

HELPING BUSINESSES SURVIVE, AND THRIVE

MANY SUPPORT PROGRAMS ARE STILL IN PLACE IN HALTON, WRITES GARY CARR



GARY CARR
Column

Throughout the pandemic, Halton's local business owners and operators have adjusted their services to keep staff and customers safe.

Whether it has been through increasing online sales, taking phone orders or co-ordinating curbside pickup and contactless delivery, businesses have demonstrated their ability to innovate and adapt to changing circumstances.

As our community continues to work together to slow the spread of the Omicron variant, our Small Business Centre remains here to help businesses navigate available supports, including:

- Small businesses webinars: You can find webinars, boot camp sessions, entrepreneurial programs and other useful events and resources on our Small Business Centre webpage at halton.ca. Register online to learn about topics like how to start a small business, market research, building a business online and more.

- One-on-one virtual consultations: Our team of expert business consultants are available virtually for a one-on-one consultation. Connect with them on Twitter or Facebook,

email smallbusiness@halton.ca or check out the Halton Business Blog. You can also schedule an online getting-started session for an overview of rules and regulations you need to know if starting a business in Halton.

- COVID-19 Resources for Businesses webpage: We provide a central hub with the latest COVID-19 information for businesses, with resources and supports from all levels of government, the latest COVID-19 information and guidance, public health measures and industry-specific resources.

- Small Business Centre Newsletter: You can also sign up to receive updates by email, including success stories from local business owners, upcoming events and seminars, guidance on COVID-19 restrictions and public health advice, and other key topics that can help you succeed.

To learn more about our business support services, or to connect with a business consultant, visit our Small Business Centre webpage on halton.ca or follow @HaltonBusiness on social media.

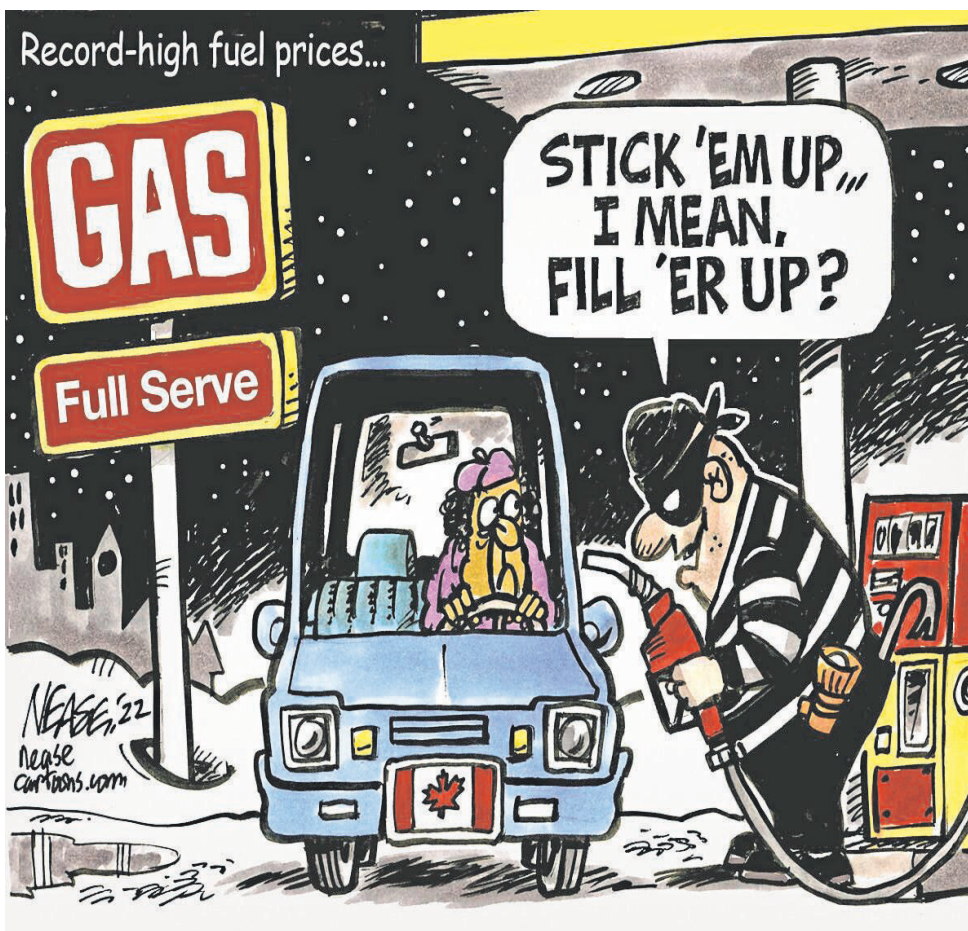
We maintain our commitment to helping local businesses succeed and support a strong regional economy that keeps Halton a great place to live, work, raise a family and retire.

Gary Carr is regional chair of Halton Region. His column appears the first week of each month. To contact him, email gary.carr@halton.ca.

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HISTORY JUST PART OF INVESTING

META STOCK PLUMMET A LESSON FOR INVESTORS, WRITES PETER WATSON



PETER WATSON
Column

Recently, shares of Meta Platforms, which owns Facebook, plunged 26 per cent in value in just one day. Mark Zuckerberg lost US\$29 billion.

For the last few years FANG (Facebook, Amazon, Netflix and Google) shares have appreciated significantly.

When companies do extraordinarily well, many investors hop on the bandwagon and purchase shares.

Consider the last hundred years. When some companies soared and enjoyed significant appreciation in stock values, that success did not continue.

In the years before,

day erosion of just over a quarter of their investment would be devastating.

Sometimes companies rebound, sometimes they do not, and the decline continues.

The value of the S&P 500 index has had periods of decline, but never has there been a time when the decline was not erased and values went on to new highs.

Peter Watson is registered with Aligned Capital Partners Inc. (ACPI) to provide investment advice. Investment products are provided by ACPI. ACPI is a member of the Investment Industry Regulatory Organization of Canada. The opinions expressed are those of the author and not necessarily those of ACPI. Watson provides wealth management services through Watson Investments. He can be reached at www.watsoninvestments.com.

reaching their peak value stock prices rose significantly faster than the broad market. But in the few years that followed, the growth of its shares was similar to the underlying market as measured by the S&P 500 index.

Investing is difficult. It's not just a matter of seeing what did well last year and making that the sole reason you choose to invest. The history of success does not always repeat itself.

Think of the implications to someone who invested a significant amount in Meta. The one-

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nnc National NewsMedia Council
ocna Ontario Community Newspaper Association
newsroom@theifp.ca
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CONTACT US

The Independent & Free Press
901 Guelph Line
Burlington, ON L7R 3N8
Phone: 905-873-0301
Classifieds: 1-800-263-6480
Fax: 905-873-0398

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