

— SPECIAL FEATURE —

Women Who Mean Business

On March 8th, International Women's Day was celebrated around the globe—a tradition that represents over ninety years of development and success for women worldwide. In this feature, we showcase local women in the business community who have made an impact. These successful women come from many walks of life—and all of them have demonstrated a clear sense of purpose, a desire to be different, and a drive to be the best. This feature is our way of saying "congratulations!" to all the hardworking women that help make the Hamilton community such a rewarding place to work and live.



Dr. Andria Hoda

CO-OWNER
ONE WELLNESS GROUP

WHAT ADVICE WOULD YOU GIVE TO OTHER WOMEN STARTING IN BUSINESS?

Having an idea is the first step in any venture. However, an idea is just that. An idea. For any vision you need action. No step is a small one in the grand scheme of things. An email, a phone call, even seeking guidance are all things to keep your vision moving in the right direction.

I always think of the titration principle. If you keep adding drops to a solution, how do you know which drop was responsible for making the whole thing change colour? Was it all of them combined or just the last one? The answer is all of them. Every little step contributes to the bigger picture.

Remember, no growth happens in your comfort zone. Be afraid and do it anyway!

905.304.8100
491 CONCESSION ST., HAMILTON
WWW.ONEWELLNESSGROUP.CA



Allison Loureiro

DFA - TAX SERVICES SPECIALIST
THE ACCOUNTING PLACE

WHAT INSPIRES YOU AND WHY?

My mother inspires me. In the mid-1960s, with three children under the age of five, and a spouse who worked shift work, she returned to a full-time career. With the help of her family, and great expectation of us, her children, we worked together as a family to cook, clean and enjoy our family time. To this day, I believe I have a stronger bond with my siblings, along with a great work ethic, because of her and what she taught me.

905.664.1010
154 GRAYS RD., STONEY CREEK
WWW.THEACCOUNTINGPLACE.CA



Stacey Ziebarth

OWNER
STUDIO ZEE PILATES

WHAT ADVICE WOULD YOU GIVE OTHER WOMEN STARTING IN BUSINESS?

Don't hang onto bad seeds! When the time comes to start hiring staff, make a conscious effort to align yourself with like-minded individuals that lift your business up and not bring it down. As soon as you notice someone is affecting the way you or your staff perform or attempting to change what you've built or hinder your overall business vibe, let them go. You have created a business because you are passionate about what you are doing and what service or product you are providing for your clients. The people you attract to your business come because of the environment you have created. So listen to your gut and don't let thoughts like "I feel bad if I let her/him go," "she/he is my friend" or "she/he is just having a bad day" interfere with holding onto someone who is constantly bringing you and your staff down. There are lots of good people out there so don't hang onto someone because you don't think you can find a replacement. Stay true to your vision, surround yourself with like-minded individuals, and you will continue to ride the wave to success.

905.667.1045
430 YORK BLVD., HAMILTON
WWW.STUDIOZEEPILATES.COM





Jennifer Baird

**PRESIDENT, MARKETING,
REAL ESTATE & HUMAN RESOURCES
STITCH IT**

WHAT ADVICE WOULD YOU GIVE OTHER WOMEN STARTING IN BUSINESS?

Have confidence in yourself and your passion for your business. The leader is the inspiration for a company. You need to have a strong vision and be able to communicate that every day. I think leaders need to be passionate about what they do. It's that passion that keeps pushing you forward. Throughout my experience I have certainly had moments when I wondered if in my 34 years I had gained the leadership skills needed to guide Stitch it, but through each phase my family encouraged me to push on and each time I came out stronger.

There is no substitute for learning your business from the ground up. The in-store experiences taught me so much about our business. I credit much of my success to those lessons.

905.335.0922
WWW.STITCHIT.CO



Julie Van Ruyven

**EXECUTIVE ASSISTANT / OFFICE MANAGER
BUSINESS LINK MEDIA GROUP**

WHAT'S YOUR SECRET TO SUCCESS?

Be yourself. I tell my daughter this all the time. Just be you. Don't let others dictate your path. Make decisions based on your beliefs, not what you think others want. Do this and you'll be happier in both your work and personal life. Stay positive. The stressors of work and everyday life can sometimes get you down. Find the time to breathe and tell yourself everything will work out. Some days it's difficult. Try and find the good in what you're working on. There's always something good. Always. Try everything. The feeling of fear sucks. Tackle it head on. Take the bull by the horns!

When I get that butterfly feeling in my gut, I know I'm about to do something that matters to me. More often than not, it will benefit others too. Don't be afraid to fail. Failure happens. Mistakes happen. You'll feel defeated but again—stay positive! Try again, learn from your mistakes and turn that feeling of defeat into knowledge. We all have the ability to learn. Knowledge is power. Life is a forever lesson. Be a great student. Smile. It's contagious! And last but not least, take the advice my dad always gave me and my sisters growing up. Work hard.

905.646.9366
JULIEV@BUSINESSLINKMEDIA.COM
WWW.BUSINESSLINKMEDIA.COM



**BUSINESS LINK
MEDIA GROUP**



Lancaster, Brooks & Welch LLP
Niagara's Lawyers Since 1882

905.641.1551 www.lbwlawyers.com

Lancaster, Brooks & Welch LLP Pays Tribute To Women Who Mean Business

