

# Perspective™

Windsor-Essex | 2019

*Your* **FUTURE** *starts...*  
*where Canada* **BEGINS...**  
Windsor-Essex, Ontario Canada



**+** Elizabeth Moses, Windsor Mold Group  
Passionate, Empowered, Rooted



**+** Dr. Nadia Al-Aasm, Cabana Dental  
An entrepreneur discovers a reason to smile




**+** Adam Frye, WeTech Alliance  
Designing solutions that helps tech businesses to grow



## COMMUNITIES WITH OPPORTUNITIES



**WindsorEssex**  
ECONOMIC DEVELOPMENT

 **Our** Location. Your Advantage.

# Your Future Starts... Where Canada Begins — Windsor-Essex, Ontario Canada

Cities and regions are rarely static. They're fluid... they change... they evolve. The great regions take the world along with them. Great regions inspire, they have a voice that is distinct. They become known to the world for something. And a day in a great region, is time well spent. Windsor-Essex checks all those boxes and more. Windsor-Essex is one of those great regions.

Windsor-Essex is known the world over for its capabilities, but it doesn't always stand on a soapbox to be heard. It's humble that way. But don't let the modesty fool you. Windsor-Essex inspires — those that visit and those that live there. Windsor-Essex has talent — world-class talent that attracts more of the same. And Windsor-Essex is focused, embracing change and discovering new ways of achieving every day.

And Windsor-Essex achieves. They build the things that build things. It's the automation capital of Canada. That's why over 1,000 manufacturers in the region have a particular expertise in automotive, aerospace, food processing, pharmaceutical and medical devices.

Windsor-Essex achieves through discovery. It's home to the University of Windsor, St. Clair College and several major research institutes, attracting talent from all over the globe. And speaking of the globe, Windsor-Essex is the beginning of Canada, located at the centre of the Great Lakes region, North America's manufacturing heartland.

And for a mid-sized city / region, Windsor-Essex posts big city numbers. Half of North America's population is within a days drive of Windsor-Essex. The Windsor-Essex Detroit border is the busiest

commercial Canada, U.S. border crossing, handling one third of all Canada — US trade. That's over 300 million dollars per day. And with the brand new Gordie Howe International Bridge under construction, generating thousands of jobs, Windsor-Essex is ready for the future. Especially since ninety percent of Windsor-Essex manufacturers export globally — to the United States, Mexico, Europe, China, India and more. So it should come as no surprise that Windsor-Essex is the expert in border logistics.

Perhaps most astounding is that all this growth is meaningful. With the arrival of major players like financial and tech giant Quicken Loans (and its 100+ jobs), the region's infrastructure requires constant attention. The upcoming new regional hospital is one of the many proactive measures ensuring Windsor-Essex is an ideal place to live, work and play.

So Windsor-Essex is busy... inspiring, creating and achieving. That's what sets it apart. But for the moment, Windsor-Essex is taking a break from being humble. The stories you'll read here celebrate those talented individuals and companies who have chosen Windsor-Essex as their home. Each one of them has the talent and drive to be successful almost anywhere else in the world and they've chosen Windsor-Essex. As you look forward to a life of promise and opportunity, read on to find out why your future could very well start where Canada begins.

**WindsorEssex**  
ECONOMIC DEVELOPMENT

[www.choosewindsor.essex.com](http://www.choosewindsor.essex.com)

[youtube.com/windsor.essex](https://www.youtube.com/windsor.essex)

## Exploring Opportunities

As a food and cycling fan, Welding Engineer Sean Hubberstey has found his mecca.

The Waterloo native moved to Windsor with his girlfriend Erin after university to start his career, and in the process discovered his calling.

"I like cooking and cycling the most after work," said Hubberstey, a welding engineer at CenterLine Windsor, an international automation-process giant. "With all the farms and greenhouses in Essex County, we have found local hookups for vegetables, and greenhouse vegetables through the winter. And there are ethical meat farms nearby, so there's really good food."

Besides cooking their own fare, Hubberstey and his girlfriend Erin spend time enjoying the smorgasbord of restaurants locally — and across the river in Detroit.

Part of the fun for Hubberstey is exploring — in urban landscapes or

in Essex County, almost completely surrounded as it is by water.

"I've done a lot of cycling in the county," Hubberstey said. "Sometimes I just go out in random directions. All of the waterfront is really great. And, of course, there's across the river in Detroit."

In order to enjoy the offerings on both sides of the border, however, Hubberstey has a career to thank.

Which brings him to his work in research and development at CenterLine, with about 1,000 employees across nine facilities at its world headquarters in Windsor. The company also boasts plants in the United States, Mexico, Brazil, Germany, Romania, India and China. In business for more than 60 years, CenterLine delivers state-of-the-art technologies and processes that assist customers with manufacturing around the world.

Hubberstey helps ensure the lightweight materials used for vehicle manufacturing have enough strength.

After completing six co-op placements to earn his engineering degree in Waterloo, Hubberstey chose Windsor — given high-tech CenterLine provided opportunity at the centre of the action.

"The automotive industry is very centred in Michigan," Hubberstey said. "So being across the river in Windsor is definitely the place to be."

Of course, a great career wouldn't be enough if it wasn't paired like fine wine with a great lifestyle. That's why Hubberstey gave Windsor a four-month test run before deciding the cost of living, landscape and cultural amenities north and south of the border made sense.

"News reports today are all about how housing prices in Toronto are insane," he said. "Housing prices in Waterloo have also skyrocketed into something that doesn't make sense for someone my age. In Windsor, you can buy a house for an attainable amount of money."

Better still, you can choose from liveable neighbourhoods, including downtown Windsor and Old Walkerville.

"People say, 'Why did you move to Windsor,'" Hubberstey explains. "And I say, 'Have you been to Windsor?' There's



*Sean Hubberstey enjoys a great work-life balance in Windsor*

a lot of character here. The people and the community have been great to me."

[cntrline.com/careers](http://cntrline.com/careers)

[Youtube.com/WindsorEssex](https://www.youtube.com/WindsorEssex)

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# Cultivating Tech Talent and Planting Roots

Adam Frye has been to Toronto and back.

“I tell this to everybody I bring here – come see what’s growing here. It’s new. It’s different. It’s not something that’s been built before. Come help me build it.”

He’s part of a growing group of young professionals that have cut their teeth in the business world in cities like Toronto and Waterloo, and returned to Windsor-Essex to build careers and families.

Frye is the Director of Business Innovation at WEtech Alliance, a Regional Innovation Centre, and he understands the thriving tech ecosystem that exists in the region. Part of his role is to help companies scale and grow global.

“Essentially my job here is to create systems of scale for companies. Whether you’ve got an idea in your head that you’re trying to bring to reality, whether you’ve got some early sales, or whether you’re a corporation with 4000 employees, I help design solutions that help you grow.”

Though he grew up in Amherstburg, Frye left the region to study and work in Waterloo and Toronto for 8 years. When his wife got her dream job in Windsor, they headed home to a region budding with possibilities and a lifestyle they loved.

“Coming back home, we bought a house within three months,” says Frye.

“There’s truly an opportunity to be part of the middle class here, and that’s something that isn’t always within reach in big cities,”

Once a month, Adam and his wife Kristin invite a group of friends from out of town to show them around.

“What blows their mind every single time is this amazing vineyard culture just fifteen minutes from Windsor,” Frye says, beaming with pride. “People don’t realize we’ve got eighteen wineries, eleven breweries, three distilleries, and we’ve got eight coffee roasters. It’s like going to Niagara in your backyard.”

Similarly, Windsor-Essex has a diverse and vibrant business landscape and an entrepreneurial ecosystem that supports all parts of business creation – from ideas and conception to testing, validation, commercialization and job creation. If you have an idea for a business start-up, Windsor-Essex is the place to make your idea a reality. Frye says his transition home energized him, in part because of how he was embraced by the community.

“Talent is celebrated,” says Frye. “If you’re motivated and have a purpose to grow something special, to do something new, there’s no better place to be than right here.” When a tech business signs up as a WEtech client they receive what’s called a 30-60-90-day operational plan that includes working with in-house advisors and also a newly constituted Venture Success Team of seasoned

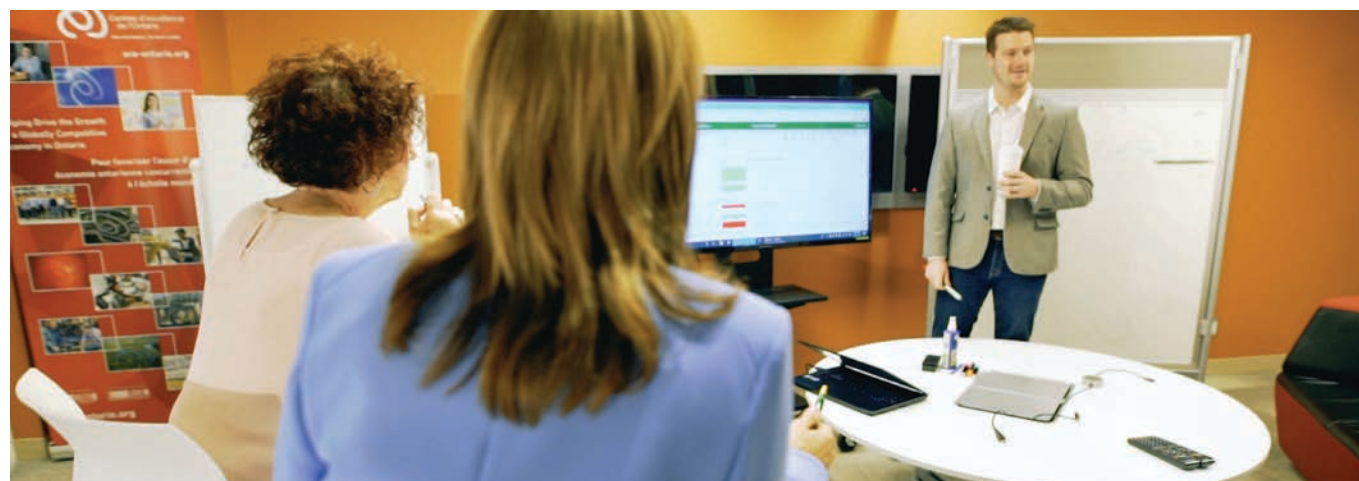
business veterans who share their time and expertise. The culture of collaboration runs deep in the region’s tech ecosystem.

Last year, WEtech partnered with the WindsorEssex Economic Development Corporation to host the region’s first Tech Mobility Day. It was a great success with over one hundred attendees getting to experience the region’s growing mobility hub. Five startup companies competed in the Mobility Pitch competition for a \$10,000 prize offered by the economic development corporation.

Optimotive Technologies, a four-person mobility start-up founded by CEO Scott Fairly, shared the top prize. Optimotive Technologies is ‘building one of the first camera based localization systems able to function in harsh environments such as snow, sleet, rain, dirt roads, and no roads at all’ – and is a prime example of how the technology ecosystem in Windsor-Essex is expanding rapidly.

Frye, Fairly and the myriad of tech companies in Windsor-Essex are part of our region’s stay-and-play ecosystem dedicated to helping entrepreneurs succeed in building a business and building a life. Come to Windsor-Essex where the opportunities are endless and where your talent is celebrated.

[wetech-alliance.com/jobs/](http://wetech-alliance.com/jobs/)  
[Youtube.com/WindsorEssex](https://www.youtube.com/WindsorEssex)



Adam Frye, Director of Business Innovation at WEtech Alliance

## Windsor-Essex County ENTREPRENEURIAL ECOSYSTEM

**The Accelerator:** An entrepreneurial ecosystem with co-working space specifically designed to help accelerate the growth of start-ups and emerging businesses.

[downtownaccelerator.com](http://downtownaccelerator.com)

### Business Resource Centre of Essex County:

A not-for-profit organization dedicated to providing business financing and counseling to entrepreneurs in rural Essex County.

[ec-businessresourcecentre.ca](http://ec-businessresourcecentre.ca)

**EpiCentre/EpiGenesis:** Located at the University of Windsor and St. Clair College campuses. Provides skills, tools and a network to entrepreneurs and professionals to launch and grow economic and social initiatives.

[epicentreuwindsor.ca](http://epicentreuwindsor.ca)  
[stclaircollege.ca/genesis](http://stclaircollege.ca/genesis)

**WEtech Alliance:** A Regional Innovation Centre providing an extensive roster of programs, advisory services and training to clients in the technology and innovation sectors.

[wetech-alliance.com](http://wetech-alliance.com)

### Windsor Essex Capital Angel Network:

A not-for-profit organization focused on funding opportunities for early stage businesses by community investors.

[weangelnetwork.com](http://weangelnetwork.com)

### WindsorEssex Small Business Centre:

A one-stop source that provides professional advice, workshops and seminars to entrepreneurs – from concept, through start-up and early growth stages of business.

[windsorsexsmallbusiness.com](http://windsorsexsmallbusiness.com)

**Workforce WindsorEssex:** Plans, facilitates, and advocates for regional workforce development to meet the current and future economic and social development needs of the Region. WE Map Jobs is their newest online tool to map job postings, transit and key services.

[workforcewindsorsex.com](http://workforcewindsorsex.com)

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# Startup with an APP-etite

Sirved has served hungry customers around the world — all from its base in Windsor.

And why not?

The world's first menu-based restaurant app was born in Windsor, which has a way of making business easier, with great real estate prices and a lower cost of living generally. When it comes to online technology, around the globe is the same as around the corner.

"The advantage of owning a company based in Windsor-Essex are many," said Sirved co-founder Kyle Brown. "We don't have to battle traffic. We have really economical real estate.

We have great people. We have a lot of different talent pools. And most importantly, our border city is Detroit."

The Motor City, in fact, provides a welcome big American city flavour to a medium-sized Canadian city.

As an avid boater, Brown skims across Lake St. Clair, Lake Erie and the Detroit River throughout the long, warm summers of Essex County, a region surrounded by water.

Plus, the location makes travel easy. Windsor International Airport is a breeze to get in and out of and Detroit Metropolitan Airport is less than a half hour away.

"Windsor allows us to be very mobile," said Brown, who has lived and travelled around the world. "We have Windsor Airport, where you can fly quickly to

Toronto to catch major connecting flights. And we have Detroit's major international airport. Add those to our Via Rail Station and easy access to Highway 401 and we're all set."

"We have a great location to operate out of. With global economies now, our business can operate from anywhere." But Brown gets more out of his home base in Windsor than easy travel and good prices — he also enjoys local impact.

"If you start in Silicon Valley or a major city, you're just another start-up, another dot on the map," said Brown, a University of Windsor sports management graduate who co-founded Sirved with app developer Jonathan Leslie in 2015. "In Windsor, you can really make a difference in your community."

Plus, the place is more forgiving in terms of expense.

"Operating a start-up company based in Windsor allows us to take bigger risks than we could in markets like Silicon Valley or New York or even downtown Detroit. The rent and cost of living is very economical here," Brown said. "And with St. Clair College and the University of Windsor, we attract a young talent pool. But we have also attracted people to Sirved from Toronto, where the cost of living is really expensive." And the Sirved team is always looking for motivated and driven people.

"Besides, some people just like a small-city feel with a big-city atmosphere."

**[sirved.com/careers](http://sirved.com/careers)**

**[Youtube.com/WindsorEssex](https://www.youtube.com/WindsorEssex)**





The ENWIN and WEtech Alliance ENnovation Catalyst Team.

## ENnovation – ENWIN and WEtech Alliance Nurture Innovation

It's funny how one nagging little problem at work – viewed in the right light – can become the seed of an idea worth sharing.

And it's amazing how that little seed – given the right amount of respect and attention – can spark innovation that benefits an entire company. And if you plant enough seeds across your company, you can build a better work environment, stronger relationships, enthusiasm, engagement and innovation – from the ground up.

But growing innovation takes more than planting a seed. It's a nurturing process – one that requires a road map, resources and the right partners.

**GROWING INNOVATION  
TAKES MORE THAN  
PLANTING A SEED.**

ENWIN knows this, and WEtech Alliance knows it, too.

It was this shared belief that sparked an impromptu conversation between Helga Reidel, the President and CEO of ENWIN Utilities Ltd., Adam Frye, the Director of Business Innovation at WEtech Alliance and Dr. Irek Kusmierczyk, Director of Partnerships at WEtech, during a chance meeting in early 2018.

They talked about creativity, about tapping into the knowledge and passion of employees, and about building resiliency and sustainability by transforming front-line staff into engines of innovation.

“It was an informative and thought-provoking conversation,” said Frye, “between a utility known for innovation and partnership, and a Regional Innovation Centre dedicated to promoting both.”



ENWIN ENnovation Leads: (from left) Barry Leavitt, Director Shared Services, Rosana Kemsley, Manager Human Resources Services and Dragan Savic, Manager Project Management Office. Photos on this page by Mike Kovaliv, courtesy of snapd Windsor.

**“WE LEARNED THAT OUR CORPORATE GOALS CONVERGED IN A VERY STRATEGIC WAY.”**

“We learned that our corporate goals converged in a very strategic way,” echoed Kusmierczyk. “ENWIN was looking for ways to develop employee potential, internal idea sharing and innovative thinking and WEtech had just received a grant from the Ontario Trillium Foundation to fund a new program – Innovation Catalyst – designed to encourage innovation by connecting front-line staff with executives.”

In that moment, the seed was planted for a year-long partnership to teach design thinking, innovation skills and a valuable lesson about allowing voices to be heard.

**“THE TIMING WAS AMAZING, AND WE COULDN’T WAIT TO GET STARTED.”**

“It was an incredible coincidence,” said Reidel. “Some very talented people at ENWIN had just shared their unique ideas on engaging employees as innovators, and then I ran into Adam and Irek. The timing was amazing, and we couldn’t wait to get started.”

The talented people – Barry Leavitt, Director Shared Services; Rosana

Kemsley, Manager Human Resources Services; and Dragan Savic, Manager Project Management Office – took on the role of Innovation Leads, working with Frye, to inspire, recruit, guide and sustain 15 employee Catalysts, from departments across the company. They named the project ENnovation – a play on ENWIN and the Innovation Catalyst program name.

“We trained the Catalysts in customer-centric design thinking and innovative solutions,” said Leavitt. “Then it was their job to go out into the company and assess opportunities for change.”

In the process, they learned to identify issues, develop and refine problem statements, test and validate solutions and build solid business cases around their innovative ideas.

**“I WONDERED WHAT I HAD SIGNED ON FOR AND HOW I COULD GET OUT OF IT.”**

“At first, I wondered what I had signed on for and how I could get out of it,” admitted ENWIN’s Justin Pulleyblank, Supervisor Water Distribution and a volunteer Catalyst. “It was a lot to learn, and a lot of responsibility, on top of our everyday work.”

But, for Justin and the other catalysts, the experience gave more than it asked.

“I learned so much,” said Justin.

“I crossed the line between my department and others, to work with people I would never otherwise have



ENWIN’s Justin Pulleyblank, Supervisor Water Distribution (second from right) joins WEtech Alliance’s Dr. Irek Kusmierczyk, Director of Partnerships (left), Yvonne Pilon, President and CEO, and Adam Frye, Director of Business Innovation (right).

**“I LEARNED SO MUCH.”**

met. I learned that my little issue is also an issue for others, elsewhere in the company, and worth addressing.”

In the end, the Catalysts gained the skills and opportunity to pitch their concepts to the executive team and a chance to see their ideas supported by the company.

Justin is thankful.

“I think differently now,” he concluded. “This training and experience is a gift that will help me throughout my career.”

**“I THINK DIFFERENTLY NOW.”**

The Catalysts brought forward eight strong, viable business ideas, which are now in varying stages of implementation. ENWIN’s CEO says the value extends beyond the obvious.

“We were very impressed with the quality of our employees’ presentations and business cases,” Reidel said. “But I was most proud of the level of teamwork across departments. This was truly a demonstration of the power of partnership to effect corporate change. We are grateful to WEtech for this experience.”

WEtech Alliance returns the praise.

“We chose ENWIN as our first partner because we knew them to be an innovative company,” Kusmierczyk concluded. “But none of us knew at the outset, exactly what this would become. Because of the Leaders and Catalysts at ENWIN, our first Innovation Catalyst class has succeeded beyond all expectation.”

So, this is how an idea, spontaneously shared, becomes the seed that grows innovation and proves the value of giving voice to front-line concerns.

“This partnership isn’t over,” predicted Reidel. “The next ENnovation Catalyst class is about to begin.”



ENWIN staff take part in ENnovation Forum at WEtech Alliance.

## Farhi Holdings Corporation — increasing footprint in City of Windsor

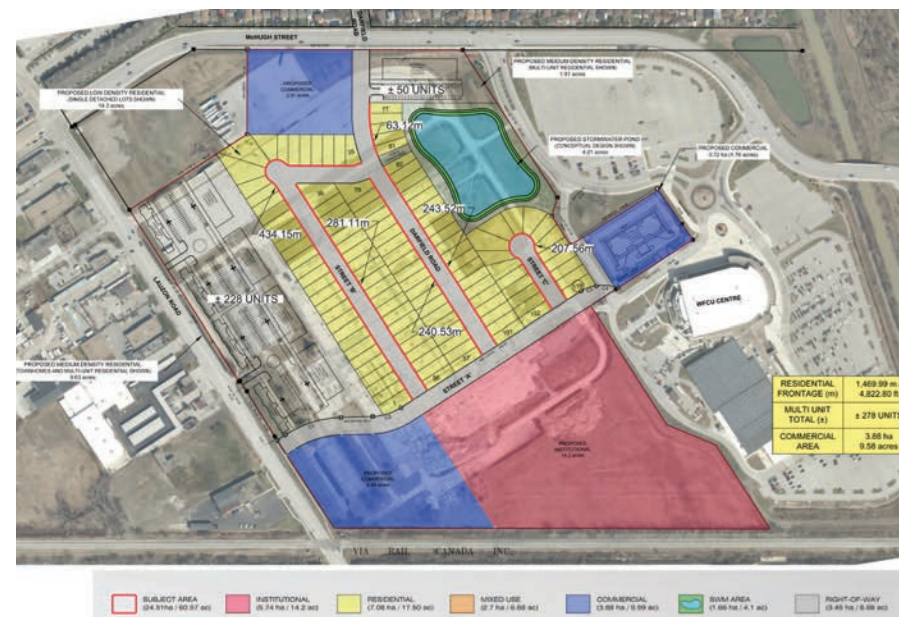
Where others see challenges, Farhi Holdings Corporation (FHC) sees opportunity.

Founded in 1988, the London, Ontario based real-estate development company has a long track record for heritage restorations, design-build, and partnerships with federal, provincial, and municipal governments. The company currently owns and manages more than 4 million square feet of office, retail, hospitality and residential space as well as over 2,500 acres of current and future land development in more than two dozen communities throughout Ontario. That includes two historic inns: Ingersoll's Elm Hurst Inn

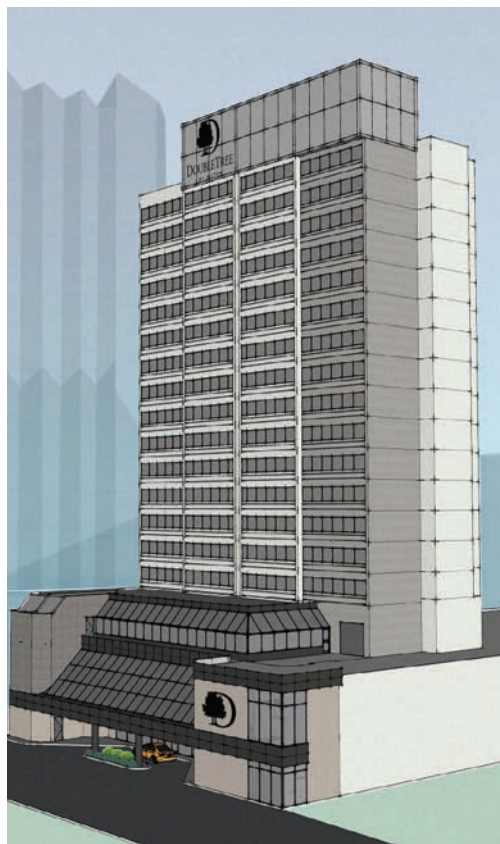
& Spa and the Idlewyld Inn & Spa in London's Old South neighbourhood.

FHC has been investing in Windsor since 2004, when founder Shmuel Farhi bought the Lear Seating factory and surrounding 110 acres of land. The factory is long gone – a victim of the 2008 economic downturn – but the city-owned 40-acre WFCU Centre on part of the site is now home to the OHL's Windsor Spitfires.

Farhi Holdings is feeling very confident in the Windsor market. Currently the company has a vast portfolio of developments that are ongoing or in the approval process across a variety of sectors



*Farhi Holding has plans to create a large mixed-use development that will include residential, commercial and some retail space. Townhomes, multi-units and single detached homes will be available near Lauzon Parkway.*



*Farhi Holdings has three major hotels under construction comprising over 600 new suites or bedrooms in the City.*

from hospitality, to residential, commercial, mixed-use properties and subdivisions.

“Windsor has done a great job of transforming itself from Canada’s automobile capital to a more diverse economy,” says Farhi. “There are a variety of reasons I felt this was the city in which to expand our holdings, but one of the most important was the staff at the City of Windsor. From the early days to now the administration and council at City Hall showed us they were very progressive and very open to listening to our ideas. The bottom line for them is job creation, expanding the tax base and pushing the Region forward and we are on the same page with their goals.”

In addition to the ease in dealing with the City of Windsor, Farhi mentions another key factor in his confidence in the marketplace – the City of Detroit just across the river, “you can see a very tangible turn around in Detroit. The billions of dollars being poured into the city has created a spillover effect for Windsor.”

The Detroit effect is one of the reasons Farhi is expanding his hotel operations and focus into mixed-use development. With tourist visits and long-term stays continuing to increase, Farhi Holdings has three major hotels comprising 623 new suites in the city. The Best Western Plus houses 306 rooms including 21 suites with

the Holiday Inn Express consisting of 156 rooms (4 suites) and the Hilton’s Double Tree housing 161 rooms including 46 suites.

In addition to the hotel expansion, Farhi Holding has plans to create a large mixed-use development that will include residential, commercial, and retail space. The plan is to include 278 single-family residential walk-up units over 9 acres near Lauzon Parkway and also include 119 single family and detached homes over 14 acres. A variety of commercial spaces have been allocated across 9 acres and further mixed-use spaces over an additional 6 acres on the same site.

Farhi Holdings for some time has also been acquiring additional land in the Windsor Region. One of the purchases includes 53-acres on County Road 42, directly across from the proposed site of Windsor’s new mega-hospital and scheduled to begin construction within the next five years. Farhi says his land will provide an ideal location for commercial, retail, residential and hospitality development needed to support the state-of-the-art regional medical facility.

“We are long-term investors,” says Farhi. “We believe in Windsor and its future and see a bright opportunity ahead to grow and prosper as part of the Windsor business community.”

To learn more about Farhi Holdings Corporation visit [www.fhc.ca](http://www.fhc.ca)

# Work and Life Balance Achieved

## Ajit Saxena wants balance.

The self-proclaimed foodie, who is a music, travel and basketball fanatic has lived and worked in the hustle and bustle of Toronto, as well as the Sun and fun of the Cayman Islands — and yet chose to make Essex County his home.

“We wanted work-life balance,” Saxena said of his and his wife’s decision to move to Amherstburg, where he works as the digital media co-ordinator at Mucci Farms, a global leader in the Greenhouse sector. “When we looked at the pros and cons it was obvious where we wanted to be.” A number of factors influenced the Toronto native’s decision to call Essex County home.

“The pro column is that we wanted to have a family at some point,” he said. “And in a bigger-city environment, it’s a bit tougher to do — not just from a cost perspective but from a lifestyle perspective. A work-life balance is a lot more challenging in a bigger city. But in this environment, you get the best of both worlds.”

Only minutes from downtown Detroit, Saxena enjoys everything the big city has to offer: hip restaurants, diverse shopping, top-name concerts, and big-league sports — including the Detroit Pistons, where he gets to take in his beloved Toronto Raptors a couple times a year.

The buzz of a big American metropolis provides all the excitement he wants, yet with a nearby safe Canadian small-town atmosphere to live in. Point, counterpoint.

But for Saxena, small-town charm doesn’t mean small-time job. In fact, his work life requires the speed and savvy he grew up wanting as a career in Toronto — all in a high-tech environment and a huge operation.

Mucci Farms may still be family run — started by the Mucci family who immigrated from Italy half a century ago, with nothing more than a passion to grow fresh, flavourful fruits and vegetables. But the Leamington/Kingsville-based operation is now decidedly international, marketing tonnes of farm-fresh produce to locales across the continent. They operate under an ideal

combination of ultra-modern growing technology and an ecosystem driven by Mother Nature. Mucci Farms employs more than 1,200 people across 250-plus acres of mouth-watering tomatoes, peppers, lettuce, cucumbers and North America’s largest indoor strawberry farm. And their team is always expanding.

Produce promotion is where Saxena comes in. Hired for his social media expertise, the communications expert helps Mucci Farms market to an increasingly social media-savvy marketplace — all in a highly automated environment.

“People don’t believe it until they walk in the door,” Saxena said with a smile. “They’re blown away by the entire scale of the operation. But also, people have no idea how far farming has come and the variety of career opportunities available.”

Mucci Farms automation starts right at the moment the product is harvested by a worker wearing a glove. It is then sorted, packaged, shipped and sold in a process that means the next person to actually touch that fruit is the consumer. “When people think of technology and automation, they think about tech related industries, but they certainly don’t think of farming,” said Saxena. “But farming, specifically greenhouse farming is very high-tech and automated to increase efficiency, food safety and provide consumers with premium quality vegetables.”

Plus, these days the Mucci men think a little like *Mad Men*: marketing with an eye toward the future.

“With digital media, we now have an opportunity to go directly to the consumer,” Saxena said, noting that the Internet-age pitch can isolate such things as postal code, gender, age groups, even likes and dislikes. “We now have direct access to the consumer and detailed metrics to measure the results.”

The point is, the high-tech digital media approach doesn’t matter if you’re doing it from downtown

Toronto or in Leamington. From a marketing perspective, the Internet doesn’t discriminate.

So why not leave the long, chaotic commute behind in a place where

your dollar goes further yet urban amenities await just a short commute across the Detroit River?

“When you’re in a big city like Toronto, you feel like you’re wrestling through everything,” said

Saxena, sitting in the lush environment of a greenhouse the size of multiple football fields, with the fresh smell of

nature emanating from the crops behind him. “The atmosphere is not the same here.

“I get to have a career that challenges me. But when I leave work, I get to have a life.”

Balance achieved.

[muccifarms.com/careers/](http://muccifarms.com/careers/)  
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## Powered by Community

When it comes to enjoying life, Byron Thompson likes easy access. And if you like accessible amenities, you'll love Windsor.

"The lifestyle in Windsor is very hard for other areas of the province to challenge in terms of affordability and accessibility," Thompson says. "Accessibility is something you don't think about until you're in traffic in the GTA and you're trying to get on a flight."

Thompson, CFO of ENWIN Utilities Ltd. in Windsor, travels frequently for business. Flying from Windsor is a breeze, he says, though it's the easy access to other highlights that most attracted him to Windsor (and next-door Detroit): dining, shopping, entertainment and, especially, sports. After living for years in the Greater Toronto Area, he and his wife decided Windsor let them spend more time enjoying life than travelling for it.

"The big thing for me was the sports opportunity," he said. "The availability of

professional sports in Windsor was actually easier and more economical than it was in Toronto. Getting downtown to see a Leafs game was hard and there was no (NFL) football. As part of coming to Windsor we actually purchased season tickets to the Detroit Lions. So, I'm an easy 25 minutes to Ford Field. We're there every other Sunday in the Fall." Plus, there's the ease of commuting a few minutes to work.

"Work lifestyle is easier from a daily commute perspective," he said.

Funny thing, when Thompson worked at a utility in Peterborough, not far along the 401 from Toronto, driving through traffic to the big city for Ontario Energy Board meetings was a nightmare. Now, a morning Porter Airlines flight from easy-in-easy-out Windsor International Airport makes commuting to downtown Toronto a dream.

Thompson, who hails from north of London, discussed moving ahead of retirement with his wife. But where to? The couple considered different



*Byron Thompson, CFO of ENWIN Utilities Ltd.*

options across the province but, on balance, Windsor-Essex was the hands down winner. But they wanted a balance of stress-free and fun-filled.

"A relocation to Windsor started making sense the more we thought about it, the more we looked at the advantages over other areas in the province," he said. "There's no question that a relocation to Windsor-Essex puts you in a better financial position."

Add up costs and convenience, and the chief financial officer considers the calculation easy.

"Quality of life is the big thing," Thompson said. "The combination of affordability and accessibility is great. It's just a little bit slower here than the big city, but it still has everything to offer."

[enwin.com/career-opportunities/](http://enwin.com/career-opportunities/)  
[Youtube.com/WindsorEssex](https://www.youtube.com/WindsorEssex)

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## Excellence in Education Spurs Growth at St. Clair College

St. Clair College's impact as an institute of higher learning continues to grow! With more than 12,500 students at campuses in Windsor and Chatham, the College specializes in Health Sciences, Community Studies, Engineering Technology & Skilled Trades, Business and I.T., and Media Art & Design, combining the best of a post-secondary education with a rich campus life experience that students really embrace.

The College provides state-of-the-art technology in the Centre for Applied Health Science. This 100,000 sq. ft. facility is designed to simulate a real-world health care environment featuring specialized labs for ultrasound, cardiovascular technology, respiratory therapy, fully equipped simulated patient-care suites, a community dental clinic, and a simulation retail pharmacy.

World-class education in business and information technology has attracted more and more students to the College, making the new Zekelman School of Business and I.T. the largest school on campus. Students become engaged in competition, learn a wide variety of life and entrepreneurial skills in our Epic Genesis Centre, and experience outstanding work-integrated learning opportunities thanks to our partners in business and industry.

The Zekelman School of Business and I.T. launched the first-of-its-kind eSports program in January 2019 to rave reviews from students. Focusing on Administration & Entrepreneurship, this two year diploma program will teach the business side of this burgeoning industry, preparing graduates for careers as marketing and promotion specialists, live-stream technicians, and event management professionals.

St. Clair College is also committed to providing numerous pathway opportunities for students who are looking to combine their diploma with a degree. Launching in September 2019, the College will start its first Honours Bachelor of Applied Arts degree in Social Justice and Legal Studies. In 2020, a second Honours Bachelor Degree in Business Administration will launch, with a focus on Information and Communication Technology.



In the Engineering Technology and Skilled Trades schools, the Power Engineering Technology program now offers students the opportunity to achieve their certification for 2nd Class Operating Engineer under the Technical Standards and Safety Authority (TSSA) and Standardized Interprovincial Certification (SOPEEC). St. Clair College is only one of two institutions in Canada able to help students achieve this designation.

At the Chatham Campus, the College just completed construction of its new National Powerline Training Centre, providing classrooms and facilities to support the very popular Powerline Technician program. This program is well supported by numerous industry partners who benefit from the quality of graduates coming from this program.

College is also more than what transpires in the classroom. Providing an abundance of opportunities for sports, intramural activities, competitions, community projects and student life helps to round out the college experience!

With this in mind, St. Clair College is expanding its facilities with the

construction of a new Sports Park. This multi-year project will include a new softball stadium, soccer stadium, beach volleyball courts, and future indoor tennis courts.

The College's rich history of achievement in athletics is well-known in the province with multiple provincial and national championships to their credit. Students also have the chance to receive

scholarships for both varsity athletics and for scholastic achievement. With more than \$1.5 million dollars in scholarships and bursaries, the College is committed to helping students achieve their goals.

With outstanding world-class education, an active campus life, and support from our partners in business in industry, it is no wonder that St. Clair College can help students "start here go anywhere"!



## So Much to See and Do in Windsor

If you haven't been to Canada's southernmost city, Windsor and the surrounding Essex County offers plenty to see and do, rich history, beautiful waterfront and friendly people.

"The welcome mat is out, and our region is ready to be explored. Enjoy what we have to offer, and our goal is for you to come back often," said Gordon Orr, CEO of Tourism Windsor Essex Pelee Island. "When you're here, you'll enjoy our culturally diverse food and drink experiences or our famous festivals and events, a world-class Caesars Windsor Casino & Resort, and an outdoor adventure seeker's paradise, or dive into our rich history and so much more."

Here is a snapshot of three districts that are not to be missed.

### Walkerville

Walkerville is a heritage precinct in Windsor that offers cool food options, a historic streetscape, and unique stores, all in a walkable neighbourhood of large homes and wide, tree-canopied streets.

The district dates back to the mid-1850s when Hiram Walker, maker of Canadian Club Whisky, founded Walkerville for his employees. It was a model 19th-century town, and now boasts a rich history steeped in Prohibition, gangsters and booze smugglers.

Now Hiram Walker & Sons is North America's largest distillery, producing J.P. Wiser's Canadian Whisky. It was named Canadian Distillery of the Year in 2018. The J.P. Wiser's Experience offers tours of the operation, complete with whisky tastings.

The Walkerville Brewery also dates back to Hiram Walker, operating in an original building that is open to public tours.

Walkerville is also the birthplace of the Canadian auto industry, with the Ford Motor Company of Canada, and later Chrysler Canada and General Motors, building assembly plants there.

"Walkerville is very neighbourhood and community-minded," says Walkerville BIA coordinator Joan Charette.

"We are respectful of history but also very trend forward."



Walkerville Night Market

Willstead Manor, designed by renowned architect Albert Kahn, was home to Walker's son and is now a heritage-protected property, featuring an art gallery and event space.

The Old Walkerville Theatre is an ornate 1920s art-deco masterpiece. The line dividing Walkerville and Windsor, before the two were amalgamated in 1935, used to run right through the theatre.

Walkerville features great eating options, including: F&B Walkerville, known for its inventive cocktails and small plates; Vito's Pizzeria, serving authentic pasta and wood-fired pizza; and The Twisted Apron,

which offers a twist on comfort food, a popular brunch; and cooking classes.

The work of 33 local artisans is available at the Urban Art Market and a visit to vintage boutique Jones & Co. is like stepping back in time.

The district's BIA hosts two signature events – the Walkerville Art Walk in July and the Walkerville Holiday Walk in November. There are also numerous walking tours available.

Visitors can stay right in the neighbourhood at A Hidden Gem Bed and Breakfast and Ye Olde Walkerville Bed & Breakfast.



Willstead Manor, Windsor



Ford City Murals, Windsor

### Ford City

Ford City is the hip, historical and unpolished central neighbourhood of Windsor. The resurgence of the area is built on creative entrepreneurs, artisans and artists who are transforming the district into a distinctive destination.

Ford City grew quickly in the early 1900s to accommodate the large number of workers needed for the new assembly lines at Ford Motor Company in neighbouring Walkerville. It was officially incorporated as a village of 850 people in 1923 and became part of Windsor in 1935.

The neighbourhood hit hard times when Ford moved its head office and production to Oakville but has been enjoying a rebirth in recent years. It's eclectic, authentic and exciting. Look no further than the Grand Cantina, a loud, fun open concept kitchen serving tacos, along with Asian and American street food in a two-storey brick building with high ceilings and big windows.

"Ford City is known for its murals. There are more than 40 of them," says Bridget Scheuerman, Ford City BIA executive director. "They are all historic and most of them are concentrated on the Ford Motor Company and the blue-collar roots of the area."

Ford City is also a close-knit community with a lot of pride, she says.

The district hosts a summer farmers' market, and an urban street festival in September called Dropped on Drouillard that features a low-rider car show, graffiti artists in action, food trucks, a skateboarding competition, a beer tent, and live music.

Drop in to Michael Difazio Reclaim Artistry to witness the transformation of old materials into fantastic furniture. Merch Runners offers unique apparel and custom screen-printing.



*Grand Cantina*



*The Grove Hotel, Kingsville*

## Kingsville

Tourists have been flocking to Kingsville, Canada's southern-most town, since the 1880s. The bustling lakeside community is about 25 minutes southeast of Windsor in Essex County.

It features plenty to see and do, and eat and drink, along with beautiful heritage architecture and walking history tours.

Christina Bedal, coordinator of the Kingsville BIA, encourages guests to wander side streets to find hidden gems.

"We see visitors from all over and they are pleasantly delighted by their experience here. We show great hospitality. It comes naturally to the people of Kingsville."

There are two interesting boutique hotels, seven bed and breakfasts, and plenty of cafes, bakeries and restaurants, including Elite Steakhouse, Wineology, Mettawas Station (set in an 1880s train station), Beach House Grill, and Jack's Gastro Pub.

Kingsville also offers the renowned music venue Kingsville Migration Hall, the Jack Miner Migratory Bird Sanctuary, Colasanti's Tropical Gardens, the Kingsville Historical Park, the Canadian Transportation Museum & Heritage Village, plenty of farm and orchard markets, and a marina.

In terms of authentic experiences, don't miss Dutch Boys Chocolates, Butcher of Kingsville, The Chop Shop, Annabelle's Tea Room, and Cindy's Home and Garden.

Kingsville is home to four wineries and is in the heart of Windsor-Essex wine country, a historic region of 18 wineries. The town also features several craft breweries.

There are eight kilometres of green space along the waterfront, the beautiful Lakeside Park, three championship golf courses, beaches and conservation areas, and 32 outdoor sculptures. The Chrysler Canada Greenway is a former railway track that connects to Windsor for walkers and bikers.

Upcoming events include the Highland Games June 22, the Kingsville Folk Music Festival from Aug. 9 to 11 and the Tall Ships Challenge from Aug. 16 to 18. The Kingsville Community Farmers' Market runs each Saturday in the summer and fall.

"Kingsville has always been a very prosperous and loyal town but recently it's almost like the cat's out of the bag and we've been discovered," said Beth Riddiford, chair of the Kingsville BIA and owner of women's boutique My Cousin's Closet.

"Kingsville is the entire package. We have great restaurants and coffee shops, award-winning wineries, hip breweries, fantastic accommodations, beautiful boutiques, funky art galleries ... it's all here."



*Jacks Gastropub & Distinctive Inns of Kingsville*



*Lakeside Park, Kingsville*

# WINDSOR PROUD.

Amal, President of Women in Engineering, chose Windsor. [uwindsor.ca](http://uwindsor.ca)



University  
of Windsor

Photo: University of Windsor

## New company born of UWindsor research



University  
of Windsor

By Sarah Sacheli,  
University of Windsor research writer

**R**ust never sleeps, so neither does University of Windsor physicist Roman Maev.

Dr. Maev, founder of UWindsor's Institute for Diagnostic Imaging Research (IDIR) and local ultrasonic imaging manufacturer Tessonics Inc., has developed a new way of applying powder coatings that cleans, coats, and works metal in a single operation.

The technology has been used for several years on Enwin equipment — transformers, transformer stations, switching equipment, connectors, pipes, and the welded joints on the Hanna Street water tower — prolonging the life of equipment and causing fewer service disruptions to customers.

The application is now on the market through a new company, unveiled Tuesday, called ONtech Rapid Coatings. A collaboration between Tessonics and Enwin Energy, ONtech will market the technology across North America to utility companies, pipeline repair companies, automotive parts manufacturers and shipbuilding and aerospace industries.

"This demonstrates a great example of how initial collaboration between the University and Windsor and Enwin can be translated to a new, high-tech startup," Maev said.

The technology was born in 2012 with a grant from the Natural Sciences and Engineering Research Council of Canada. NSERC gave Enwin and the University of Windsor a further \$5.5 million last year to get the technology ready for market.

"The commercialization of research and the creation of start-up companies are a sign of a good, collaborative relationship between academia and

industry," said Douglas Kneale, UWindsor's interim president. "We are building bridges with the local community.... How exciting it is that this particular collaboration has yielded outcomes that are translatable to the real world."

The technology uses compressed gas to propel fine metal, ceramic or composite particles at supersonic speeds, forming a dense coating on materials. Unlike other coatings which use heated particles, this spray can be used at low temperatures, reducing environmental impacts. It can be used for field repairs using portable equipment, or at the manufacturing stage, giving new products a longer life.

Windsor Mayor Drew Dilkens said Maev's research has led to the creation of a "strong, new business" for the city.

"Through your scientific and technological expertise and your dedication to partnership, Dr. Maev, you and your team have offered a great gift to our local utility and our city."

ONTech will be led by John Wladarski, Enwin's chief operating officer. He said he remembers the day six years ago when Maev pitched the technology to him and proposed using Enwin equipment for testing.

"Thanks to several years of using this technology in the field, we have a wealth of real-world success stories. We've repaired transformer stations without de-energizing the station. We've restored transformer cabinets, repaired oil leaks and fixed cooling fins... The list goes on."

Helga Reidel, Enwin's president and CEO, said the utility will continue to use the technology.

"Expanding the lifespan of our infrastructure helps us reduce costs. We look forward to continuing to enjoy these benefits and savings as a customer of ONtech Rapid Coatings, and to watching this new company as it grows and expands."



# Technology + Opportunity = Your Future

The rest of the country may only now be jumping on the automation bandwagon, but businesses in Windsor-Essex have been blazing this path and holding the reins for decades. There are over 380 automation companies in the Windsor-Essex region. It is a hotbed of innovation, capacity and talent. Southwestern Ontario is number two in the IT sector cluster (with jobs nearing 300,000), second only to Silicon Valley. Overlaying the automotive sector cluster, you can see that the central place where these two major industries intersect is Windsor-Essex. This region has been making the things that make things for over a hundred years – it's no wonder companies like Radix Inc. are at the top of their game in the industry.

Founded in 1994, Vice President for AIS Technologies Group, Shelley Fellows shares the story of why she and her husband set their business roots in Windsor-Essex. “We went to Europe to live after university, but when we decided we wanted to start a company, that we wanted to achieve the vision in

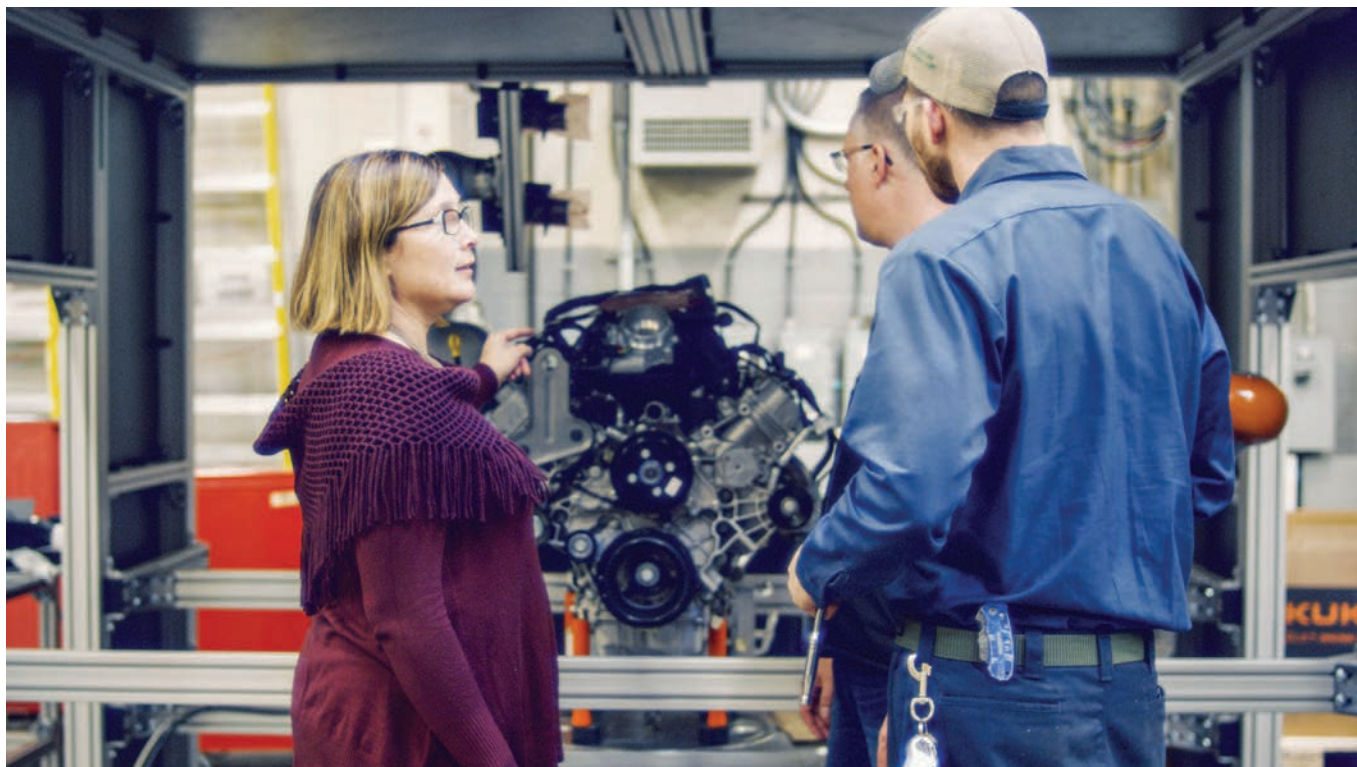
terms of making a tangible impact on manufacturing, we chose to come back to Windsor-Essex. We could have gone anywhere – but we chose to come here.”

The factors that led to the founding of Radix Inc. in Windsor-Essex and that are attributed to its grand success include the proximity to the US/Mexico market, access to talent and family roots. “We have educational institutions that are graduating tremendously qualified engineers, software developers, technicians, robot programmers,” says Fellows. “We’re able to bring those individuals who have the right capacity, the right attitude, and the right training to be part of the team. It’s that team that’s really driven the success of Radix Inc.”

Radix Inc. creates technology that solves problems for manufacturers. Producing products like machine vision, robotics, advanced controls, and custom software. “The technologies we deliver to manufacturers help them produce higher quality goods with more efficiency, with more information. We’re about data for manufacturing,” Fellows explains.



*Shelley Fellows, VP for AIS Technologies Group, parent company of RADIX*



“That data is used in ways to improve the quality of the cars we drive, the candy we eat, the airplanes we fly in.”

Beyond business, however, Fellows knows that ‘work’ is only one part of experiencing the good life. Windsor-Essex is a special place to build a family and the many opportunities for play and relaxation are all part of the attraction of living and working in this extraordinary region.

“We’ve got a region that is a great place to grow a family. I live right in the centre of Essex County, and one of our favourite things to do is tour around. We love to visit the wineries. We can go to Amherstburg and experience the history and the waterfront. Down into Windsor, we have all of the benefits of living in a really big metropolitan area, yet we’re able to know our neighbours, to get to know the schools that our children attend, and really have a presence and a place in our communities. That’s really important,” says Fellows.

**[radixinc.ca/about-us/careers](http://radixinc.ca/about-us/careers)**  
**[Youtube.com/WindsorEssex](https://www.youtube.com/WindsorEssex)**

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## WE Are All In

Windsor-Essex knows how to build things, and as the home for over one-thousand manufacturing companies generating \$3.3 billion worth of goods we've gotten good at it.

But if you want to know our secret – how we help our companies attain global reach – you have to start by taking a look at how we treat our smallest start-ups.

Innovation and entrepreneurship is a community affair in Windsor-Essex.

It's one reason our organization – WEtech Alliance – was able to call together a **Venture Success Team** of seasoned entrepreneurs and global subject matter experts who are available at the drop-of-a-hat to help start-ups find targeted solutions to specific business challenges.

Where else can an entrepreneur dial up one of our twenty-four business champions that includes the founders of local tech companies like **Splice Digital**, IT directors of global manufacturers **Ground Effects**, successful entrepreneur investor **Mike Labiak**, and boutique designers and developers **Spotvin** and **Blab Media**?

The low cost of accessing office space is a great competitive advantage for start-ups locating in our region – but it is the low barrier to accessing tried-and-true advice from seasoned entrepreneurs who are personally invested in your venture that sets Windsor-Essex apart.

When our growth-stage start-ups asked for business coaching tailored specifically to help them scale, community-focused **Libro Credit Union** stepped forward and with support from the **Ontario Trillium Foundation** helped fund the launch of **ScaleUP** – the first tech accelerator in Windsor-Essex geared towards helping companies to scale.

As a member of the Ontario Network of Entrepreneurs and one of seventeen Regional Innovation Centres funded by the Government of Ontario, WEtech Alliance is also able to pull in the vast network of resources, investors and partners to support entrepreneurs.

This vast network is a two-way highway and we know the word is spreading because more and more exciting tech companies are connecting with us from outside our region.

Randall Schwartzentruber is the co-founder of **BinSentry**, a tech



2018 Tech Award Winners: Tech Company of the Year – **Aphria**; Tech CEO of the Year – **Janice Kaffer, Hotel-Dieu Grace Healthcare**; Tech Researcher of the Year – **Dr. Tricia Carmichael, University of Windsor**; Tech Professional of the Year – **Renee Pare, Next Dimension**; Young Tech Professional of the Year – **Noah Campbell**; Tech Teacher of the Year – **Fouada Hamzeh, Greater Essex County District School Board**; Tech Mentor of the Year – **Sheri Lynn Koscielski**; Technology Adoption – **Orangeline Farms**; Technology Innovation – **Scribendi**; Tech Startup of the Year – **Deliverbae**; WEtech Choice Award (Individual) – **Paul Riser, TechTown Detroit**; WEtech Choice Award (Organization/Company) **Libro Credit Union**

start-up based in New Hamburg, Ontario that designs smart technology solutions to feed mill operators.

He reached out to WEtech's Adam Castle, Director of Venture Services, who came highly recommended after several years building up his skills and networks at the **WindsorEssex Economic Development Corporation**.

"I was impressed with the number of programs and resources Adam passed along," says Schwartzentruber. "Especially in the early stages, he was incredible."

You can see that spirit of collaboration during our Nerd Olympics, which pits sixteen tech companies – large and small – against each other in an Olympic style competition, featuring events such as

go-kart racing, archery, rock climbing, bubble soccer and escape room.

It's one more thread that builds camaraderie within companies and between companies.

Noting that every region is in a fierce competition to attract talent, executives and co-founders of three local companies – **CenterLine**, **Next Dimension** and **Brave Controls** – recently banded together to co-produce a **#yourWindsor** series of videos aimed at attracting young professionals.

The videos were unbranded – meaning no-one felt the need to affix their names to it. The videos belonged to the community, and people could share them. Whatever helped get the word out.

"You kind of take your ego and throw it in the river," says Yvonne Pilon, the

President and CEO of WEtech Alliance. "The tech companies compete, for sure, but everyone is rooting for each other here."

That was the vision of the tech entrepreneurs who propelled WEtech Alliance ten years ago – Stuart Sutton (**Sylectus**), Adam Davis (**Next Dimension**), Frank Abbruzzese (**AlphaKOR Group**), Rakesh Naidu, Saverio Rinaldi (**HP**), Ross Rawlings and Shelley Fellows (**Radix Inc.**), and Rob Courteaux (**Progressive Software**).

In Windsor-Essex we build great things, because we build together.

When it comes to the success of your tech start-up, WE are all in.

Learn more about **WEtech Alliance** at [wetech-alliance.com](http://wetech-alliance.com)



## Combine Creativity, Innovation and Experience and you get Red Hot Tech

*Windsor based Red Piston specializes in advanced software & vision technologies designing and programming solutions for Fortune 500 brands.*

**T**he beauty of technology is that it does not recognize borders. Just ask Red Piston.

The red-hot Red Piston creates custom software for Fortune 500 companies, north and south of the border — all from the same locale.

The successful Windsor app-maker started in 2010 and now boasts an impressive client roster and an increasingly common story: entrepreneurs taking advantage of the largest market in the world right next door, but with a built-in cost advantage.

“It’s almost like it’s this little underdog story,” said Ali Al-Aasm, one of three Red Piston co-founders and a company tech guru. “We want to prove that this region has something special”.

“The cost of living here in Windsor-Essex County is really, really low. It’s a great advantage for us as business owners, in terms of the rent we pay, or if we want to purchase a building.”

It’s not like the Red Piston team didn’t try anywhere else. It’s that location, cost and lifestyle that made the region stand out.

“We explored other opportunities, in Toronto, Detroit,” said co-founder Andy Kale, the company’s web master, who lived in the GTA for years. “And then the three of us got together and said, ‘We have fun, we work well together, let’s try it.’

“I lived in Toronto for six years. My wife and I were looking to start a family and we decided we didn’t want our kids going on the subway to school, we

didn’t want them crossing massive roads, being on buses for hours at a time.”

So, setting up shop next to the Motor City made sense.

“For a business, a big international market right on our doorstep definitely helps,” Kale said.

The self-deprecating question the Red Piston people ask on their own website: What happens when you bring the biggest eggheads into a room with the strongest creative minds? The answer: You get a project delivered on time with maximum value. And Red Piston is always growing their team of eggheads and creative minds.

But their young spirit is backed by years of experience. “When we first started making apps, most people

didn’t even know what an app was,” said co-founder Jakub Koter.

“When you have a business, you’re still going to struggle having that balance of family and business,” Ali said. “But in this region it’s made easier. My commute from Essex County is minutes. But our clientele is worldwide.”

Perhaps Andy summed up the situation best: “As long as you have the technology in front of you, as long as you have creative people, as long as you have talented people, borders don’t matter.”

**redpiston.com**  
**Youtube.com/WindsorEssex**

# Building Her Dreams

**P**assionate. Empowered. Rooted. These three words capture the essence of Windsor Mold Group Machinist Apprentice Elizabeth Moses. Born in a refugee camp in Ethiopia, Moses came to Canada, specifically to Windsor-Essex, with her Sudanese family when she was five-years-old. Some fifteen years later, Moses is a star Windsorite helping break barriers and blaze a trail for women in the skilled trades industry.

“I was taking a shop class...I had never built a robot before. I tried it and liked it – a lot!” says Moses. She was part of a local First Robotics team, and participated in regional competitions. Participating in the competition was an incredible experience that solidified her growing love for robotics and machine technology.

Moses attended the precision metal cutting pre-apprenticeship program at St. Clair College. While there, Moses met with HR reps from Windsor Mold Group and was hired as a Machinist’s apprentice.

Founded in 1972, the Windsor Mold Group of companies provides world class products & services for domestic and international customers

in the tooling and automotive plastic molding industries.

It’s a very busy shop with a lot of production, opportunity and advancement from within. There are a varied number of careers at Windsor Mold Group such as: mold design, program management, machining, mold making, and administration with careers regularly posted on: [www.windsormoldgroup.com/join-our-team](http://www.windsormoldgroup.com/join-our-team).

According to Karen Speers, the HR manager at Windsor Mold Group, “Elizabeth takes and creates opportunities like a champion. She is a young woman creating trailblazing opportunities for herself and others – and that is something to celebrate. She took note that it wasn’t common to see many women as machinists when she was choosing her career path and we are pleased she did”.

Elizabeth embodies the can-do attitude. “People always ask me, Liz, why did you choose this profession? I tell them because I believe I can. Because my teacher always told me I can do anything. Anything is possible.” That undeniable confidence helped Moses move ahead in her decision



*Elizabeth Moses is creating opportunities at Windsor Mold Group*

to become a skilled trades professional. Despite people telling her “that women didn’t belong in that profession”, Moses’ drive to shatter stigmas is inspiring.

As a mentor with Build-A-Dream, a non profit that delivers specialized programs in Ontario to attract, encourage and empower female students, to pursue careers in the skilled trades. Moses speaks at events, sits on panels, meets with students and shares her

experiences and encourages young women to have success in the skilled trades industry.

“Windsor Essex is home,” says Moses. “We love living here. It’s a great place to start a family. It’s a wonderful place to go to school, and a great place to work.”

**[windsormoldgroup.com/join-our-team/](http://windsormoldgroup.com/join-our-team/)**  
**[Youtube.com/WindsorEssex](https://www.youtube.com/WindsorEssex)**



# One of the Newer Industries Taking Off is Aircraft Repair

## The Sky’s the Limit

**A**nd Jason Fiss is happy to climb on board. The North Bay native, who now lives in Windsor with his wife and two young children, thrives on the precision his work requires at AAR, a global leader in aviation services operating in more than 100 countries worldwide.

“It’s not like a car,” said the structures technician who serves as a crew lead specializing in frames, skins and stringers that form the skeleton of the aircraft. “Airplanes fly high in the sky so the stakes are higher.”

A \$23-million, 143,000-square-foot hangar opened in 2012 at Windsor International Airport to support the industry known as MRO — for

maintenance, repair and overhaul — a perfect fit for a city bursting with automotive manufacturing. AAR took over the cavernous space in 2017, adding international power to the facility that provides TLC for planes big and small.

“We can dedicate our resources to it,” Fiss said. “We have the facility and tools that can handle a variety of different planes and different airlines. We have the skill set and talent base to turn out a great product.”

What does AAR look for in workers? “First of all, you need dedication,” Fiss said. “You need to be dedicated to what you do — and willing to learn. There are quite a lot of nuances to working on an airplane.”

Government MRO regulations, and commitment to the job, require accuracy. “When you do any kind of work on an airplane it has to be documented,” he said. “Weight and balance is a real consideration — how the airplane is going to behave when it’s in the sky. So, you

have to be accurate, you have to be precise, you have to be a detail-oriented person.”

The details matter to Fiss in life, too. When not making planes ship-shape, he makes sure his family is, partly thanks to his adopted home.

Fiss discovered a few things moving south from North Bay to Windsor-Essex. One, it’s a lot warmer. Two, the planes he works on are much bigger. And three, there are tons of activities for off-hours.

“There’s actually lots you can do around the region that’s family-oriented, whether it’s going to natural areas or provincial parks,” Fiss said. “And my kids really like seeing downtown Windsor.”

Best of all, despite sitting next to a big American city, the cost of living in Windsor-Essex is easy on the pocketbook.

“It’s an affordable place to live,” he said. “It’s great.”

**[aarcorp.com/careers/windsor-open-positions/](http://aarcorp.com/careers/windsor-open-positions/)**  
**[Youtube.com/WindsorEssex](https://www.youtube.com/WindsorEssex)**

# Saving Lives with Nanotechnology

Someday soon we'll all wear our own life-saving early-detection systems. Dr. Arezoo Emadi plans to help make that happen — at affordable prices, too.

"There are two things that will play a big role in people's lives," she said. "Wearable electronics and early detection."

The biomedical engineer is pioneering a University of Windsor program to create wearable electronics and early-detection devices. The next-generation micromachined smart sensors will work in a wide variety of fields, though in particular Dr. Emadi wants to help doctors diagnose patients.

She is director of the school's new Electrical Micro and Nano Devices and Sensors Research Centre — better known as the eMinds Centre — that uses micromachining techniques to develop revolutionary sensors small enough to wear and smart enough to detect things more accurately than ever before.

Plus, she hopes to make the smart sensors inexpensive enough that they end up helping people around the world.

"We are on the right track to have more wearable electronics," she said. "People coming to the University of Windsor in the next few years will be in a good position. As we develop the biomedical engineering program here, academics and grad students will be really well-equipped to do great research."

Born in Iran, Dr. Emadi lived and studied in Sweden, and earned her PhD from the University of Manitoba. She worked in industry for a few years in Manitoba but moved to Windsor-Essex in 2017 to help create a new biomedical engineering program — drawn by research she believes will help millions.

She almost instantly became a role model of gender equality and diversity in Windsor-Essex, though the truth is, she leads the field of micro and nano fabrication for everyone.

ECGs, heart rates, daily activity — you name it, regular folks will collect their own data, as if wearing personalized medical labs, partly thanks to Dr. Emadi. And physicians will collect the data with a simple mouse click.

"Things that will definitely pick up soon are early diagnosis tools, portable diagnosis tools and cheaper equipment," Dr. Emadi said. "A lot of cancer studies show shocking numbers of how many people are diagnosed in later stages of developing cancer. It's harder to treat those patients and is costly for the government."

What's one way to improve the odds for patients? Wearable biomedical detectors — combining fashion and function.

"For most of us, our first point of contact is with our family doctor," she said. "If they had earlier detection it would help everyone."

[uwindsor.ca/employment/](http://uwindsor.ca/employment/)  
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# Destination Automation

REKO International Group Inc. began in Windsor in 1976, built on four guiding principles that created the name: Respect and reputation. Excelling through process and innovation. Keeping promises and commitments. Operating efficiently and profitably. The principles behind the acronym for its name remain strong today, over forty years later.

Today, REKO International Group Inc. is one of the most technically diverse suppliers of factory automation in Canada. Areas of expertise include robotic factory automation solutions, precision machining of large critical parts, plastic injection and low compression acoustic tooling. Specific to automation, the team has fully integrated capabilities including concept and process development, design, and complete manufacturing and installation services.

Technological advances are a driving force in the automation industry. “That’s a key to the factory or Industry 4.0 implementation that a lot of companies are taking a hard look at,” says Mark Read, Director of the Automation Division for REKO International Group. The Industry 4.0 implementation is “taking automated systems or cells and then linking them together to create a supercell. That’s really the focus of a lot of bigger companies that have already done some automation.”

“The automation business is going through a steep change right now,” says Read, “With a lot of manufacturing coming back to North America, it’s creating a shortage of manpower and so the only way many companies can deal with that is to look to automation and automate where they can. And then move the manpower around after the automation is in place to still be able to keep up.”

REKO is a leading contender in the business of automation, so providing cost effective solutions to a variety of factory automation challenges is one of their strengths. Beyond their innovative capabilities, however, is high quality customer service. “One of the main things that we’re known for is delivering on time and delivering a quality product.

For a lot of our repeat customers, that’s the thing that they’re looking for. That reliability. They can give us a project and not have to worry about it,” says Read.

Read takes pride in his role as the Director of the Automation Division and this pride extends to his full life beyond the shop floor. Read and his wife Leah moved to Windsor-Essex just over a year ago looking for a work-life balance that suited their needs. They found their sweet spot with a home in Kingsville – a location that gives them the small-town feel they enjoy, as well as easy and convenient access to local and international airports that take them abroad on adventures for their love of skiing and scuba diving.

Read attended University in the Kitchener/Waterloo area before settling for 26 years in Guelph. When a job opportunity at REKO presented itself, there was no hesitation on Read’s part to take the job and move to Windsor-Essex. “The main attraction for me was the type of work,” says Read of his decision to work and live in Windsor-Essex. “I love working in the automation realm. There’s lots of work here and that creates a lot of stability – and that’s a good thing. REKO had an opportunity so that was the big draw, but the region itself is really nice. It’s surrounded by lakes... We love being on the shores of Lake Erie. It’s beautiful.”

As an integral part of the automation industry, Read is very aware of the special place he lives and works in. “A lot of people don’t really understand the area very well... it’s a very big growth area, and because of its background [with the auto industry], the region has a lot of technical expertise in various areas that are important to automation. I think it’s a perfect place for an automation company to be based.”

**[rekointl.com/careers/](http://rekointl.com/careers/)**  
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*Mark Read, Director of the Automation Division for REKO*





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## Entrepreneur Discovers a Reason To Smile

*Dr. Nadia Al-Aasm uses a gentle touch at Cabana Dental*

“Windsor is home,” says Dr. Nadia Al-Aasm, a dentist, mother of three and avid furniture fixer-upper. “I’m so happy that I opened my practice here in Windsor.”

Dr. Al-Aasm has been a practicing dentist for over eight years and bursts with pride when she talks about what makes her dental office and team unique.

“When I opened this office, I wanted it to be different. I had a vision. My team executes this vision as much as me. They’re just as passionate as me. We want the dental office to feel like home. Some people fear their dentist. Not here. Our office was designed to feel like home, to be comfortable. I designed it to help people feel calm,” she says.

Her passion for design has been with Dr. Al-Aasm from the beginning. Her passion for creativity that began as a child coupled with her love

of science and biology, steered Dr. Al-Aasm into dentistry. But there’s something else that is rooted in her success as a young, vibrant, dedicated mother and working professional – determination. And she looks to Windsor-Essex for this inspiration.

“The people in Windsor are hard-working,” she says, “Windsor is a place for entrepreneurs to grow. Dr. Al-Aasm was raised in Windsor and attended the University of Windsor for her undergrad. She studied dentistry at Detroit Mercy in Michigan. Although she crossed the border for school and for work at the beginning of her career, the commute was an easy one and Dr. Al-Aasm knew that she’d never leave the region. She knew her dream was to practice dentistry in her hometown.

I know a few people who have left Windsor-Essex, and they ended up coming back. I think that’s because of the community. It’s close knit and people know each other but it’s also booming at the same time.” The support from friends, family and community is remarkable,” she says.

Dr. Al-Aasm and her team are part of Windsor-Essex’s entrepreneurial boom that is calling attention to Canada’s southernmost city as the place to open a business, start a family, and put down roots that will last generations in a culturally diverse community.

Dr. Al-Aasm is a member of Windsor Women in Business and asserts that this is yet another example of support in the community – business women meeting to share their business and

life experiences. “All of our dreams and goals are connected...but at the same time we’re all in different professions and supporting each other.”

Windsor-Essex’s culturally rich fabric also hit a personal chord with Dr. Al-Aasm. “Windsor is very diverse culturally,” she says with pride. “Everyone is open and accepting. That’s another thing that’s important to our mission – we love the diversity. We’re here to serve everybody. We’re very culturally diverse both in our staff and our patients. My team and I always try to make our patients feel comfortable but also go above and beyond to break down any barriers that they may have.”

**[cabanadental.ca/](http://cabanadental.ca/)**  
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