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INSIDE

Strong Local
Construction
Industry in
Thunder Bay

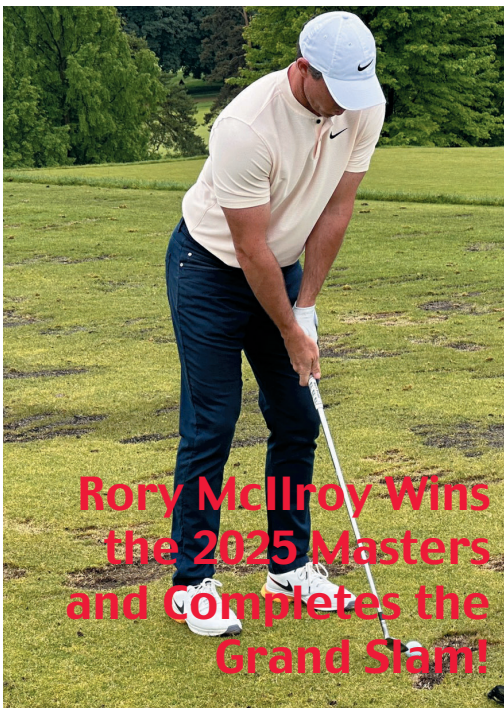
Click Smart, Stay
Safe: Empowering
Employees Through
Cybersecurity
Education

You Can Create an
Exceptional Life!

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 @tbay25  @Scott Sumner



Airport Authority and City
Partner for First Ever Drone
Light Show



Rory McIlroy Wins
the 2025 Masters
and Completes the
Grand Slam!

The Construction Climate
in Thunder Bay and area

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Click Smart, Stay Safe: Empowering Employees Through Cybersecurity Education

In today's digitally connected business world, it's easy to assume that the most expensive firewall or cutting-edge cybersecurity software will keep your organization safe. But the truth is far more human.

Your employees are your first line of defence—and sometimes, your greatest vulnerability.

Cybersecurity isn't a product—it's a culture. Like any culture, it needs to be nurtured, taught, and consistently reinforced. A single click on a malicious

link by an untrained employee can undo even the most sophisticated digital defences.

Why Training Matters—For Everyone
It doesn't matter whether you're a five-

An excellent cybersecurity training program should:

- Train employees on real threats like phishing, password management, device safety, and social engineering

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person team or a 500-seat enterprise: if your people are not cyber-strong, your network is at risk. Shockingly, 90% of successful cyberattacks are caused by human error. This includes clicking on phishing emails, using weak passwords, or unknowingly giving access to malicious actors via social engineering. These aren't reckless mistakes—they're often the result of insufficient training and a lack of ongoing cybersecurity awareness.

The Weakest Link Can Be Strengthened
Humans may be the weakest link in the security chain, but with the right investment, they can also become its strongest asset. Modern threats evolve constantly, and your cybersecurity strategy needs to keep up. That's where consistent, customized employee training comes in. A one-time workshop or a few posters in the breakroom won't cut it. Ongoing training that includes real-world phishing simulations, live sessions, and role-specific modules is the key to empowering your team.

- Simulate phishing attacks to test awareness and reinforce safe behaviour.
- Provide structured e-learning across all locations
- Track progress and completion for accountability and compliance
- Ensure content is current and valid as the cybersecurity landscape changes with current events and trends

Beyond Security—It's About Engagement and Retention
Training doesn't just protect your systems—it builds a more engaged, confident, and productive workforce. When employees understand how their actions impact the organization, they feel empowered. They're more likely to stay alert, follow protocol, and act appropriately when something seems wrong. That confidence translates into better service, faster response times, and a stronger internal culture of security awareness.

Training You Can't Afford to Skip
Even one successful phishing attempt can cost your business thousands—if not more—in downtime, data loss, and reputation damage. Investing in your team through regular cybersecurity training is one of the most cost-effective ways to reduce that risk. Remember, the strongest security software in the world can't protect you if your employee unknowingly opens the door to a threat.

Cybersecurity is not just the IT department's responsibility—it's everyone's. If you truly want to safeguard your business, invest in your people. Build a human firewall that's alert, educated, and ready for whatever the digital world throws your way.

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.

Cybersecurity Training: Your Employees Are Your First Line of Defence

Hackers Target People, Not Just Systems—Equip Your Team with Cybersecurity Training

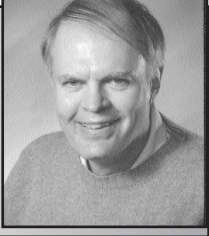




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**Publisher's
Note
Scott
Sumner**



"Create An Exceptional Life: Mind, Body, Money"

I wanted to share a key takeaway. The book emphasizes the importance of balancing mental well-being, physical health, and financial stability to create a fulfilling life. It suggests:

- 1 Mind: Cultivate a positive mindset and visualize your goals.
- 2 Body: Follow a balanced diet, engage in regular exercise, and ensure proper rest. ?
- 3 Money: Plan and organize your finances to achieve long-term security.

"Create An Exceptional Life: Mind, Body, Money" is a comprehensive guide aimed at helping individuals improve various aspects of their lives, including mental well-being, physical health, and financial stability. The book provides practical advice, personal anecdotes, and structured plans to help readers achieve their goals and create a fulfilling life. It emphasizes the power of the mind, the importance of physical health, and the necessity of financial planning.

The book is well-organized, covering topics such as mindset, diet, exercise, financial planning, and goal setting. It also includes examples, charts, and forms to help readers track their progress and apply the concepts discussed.

Overall, if you are looking for a self-help book that addresses multiple facets of life improvement in a practical and accessible manner, this book seems to be a good choice.

"Create An Exceptional Life: Mind, Body, Money" suggests several ways to improve physical health, focusing on three main factors: diet, exercise, and rest. Here are the key points:

You Can Create an Exceptional Life!

- 1 Diet:
Follow a well-researched food plan like Canada's Food Guide, which recommends:
5-12 servings of grain products per day (bread, cereal, pasta, rice, etc.)
5-10 servings of vegetables and fruits per day
2-4 servings of milk products per day (milk, cheese, yogurt) ?
2-3 servings of meat or alternatives per day (meat, poultry, fish, eggs, beans, tofu, peanut butter)
Drink 8-10 glasses of water daily to keep the body hydrated and functioning well.
Monitor portion sizes and calorie intake with the help of a dietitian.
Keep a daily record of food intake to understand and adjust eating patterns.

- 2 Exercise:
Engage in regular cardiovascular exercise to improve heart and lung health. Aim for at least 20-30 minutes of activity, 3-4 times per week.
Include strength training exercises to develop major muscle groups (back, chest, legs, shoulders, arms).
Work with a personal trainer or physiotherapist to design a personalized fitness program.
Ensure exercises are done in the "training zone" by monitoring heart rate to achieve optimal cardiovascular benefits.

- 3 Rest:
Establish a consistent sleep routine by going to bed at the same time each night. Create a relaxing pre-sleep routine, such as taking a hot bath, reading, or listening to music.
Avoid stimulants like caffeine, alcohol, and heavy meals before bedtime. Ensure the sleep environment is quiet and dark to promote better sleep quality.

By focusing on these three areas, the book aims to help readers improve their physical health, which in turn can enhance their overall quality of life.

The importance of goal setting, as highlighted in "Create An Exceptional Life: Mind, Body, Money," includes the following points:

- 1 Clarity and Direction:
Goal setting helps you clearly define what you want to achieve in life, providing a roadmap to follow.
- 2 Motivation: Having specific goals keeps you motivated and focused on the tasks needed to achieve them.
- 3 Measurement of Progress: Goals allow you to track your progress and make necessary adjustments to stay on course.
- 4 Prioritization: Setting goals helps you prioritize your time and resources, ensuring that you focus on what truly matters.
- 5 Sense of Accomplishment: Achieving set goals provides a sense of accomplishment and boosts self-confidence.
- 6 Improved Decision Making: Clear goals help in making informed decisions that align with your long-term objectives.
Overall, goal setting is crucial for personal and professional growth, enabling you to create a structured plan to achieve an exceptional life.

Mindset plays a crucial role in influencing personal success, as emphasized in "Create An Exceptional Life: Mind, Body, Money." Here are key points on how mindset can impact your success:

- 1 Positive Thinking: A positive mindset helps you approach challenges with optimism and resilience, making it easier to overcome obstacles.
- 2 Self-Belief: Believing in your abilities boosts confidence and encourages you to take on new opportunities and risks.
- 3 Focus and Clarity: A focused mindset helps you stay clear on your goals and the steps needed to achieve them.
- 4 Adaptability: A growth mindset allows you to learn from failures and adapt to changing circumstances, leading to continuous improvement.
- 5 Motivation: A strong, positive mindset keeps you motivated and driven to pursue your goals, even when faced with setbacks.
- 6 Stress Management: A healthy mindset helps manage stress and maintain mental well-being, which is essential for sustained success. In summary, cultivating a positive and growth-oriented mindset is fundamental to achieving personal success and creating an exceptional life.

It's a great read for anyone looking to improve their overall quality of life!

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The Screen for Life Coach is hitting the road to bring cancer screening closer to home for over 35 rural, remote, and Indigenous communities across Northwestern Ontario.

The Screen for Life Coach (Coach) is a mobile cancer screening bus that delivers breast, cervical, and colon cancer screening services in one convenient place. The Coach's first stop will be in Dryden at the Dryden Regional Health Centre on April 10th, kicking off a 7-month regional tour.

“The Coach makes cancer screening accessible in communities where these services are limited or non-existent,” says Tarja Heiskanen, Manager of Prevention and Screening at Thunder Bay Regional Health Sciences Centre. “In Northwestern Ontario, getting to the nearest cancer screening site may mean long travel times. By bringing these services closer to home, it’s easier for people to prioritize their health and detect cancer early, when it’s most treatable.”

Cancer screening on the Coach is a proactive way of detecting cancer for individuals that do not have symptoms or a family



Michelle Opaski, Mammographer, stands by the Screen for Life Coach which will be visiting over 35 rural, remote, and Indigenous communities across Northwestern Ontario.

history. “Regular screening is an important part of maintaining good health,” says Caitlind Davidson, Prevention and Screening Coordinator. “Cancers in the early stages don’t often show symptoms. If you feel fine, it’s a perfect time to get screened.”

Who should get screened?

Anyone who is eligible for breast, cervical, or colon cancer screening can visit the Coach. In Ontario, the screening guidelines for average risk individuals are as

follows:

- Women, Two-Spirit, trans and non-binary people between the ages of 40 and 74, should have a breast screening mammogram every two years. New for this travel season, individuals who are 40-49 years of age can now access breast screening on the Coach.
- Anyone with a cervix between 25 and 69 years, who has ever been sexually active, should have a cervical screening test every five years.
- Individuals, between the

ages of 50 and 74, who have no first-degree family history of colon cancer, should complete a take-home colon screening kit every two years. Screening on the Coach is available at no cost for those with a valid OHIP card. A doctor referral is not required for average-risk individuals within the recommended screening age range.

Where to find the Coach

The Coach screens communities across Northwestern Ontario throughout the summer months and screens the Thunder Bay area during the winter months. A full list of dates and locations is available at tbrhsc.net/screenforlife.

How to make an appointment

Those looking to book a breast, cervical or colon cancer screening appointment on the Screen for Life Coach should call (807) 684-7777. For those eligible for all three types of screenings, all appointments can be scheduled for one visit. Flexible scheduling options, including morning, afternoon, evening, and weekend appointments, are available. A physician referral is not required.

Provincial gas tax funding will help
operate and expand local public transit
services

The Ontario government is investing \$2,205,325 to support public transit in Thunder Bay- Atikokan through the 2024-25 Gas Tax program. This fund-

ing can be used to expand service hours, increase routes, purchase new vehicles and improve accessibility to increase transit ridership.

The breakdown of funding for Thunder Bay – Atikokan is as follows:

- City of Thunder Bay - \$2,181,141
- Town of Atikokan - \$24,184

“This funding is great news for people in our community,” said The Hon. Kevin Holland, MPP for Thunder Bay - Atikokan. “Under the leadership of Premier Ford, we are investing in local transit to give people in Thunder Bay - Atikokan more ways to connect with work, school and the people and places that matter most to them.”

The Ontario government is investing over \$380 million in 106 municipalities across Ontario to improve local transit through the Gas Tax program.

“We’re grateful to the province for this important investment in public transit,” said Ken Boshcoff, Mayor for the City of Thunder Bay. “Reliable, accessible transit is key to building a more connected and vibrant city. These funds will help support our growing community, expand access to opportunity, and make Thunder Bay a more attractive place to live, work, and invest.”

“This continued investment from the province supports small communities like Atikokan in delivering important transportation services.” said Rob Ferguson, Mayor for the Town of Atikokan. “Through our partnership with Riverside Health Care, we are proud to offer accessible options for seniors and those with limited mobility. We are grateful to the province for recognizing the unique needs of rural transit.”

“No matter where you live, workers and families deserve access to fast, reliable and affordable public transit that connects them to good jobs and housing,” said Prabmeet Sarkaria, Minister of Transportation. “Our government will continue to work with municipalities in every corner of our province to improve their transit systems so they can provide the services Ontarians depend on for decades to come.”

For 2024-25, municipal Gas Tax allocations have been maintained at 2023-24 levels. In addition to the Gas Tax program, the government supports municipal transportation projects through the Connecting Links program and the Ontario Transit Investment Fund.

QUICK FACTS

- The 2024-25 Gas Tax program supports public transit systems in 106 municipalities, representing 93 per cent of all Ontarians.

- The Gas Tax program provides \$0.02 per litre of gasoline sold in Ontario to support municipal transit systems.

- Municipalities may use Gas Tax funding for transit operating and capital costs.






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The Construction Climate in Thunder Bay and area

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May Feature - A special feature highlighting the upcoming construction season for our area.

Strong Local Construction Industry in Thunder Bay

BY SCOTT A. SUMNER
Thunder Bay BUSINESS

I asked Jeffrey Duce CBCO Supervisor Inspections | Building Services, City of Thunder Bay Development Services some questions on the construction seasons in Thunder Bay.

1. How was the 2024 construction season in Thunder Bay? Can you outline some larger projects that took place in the commercial area?

“ 2024, was a productive year for construction in Thunder Bay, it was very similar in comparison to 2023, with an upward trend in mid and small multi-residential projects. There were a number of larger residential apartments buildings under construction as well as a large hotel. We should see these completed this season.”

2.What can we expect for the 2025 season? Are there any big building permit requests or ongoing construction projects?

“ So far for 2025 we are seeing an increase in permits issued in relation to where things were at this time in 2024. We can expect to see construction of the addition to TBRHSC as well as ongoing construction of the Thunder Bay Correctional Complex and a continuation of the trend in mid and small multi-residential projects.”

3. Do you expect 2025 to be a busy year for the trades people in Thunder Bay?

“ Based on what we are seeing so far this year and assuming things remain consistent, we should have another very productive year for building in Thunder Bay.”

Resurfacing pavement in Thunder Bay this year

- * Theresa Street - Madeline Street to Bruce Street
- * Arthur Street - Highway 61 to Parkdale Boulevard
- * Macdonell Street - Squier Street to Central Avenue

Roundabout

- * Marina Overpass/Cumberland Street



Di Gregorio Developments is beginning work on a 109 unit apartment building,

There are some major construction projects beginning shortly or underway in Thunder Bay.

Di Gregorio Developments is beginning work on a 109 unit apartment building, which is located on the grounds of the Thunder Bay Country Club. This project has been underway through another developer originally in 2012 as condominiums and it was in 2022 that Di Gregorio Developments took ownership of the property. They have decided that they will complete the shell of the six story building,

including elevators, the roof and windows, which will make the project airtight beginning this year. They will then hopefully get good pricing on the interior work for plumbing, mechanical, electrical, and drywall. At the current time this pricing is quite high due to the busyness of the trades people in

Thunder Bay area.

The new Thunder Bay Correctional Complex continues to be ongoing and has a large workforce on that project which is over \$1 billion in value.



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May Feature - A special feature highlighting the upcoming construction season for our area.

Strong Local Construction Industry in Thunder Bay

The Ontario government is celebrating a key milestone connecting more people in Thunder Bay and across Northwestern Ontario to life-saving cardiac care by awarding the construction contract and investing over \$93 million to build the new Cardiovascular Surgery Program at Thunder Bay Regional Health Sciences Centre. Tom Jones Corporation is the general contractor of the project.

76,000 square feet of space will be renovated and expanded to accommodate a new comprehensive Cardiovascular Surgery Program that will allow Thunder Bay Regional Health Sciences Centre to complete vital cardiac procedures, reduce wait times for urgent and elective procedures and ensure timely access to essential services in the region.

This transformative project will include:

- 14 new cardiovascular surgery inpatient cardiac care unit beds
- 6 coronary care unit beds

- A new, state-of-the-art surgical suite equipped with C-arm imaging technology and recovery area
- An expanded ambulatory care and pre-admission clinic
- A new vascular lab
- Renovations to medical devices reprocessing and biomedical departments

Thunder Bay International Airport will undergo some expansions

I asked **Graham Ingham, President and CEO Thunder Bay International Airport Authourity** about some airport improvements upcoming.

I understand you have some changes to parking?

“ We have currently have a 750 to 800 parking lot. It has it’s peaks and flows depending on the time of the year or what event are happening in the city. We are getting pretty tight on parking so lare looking at a capital project to add 200 parking



Above: The Cardiovascular Surgery Wing site at Thunder Bay Regional Health Sciences Centre

spots. It will depend on the engineering work being done to reconfigure the existing footprint and also an expansion out to the west.”

“ We are looking at refurbishing our check in desks this year and expanding our check in counters a s well as security and hoping to get to the expansion of the departure

area and a new restaurant and bar with in that area.

It sis dependent on the availability of the trades and getting the design complete. .This year we a re looking at doubling the size of security so I suspect the departure area will started this year and expand into 2026.”



Above: New 129 Unit Hyatt House extended stay hotel under construction on Oliver Road near the Thunder Bay Expressway

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The Thunder Bay Art Gallery will replace the existing facility located on the campus of Confederation College which has been providing visual arts exhibitions and programming for the past 46 years. More than double the size, the waterfront gallery features expansive exhibition spaces and increased education and programming areas, and a larger collections storage vault to accommodate the Gallery’s growing collection of Indigenous and northwestern Ontario art. A larger gift shop, a café with an outdoor terrace and spaces for community use and rental will generate revenue toward operating expenses.

The General contractor is Tom Jones Corporation



of few buildings in the City to date built to net zero standards and will align with the City of Thunder Bay’s Net Zero Strategy.



Top: New Thunder Bay Art Gallery under construction at Prince Arthur’s Landing
Sleeping Giant Parkway
Above: Expansion and renovation of Halfway Motors Nissan

Parker Jones, President, Tom Jones Corporation said ‘we are honored to have been selected and to be working with the Art Gallery to contribute to the changing face of Thunder Bay and the community gathering place that is Thunder Bay’s waterfront. We look forward to this exciting collaboration to help the Art Gallery achieve its vision, which will contribute significantly to our community’s cultural life, and economy and serve as a beacon of creativity and inspiration for all who visit.’

The people of Thunder Bay will have additional access to the shore of Lake Superior in both indoor and outdoor spaces at the new Gallery.’
In addition, the new gallery will be one

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MV FEDERAL FRANKLIN OPENS INTERNATIONAL SHIPPING IN PORT OF THUNDER BAY

BY SCOTT A. SUMNER
Thunder Bay BUSINESS

The Vessel and its Captain have earned back-to-back Top Hat Honours

A familiar vessel and shipmaster were welcomed to the Port of Thunder Bay in style today at the traditional Top Hat Ceremony. The event recognizes the first international “saltie” vessel to reach port in the shipping season. MV Federal Franklin, helmed by Captain Rohit Khosla, crossed the breakwater at 21:25 on Monday, March 31 to earn the Top Hat honour for a second year running. Last year the same vessel and Captain set a record for the earliest arrival of a saltie in Thunder Bay, arriving that year on March 28. This year’s arrival date is



Chris Heikkinen, CEO Port of Thunder Bay,, Patrick Bushby, Chair of Board Port of Thunder Bay Captain Rohit Khosla, City of Thunder Bay Acting Mayor Rajni Agarwal, Chief Engineer Sardar Kusmeet Singh

also earlier than usual. The average date for opening of international shipping is April 10. Captain Kohsla and Chief Engineer Sardar Kusmeet Singh were welcomed in the ceremony with gifts and words

April 10th so we are well over a week ahead today. It is only the fourth time a saltie vessel has crossed the break wall in March so earlier than usual. Opening earlier always help the season as it may allow for vessels to make



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of appreciation from port officials as well as City of Thunder Bay Acting Mayor Rajni Agarwal. Canon Ed Swayze, Chaplain of the Thunder Bay Mission to Seafarers was on hand to provide a blessing for the ship’s crew. The ceremony took place at Richardson’s Main Terminal, where the vessel is taking on a load of Canadian canola to be delivered to Veracruz, Mexico. The vessel’s local agent is Lake Superior Shipping. The modern Federal Franklin was commissioned in 2021 into the Fednav fleet of Seaway-max bulkers. Fednav is Canada’s largest oceangoing bulk shipping company and its fleet accounts for 40% of salty vessel calls to Port of Thunder Bay.

one more trip here. The number of salties visiting our port has increased over the last few decades and we can expect 150 this year.”

Captain Rohit Khosla, MV Federal Franklin

“ We came from Jamaica and took on some aluminum cargo and went to Baie Comeau to discharge. We came here to Thunder Bay to pick up canola and then travel to Vera Cruz, Mexico. We hope to make many more trips to Thunder Bay. I like the people- really appreciate them being so kind and nice. The port officials have been very helpful as well and we always enjoy coming back.”

Chris Heikkinen, CEO Port of Thunder Bay

“ Today is one of the earliest opening for international shipping in the Port of Thunder Bay. The 10 average is about

The Port of Thunder Bay – What to Expect for 2025

- April Feature

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Port of Thunder Bay Opening of Navigation Luncheon

BY SCOTT A. SUMNER
Thunder Bay BUSINESS

I asked Ken Carey, General Manager-Commercial for St Lawrence Seaway Management Corporation some questions at the recent Opening of Navigation luncheon.

The Seaway system is an important economic player in Canada?

“ We support over 300,000 plus jobs and billions of dollars of employment and income and paying taxes, a key point of the economic industry within the heartland, including Thunder Bay.”

“ The Port of Thunder Bay and Duluth are the two furthest west in our H2O highway. The Port of Thunder Bay is one of our largest ports with grain, potash and more with 7 million tonnes through the Welland Canal.”

Given recent political events with the US could it be an option for crude oil shipping through the Port of Thunder Bay?

“ Yes I think it’s possible- after working at the rail for many years it’s possible. There are things that have to work out like finding vessel capacity, a ship to take it out to wherever, but the infrastructure is here. Thunder Bay is set up very well for the loop tracks, well positioned and it could happen fairly quickly in a business world. You would still need vessels and other options but a lot of the infrastructure is already in place. There are vessels available but you need them to commit and all the parties at the table.”


“ One of the roles we play at the Canadian Seaway is we act as a catalyst to bring those parties together. Today I said we are going to re-engage with some of those parties to see if now is the right time with everything going on in the world, with the uncertainty now may be the right time. It hasn’t happened yet but now the right parties might want to invest the money to start up. Things are changing today. I do know from my background in the logistics perspective, which is my true background, there is a supply chain that would be very efficient ready to go almost now.”

How does the Seaway work with the US?

“ We do work well with the US, the GLS- the Great Lakes St Lawrence Development Corp are part of the government work force in the US and work wonderfully with us in events. We do speaking engagements to support the industry. “



Ken Carey, General Manager, Commercial for St Lawrence Seaway , Patrick Bushby, Chair of Board Port of Thunder Bay



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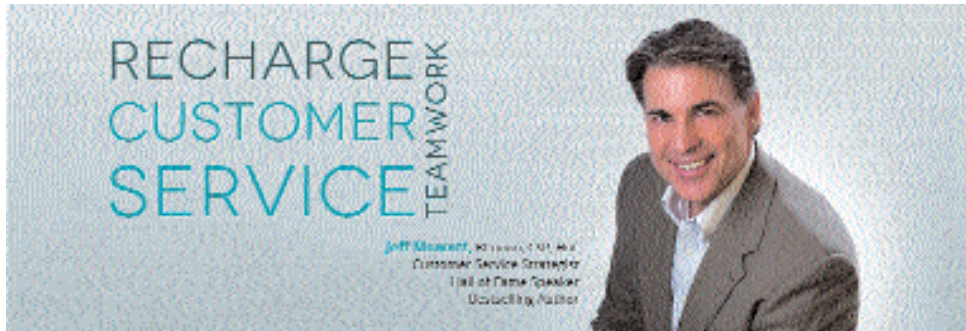
Four touch points when it pays to dial-down your approach

In a world of TV ads that blare, emails that SHOUT IN ALL CAPS, and employees who talk when they should listen, consider the advantages of making your customer communications quieter. Here are four touch points I share in my seminars when a strong/silent approach will differentiate you positively in your customers’ hearts and wallets

1. When establishing rapport

You’ve likely heard about the importance of elevator pitches. The idea is that within the first few minutes, you should give your potential customer a synopsis of what you do and what makes you wonderful. The fatal flaw in this strategy is these scripts generally sound so contrived that they’re more off-putting than endearing – exactly the opposite if what’s intended. Instead, begin establishing trust by focusing on the positive things you discovered about the person prior to your meeting. For example, “I noticed on your website that...” “I was reading

on your LinkedIn profile that you attended school at...” “Congratulations on...” Talking about yourself is obtrusive. Focusing on the other person is fascinating.



2. When identifying customer needs

When friends tell us about their latest news, needs, or concerns, we often listen while mentally comparing and waiting to share a similar situation or feeling. While that may be OK when listening to a buddy, it’s not so good with customers. Instead of listening like a friend, listen critically as a trusted advisor. Don’t interrupt to compare their experience to yours. Rather, ask

more questions about why this area is important and the consequences of this need remaining unfulfilled. Then, when the customer has thoroughly explained their situation, para-

phrase your understanding by beginning with the two words, “Sounds like...” Starting your response with sounds like ensures your customer views you as someone who truly understands their unique needs. You don’t generate trust by being thought of as a fast talker. Trust comes when you’re considered to be a strong listener.

3. When giving input

Perhaps you’ve had a family member or distant relative try to help you with a statement like, “You know what your problem is...?” Or “What you should do is...” As you’ve likely experienced, some folks are overly free with their advice about steps we should take to improve our lives. Chances are, these self-proclaimed experts are well meaning. It’s just the way they’re giving advice often makes us tune them out because we don’t want to be pushed. Similarly, when you’re giving input to customers, certain phrases only serve to get in people’s faces. Common phrases to avoid: “You should...” “I recommend...” “You need to...” Instead, a less intrusive yet more powerful way of giving input to a customer is to offer, “Knowing your situation, here’s what I’d suggest...” The key is you are basing your input on what the customer has told you; not on your personal biases or agenda. And you’ve ended your statement with the word, ‘suggest’. That allows the other person to feel like they are choosing the course of action; not being forced.

4. When breaking bad news

As a customer yourself, any time you’ve been frustrated with an organization, the last person you want to deal with is an employee who’s too perky. It’s as though they are blissfully ignorant of how bad the experience has been for you thus far. That’s why in my seminars when we talk about earning trust with stressed customers, I remind people about the importance of toning it down – literally. When you need to inform a customer about a delay, increased fee, or quality issue, lower your tone of voice slightly to convey that you are rational and serious; not insensitive or dismissive. Bottom Line... Claude Debussy said that music is the space between the notes. In a marketplace where it seems that people are shouting to be noticed, consider dialing the volume down so that your customers can actually absorb your message. Chances are they’ll reward you for your quiet confidence.

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

THUNDER BAY BUSINESS

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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
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December	November 24	November 28	December 2	Technology/Christmas
January	December 15	December 19	January 4	Fitness

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May 2025

Rory McIlroy Wins the 2025 Masters and Completes the Grand Slam!

BY SCOTT A. SUMNER
Great Outdoors

Each April I always look forward to the Masters tournament held at Augusta, Georgia. It is the first major of the year and really the start of the golf season in Canada for many.

It especially fun for me to combine my favourite two sports of snowmobiling



and golf during this week!

My favourite golfer is Rory McIlroy and last June I got to see him do a complete range warm up at the RBC Canadian Open in Hamilton. I had the good fortune of attending one Masters event several years ago in which Phil Mickelson won. This definitely gave me a great insight into the tournament and how it is run on such a grand level.

This year, as for many years previously, Rory McIlroy had so much media attention at this event, as by winning the Masters he could complete the career grand slam. The career grand slam means winning all four majors, the Masters, PGA, U.S. Open, and the Open championships in your career. Only five other players have done this in history and the last one was many years ago in 2000 by Tiger Woods.

This year's tournament ended up with



the Sunday final round pairing in the last group of Rory McIlroy and Bryson DeChambeau. In addition Rory, represented PGA Tour and Bryson represents the LIV Golf Tour. Of course, I think many people were hoping for Rory, as he is definitely a well liked player. The the nerve-racking final round included two double bogeys by Rory including on the 1st hole and on the 13th hole by hitting an easy wedge shot into the water. On the final hole Rory missed a fairly

short putt again to end up getting in a playoff with Justin Rose. The playoff ended on the 18th hole with Rory making about a 4 foot putt. The flood of emotions came out, as he knew he had accomplished a massive goal in the game of golf.

There's no doubt that golf is a great sport, and it was awesome to see this very popular player finally accomplish his goal and achieve the grand slam!



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Airport Authority and City Partner for First Ever Drone Light Show

BY SCOTT A. SUMNER
Thunder Bay BUSINESS

The Thunder Bay Airport Authority was thrilled to announce an exciting new partnership with the City of Thunder Bay to bring the first-ever drone light shows to the community. This stunning display will light up the night sky during the Live on the Waterfront Summer Send-Off events at Marina Park on August 27 & 28. This marks a historic moment for Thunder Bay, as the City hosts its first drone light shows. These innovative, environmentally friendly displays will feature a fleet of syn-

helping us bring this amazing opportunity to our community,” said Mayor Ken Boshcoff. “I encourage everyone to attend what’s sure to be the highlight of the summer. See you there!”

Live on the Waterfront is a longstanding summer highlight for Thunder Bay residents and visitors. The addition of cutting-edge drone light shows will make this year’s events even more memorable. Find more details on the event and drone show on the City’s website: www.thunder-bay.ca/summersendoff.

“I don’t think any of us can really comprehend the potential and magnitude of this event. It is very exciting and innovative. It is about us being a good corporate

citizen with community leadership and supporting our community. We are very excited about this and plan on doing more.”



chronized drones. The choreographed light shows will create a visually stunning experience for all attendees.

“We are beyond excited to partner with the City of Thunder Bay to bring these incredible events to our community,” said Graham Ingham, President & CEO of the Thunder Bay Airport Authority. “As we continue to support growth and innovation in Thunder Bay, these drone shows are a fantastic way to celebrate our city, our people, and the limitless possibilities of modern technology.”

“Thank you to the Thunder Bay Airport Authority for being a fantastic partner and

Ken Boshcoff, Mayor City of Thunder Bay

“I have a lot of appreciation to the airport board and city administration coming up with these ideas as part of a national program to let people know we have the third busiest airport in Ontario. This adding to our summer program just makes things that more exciting to live here. This will draw national attention.”

Graham Ingham, President and CEO Thunder Bay International Airport Authority .

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