

INNOVATION INSIGHTS



BIG Thinkers at the PAC: Before, During, and After.



TERRY O'MALLEY

BEFORE: One of the subheads on the promotional material for the BIG Thinkers event states: "Inspired by Terry O'Malley." I'm not sure how that came about. I think it happened one noon hour at the Upper Deck Restaurant when discussing possibilities for Innovate Niagara. Albert Iannantuono, chair of the Innovate Niagara Board, and Jeff Chesebrough, CEO, lured me into conversation at the cost of a grilled cheese and a diet Pepsi. (I hope none of my former clients see this.) They know I can't resist giving away ideas. I remember saying, "You guys need an event to let people know what you're doing." I could see something click and what do you know, here we are heading to the PAC for "the event" put together by Jeff and his bright and resourceful team. It's to be an afternoon tribute to local entrepreneurs, revealing their successes and experiences in an effort to encourage entrepreneurial activity in Niagara. Let's see what's next.

DURING: This is the first presentation of its kind at the PAC, so as well as being valuable to the attendees, the PAC is learning, too. The Marche lunch and chatter had us

all anticipating the afternoon. The place was full of entrepreneurs and one could feel the ideas generating. The keynote speech came from Dan Magnuszewski, a young Buffalo entrepreneur who set the tone that one doesn't have to be in Silicon Valley, Los Angeles or Toronto to succeed, and he did it well. There were two panels with moderators. One focused on making it in Niagara, the other one was those who have been successful and sold firms to larger entities. The panelists were outstanding in their willingness to share and in their sincerity. I scribbled down two phrases that impressed me: "Entrepreneurs live in the future." and "The harder you work the luckier you get." I've been in the boardrooms of many major corporations and the caliber of people on the Innovate Niagara stage was absolutely comparable.

AFTER: There is outstanding talent in our community and we should be so proud of it. I'm just looking at my notes from the

day and I want to leave you with these thoughts: "Don't do it for someone else when you can do it for yourself." "Do it your way and don't be afraid." "Hustle, hustle, hustle and get involved in the community." "Success can be right here." And I'll add, with the help of Innovate Niagara, "Don't be shy."

Too much credit and praise was given to me during the day. I'll be happy with another grilled cheese and a diet Pepsi while we plan for BIG Thinkers #2 next year. ☺

Terry O'Malley, a native of St. Catharines, is one of the most highly acclaimed creative talents in modern Canadian advertising. O'Malley is the former creative director and partner in the highly influential Toronto-based agency Vickers and Benson Advertising. In more than 30 years at V&B, O'Malley helped build the agency into one of the leading brands in the Canadian advertising industry.

Incubation
Facilities:



BUSINESS LINK Business Directory

INTERESTED IN LISTING YOUR BUSINESS?
Contact Peggy at 905.646.9366 or email
peggy@businesslinkmedia.com

COMMERCIAL HVACR

SURE-FIX SERVICE GROUP INC.

1.800.321.4011
www.surefixservicegroup.com
24 Hour Emergency Service



DESIGN & PRINT

THE GRAPHIX WORKS

905.687.8778
peter@graphixworks.com
www.graphixworks.com



PROMOTIONAL PRODUCTS

THE GRAPHIX WORKS

905.687.8778
peter@graphixworks.com
www.graphixworks.com



DIGITAL MARKETING

PUBLICITA ONLINE MARKETING

905.934.7368
daniel.willis@publicita.ca
www.publicita.ca



THANK YOU'S PLUS

WRITE FOR YOU

905.788.3151
writeforyou@interpc.ca
Thank You & Greeting Cards



COMMERCIAL HVACR

SURE-FIX SERVICE GROUP INC.

1.800.321.4011
www.surefixservicegroup.com
24 Hour Emergency Service



LANDSCAPING

DEREK ROBINS LANDSCAPING

905.650.5183
derekrobinslandscaping@yahoo.com
www.derekrobinslandscaping.com



WEBSITE DEVELOPMENT

THE GRAPHIX WORKS

905.687.8778
peter@graphixworks.com
www.graphixworks.com

