigenous communities, but for youth across Canada."

In 2023/24, Lakehead University received almost \$2.5 million in assistance from the Research Support Fund to support the indirect costs of research, which includes costs for supporting the management of intellectual property, research and administration, ethics and regulatory compliance, research resources, research facilities, and research security.

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-August Feature



42nd Annual Westfort Street Fair: A Celebration of a vibrant neighbourhood!

The 42nd Annual Westfort Street Fair, presented by Janzen's Pharmacy is set to be the biggest celebration yet, taking

invited to experience a vibrant atmosphere filled with delightful food, exciting activities, and local treasures. This year, the street fair boasts a

delights. "Incredible interest in this year's Westfort Street Fair has truly blown me away," said President Aaron Gillingham. "With more vendors,

to celebrate with everyone and see the village come alive."

Food lovers can indulge in unique offerings from **Cajun Fusion**, savor a slice from **Lento Pizza**, bite into a juicy **Beefcake Burger**, or enjoy the classic taste of **Coney Island and The Sal**. With so many delicious options, there's something to satisfy every palate.

Local Westfort businesses will also join the festivities, offering fantastic sidewalk sales that promise amazing deals. Strolling through the fair, visitors can discover unique finds while supporting their favorite local shops. This year, the Westfort Street Fair welcomes some exciting new faces to the village, eager to experience the festivities for the first time.



place Saturday, August 17th from 9 AM to 5 PM. Families and friends are

record number of vendors, featuring a mouthwatering array of culinary

exciting activities, and an overwhelming community spirit, I believe this will be our best year yet! I can't wait

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42nd Annual Westfort Street Fair: A Celebration of a vibrant neighbourhood!



and an entertaining dunk tank that promises to make a splash! With so many engaging options, parents can relax while their little ones enjoy a day filled with fun. Live entertainment at the Heartbeat Hot Sauce Stage will keep the energy high throughout the day, with performances showcasing local talent. Don't miss the highly entertaining pepper eating contest that not only brings the heat, but a lot of laughs. Whether you're dancing with friends or simply enjoying a tasty beverage at the Copperfin Beer Gardens, there's something for everyone.

Mark your calendars for August 17th from 9 a.m. – 5p.m. Make sure to celebrate your community spirit and the unique charm of the Westfort Village – where the feeling of togetherness truly comes alive. Don't miss out on a day of delicious food, lively entertainment, and unforgettable memories!

It's more than just an event; it's a tradition. We can't wait to see you there!

Article submitted by the Westfort Village Association

Continued

Over at the Westfort Foods parking lot,

children of all ages will have a blast with an abundance of free activities, including the very popular Shriner's train, bouncy castles, face painting,

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The 42nd Annual Westfort Street Fair!

The Westfort Street Fair is Thunder Bay's longest running event of its kind. It's a full-day event, filled with shopping from neighbourhood businesses, local vendors, arts, crafts, festive food selections and live entertainment.

Presented by the Westfort Village Association, the street fair is held on Frederica Street.

"The beloved event has an exciting lineup planned!" said Robbyn Fraser, a member of the association. "This year's street fair will include around 100 local artists, vendors and shops from across Northern Ontario including your favourite Westfort businesses. In addition to shopping, there will be many activities for the kids from bouncy castles, train rides, petting zoo, family games. .

The fair itself will be open from 9 a.m. to 5 p.m. on Saturday. The entertainment stage, situated beside Westfort

Foods, will be in operation from 11 a.m. to p.m. Show up early, bring cash, and wear comfortable walking shoes for enjoy a fun filled day!

For more information visit facebook.com/Westfortvillage

For me it is always fun to see so many people out on a nice day enjoying themselves and seeing everything the Westfort Village Association has to offer. This is a very unique area for Thunder Bay and a great place to support local entrepreneurs!

The Westfort Village Association present a day of great fun for the entire family and visitors alike! Frederica Street is closed each year for the event when local vendors set up for the days event. This year, like every other year, vendors will offer great food of different cultural cuisine, that is said to satisfy any appetite. Patrons casually sauntered up and down the avenue, meeting friends, being entertained by

great, live, local musicians and that just makes the fair that much more, lively and happy. Everyone is in great spirits during the event and it seems

that no one wants it to end!

Continued

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Westfort's Balloon Artistry's Evolution

Balloon art has transformed into an intricate and captivating form of entertainment. From children's parties to corporate events, balloon artists now create stunning sculptures that wow audiences of all ages.

Robbyn Fraser, a talented artist on the brink of 40, found her calling during the pandemic. What started as a necessity creating face masks turned into a creative journey. Armed with a new vinyl cutter and using her education in graphic design to create custom personalized pieces.



While exploring personalized vinyl pages on social media led her to discover the idea of creating customized balloon arrangements. She quickly realized this newfound interest in balloon decorations could open up a creative outlet for her, allowing her to express herself through unique and eye-catching designs.

No one explanation accounts for their cultural ascendance, but the pandemic was a factor, moving more parties outside, and from elaborate hotels and event spaces into people's homes, where balloons can be set up and broken down quickly. The reliance on live streamed events helped too. This fueled Robbyn's home business.



It's not uncommon for Robbyn to use mathematical calculations to achieve precise dimensions of a proposed sculpture in a specific space. Once Robbyn has the specs, she'll use Adobe Illustrator to map out patterns and construct a model for scale. Then, an order is placed for the particular balloons the illustration requires. There is hundred of colours, various shapes, styles and materials that a mock-up is essential in any large installation.

But the new balloon fervor does not come without a cost. Climate activists point out that even biodegradable balloons are slow to decompose even though its a renewable source, and popular "balloon releases" are just a form of photogenic littering.

Balloon Stylings opposes all balloon releases and advocates the use of streamers, flags and kites for event décor instead. "Blow bubbles!" said Robbyn, "You'll get the same lift without the harm to animals and the environment!" They have even started a program of reusing the popped discarded balloons with local artists who uses it as plush filling.



Balloon Stylings uses air and mechanical fixtures rather than helium to keep their work in place. Why is that? Helium is harder than ever to find and is being rerouted to healthcare due to the shortage. Prices have



been on the rise, driven up because just a few countries, like the United States and Russia, produce most of the world's reserves.

It's been an exciting journey for Robbyn Fraser and her team! It's impressive to see how they've grown from a home business to a full team creating stylings for a diverse range of events, from Matawa's grand opening, Children Aid Society Quiz Night, Lakehead University welcome orientations and more. Being recognized with nominations for the RBC Women's Business and Thunder Bay Chamber of Commerce Young Entrepreneur Award reflects their dedication and success in the industry. It'll be interesting to see where their business expands next as they continue to innovate and create new looks for their clients!

-Jessica Berger



Welcoming you to the 42nd Westfort Street Fair!

THUNDER BAY BUSINESS

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-August Feature



The 42nd Annual Westfort Street Fair!

Continued

Every vendor had sidewalk sales, showcasing different merchant wares that are special and interesting and also items that you just can't find just anywhere else.

A bit of history about Westfort.

Westfort Village is a self-contained shopping district and in fact, many Thunder Bay residents will travel across the city to shop in the unique stores and shops. It is one of the oldest and most famous corners of Thunder Bay.

The community of Westfort, grew up around river traffic and the railway, home for working families. Early business owners established their own busy downtown area, complete with clothing stores, banks, restaurants, hotels, professional offices, pharmacy and food store.

Historic Westfort Village...



This historic village in Thunder Bay was once the focal point of a commu-

nity that worked at the local grain elevators, factories and in the rail yard. Its proximity to the Kaministiquia River made it an ideal location for the docking of the smaller ships of the time.


areas past. Now a unique antique and collectible shopping opportunity, this community of specialty shops makes an enjoyable destination for Thunder Bay visitors.

Continued

There is still extensive evidence of the

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Continued

The fort was first settled in 1860. The Fort William Town Plot were surveyed in 1859-60 by the Province of Canada's Department of Crown Lands and opened to settlement. Once the Fort William Town Plot (later known as West Fort) was selected as the eastern terminus for the Canadian Pacific Railway, and construction of the railway began in June 1875, Fort William began to grow, but very slowly. It would take the federal Department of Public Works, and later the Department of Railways and Canals, seven years 1875-1882 to build the Thunder Bay Branch from Fort William to Winnipeg.

By 1883-84 it was clear to all but the residents of Port Arthur that the

Montreal-based Canadian Pacific Railway syndicate, in collaboration with the Hudson's Bay Company, preferred the low lying lands along the lower Kaministiquia River to the rocky shores of Port Arthur, and the Company subsequently consolidated all its operations there, erecting rail yards, coal handling facilities, grain elevators and a machine shop. Library services for Fort William began in 1885 when CPR employees opened a bath, smoking and literary room, with a library attached in the Round House,

West Fort William. Fees were \$1.25 per year for CPR employees; outsiders were required to pay \$1.25 for use of the tub. The Mary J. L. Black Library, 151 West Brock Street, opened in 1938. Mary J. L. Black was the librarian of the Fort William Library from 1909-1937.

She was one of Canada's leading librarians in her day and was the first woman president of the Ontario Library Association. It seems appropri-

ate that the Westfort Branch was named in Miss Black's honour.

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Continued

Many families enjoy taking their children out to this well, established, annual event. This an annual family event and never fails to provide a great time. If you haven't seen certain people in a very long time, maybe it is time for you to venture out to the 2024 Westfort Street Fair.

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August 2024

BC GOLF COURSES FUN TO PLAY: FURRY CREEK

BY SCOTT A. SUMNER
Great Outdoors

Canada has some great golf destinations to visit! One of those for me was Furry Creek.

Furry Creek is located in Squamish BC about a 35-minute drive from downtown Vancouver up the Sea to Sky Highway. The course was started in 1995 and Golf BC overtook the golf course in 2000. On the drive to number 1 you go over Furry Creek, which is on your right on Hole 1 and flows into Howe Sound.

“It is a very unique course with the front nine including to 12 through the mountain and 14 to 18 in the woods. The Howe Sound is the inlet to the ocean. The ideal view is the top of tee deck number 11, a par 5. 14 is our signature hole and they filmed the Adam Sandler golf movie here. It is one of the most photographed holes in all of Canada,” said Paul Nijjer, General Manager of Furry Creek Golf and Country Club. “I love golf and started in the industry as a dish washer. I picked up a golf club at age 19 or 20 when I worked in banquets and then the back shop. I went for my CPGA card and missed it by a shot. It was a lot pressure when you know you have to shoot a number. I got offered a job in sales and stuck with that for 8 or 9 years and became GM last year in June.”

“On a personal level I like the challenge of being a mid to high handicapper and playing here as it will build your game. The shots you need to make are strategic and make you think. Playing here I realized the more I played here the better I played at other facilities because the shots weren't as demanding there. For a mid to low handicap we have a lot of golfers try to break the course record of 65. There have been some lower scores but we don't have a signed scorecard. One of our professionals shot a 63 from the whites recently,” said Paul. “The course is a thinking golf course, you have to think your way around. If you have a bucket list of golf Furry Creek is a must play. It is known as BC's most scenic golf course. The challenge is here and it is so green and perfect most of the year. We open in the second week in March on the weekends only and in April all week. We typically close the third week of October. We do get snow here but lately we have been having late summers. Snow sticks around from mid November to early January.”

At Furry Creek they will do about 24,000 rounds per year with the members doing about 15,000 rounds of that total. The clubhouse is 33,000 square feet and a beautiful building built into the setting.

“Once you are over the Lions Gate



it is quick getting to Furry Creek,” said Paul. “We have banquets with three rooms for meetings and weddings and have an outdoor ceremony site where

guests get shuttled up. It is above the 11-tee box and has tripled our weddings each year. We have a restaurant with a lot of

comfort food and nice dinners.”

“We have golfers from all over the world including Europe, Asia, Australia, the US and Canada as well as being a local favourite. This golf course is something everybody should play once in a season if you get the opportunity and are coming to BC. You can build your game. If you play well here you will play well anywhere,” said Paul.

The pace of play at Furry Creek is about 4:20 minutes. If you go to www.golfbc.com you get many promotional specials. They offer some discounts with promotional codes. The course designer of Furry Creek is Robert Muir Graves.

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5 Tips for Getting in Front of Decision Makers

by Jeff Mowatt

One of your biggest challenges in selling may be how to reach the actual decision making customer. When organizations bring me in to deliver my Trusted Advisor Selling® seminars I reassure participants that getting in front of the economic buyer is relatively simple when you keep in mind these 5 tips.

Tip #1 – Start Higher up the Ladder

The higher you start up your customer's chain of command, the more likely you are to reach someone with the authority to say yes. Unfortunately, sales reps often settle for easier to reach lower level managers who aren't authorized to make significant operational changes or large purchases. In other words, in order to say yes to your offering, they'd have to ask a higher-up for permission. They are however, empowered to say no. So, it makes sense to start with job titles of people with buying power such as Regional Managers or Division Vice Presidents. They may redirect you to talk with someone lower. But then at least you'd have their permission – and tacit endorsement – to do so.

Tip #2 – Skip Small-Talk and Puffery

The three quickest ways to annoy senior managers: waste their time, feign familiarity, or look like you're hiding something. A poor way to start a phone conversation: "Hi Mary, how are you today?" Their response will likely be terse or worse. Instead use: "Hi Mary, my name is (first name and last name), I'm with ABC company based out of (location). We haven't met yet. The reason I'm calling is..." No small talk. Introduce yourself fully. Get to the point.

Tip #3 – Communicate Distinctive Value

Most upper level managers don't answer

phone calls from strangers. Still, you'll have more impact getting a manager's attention with a phone call then by sending an email that gets buried or filtered to junk. Ditto with trying to Direct Message them via social media. A phone call gives the advantage leaving a voice mail, followed-up with email. That means you need a compelling reason for them to want to explore this further. So before you dial, you need to know the distinctive value you can bring to their company. Keep in mind you may need to leave this as a voice mail message.

Stating you've been established for 30 years and your team members are experienced is not compelling. What managers want to know is the ultimate benefit of your offering, how it's different than your competitors, and evidence that you deliver on these benefits. So your voice mail message might be, "The reason I'm calling is we've developed a way to (share benefit). I'm wondering if this is something that might possibly be a fit for your company. It's different from conventional approaches in that (briefly describe what's unique). As a result we've had companies like yours such as ABC Corp reduce costs by x% within 6 months. I'm wondering if you'd be open to a short conversation to see if this might create similar results for your firm. I'll email you an example. In case it goes to your junk box I'm sending it at 2pm and my email address is... I'll put this in my calendar to follow-up with you on date and time. If you'd like to reach me in the meantime my direct phone number is..."

Tip #4 – Follow-up, Follow-up

Send the email, and follow-up by phone as promised. If you reach their voicemail again, then reference your last phone call and email, and add, "I'm guessing this isn't a good time for you. So, I'll call back day and time. Meanwhile my phone number is..."

Phone later as promised. If they still don't respond then leave a voice mail and email again asking frankly if this is of any interest, or if there someone else in the organizations who takes care of this area who it would make more sense for you to connect with.

Tip #5 – Help Employees to Help You

Those times when managers send lower level employees to collect your info and prices, you need to be diplomatic. There's no way that person – who's only gathering info for some higher-up – will convey your value the way you can. So, don't send prices or brochures. Ever. Instead, explain that you'll be happy to provide pricing/ options but there are a number of variables you'll need to ask about to determine accurate pricing. Suggest a virtual meeting and ask, "Is there

anyone else involved in this project who it would make sense to invite (aka their boss), so we can make sure we don't miss any critical issues?" They can always say no, but you at least extended the offer without causing offence.

Bottom line: Many potential sales are lost when reps either start too low down their customer's chain of command, or they give up too soon. Remember – it's just a phone call or email. I hope these tips make it easier and more profitable for you and your team members. Let me know if I can assist.

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 www.JeffMowatt.com



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New Halfway Motors Car Star Facility Is A Game Changer!

BY SCOTT A. SUMNER
Thunder Bay BUSINESS

Daniel Trevisanutto, is a Partner in the Halfway Motors Group and a part of the third generation of the business. His grandfather John Sr, was the first generation when their original dealership opened up on Hodder Ave. It then moved to his dad John Jr, and now Daniel, with his brother Patrick, are directly involved in the ownership of the business.

“ The original business started as a grocery store and then evolved into a Studebaker dealership, the first brand we worked on. That brand died out and we eventually moved to near our current location as a Datsun, Fiat, Volvo and I believe Jeep dealership. Manufacturers shifted to only allowing one brand under one roof and then the family decided we are going to com-



mit to Datsun, and to Volvo which was placed in a separate building. Eight years ago we took over the BRP brand with powersports and then Mazda near that time.” said Daniel Trevisanutto.

Halfway Motors has been very successful with a new Mazda building, are currently expanding the Nissan building as well moving into a new

BRP building. Also they have just taken on the John Deere Turf franchise.

Continued

Congrats to the Halfway Group on the new CARSTAR location

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Halfway Motors CARSTAR Features New Building!

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New Halfway Motors Car Star Facility Is A Game Changer!

Continued

The Car Star collision business started for the Halfway Motors Group in 1998. The Car Star brand was quite new then and this year Car Star are celebrating 30 years in Canada.

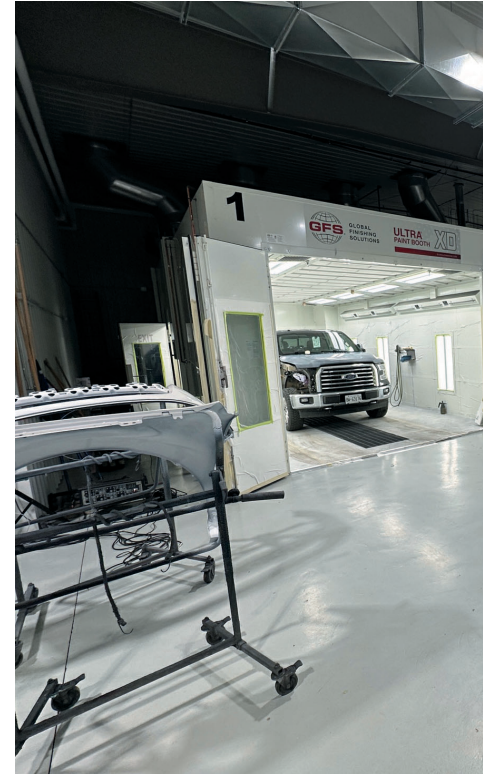
“Car Star for us began in the back of

the old dealership on Memorial and then 11th Ave. Car Star now has over 300 locations in Canada and another 200 across the US. The Car Star brand ownership is a huge company with many different brands under their corporate umbrella.” said Daniel.

The Halfway Motors Car Star operation have recently completed a brand

new facility built from the dirt up.

“We have been in the new Car Star building since the middle of November 2023, so about 8 months. The new building is 20,000 square feet in size and built with the mindset we are here to get collision work done. So we have lots of new equipment including frame machines, paint booths, a new hoist



and a brand new approach to processing the cars and getting them fixed. In the last ten years cars have come so far in terms of the build and the technology in them. The materials have changed with the goal of making the vehicles safer and lighter using different metals, like high strength steel that is thinner, but heavier and also harder to work with. The vehicles are assembled differently than they used to be with more anchoring points and also it is like a mobile computer. Lighter was made to meet fuel efficiency requirements.” said Daniel.

Halfway Motors Car Star currently have 18 full time employees. Across all the Halfway Motors businesses there are about 100 employees.

“Since we moved in to the new building at Car Star it has honestly been a game changer for us, more than we hoped for. It’s having the proper layout, new and better equipment, the processes have come together, and there has been a real morale bump with the team in a lot nicer setting. I think everyone here wants to see us perform well and we are hitting records we have never done before. Production is going smoother and quality is better.”noted Daniel.

This new Car Star facility was a multi million investment with building and new equipment. They can work on all brands except high luxury cars that require specific certifications and training to work on, except for some small cosmetic type work.

Continued

Congratulations, Halfway Motors Car Star & RML Contracting on the new building! Happy to be part of the project.



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Continued

“The manufactures are now telling us how to fix the car with their systems, especially with panel replacement and

or signals like lane assist, driver assists, back up etc using computers.” said Daniel.

“It is important for people to see that vehicle repair is no longer like your

proper equipment and the technicians with the proper training to repair those vehicles properly.”

“We are here for the customer after a bad situation they have experienced to make it as best we can. When a customer comes into a place like this, it will change their perception and we hope change one of the worst days they have had in a long time. We want to accomplish that from the first time they walk in the door. This is the next

step in collision repair. We don't always get it right but at the Halfway Motors Group our philosophy is we will make it right and do what we can. It is a very dynamic environment and customers want their vehicles back as soon as possible.”

Car Star Thunder Bay is a very impressive, clean and organized facility that can get your vehicle back to pristine condition after an accident!



frame repair. The computer systems are very expensive on the new vehicles, say with adaptive cruise control

uncle's shop in the backyard. It has moved past where anyone can do body repair in your backyard. You need the



Daniel Trevisanutto, age 37, Partner Halfway Motors Group

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Celebrating a New Marvel in the Magnanimous CARSTAR Thunder Bay

Celebrating the opening of CARSTAR Thunder Bay's elite new facility after a five-year construction



great deal of attention paid to the layout. Planning started in 2019, with BASF helping to provide initial specifications which advanced with the needs of the team. Expertly outfitted,

“We are deeply proud of the work everyone at CARSTAR Thunder Bay has put into this tremendous new facility and honoured to celebrate the grand opening alongside them,” said Collin Welsh, Zone Director, CARSTAR. “Owners like Daniel, Patrick and their dad, John, are why CARSTAR has such a premier brand reputation, as they are always working to enhance their services to provide their customers with best-in-class repairs.”

lunch along with music courtesy of 99.9 the Bay. Mayor Ken Boshcoff participated in the official ribbon cutting ceremony with the CARSTAR team and the day was capped off with a raffle of a signed Toronto Raptors jersey.

Visit CARSTAR.ca for more information.

The grand opening event was a massive success, with over 50 attendees that toured the new facility, enjoyed

CARSTAR Thunder Bay has been a part of the Thunder Bay community for over 25 years providing premier collision repair services to the region and now they're celebrating the grand re-opening of their elite new facility.

The Trevisanutto family, owners of CARSTAR Thunder Bay, have an over 50-year legacy in Thunder Bay for automotive services including a Nissan, Mazda, BRP and John Deere dealerships. Third-generation owners, Patrick and Daniel Trevisanutto alongside their manager Matt McCourt have been at the helm of CARSTAR Thunder Bay, championing the build of this new facility to maintain premier service levels for their community.

“This is a monumental moment for our family here at CARSTAR Thunder Bay as we have invested a great deal into this collision centre so that we can continue to provide Thunder Bay with the highest level of collision repair excellence,” said Daniel Trevisanutto, owner, CARSTAR Thunder Bay. “Celebrating this moment with our team and vendors who helped make this happen means the world to us and we're thankful for everyone's continued support.”

The new 20,000 square foot facility was built from the ground up, with a

CARSTAR Thunder Bay is equipped with Spanesi lifts, two new Global Finishing Solutions paint booths and double CTOF booth, open space for workstations, organized parts storage, bright lighting, spacious areas for proper disassembly, and the latest in collision repair equipment. The facility is CCC, Nissan, Ford, FCA and Hyundai certified.

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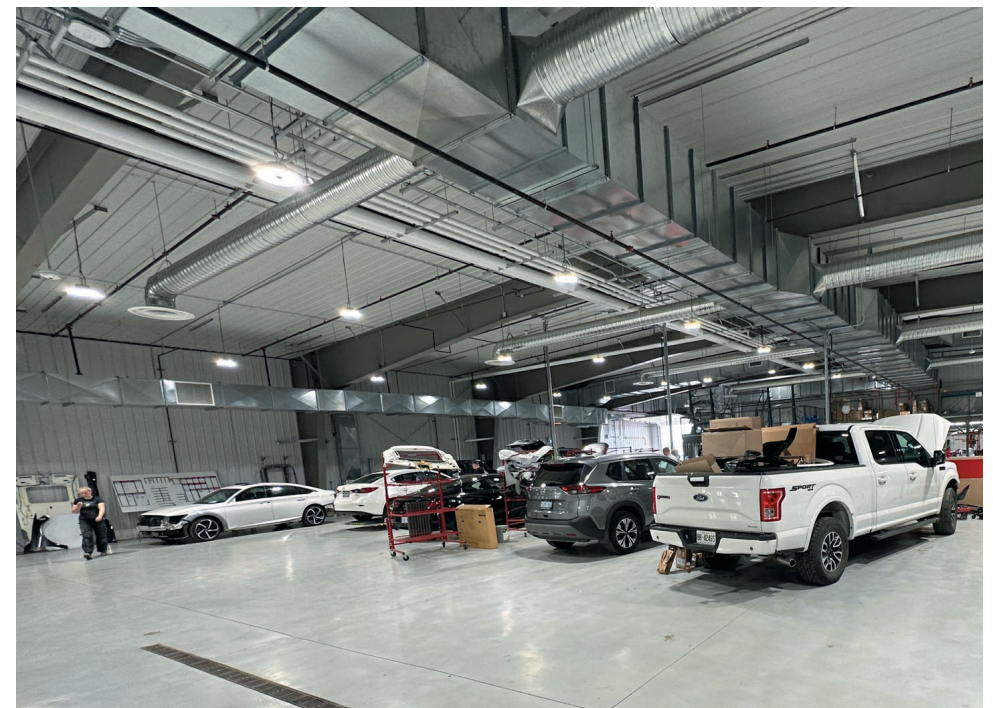
About CARSTAR

CARSTAR is North America's largest franchise network of independently owned and operated collision repair facilities with more than 700 locations in 35 states and 10 Canadian provinces.

CARSTAR has maintained its commitment to give back to the communities it serves through a variety of fundraising initiatives, including raising over \$5 million for cystic fibrosis research, care and advocacy across North America.



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Embracing Opportunities: Laura Alomia's Journey at Confederation College

Laura Alomia's journey from Colombia to Thunder Bay, Canada, highlights the transformative power of education and the myriad opportunities that come with studying abroad. Her experience at Confederation College has not only solidified her passion for digital marketing but also inspired her future career plans.

Laura first came to Canada at the age of 15 on an exchange program and fell in love with the country and its people. "I found Canadian and Colombian people to be very similar in terms of personality and values. I loved Canada and wanted to return," she recalls. When it was time to choose a place to study, Laura opted for Thunder Bay, as she put it, "for its calm-



Laura Alomia

ness, lack of traffic, and abundance of nature. I wanted a sense of community that a small town can offer, and Thunder Bay provides that," she explains.

Despite initial worries about the language barriers and cultural adjustments she would face, Laura found her footing at Confederation College. She was pleasantly surprised by the College's Digital Marketing – Marketing Analytics program, which allowed her to explore her creative side. "It's not just about understanding the language of marketing, but also about being able to make graphics, and produce photography and video content."

One of the highlights of Laura's time at Confederation College was the hands-on experience she gained through her program. As part of her coursework, she worked with a local coffee shop in Kakabeka Falls to help them grow from a digital marketing perspective. This applied learning opportunity was invaluable and provided her with practical skills that she could showcase in her portfolio. "In many classes, I created videos, blogs, presentations, and graphics, which allowed me to build a portfolio to show potential employers. This practical experience has been beneficial for my career path," Laura shares. She feels that the recognition and feedback from that work played a significant role in securing her current position.

Laura also says that she appreciated the smaller class sizes at Confederation College, which allowed for more connections with professors and fellow students. "The professors and staff were friendly and approachable," she notes. Although she mainly interacted with international students, the sense of community and support she found at the college was significant.

Laura now works as a communications specialist in digital marketing at St. Joseph's Care Group, a large healthcare organization serving Northwestern Ontario with a wide range of services in Mental Health & Addictions, Rehabilitative Care, and Seniors' Health across eight sites in Thunder Bay. Her diploma from Confederation College, combined with her previous experience in

digital marketing, helped her demonstrate her skills and secure the position. "The combination of academic learning and practical experience helped me demonstrate my skills. References from college professors also contributed to the recognition of my abilities," she explains.

Laura's journey was not without its challenges. She faced some barriers and cultural adjustments, however, she remained resilient and focused on the positive aspects of her experience. Laura advises prospective international students to ensure they have strong English language skills and to be prepared for the challenging weather. "It's important to learn the bus routes and other transportation options to navigate the city effectively," she suggests. "Focus on the positive aspects and opportunities Thunder Bay offers. Be open-minded, enjoy nature, camping, and other activities Thunder offers."

Laura also highlights the opportunities for entrepreneurship and job opportunities in Thunder Bay, especially in areas like healthcare. She also notes that "living in Thunder Bay can help you save money and gain work experience," even if your career eventually takes you elsewhere.

As Laura continues to thrive in her career, she remains grateful for the support and opportunities provided by Confederation College. Her journey is a shining example of the resilience, determination, and success that international students bring to our community. Inspired by her passionate professors, Laura is also considering a future career in teaching, where she hopes to pass on the knowledge and skills she has gained to the next generation of students.

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