



**BRADFORD BOARD OF TRADE**





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# Your BBT Membership WE'RE IN YOUR CORNER

The most frequently asked question is **“What will being a member do for me?”** The short answer is **“Whatever you need it to be.”** I know that sounds odd, but it’s really true. When an email starts with “I don’t know if you can help me with this but...” the wheels start turning.

Our members’ needs are as unique as they are. There have been requests for help with social media, hiring staff, searching new locations, insight into venues around town, who to reach out to, new promotion ideas, connections with each other and more. Even just having the ear to talk it out, can often bring business owners realizations and solutions.

Your membership allows us to help our community - which improves the lives of everyone. Members of our board of directors sit on several Town committees to represent business interests. We often work with various community organizations to help further their presence and goals. Your membership enables us to work for all of BWG.

The BBT is your partner to help further your business.  
Please consider us a resource! We’re in your corner.

“Experience Toys & Games is a locally owned and operated small business. We live in town and have a personal and a business vested interest in how the town grows and operates. The Bradford Board of Trade takes local issues seriously, and will be a voice for Small Business in the Town of Bradford. They will take issues brought up by business and help as much as they can through advice and/or voice with the Municipality on your behalf. It also is a great place to network with other entrepreneurs and we look forward to participating as much as possible in BBT Events in the future.”

— Brian and Laura, Owners, Experience Toys & Games

“In the 6.5 years that I’ve been a member, the value that I’ve found far exceeds any other platform I’ve used to get my business name out there. Bang for your buck and the networking opportunities that are available are what keep me renewing my membership!”

— Donna, Owner, Genesis Gymnastics

“We’re proud to be members of the BBT. When BradfordToday.ca first launched, we were able to be part of the Bradford Home and Lifestyle Show and introduce ourselves to the community we would be serving. It was great exposure! What an organization to be part of; the events they host, the members-only discounts and networking opportunities all add to the membership benefits - just remember, it’s all how you take advantage of those opportunities!”

— Bradford Today

# MEET THE BBT TEAM



## EXECUTIVE DIRECTORS



**Tina Morrison**

*President*

I have had the privilege of working with the amazing Executive Directors and Directors of the Board of Trade the last few years. While my first role is being a mom to an active 5 yr old named Chase, I work full-time at a Private School in Richmond Hill and I am also the Managing Director and a Counsellor with Partners Counselling in Bradford.

Being connected to the Bradford Board of Trade has given me opportunities to expand my network and to grow my business. I am a member of the Accessibility Advisory Committee and through the BBT, I am also on the Downtown Community Improvement Plan (CIP) Evaluation Committee and the Economic Development Advisory Committee.



**Tricia Barrett-Butler**

*Chief Administrative Officer*

Employed by the Bradford Board Of Trade since 2014, Tricia is a 13 year resident of BWG. She and her husband James moved here to start a family which now includes 3 lovely girls.

Tricia brings over 25 years of management and administrative experience to the BBT. Her past work within the Information Technology Industry has allowed the BBT to streamline our operations and become 95% green. She would like all of our members to consider her a resource to aid them and the success of their business.

[Info@BradfordBoardOfTrade.com](mailto:Info@BradfordBoardOfTrade.com) | 905-778-8727



**Gwen Cottingham**

*Director/VP of events*

I am a registered holistic nutritionist/life coach for the past 15 years, with a practice located here in Bradford.

I have lived in Bradford for the past 26 years and I love to give back to my community. I have organised several workshops for children, a library series on different health issues, free workshops for women and being a member of many different groups for the Town of Bradford.

I am also a director for the Bradford West Gwillimbury Community Initiatives. It is easy to become healthier and that is my passion to help my clients achieve this through diet, exercise and lifestyle.

## EXECUTIVE DIRECTORS



**Jennifer Harrison**

*Vice President of PR*

Public relations is about reputation, communications is about clarity. I work with business owners to identify their customer base and then create targeted, consistent communications for use over multiple platforms; web, press releases, impact reports, social media, all customer facing communications. I can help you plan a long-term communications strategy or one simply to boost awareness of an upcoming event. I choose to work with entrepreneurs and companies who value authenticity in the way they do business.

“Every person has a story” In not for profit development, conveying moving stories that connect with donors is the key to success. I use impactful pictures, video and phrases, real client quotes, and a personalized touch to move ‘friend-raising’ to ‘fundraising’.

“It takes a village” Not only to raise a child but also to make a community flourish. I am the Vice President of PR for the Bradford Board of Trade and the Chair of the Bradford West Gwillimbury Public Library Board. I enjoy being involved in my community in the hopes of making it a healthy and rewarding place for everyone. I live in Bradford’s heritage district – or at least that’s what I call it – with my husband and 6 year old twins.



**Ryan Shapcott**

*VP of Sponsorship*

One day, when Ryan was 14, his dad gave him a lawnmower and told him to go cut the lawn. He did but he didn’t stop there: he pushed that lawnmower around the neighbourhood with a trimmer in a little red wagon. That’s what started Ryan’s Landscaping.

**ENTREPRENEURIAL SPIRIT:** So, he’s always been an entrepreneur at heart. He created his own job and then worked hard to grow his business so he could also employ a team of people each season. This strong work ethic and dedication to teamwork grew from his love of sport as a kid.

“I grew up loving baseball and sport became my life. So now, I sponsor and coach a couple of local teams, so the boys in my community can enjoy that same excitement and working as part of a team.”

Ryan’s Landscaping also sponsors 3 racing teams to help local rookie drivers gain experience on the track at Sunset Speedway.

**DEDICATED TO BUSINESS COMMUNITY:** Ryan also insists on contributing to the economy by sourcing much of the materials he works with from other local businesses. As VP of Sponsorship with the BBT, he hopes to help build bridges between local entrepreneurs, business owners and thrive in their own community too. Ryan and his wife Leanne moved to Bradford in 2003 because of its thriving sports organizations and its growing business community and continue to enjoy the community while raising their two boys.

# BBT EVENTS CALENDAR



Bradford Home & Lifestyle Show



Speed Networking event @ Kidergy



Annual General Meeting @ Bradford Legion



Annual BBQ @ 61 Holland Street East



Golf Tournament @ Club At Bond Head



Business Excellence Awards Gala @ Cardinal Golf Club

**Current Member list can be found online**

<http://www.bradfordboardoftrade.com/memberdirectory>

## Annual BBQ



## Harvest Ball



## ReCon



**bbt**

BRADFORD BOARD OF TRADE

**GLITZ  
GLAM &  
Gala**

S A V E T H E D A T E

**FRIDAY, NOVEMBER 1<sup>ST</sup> 2019  
AT CARDINAL GOLF CLUB**

# TIPS TO GET YOUR LAWN READY THIS SPRING

Spring is one of the most important times for your lawn and garden – all the preparation for a beautiful yard begins this season.

## Here are my top tips for spring:

- Raking your lawn and cleaning up the thatch will improve your lawn's overall health throughout the year
- Applying a spring fertilizer with a high nitrogen content will get your grass greener quicker
- This year is predicted to be very dry so adequate watering is key – make sure you make note of your watering days as designated by the town and use them
- A light summer fertilizer in July will be key to keeping your lawn healthy

Ryan's Landscaping aims to help you customize your outdoor space. From regular lawn cutting and maintenance, building dream decks and sturdy fences and creating custom stone patios, we always offer professional service.

For a free estimate on any of our services check out [www.ryanslandscaping.ca](http://www.ryanslandscaping.ca)



# KIDS' NUTRITION

The children in Canada are doing well when it comes to having their nutritional needs met. Despite this a survey conducted by Health Canada in 2012 reveals that there is still room for improvement when it comes to certain nutrients.

## SODIUM INTAKE

The daily intake for children of most ages still exceeds recommendations. The problem is the sodium found in chips, frozen and canned foods and salty snacks.

Too much sodium has been linked to an increase for high blood pressure down the road. We can fix this by eating fresh foods and snacking on fresh fruit, vegetables, unsalted nuts and seeds and similar healthy snacks.

## CALCIUM

Calcium was found to be 44 to 70 percent inadequate in girls ages 14-18. Calcium is just not for bone and tooth health, it is also necessary for proper function of the muscles. We can fix this by boosting calcium rich foods such as cooked greens (spinach, kale), nuts, and almond beverages as well as increasing dairy products such as organic yogurt and cheese.

## So what does all of this mean?

For the most part, Canadian children are meeting their nutritional needs through diet but a few key areas still need to have improvement. The safest and most natural way to do this is to address these areas by adding the right foods into their diets. Learn to read package labels and understand what you are looking at on these labels. Check in-ingredient lists to see where sugar, sodium and bad fats are in the list.

These should be at the bottom not the top of the list. Lastly, get the kids involve in making the decisions and preparing the food.

## MAGNESIUM

Boys over 14 and girls over 9 years of age were found to have inadequate magnesium intake. Magnesium plays many different roles in our bodies such as blood sugar regulation, muscle and nerve function, blood pressure regulation and the regulation of various proteins and hormones. We can fix this by eating whole grains, leafy green vegetables, nuts and dairy foods.

## VITAMIN A

Vitamin A is important for cell repair and healing, immune system function and proper growth of body tissues and maintaining healthy vision. This was deficient in children age 9 and older, teenage girls being at the higher risk. We can fix this by foods rich in beta carotene such as carrots, yams, pumpkins, squash and cooked greens.



**Gwen Cottingham**  
Registered Nutritionist,  
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# TOP 3 TECH TIPS FOR BUSINESS

As an Internet Technology Solutions company, we here at By The Byte have seen and heard it all. From being hacked to hard drives dying and taking all of the data with it. Technology can be hard to understand and expensive too. How does a business protect themselves while also protecting the bottom line?

Here are our Top 3 Tech Tips for Businesses:

## 1 Always have a back up

You have to have a back up of all of your data. Consider how it would impact your business if you lost your business contacts invoices, inventory or accounts receivables. Not only would it bring your business to a standstill, but the time and money required to recover it could drastically impact your bottom line.

If you're not tech-savvy, speak to a professional about setting up a secure daily back up of your important data. In the face of a hardware failure, loss or otherwise, you'll be glad you did.

## 2 Lock down your Wi-Fi

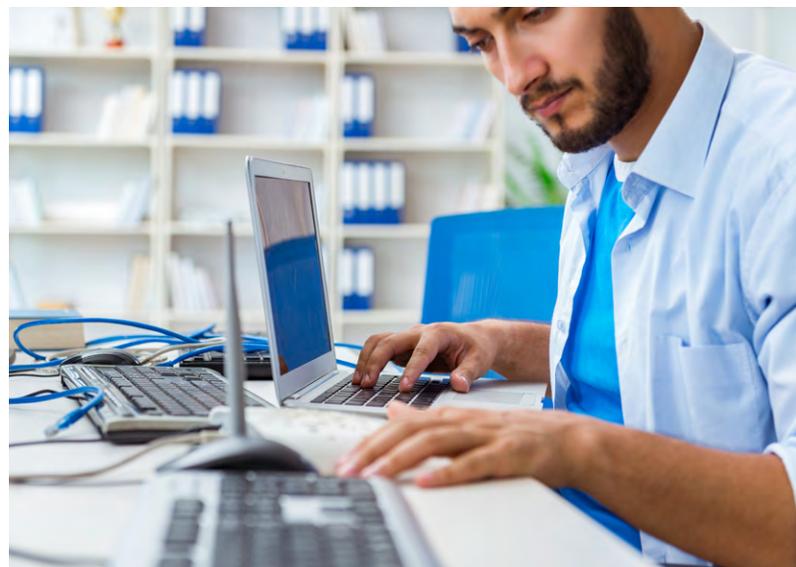
If you don't know how, ask a professional. People accessing your network can wreak havoc on your business. Also, keep in mind that you should change your password when you have staff leave your employment or if it's been 3 months or more. Keep on top of software updates and be aware of who you're allowing on your network. If you need to provide a Wi-Fi signal to outside people as a part of your business, create a guest account and keep your internal account locked away from public access.

## 3 Establish a relationship with a trusted IT Professional

Sadly, a lot of business comes our way when a business discovers that "the friend of a friend" who set up their network made mistakes. Or when as problems became apparent, that their contact no longer answers their calls.

Be sure to ask a potential IT Professional how long they've been in business, ask if you can have some references and be sure that they warrant your trust.

***Being a business owner has so many challenges. Be sure to set up all aspects of your business for success.***



**By The Byte, IT Solutions has over 20 years experience, has been based in BWG for 13 years and is a long time proud member of the BBT.**

# GOLF TOURNAMENT

New Bradford Board of Trade member, Marc Peirce, of GolfwithaPro.ca is a CPGA Professional and was one of the pros at the Club at Bond Head from 2006 to 2017. He offers up some advice for those of you who are ready to hit the links at the BBT Open For Business Golf Tournament this year.

## What is The Club at Bond Head like to play?

The Club at Bond Head opened in April of 2005 with only the South course ready for play then the North course opened in May of 2006. Both layouts are beautiful and present different challenges.

The South course is a links style golf course. For the most part what you see is what you get. It has large greens, large fairways and large bunkers but don't let that lull you into a false sense of security. Players must still hit quality shots to score well. The south course is the perfect venue for a scramble tournament. Play well and enjoy yourself. Golf is about the company you keep and not the final score. Although winning sure is nice!

## Can you break down one of the holes that tournament players will encounter?

I find the South course 6th hole very intriguing. It is a downhill par 4 measuring 353 yards from the tournament tees. I have seen a hole in one and a 10 scored on this hole! From the tee the player is looking at a straight line of 300 yards downhill to the green or playing the hole to the left along the fairway.

A missed tee shot to the right will result in a in water ball since a pond lurks to the right. Long is no good either as the green tilts from back to front making a pitch very difficult. If you choose the left (fairway) option, then you will have anywhere from 150 or less into the green. Keep in mind the pond and bunkers come in to play.

## What is your suggestion for players at South #6?

In tournament play? Have someone lay it up nicely to the fairway on the left and the rest can swing away. Many birdies to be had on this hole. Good luck!



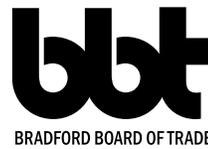
*Marc Peirce has been a Class "A" Professional with the Canadian Professional Golfers Association since 2013 but has honed his own game working at Taboo Golf Club, The Club at Bond Head, Highland Gate and King Valley Golf Club for the last 16 years.*



To contact Marc: [www.golfwithapro.ca](http://www.golfwithapro.ca)

**FRIDAY**  
**AUG. 9<sup>TH</sup> 2019**

AT THE CLUB AT  
BOND HEAD



**OPEN FOR BUSINESS**

# Golf Tournament

## Sponsorship Opportunities

ALL BBT MEMBERS GET \$100 OFF OF THEIR SPONSORSHIP PACKAGES WITH THE EXCEPTION OF BOTH THE COMPETITION SPONSORSHIP PACKAGES

**\$1,500\***

**GOLD SPONSOR**

- Logo with web link on the event page
- Logo with web link on the calendar of the events webpage
- Recognition in social media initiatives
- Logo on all Golf Tournament promotional material including signage
- On-site signage (supplied by sponsor)
- Recognition at the networking reception
- Four (4) complimentary drink tickets
- One (1) complimentary foursome

**\$1,000\***

**SILVER SPONSOR**

- Logo with web link on the event page
- Logo with web link on the calendar of the events webpage
- Recognition in social media initiatives
- Logo on all Golf Tournament promotional material including signage
- On-site signage (supplied by sponsor)
- Recognition at the networking reception
- Two (2) complimentary Golf tickets

**\$500\***

**BRONZE SPONSOR**

- Logo with web link on the event page
- Logo with web link on the calendar of the events webpage
- Recognition in social media initiatives
- Logo on all Golf Tournament promotional material including signage
- On-site signage (supplied by sponsor)
- Recognition at the networking reception
- One (1) complimentary Golf ticket

### Hole Sponsorship Opportunities

**\$500\***

**GOLF CART SPONSOR**

- Signage in each golf cart
- Recognition at reception
- Company logo on BBT Golf Tournament Webpage

**\$250\***

**HOLE SPONSOR**

- Hole Sponsor signage at hole (two per hole)
- Listing on BBT Golf Tournament Webpage

**\$500\***

**EXCLUSIVE HOLE SPONSOR**

- Exclusive signage at hole
- Interactive display at hole
- Listing on BBT Golf Tournament Webpage

### Competition Sponsorship Opportunities

**\$500\***

**WEATHER SPONSOR**

- Signage in each golf cart
- Recognition at reception
- Company logo on BBT Golf Tournament Webpage

**\$250\***

**MEN'S & WOMEN'S CLOSEST TO THE PIN**

- (\$150 Cash and 2 x \$50 Prize Donation)
- Signage at competition hole
- Listing on BBT Golf Tournament Webpage
- Prize announcement at reception

**\$250\***

**MEN'S & WOMEN'S LONGEST DRIVE**

- (\$150 Cash and 2 x \$50 Prize Donation)
- Signage at competition hole
- Listing on BBT Golf Tournament Webpage
- Prize announcement at reception

\* PLUS HST

# WHAT THE HECK IS PR?

By Jennifer Harrison

Just about anyone can tell you that PR stands for Public Relations but what does that really mean?

I always explain it this way to small business owners: PR could stand for Professional Reputation – what do people think of when they think of your company? Is it wholesome? Innovative? Reliable? Does it have excellent customer service?

As a PR rep, I work with companies to define what they want to be known for and, of course, to identify a target audience or ideal customer. Then I help create authentic messaging that tells the unique story of a company and likely a story about you, as the owner, because profiles of the leaders of companies can be very compelling.

Then comes the strategy for that messaging. That's right, we'll put together a plan to keep your communications consistent and timely and identify what avenues of dissemination will really be effective to connect with your target audience. So that your ideal customer knows what you stand for and will choose to buy from you based on that good feeling.

Although it's not the only route, online presence is usually what entrepreneurs and companies establish first in their communications arsenal. Your website and social media are usually the first things potential customers look at to get a sense of your business. It is VERY important.

**Here are 3 tips to start successfully managing your company's reputation online:**

## 1. PLAN, PLAN, PLAN YOUR PRESENCE

In terms of getting a start-up off the ground, utilizing digital strategies properly can establish credibility out of the gate. One of the most effective strategies is website SEO. This requires planning specific word and phrase choices, persistent posting and updating and paying close attention to results. I believe quality over quantity is key to successfully ensuring every message, word, picture, sentence reflects your desired branding and image. ALWAYS take the time to use your analytics! You won't be able to gauge how your content is resonating without it. Monitor your website traffic, time on page, etc. Social media analytics are EASY to obtain but take the time to UNDERSTAND them.

## 2. CULTIVATE CONTACTS

To start, I always advocate listening over taking immediate action. Observe how others in your industry portray themselves. What is working for competitors? What sets you apart? This can really show you how you want to shape your own online strategy. Next, identify your online partners. Is there a company you work closely with or that aligns with your vision? By connecting with them and cultivating a reciprocal relationship, you grow your network quickly. Then, when it comes to action, care for your clients quickly and graciously. Be quick to answer their questions and address concerns. Yes, it can be a 24/7 endeavour but their support showcased in such public forum is invaluable.

## 3. COMMIT TO CONSISTENCY

Consistency is the key to maintaining your online reputation. Social media moves faster than ever and regular posting and interaction make a difference. The amount of time this takes is different for everyone – mom to mom sellers find great success in posting on Facebook – A LOT. Your rate of posting depends on your industry, your client and your company. Often my clients say in fear, "social media is so very public and I may make a mistake." Yes, but if your customer is there and you aren't... Besides, even a mistake is manageable with a plan and a sincere apology. Keeping the wheel of information moving is crucial to make sure the bad news buries itself under the constant flow of online content.

# BUYING A HOME AS A FAMILY

Canadians who purchase a home with family or parental involvement continues to gain popularity while purchasing a home with a spouse or partner has shown a steady decline over the past few years.

According to a 2019 home ownership poll, a family purchase is now nearly as popular sole ownership. The family purchase approach to buying a home is especially popular with the millennial set.

While funding as a family provides an opportunity for those who may not be in the financial position to buy on their own or with a partner, it has the potential of being complicated when multiple parties come together to finance such a large purchase. Here are a few tips to help you manage this financial milestone together and help ensure your family bond remains stronger than ever:

## **Lay the ground rules - together:**

People tend to be reserved when talking about money, but now is not the time for this mindset. Approach the process by being open, honest and candid about your individual plans and commitments to contribute to the home buying process and financial commitment. This will help eliminate surprises and misconceptions, which is especially important once the purchase has been made.

## **Create a contingency plan:**

Buying a house is much more than a monthly mortgage payment. Preparing for one-time, ongoing and emergency costs of homeownership is essential to being able to manage.

## **Seek advice from an expert:**

While there are lots of great online tools, a great way to manage questions and concerns together is to talk to a mortgage specialist in person together. They can make sure you have a complete understanding of your current situation and have a look at your short- and longer-term plans and goals while easing any worry in real time.

Source: [www.newscanada.com](http://www.newscanada.com)



The family purchase approach to buying a home is especially popular with the millennial set.

## HAVE WE FORGOTTEN HOW TO **EAT TOGETHER?**

Kids eat together on the playground, and college students dine in shared dorm rooms, but as we get older and take on day jobs, are we still eating together?

Apparently, not so much. A recent national survey found that although Canadians spend significantly less time eating meals with friends and family compared to screen time, there is still a desire to spend more time at the table.

With technology becoming more accessible than ever and permeating our everyday lives, it's important we take the time to put down our devices and re-connect with those around us. Research has shown on average, almost one in three of us are spending more than four hours of our free time engaging with screens each day.

The simple act of regularly sharing a meal with friends and family can contribute to a beneficial lifestyle, including healthier eating habits, early childhood development, and stronger interpersonal relationships.

In fact, for the first time since its inception, Canada's most recent food guide released earlier this year encourages us to cook more often and eat meals with others in an effort to instill healthy eating habits.

The act of eating together is very simple, yet the positive impacts are significant.

*"We know that moments and memories are created while sharing meals together, conversations are created with our children, healthier meals are eaten, and we leave the table happier and more connected with the ones we love."*

Source: [www.newscanada.com](http://www.newscanada.com)



# How millennials can get ahead **IN A TOUGH ECONOMY**

As a parent, you want your adult son or daughter to find a great job in their field and be successful. But it can be challenging to stand out in today's competitive job market. Fortunately, there are some things young adults can do to distinguish themselves. For example, many of the soft skills and experiences gained through travel can help young people stand out.

**Here are just some of the ways these learnings match up with what employers are looking for:**

**TRAVEL AND LEARN.** As the most educated generation, millennials will need more than a degree or two to stand out. Having experiences abroad where they've engaged with new cultures and languages in a meaningful way is a great way to stand out from the crowd. This history can demonstrate an open mind, and an ability to be flexible and adapt to new situations.

If your child wants to work while traveling – a great way to connect with the place they are visiting and earn some cash along the way – a useful resource is International Experience Canada. This Government of Canada program allows youth ages 18 to 35 to work and travel abroad for up to two years in more than 30 partner countries and territories.

**THINK IN EXPERIENCES.** When you're just starting out in your career, it can be easy to get caught up with titles and trying to move up the corporate ladder. But current and future employers will be more interested in what a recruit did and how they learned from it. Profiling travel experiences and framing them as opportunities for learning and growth can be one way to stand out.

**DEVELOP SOCIAL SKILLS.** Lots of applicants can tick off all the boxes on a job requirements checklist, but the most important question many hiring managers ask themselves is "would I want to work with this person every day?" Employers are more likely to be drawn to a candidate who is curious, easygoing, is open to new perspectives and has travelled.



**Many of the soft skills and experiences gained through travel can help young people stand out.**

Source: [www.newscanada.com](http://www.newscanada.com)

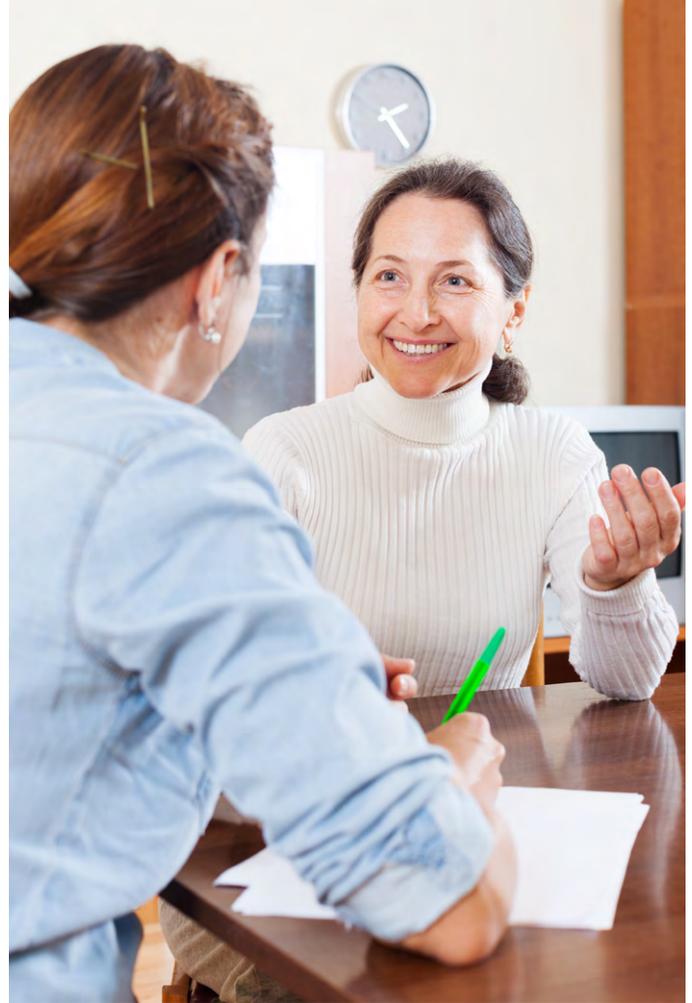
# Help make a difference **IN YOUR COMMUNITY**

For most of us, tax filing is a familiar ritual of sifting through forms and receipts in hopes of getting back some extra cash to save for a rainy day or maybe even splurge on something special. But, for some, this is an important yet often missed opportunity to significantly increase their income and improve their quality of life.

Filing a tax return can seem daunting for many people, but it's worth it. For example, did you know that a single mom with two children earning \$15,000 a year working part-time can get the Canada child benefit, the GST/HST credit, the working income tax benefit and more?

To get benefits and credits, you must do taxes every year, which isn't always easy when you're working through other challenges.

All across Canada, organizations like churches, community centres and libraries help countless people by giving them the resources they need to get back on their feet. And, if you've ever worked or volunteered for one of these organizations, you know how big of a difference benefit payments can make.



That's why the Canada Revenue Agency offers a number of services to support community organizations in their goal to help people. Did you know that, through their Outreach Program, you can request to have CRA officers visit a community organization? The officer can answer questions on benefits and credits, distribute informational materials, and present information on services and programs that might help you—including free tax clinics.

## ***Help those who need it most this tax season.***

Ask a community organization near you about having an outreach officer come to talk to members of your community about taxes and benefits.

Source: [www.newscanada.com](http://www.newscanada.com)

# WHAT SKILLS ARE EMPLOYERS LOOKING FOR IN 2019?

Thanks to ever-evolving technology and a constantly changing job market, the skills needed for success today may not be the same as those needed yesterday. Knowing what employers are looking for when making hiring decisions is a great way to get ahead of the curve.

LinkedIn recently released a list of the top soft and hard skills companies need most in 2019. One great way to learn many of these critical skills and more is through international work experience.

International Experience Canada is a valuable resource for getting work permits abroad more quickly and easily. It's a Government of Canada program that allows youth ages 18 to 35 to work and travel abroad for up to two years in more than 30 partner countries and territories.

Source: [www.newscanada.com](http://www.newscanada.com)

Whether you're on the hunt for your next career move or are hoping to advise your recently graduated child, here are some of the top skills to keep in mind.

**ADAPTABILITY.** The world and business are constantly in flux, so being flexible enough to tackle the next curve ball or identify and seize a future opportunity is becoming increasingly important.

**COLLABORATION.** With projects getting more complex, teams becoming more diverse, and specialized tech like AI taking on a growing role, being able to work well with others can help you stand out and succeed in the new digital environment.

**PEOPLE MANAGEMENT.** As people move from job to job more quickly, managers need strong people skills to keep employees happy. Things like knowing how to mentor and empower people are more important than ever.





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