

# Perspective™

London | 2020

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+ Dundas Place London's first flex  
street. Transforming downtown



+ New investments advancing  
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## A MESSAGE FROM THE MAYOR



Welcome to London – a city made rich by its innovation and diversity. The stories you’ll find here are stories about just some of the people and businesses that make London a great place to live, work and play.

We are not a single industry city. Rather, we’re a community of 14,000 employers. We take great pride in our diverse business community, offering a well-balanced economy that embraces strengths across many industries – manufacturing, food and beverage processing, healthcare, professional services and digital creative services.

Ours is a community in which entrepreneurs can thrive and businesses can easily access development and training, mentorship, funding and space, and incubation to accelerate faster in our nationally recognized test market.

With more than 470 parks and open spaces, and more than 330 km of walking and biking

trails, London is known as the Forest City. Our community offers a unique blend of small-town charm with big city appeal – something that has attracted global companies, investments and talents.

But London is about more than just work. Arts, recreation and culture are key to our thriving community. In fact, our downtown is in the middle of an exciting transformation with the early phases of Dundas Place, our first flex street, marking the beginning of what will be a game changer in the core of our city. Completed in late 2019, it’s a perfect destination for Londoners attending events, enjoying live music, tasting new foods or just plain fun.

I invite you to learn more about the exciting things happening here in London. I am confident you’ll love what London has to offer.

*Ed Holder  
Mayor of London*

### ABOUT THE COVER



Running technology company Race Roster began its journey in London, accelerated its suite of products and has been acquired by athletic industry giant ASICS Corporation.

### Perspective™

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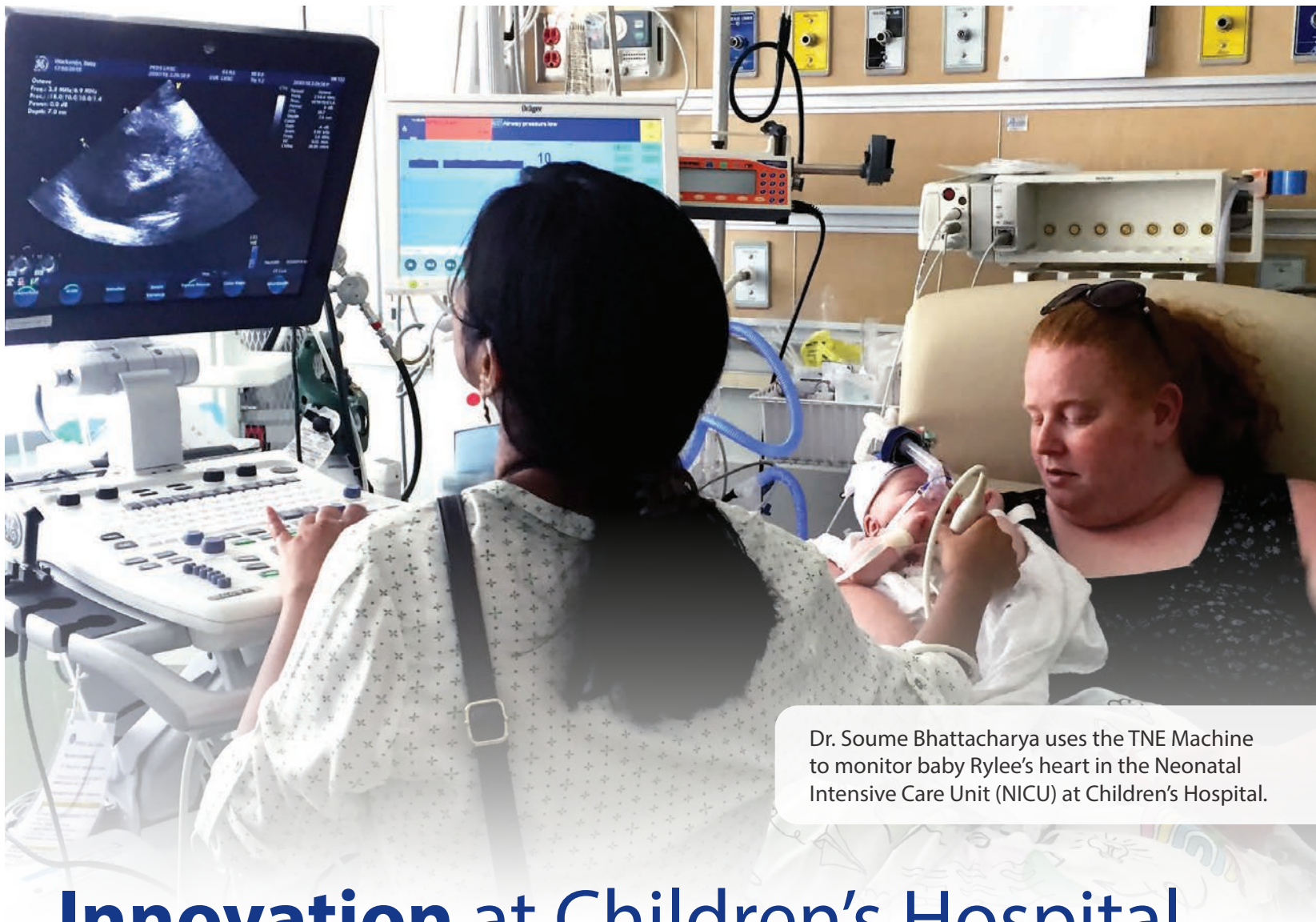
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Dr. Soume Bhattacharya uses the TNE Machine to monitor baby Rylee's heart in the Neonatal Intensive Care Unit (NICU) at Children's Hospital.

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Donate today at [childhealth.ca](https://childhealth.ca)

## People are Happier In Shared Office & Coworking Spaces

Satellite Offices, Hotdesking, Shared Retail, Private Office Suites and Incubators are on the rise in London Ontario.

Anytime a large company relocates or expands to a municipality like London, Ontario, there is a natural demand for workspace as smaller and mid-sized businesses relocate or start-up to supply a sector of the industry.

London is an excellent example of this as some of Canada's and multi-national companies have moved or expanded to the greater London area. Suppliers, distribution hubs and manufacturers big and small are moving to London.

But there is so much more going on in London. The large companies such as Dr. Oetker, 3M, Labatt's and General Dynamic have had outstanding track records in London, the hidden gem of the city is world-renowned education systems from Western University and Fanshawe College

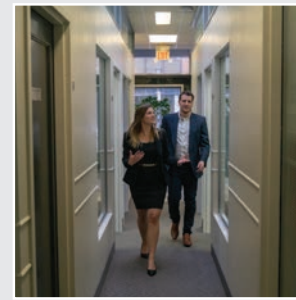
A recent survey by Clutch, a leading Washington based ratings and

reviews platform, discovered that 77% of Employees Are Happy in Their Coworking Space\*. They state Coworking spaces provide many benefits, and perks traditional office spaces don't, including snacks and meals, networking events, and increased flexibility.

The start-ups, entrepreneurs and satellite offices are growing at a record pace in London. The city is supercharged for innovation. The collaboration of a talented, highly inspirational community paired with a culture of inclusion is what makes London's shared office space model of success.

So please take some time and review 7 of the top shared and coworking spaces in London, Ontario.

\* Full article and link to the Clutch Report can be found here – [www.perspective.ca/BestSharedOfficeSpaceRentLondon](http://www.perspective.ca/BestSharedOfficeSpaceRentLondon)



### THE EXECUTIVE CENTRE

Meeting, boardroom and office space rental in Downtown London. Fully furnished monthly offices, professional reception and reception services, hourly and daily office space, virtual office, mailing address, meeting rooms and boardroom rentals. Full service office support services to enhance your business. For over 30 years The Executive Centre has been providing office space to the business community looking to locate in the heart of London.

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# 3



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(226) 271-1954 | [cowork@wrkhub.ca](mailto:cowork@wrkhub.ca) | [www.wrkhub.ca](http://www.wrkhub.ca)

# 4



### THE ATRIUM

Office and meeting space for the way you work. Eliminate distractions, connect with a motivated community and grow your business in our sun soaked, plant filled workspace. Where you work shouldn't isolate you. Working from your home or a coffee shop isn't working well. And signing a lease on an office space isn't affordable or flexible either. The Atrium is here to tell you those aren't your only options. Whether you want to run a workshop, yoga classes, or a board meeting, the 480 sq. ft. conference room can handle it. And you can book online right now. A studio for all content creators. If you've been thinking about creating a podcast or starting a YouTube channel, this is your chance to dive in without paying out the nose for equipment you're not even sure is what you actually need.

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[admin@workattheatrium.com](mailto:admin@workattheatrium.com) | [www.WorkAtTheAtrium.com](http://www.WorkAtTheAtrium.com)

# 5

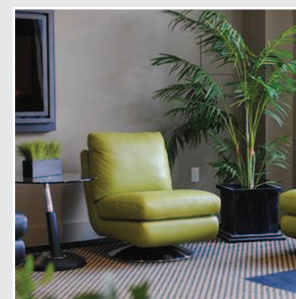


### REGUS

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# 6



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# 7



### THE GROVE

The Grove at Western Fair District – based in London, Ontario – is an Agri-Business hub that will help develop the next generation of Canadian Agri-business entrepreneurs. More than just physical space, The Grove will bring together agri-food businesses, producers, educators, entrepreneurs and other thought leaders in making this vision a reality. Repurposed buildings will be used in a variety of ways, including food production, growing, retail, education and business services.

**The Grove**  
900 King Street, London ON  
519-438-7203 or 1-800-619-4629  
[thegrove@westernfairdistrict.com](mailto:thegrove@westernfairdistrict.com)  
[www.thegrovewfd.com](http://www.thegrovewfd.com)

# 1



### BAKERS DOZEN

The Baker's Dozen (aka B13) is a community-focused art and small business incubator. Home to several independent shops and artisan studios, we will soon offer communal desk space. The early months of 2020 have marked a transition period for B13 of exciting upgrades and improvements. We are in the process of transforming our physical space to add the infrastructure needed for a coworking program, which we will be implementing starting in the spring. Our co-working and hot desking space will be perfect for professionals, students, and entrepreneurs alike; anyone who would like a flexible, accessible work space for an affordable membership price. In addition to plenty of desk space and other amenities, members will enjoy dynamic networking and collaboration opportunities in this hub for local community and connectivity.

**Bakers Dozen**  
613 Dundas St, London, Ontario  
[thebakersdozen613@gmail.com](mailto:thebakersdozen613@gmail.com) | [b13.space](http://b13.space)

# 2

# Transformational Learning

By Nicole Laidler

**M**elanie-Anne Atkins calls her time at Western Continuing Studies “one of the most transformative experiences I’ve had in all my years of schooling.” That’s high praise from Atkins, who holds a Ph.D., Educational Psychology and who works as the Doctor of Education Manager at Western University.

Last summer, Atkins returned to the classroom to complete an accelerated certificate in Leading Through Conflict at Western Continuing Studies. “The idea of leading through conflict rather than trying to avoid it intrigued me,” she says. “It made a lot of sense, and I wanted to learn how to do it.”

Atkins had read widely about negotiation and mediation, but found the focus on winners and losers at odds with her background in equity and social justice.

“I believe when two people come together, we can both get what we want,” she notes. “But I didn’t have the language for that mindset - until I took this program.”

The three-course accelerated certificate left Atkins with new leadership skills that have had a positive impact on both her professional and personal interactions. Here are her top three takeaways:

## **It’s OK to bring emotions into the workplace.**

As part of the program, Atkins learned the ORID (Objectives, Reflective, Interpretive, and Decisional) Method of structuring a difficult conversation. She says it has changed the way she approaches managing her team.

“When there is a problem to solve, managers traditionally ask people to bring their ideas to the table. We skip right to the decision point - ignoring the first three steps that need to happen,” explains Atkins.

With ORID, participants first uncover their mutual interests and are then given space to express their emotional reactions.

“When you allow people to talk about their reactions to whatever is happening, you are much more likely to be able to proceed in a logical manner,” Atkins says.

## **It’s essential to treat everyone with dignity.**

With her passion for equity and social justice, the program’s emphasis on respecting the essential human dignity of every person resonated with Atkins.

“Our instructor continually challenged us to think about how we were upholding those elements of dignity, even when conversations become heated,” she says.



## **State your opinion with confidence.**

Women are often socialized to state their opinion in the form of a question, notes Atkins, who says it’s a trait she recognized in herself as a leader.

“Now when I find myself doing this, I catch it immediately. I’ll rephrase it and say: this is what I think we should do.”

## **An approach to learning that works for a busy schedule.**

Atkins says Western Continuing Studies’ accelerated

certificate made it easy to fit learning into her busy work schedule. “I could plan well in advance, block off time from work, and fully devote myself to the program,” she says.

“Western Continuing Studies gives you the opportunity to check your professional knowledge against current trends, or to brainstorm new approaches to issues that may seem intractable,” she continues. “It’s wonderful to have expertise in a specialized field, but continuous learning helps you grow.”



# SOUTHERN ONTARIO AIRPORT NETWORK

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# BUILDING ONTARIO

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# London's New Flex Street brings Excitement to Downtown

A \$16-million project has transformed a section of London's Dundas Street — its central downtown east-west business corridor — to a vibrant and creative streetscape that celebrates London's relationship with the Thames River and will bring public gatherings to the downtown.

Dundas Place — a four-block stretch from Ridout Street to Wellington Street — is the city's first flex street. The design encourages lower speeds, and includes extra-wide sidewalks without curbs, mid-block pedestrian crossovers, unique streetscape elements, and special lighting features.

"A flex street is a seamless space that allows for more pedestrian priority and for the area to be closed off for events. It really creates park space out of a road," said Britt O'Hagan, manager of city building and design.

"The primary goal is to make Dundas the most exciting street in London by creating a really vibrant pedestrian and public space, along with a rich retail and restaurant environment."

Street elements, including bollards, furniture and planters, can be moved to create a wide plaza for events. All underground infrastructure, including water and sewer lines, utility and telecommunications cables — some elements as much as 150 years old — were replaced.

"This is a complete rebuild from bottom to top. We dug up a main street and put it back together in a way no one thought you could," said Jim Yanchula, the city's manager of downtown projects and business relations.

"Dundas Place is our Yonge Street, so we took the opportunity to combine an upgrade of infrastructure with the need to revitalize our downtown's image and transform its function. We repeatedly heard in our consultations that the downtown will be transformed when Dundas is transformed."

The street links riverside parks with major destinations, including Budweiser Gardens, the central branch of the London Public Library, Covent Garden Market and Fanshawe College's downtown campus.

The vision for Dundas Place comes out of Our Move Forward, London's 2015 downtown plan that called for 10 transformational projects. Others include a rethinking of the Fork of the Thames, a city gateway and a pedestrian river crossing.

Dundas Place features "a beautiful, flat floor," says Yanchula, that is overlaid with more than 700,000 interlocking brick pavers. The design includes a wave pattern representing the Thames River. The curb-less design will benefit everyone from delivery couriers with heavy dollies to parents pushing strollers, to those using mobility devices. People with visual impairments are guided by textured pavers.

Market Lane, which connects Covent Garden Market to Dundas Street, has been given a paving makeover and a canopy of programmable lights has been extended over Dundas Place to create a seamless connection.

Construction took two years and was completed in December. Street furniture installation will be finished in the spring.

Dundas Place has been managed under an agreement with the London Downtown Business Association that is now under renewal, said Scott Stafford, managing director of parks and recreation.

Events are lining up for 2020 and will include street festivals, neighbourhood parties, holiday celebrations, street hockey tournaments, concerts, and sidewalk and tent sales.

"It's not enough to create a great space and leave it to chance," said O'Hagan. "It's important to be deliberate in activating and bringing people to the space. We are looking forward to the summer season to really see it come alive."

Dundas Place has already held a viewing party during the Toronto Raptors playoff run and events surrounding the Junos, when London was the host city in 2019.

"We are building a playbook to speed up approval processes for events and we will be working to take advantage of last-minute and spur-of-the-moment opportunities," said Stafford.

"We've heard from many long-term residents and businesspeople who are very pleased and proud of this space."



## Create Your Dream Life in London

Your next career is a Click Away using LEDC's job portal.

When you think about your time before, during and after work, you like many are most likely, stuck in traffic jams, on a crowded transit commute and generally rushing around trying to make life work. If this sounds familiar, chances are you do not live in London, Ontario.

It may be time to look at a new outlook on life, which can include a new job, comfortable quality of life and some affordable housing where you may be able to get the home you have always wanted.

London is a great city and its getting better. With amenities such as parks, hike and bike trails, sports fields, swimming pools, arenas and golf courses which seem like at every corner, it may be time to look at London.

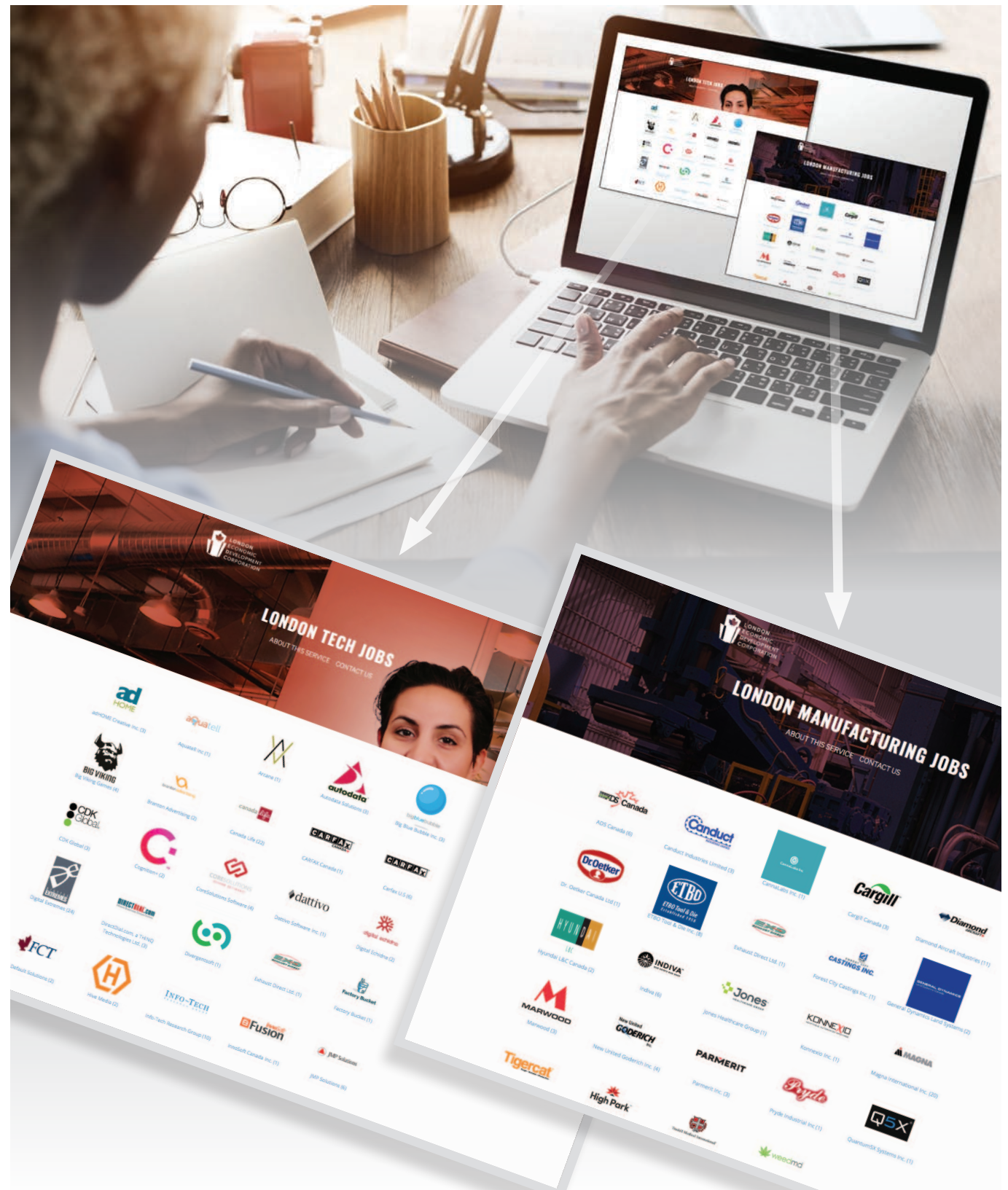
You may love to visit the vibrant community of London, but to stay will take some convincing. Let's start with the job market in London.

With fantastic proximity to one of Canada's major employment corridors coupled with future planned commercial business, business parks and the incredibly small - medium-sized business boom coming out of incubators and Start-up Lab's firms are on a hiring spree.

This is where the LEDC's sector job web portals can help. Check out two of the most active sectors in London who are hiring. The manufacturing industry is advancing every month with multi-nationals and homegrown London firms looking to hire. The other vital sector is technology.

There are over 150 tech jobs currently listed on the LEDC's website [www.ledctechjobs.ca](http://www.ledctechjobs.ca)

If you want to expand or relocate your business, please connect with LEDC at [www.ledc.com/talent](http://www.ledc.com/talent) for more info.





The Research Institute of  
London Health Sciences Centre and  
St. Joseph's Health Care London.

# HEALTHIER LIVES START WITH REMARKABLE IDEAS.

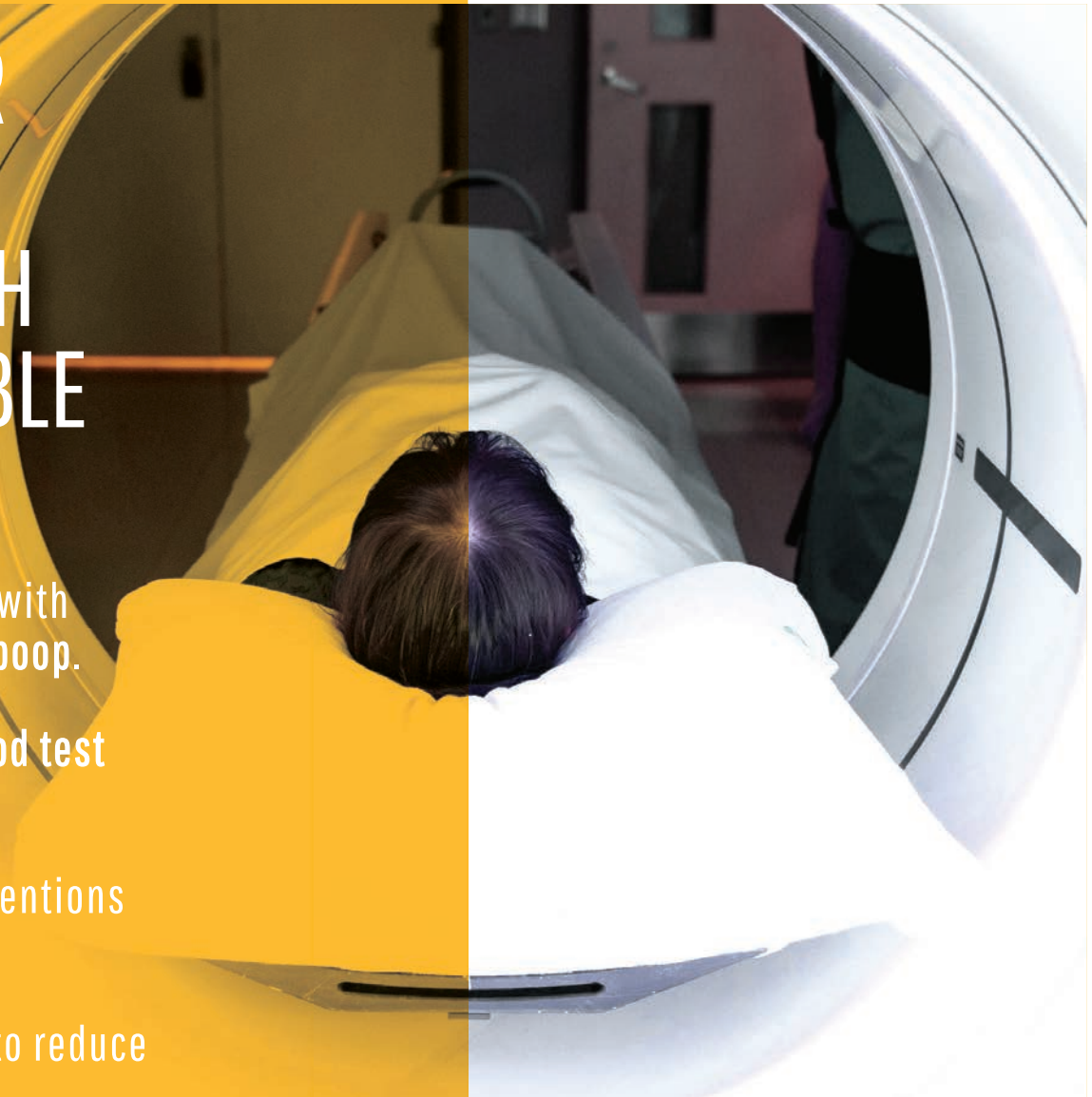
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HIV transmission.

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of prostate cancer.



[lawsonresearch.ca](http://lawsonresearch.ca)

## Partnerships ensure London remains a leader in diagnostic imaging research and patient care

London Health Sciences Centre, St. Joseph's Health Care London, and Western University recently announced two important partnerships which will continue to build on the established excellence in medical imaging in London.

In March 2019, a unique partnership with Canon Medical Systems was formed, that will advance patient care, research and teaching in Southwestern Ontario. This investment includes a \$4.5 million dedicated research CT, Angio suite and portable ultrasound machine to be used for medical imaging research. London will also become home to the world's largest installation of the most advanced CT platform from Canon Medical.

The partnership with Canon also provides the opportunity to establish a training academy and a Canon Medical National Centre of Excellence in London. As new advanced CT protocols are developed and validated here, hands-on training will be provided for medical imaging teams from across the province, the country and the world.

A second announcement in December, with Siemens Healthineers, in magnetic resonance imaging (MRI), interventional angiography, cardiology and cardiac surgery will create a centre of excellence in advanced diagnostic imaging and therapeutics in southwestern Ontario.

The centre of excellence will provide hands-on training in MRI, diagnostic, and

interventional catheter procedures through development of advanced simulation and phantom models. Medical learners and radiologists, cardiologists, cardiac surgeons, neurologists, neurosurgeons, and technologists in London and from across Canada will be able to access this centre to improve their diagnostic and therapeutic skills, which will in turn improve patient access to skilled clinicians.

As well, LHSC and St. Joseph's are acquiring six clinical MRIs and six angiogram suites to be used for patient care, which will include the introduction of the first 3T MRI in the region. University Hospital will acquire a 3T/1.5T pair of MRIs, and two biplane angiogram suites. Victoria Hospital will acquire a 3T/1.5T pair of MRIs, a biplane and two single plane angiogram suites. St. Joseph's will acquire a 3T/1.5T pair of MRIs, and a single plane angiogram suite.

"These partnerships represent another important building block in the incredible foundation of imaging excellence that we have in London," says Dr. Narinder

Paul, Chair/Chief of the Department of Medical Imaging at LHSC, St. Joseph's, and Schulich Medicine & Dentistry. "Not only will we become leaders in state-of-the-art imaging and intervention through the centre of excellence, but thanks to the research contributions from Canon Medical Systems and Siemens Healthineers, we will also have dedicated funds for critical research that will translate to improved services and outcomes for patients in London and the region."



*A special celebration was held at Victoria Hospital to open the first of five new state-of-the-art Computed Tomography (CT) suites to be installed at London Health Sciences Centre*



*Caring for You.*

*Innovating for the World.®*

London Health Sciences Centre (LHSC) provides compassionate, high-quality care to patients and their families while improving the lives of people everywhere. With a distinguished legacy of pioneering medical innovations for 145 years, LHSC has achieved more than 75 medical firsts and breakthroughs in Canada, North America, and the world.

**Saving lives and changing lives; we are here to help when you need us most.**



London Health Sciences Foundation

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Dr. Bekim Sadikovic, Division Head, Molecular Diagnostics Division, Pathology and Laboratory Medicine and Dr. Mike Kadour, Director of the Department of Pathology and Laboratory Medicine

**lhsf.ca**

## London Based Businesses Look to Scale Up

Young and mid-career professionals are relocating for a new career to affordable London

London is a beautiful, welcoming city of more than 530,000 people that is home to many growing companies with global reach, while offering its workforce both an unparalleled quality of life and enviable affordability.

London is a regional centre of healthcare and educational excellence, combines big-city amenities with a small-town feel, and offers everything employers need to attract and retain talent.

“London has long recognized that talent is a key determinant to organizations coming to a community, thriving in a community and staying in a community,” said Robert Collins, director of workforce development at the London Economic Development Corporation.

“Talent is critical to economic development success and the London Economic Development Corporation was one of the first economic development agencies in Canada with a focus on talent.”

The agency has developed a range of resources and initiatives to promote London, recruit young and mid-career professionals, and engage employers in the reskilling of mature and experienced staff.

“Many companies are very good at telling their story to customers but not to prospective talent. Like most mid-sized Canadian cities, talent from overseas is most aware of Toronto, Montreal and Vancouver, when, in fact, the greatest opportunities are in mid-sized markets.”

LEDC has built strong collaborations with London’s educational institutions,



community services agencies and local employers, says Collins.

“Many of our employers, as in many communities, are small- and medium-enterprises that either don’t have dedicated human resources staff or the staff they have are doing multiple functions. Talent attraction and retention is rarely a complete focus, so we help our industry partners find, support and develop talent, and reach into new markets to be more inclusive.”

LEDC hosts a number of sector-specific online job sites, along with two mega job fairs each year during which more than 2,500 job seekers meet with more than 100 employers in a five-hour event.

LEDC has also been designated by the Government of Canada as a Category A partner of the Global Talent Stream, which refers innovative companies to the unique and specialized talent needed to scale-up and grow.

London is home to the world class Western University and its affiliates: Brescia University College, Huron University College, King’s University College, and the Ivey School of Business, along with Fanshawe College, Collège Boréal and a variety of private career colleges.

Western is a global leader in clinical trials, and the city is home to a number of

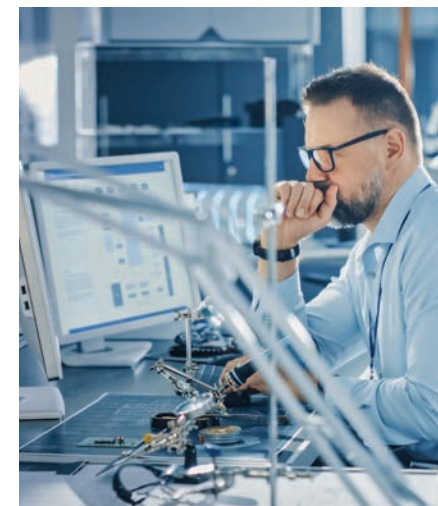
companies, research institutes, and hospitals that are conducting and administering clinical trials around the world, including Stiris Research Inc., KGK Science Inc., Lawson Health Research Institute, Roberts Research, London Health Sciences and St. Joseph’s Health Care London. Western offers a comprehensive continuing education program, which includes a certificate in clinical trials.

Fanshawe is renowned for its Corporate Training Solutions that specializes in industry-focused customized training and development that builds organizational capacity and leads to increased employee fulfillment, productivity, engagement and retention.

CTS also provides custom services such as data management, e-learning, HR consulting services, leadership development, event planning, and research and market analysis, and partners with the LEDC on workshops for small and medium-sized enterprises.

Some exciting recent initiatives include:

- A partnership between Northern Commerce and Fanshawe College to pioneer a new eight-week course on Shopify web development in which students will build customized online storefronts for partners using Shopify’s e-commerce platform;



- A provincial government investment of nearly \$1 million in four London area pre-apprenticeship projects that are expected to prepare more than 100 locals for jobs in construction, brick and stone masonry, and culinary trades;
- Fanshawe College’s Centre for Research and Innovation new cannabis research licence will power research into innovative food and beverage products, while reducing cannabis waste.

ST. JOSEPH'S PROVIDES EXCEPTIONAL CARE, EARNING  
THE COMPLETE CONFIDENCE OF THOSE WE SERVE.

# COMPASSION MATTERS HERE.



**Jennifer Daigneault**  
Personal Support Worker  
Mount Hope Centre  
for Long Term Care

## New Breast Cancer Surgery Approach Improves Everything

**St. Joseph's Health Care London's surgical oncologist Dr. Muriel Brackstone, Medical Director of St. Joseph's Breast Care Program, is leading a shift across Canada to new breast surgery techniques that are dramatically changing the outcome and quality of life for women diagnosed with breast cancer.**

About 80 per cent of women with breast cancer undergo a lumpectomy - surgery in which the tumor and some surrounding tissue is removed. While much less drastic than a mastectomy, the complete removal of a breast, a large lumpectomy often leaves women with a distorted breast.

An innovative approach in breast surgery, called oncoplastic surgery, combines the latest plastic surgery techniques with breast surgical oncology. When a large lumpectomy is required, the remaining tissue is sculpted and molded to restore natural appearance. The technique includes a breast lift and reduction. The opposite breast may also be modified to create symmetry.

"What's exciting is we can now perform surgery in a way that can not only reduce the risk of the cancer returning, but also drastically improves the cosmetic outcome," says Dr. Brackstone. "Women are delighted. They look cosmetically better after their cancer operation than they did before, and their cancer is gone."

Dr. Brackstone is co-founder of the Oncoplastic Partnership Workshop, Canada's first hands-on oncoplastic surgery course for practicing surgeons across the country. She is also Director of Western University's Oncoplastic Breast Surgery Fellowship, one of two such fellowships in Canada that trains new surgeons in this technique.

Oncoplastic surgery is a new way of thinking for breast surgeons, says Dr. Brackstone. "As a surgeon you're thinking within the context of the cancer and in three dimensions with the final cosmetic view in mind."

Stephanie Wilds was 45 when diagnosed with invasive breast cancer in both breasts. In the past, she would have undergone a double mastectomy but Dr. Brackstone was able to remove the cancer and save her breasts with oncoplastic surgery.

"I was blown away when I learned that I didn't have to lose my breasts," said the mom of two young girls who is now cancer free. "I look better than I did before. They are beautiful, they are perfect."

*"Stephanie is a great example of how we can look past the boundaries of our specialties as surgeons and work together to redesign what we do and how we do it. Along with good outcomes in survivorship, the new technique helps restore femininity and a sense of wholeness."*

**Dr. Muriel Brackstone,**  
Medical Director of the  
Breast Care Program at  
St. Joseph's Hospital



**LEARN MORE.**  
[sjhc.london.on.ca](http://sjhc.london.on.ca)

**ST. JOSEPH'S HEALTH CARE LONDON IS:**

St. Joseph's Hospital | Parkwood Institute | Mount Hope Centre for Long Term Care | Southwest Centre for Forensic Mental Health Care | Teams, clinics and programs in our community and beyond.



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Western  Continuing Studies





# LEAVING A LEGACY BEHIND

Measuring the impact  
of local sporting events.

**With world-class venues and facilities, an engaged community of volunteers, and organizational expertise, London has become a sporting events hub, attracting major international events and helping local events get off the ground.**

London's success in attracting such an impressive roster of sporting events has been made possible in part from organizations like **Sports Tourism London**, which helps organizers with everything from venue coordinator and logistics, to securing accommodations, marketing, food services, and volunteer recruitment. Before those services kick in, it all starts with a bid to attract the event to London. The **London Economic Development Corporation (LEDC)** supports **Tourism London's** bids, providing content and letters of support that highlight all London has to offer.

*The sport tourism industry in Canada represents \$5.2 billion in annual spending by domestic and international visitors, making it one of the fastest growing segments of the tourism industry.*

## The Impact of Sporting Events

There is a clear financial impact these sporting events generate in our local economy – from the money spent on accommodations, food, transportation, and activities, not only for the athletes but the coaches, managers, family and friends.

Along with the obvious economic gains, sport tourism often generates social benefits and civic pride to the community, often leaving lasting legacies – for example:

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**Canada's National Para Hockey Team** came to London in 2018 for the Canadian Tire Para Hockey Cup, hosted at the Western Fair Sports Centre. As one of only a few ice facilities in the world with two accessible rinks, the legacy funds from the Cup allowed the facility to make more accessible infrastructure improvements, including automatic doors, plastic ice installation to use in the change room so players could go right onto the ice, and Plexiglas in the sitting area so players could watch the game safely

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During the **ISU World Figure Skating Championship** in 2013, over 21,000 fans gathered outside of Budweiser Gardens during the event to participate in free activities featured in the fan marketplace. Called **Light Up London**, this show highlighted the city's unique heritage and special bond with the sport of figure skating in a spectacular sound and light video production shown nightly. The event also resulted in a four-year legacy investment plan that injected over \$4 million dollars into skating development in Ontario and across Canada

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This kind of impact lasts far beyond the event dates and has left London with new infrastructure, improved venues, and civic pride.



Discover the London Advantages: [www.ledc.com](http://www.ledc.com)

A portrait of Dr. John Yoo, a middle-aged man with grey hair, wearing glasses, a dark suit, a light blue shirt, and a patterned tie. He is looking directly at the camera with a slight smile. The background is a blurred office setting.

# Pioneering surgeon. Respected leader.

Inspiring and collaborative leader, renowned surgeon and award-winning professor, Dr. John Yoo has been appointed Dean of the Schulich School of Medicine & Dentistry at Western University, beginning May 1, 2020.

Dr. Yoo has an international reputation as a pioneering surgeon and an exemplary academic and clinical leader. He has served for more than 12 years as Chair/Chief of two departments, and is playing a leading role in national and international surgical societies.

Dr. Yoo's dedication to world-class teaching, research, and patient care will inspire the next generation of health care professionals, researchers and policy-makers. He will be a catalyst in building partnerships to maximize Schulich Medicine & Dentistry's potential as one of Canada's pre-eminent medical and dental schools.

To learn more about Dr. Yoo and Schulich Medicine & Dentistry, please visit: [westernu.ca](http://westernu.ca)



# London Start-up Acquired for \$28 Million

Running technology company Race Roster began its journey in London, accelerated its suite of products and services thanks to local talent and resources, and has now crossed the finish line to acquisition by athletic industry giant ASICS Corporation.



A group of five high-school friends founded Race Roster in 2012 after organizing a 10K race and finding the running industry was in dire need of better technology. Since then, Race Roster has partnered with more than 5,000 organizers to grow, manage and execute events through a suite of tools to handle marketing and promotion, fundraising, registration, timing and data tracking, event and revenue management, customer service and communication.

Race Roster handles everything from 1K kids runs to ultramarathons and events ranging in size from 50 to 50,000 participants. The platform is also used for cycling, duathlon, triathlon, ultra-running, walking, and swimming events. It's used all across Canada, and the U.S. and has recently expanded into Australia and the U.K.

Race Roster's 429 per cent growth between 2015 and 2018 earned it a ranking of No. 256 on Deloitte's 2019 Fast 500 among the fastest-growing North American technology companies, and No. 40 on its Fast 50 list of the fastest-growing Canadian technology companies.

Japan-based ASICS acquired Race Roster in a US\$28 million deal in October 2019 and has formed a new Canadian subsidiary, Race Roster North America. The company anticipates over the next three years that it will add about 30 positions to Race Roster's current complement of close to 80 employees.

"It's a big deal for our business, a big deal for London and a big deal for all of

our employees. Everyone is very excited," company founder and CEO Alex Vander Hoeven told The Londoner.

Vander Hoeven cited the talent coming out of Western University and Fanshawe College, along with government programs that support technology businesses among the advantages London offers his company.

He stressed that Race Roster will be staying put, to grow in its hometown, where it started in a tiny office above a downtown pizza parlour. It's now located in new 15,000-square-foot digs in a historic building at 186 York Street across from London's Via Rail station.

"We're firmly committed to London, Ontario, where we started, and actually to show that commitment, we're moving into a bigger space in London, where we're going to put RACE ROSTER up in big letters right across from the train station," Vander Hoeven, told iRun.ca just a day after the deal was announced.

"This means Race Roster will hire more employees and bring in more talent to London, Ontario—where we started and where we're going to grow well beyond geographic boundaries."



Race Roster Management Form Left to Right: Robbie Wilder, CTO, Chantelle Wilder, COO, Alex Vander Hoeven, CEO (seated), Brandon Laan, VP, Sales, Chan Yin, VP, Product, Bob Pluss, CAO



## Diverse perspectives make a world of difference.

Passionate people from varied backgrounds, with multi-faceted capabilities and perspectives. KPMG works with some of London's leading enterprises, family businesses, major public sector entities and not-for-profits. We help make a world of difference for our clients, our community and our people.

Learn more about how we can help you – your business or your career.

**Ian Jeffreys**  
Office Managing Partner  
T: 519-672-4880

**Let's do this.**



**PROTEUS**  
INNOVATION COMPETITION

# The final stage of the competition.

## 6 pitches | 3 Winners

Proteus challenges individuals and teams to create viable commercialization strategies for technologies developed at top research institutions, for the chance to win one of three **\$5,000** cash prizes.

### **Proteus Innovation Competition - Pitch Finale**

Thursday, March 26, 2020 | 4:00 p.m. - 7:30 p.m.  
Windermere Manor, 200 Collip Circle, London, ON  
[proteusic.com/finale](http://proteusic.com/finale)



## How London Keeps Attracting Tech Firms

The Southwestern Ontario municipality “ticks all the boxes.” With Great Talent, Amazing Work Spaces & a Great Quality of Life.

In a recent report prepared by CBRE one of Canada’s largest firms specializing in commercial real estate, found London Ontario scored a 40% increase in technology jobs during 5 years.

The powerhouse commercial real estate company should know. Their mandate is to conduct research across Canada leveraging industry knowledge to meet the needs of their commercial real estate clients not only in Canada but globally.

When their technology based clients are looking to seize competitive advantages and exceed goals through industry-leading real estate strategies the research conducted by CBRE is crucial to business.

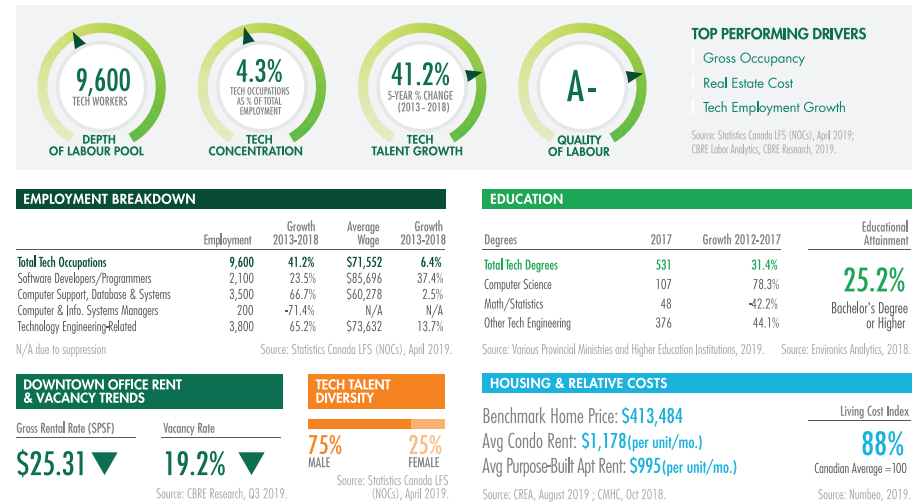
Key findings included some Big Opportunity Outside Big Cities and London Ontario was on that list. Proof is when Carfax Canada who provides automobile history reports decided to reinvest in London and expand the former Kellogg plant in London. Carfax empowers millions of Canadians with insights to make better decisions about vehicles. The company began in London in 2000 and has seen steady growth as the way people access information has evolved. “Our team is

looking forward to moving into a new and exciting space that matches our innovative spirit and culture,” says Mark Rousseau, President and GM of CARFAX Canada. “Staying in London was important to us because of the access to remarkable talent.”

The CBRE analysis entitled “Scoring Canadian Tech Talent” is a comprehensive report of labour market conditions, cost and quality for highly-skilled tech workers. This study also provides insight into the quality of tech talent and how their growth patterns are impacting cities and real estate markets across Canada.

Office rents, while rising well above historical market averages in gateway markets due to increased tech demand, account for a much smaller share of a firm’s expenses. In Canada, small capitalization tech firms reported real estate costs on average at 4.8% of their total annual expenses according to another recent study by CBRE Research. Tech firms instead place a higher value on space finding in specific desirable submarkets or nodes where talent is ample and there is the presence of a tech ecosystem.

Combining wage and real estate costs provides insight into what a tech company might pay to operate in a specific city. London placed third overall as the most affordable costs to operate.



Scoring Canadian Tech Talent is a comprehensive analysis of labour market conditions, cost and quality for highly-skilled tech workers. 20 Canadian cities were ranked according to their competitive advantages and appeal to tech-talent workers and tech employers. This study also provides insight into the quality of tech talent and how their growth patterns are impacting cities and real estate markets across Canada.

Bay Street  
Toronto, ON  
Average gross rent: **\$77.96** p.s.f.

King Street West (Downtown Kitchener)  
Waterloo Region, ON  
Average gross rent: **\$31.56** p.s.f.



# Tax, Audit and Advisory services available for any sector of industry

London's KPMG office is brimming with exciting, smart professionals who are all client focused. Just ask Ian Jeffreys, the newly appointed Office Managing Partner. "We apply in-depth practical industry knowledge with technical accounting, tax and business advice to help clients meet challenges and respond to opportunities," says Jeffreys.

From start-up companies, owner managed businesses to multi-national public enterprises, KPMG can efficiently and effectively respond to clients' complex business challenges locally, across Canada and around the world.

KPMG has deep roots in London, established and operating for over 95 years, providing auditing, taxation and advisory services. With over 70

professionals and support staff based out of the London office, KPMG has the resources, knowledge, and diversity of skills to provide any organization with service continuity, best practices and innovative solutions that can help build value in your business. Serving clients situated in the Greater London Region – from Sarnia to Woodstock, KPMG's local strength is complemented by regional, national and international advisors with subject matter expertise in a wide range of business topics.

There is a misconception that KPMG works only with large public companies and institutions when in fact a large number of the professionals in the London office work with private companies, entrepreneurs, family businesses and fast

growing companies. For many years KPMG has been working with local entrepreneurs, expanding knowledge and developing business solutions tailored to the changing market conditions. KPMG advisors take the time to understand what's important to an owner or operator. It's a local touch with a global reach.

Considering relocating to London? Have you considered a career at KPMG? With over 9 practice areas and hundreds of clients, your career options at KPMG in London are unlimited. With a wide variety of interesting clients tackling unique business problems, no day at KPMG is ever the same. You can look forward to a variety of work that will continue to challenge and stimulate you mentally.



"A great firm begins with great people," says Mr. Jeffreys. "We're proud that our culture of excellence has helped KPMG be recognized as a top employer for twelve consecutive years."

Please visit [www.kpmg.ca](http://www.kpmg.ca) to learn more about the firm and the many career opportunities.



"Vegan With a Vision: I started Nuts For Cheese™ with a simple goal: use the highest quality ingredients to create the world's best-tasting, gourmet 100% dairy-free plant-based cheese. I believe that no one should compromise for anything other than the best, in any element of life.

It's time to feel good about the cheese you eat."

Margaret Coons, Founder of Nuts For Cheese



Nuts For Cheese makes Certified Organic 100% Dairy-Free Plant-Based Cheese. Our products are individually handcrafted, made from cultured organic cashews to provide cheese lovers with a healthy, vegan alternative.



Handcrafted proudly in Canada our 100% Dairy-Free Plant-Based Cheese is shreddable, spreadable, sliceable, and meltable. With six unique varieties, there is something for everyone: Un-Brie-Livable, Smoky Artichoke & Herb, Red Rind, Black Garlic, Chipotle Cheddar, and Super Blue.





# the grove.

HARVESTING INNOVATION

The Grove is where relationships are cultivated, new insights are planted and ideas are harvested. It's where agri-food businesses, producers and educators gather to share their expertise. Here, knowledge proliferates, ideas germinate and businesses take root.

The Grove name pays tribute to Salter's Grove (circa 1879), a parkland of large oak and pine trees originally situated on the grounds where Western Fair District is now located.



## The Grove at Western Fair District

- **Agribusiness hub** where participants share Resources, Space and Connections
- To create right conditions for Innovation, Education and Growth
- Key Themes: **Jobs... Food security** and local food resources are important to Canadians... Continuation of **diversification** strategy.

*"For over 150 years, this organization has stood shoulder-to-shoulder with innovators in economic prosperity and food security. Today, our organization invites the next generation of entrepreneurs, educators and leaders to join us in bringing new agriculture and food businesses, products and technologies to market through The Grove." — Reg Ash, CEO, Western Fair Association.*

## Come grow with us

We invite Agri-Entrepreneurs to join our community of innovation, with access to resources such as:

- Access to a high visibility location in the heart of London, Ontario.
- Dedicated processing (Regional Facility (RF14) Zone includes Urban Agriculture activities).
- Office and meeting space with free parking
- Networking opportunities with other entrepreneurial tenants.
- Easy access to public transportation.
- Access to financing.
- Access to test markets.
- Opportunity for shared business services.



The Western Fair District (WFD) is a multi-faceted, not for profit, Agricultural Society, based in the heart of London, Ontario. WFD is a member driven organization supported by an extensive group of volunteers and staff. Through its programming and facilities it is a leading year-round agriculture, entertainment, commercial, sports and recreation destination for residents of the city of London and far beyond, anchored by its signature event, the annual Western Fair.



For details visit [TheGroveWFD.com](http://TheGroveWFD.com)

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about the unbreakable  
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