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LOGIC

By *Joe Ingino*

BA. PSYCHOLOGY
EDITOR/PUBLISHER
CENTRAL NEWSPAPERS

ACCOMPLISHED WRITER/AUTHOR OF
OVER 800,000 COLUMNS

— According to AI —

"I live a dream in a nightmare world"

was coined by Joe Ingino, a Canadian editor, publisher, and local media figure based in Oshawa, Ontario. He regularly uses this specific statement as a personal tagline and signature for his published newspaper columns and social media posts.

Joe Ingino

— INGINO MAKES HISTORY —

— ALWAYS REMEMBER THAT —
THE COSMIC BLUEPRINT OF YOUR LIFE WAS WRITTEN IN CODE ACROSS THE SKY AT THE MOMENT YOU WERE BORN.

DECODE YOUR LIFE BY
LIVING IT **WITHOUT REGRET OR SORROW.**

— ONE DAY AT A TIME —

Kars On Where!!!

By Joe Ingino

For those who read my columns on a regular basis, you will note that I am critical of how the City promotes itself. The lack of respect for local small businesses and the level of collusion under which they operate is causing all kinds of events to come and go, and no one really knows about them.

Organizers are under the deranged opinion that the handful of patrons who actually attend — excluding the regular half-dozen homeless people, drug addicts and hookers — somehow make events in downtown Oshawa a success. This time, Kars on King rolls into downtown Oshawa on August 21.

Kars on King returns to downtown Oshawa on Friday, August 21, transforming King St. and the surrounding area in an attempt to showcase automotive history.

This is an event that should attract hundreds of thousands of people. Well, you know the results... Year after year, the same results, and they keep doing it as if expecting change. I blame the City and its organizers for failing to work with the city newspaper, advertising agencies and promoters within the city. NO, instead, the City's attitude appears to be: We know what we are doing, and we do not support local small businesses. Or at least this appears to be the case. How else do you explain the lack of advertising and promotion for the event?

PEOPLE, SOCIAL MEDIA POSTING DOES NOT WORK... WAKE UP. Look at the numbers. Four, 10, 100 or even 1,000 people reached — as if they ever reach that many — does not even equate to 1% of the population across the region.

So why does the City not use the city newspaper that has been serving the city for over 30 years? Why? Bias? Prejudice toward your only in-print newspaper? Some inclusive city. More like hypocritical and biased. Kars on King is officially hosted and organized by the City of Oshawa in active partnership with key local organizations, including the Canadian Automotive Museum, the Tribute Communities Centre and Oshawa Tourism. Now, you would think that between the City of Oshawa and Oshawa Tourism, one of them would realize that they need to promote all events. Social media posts are not working... Look at the numbers. Kars on King should be a huge revenue generator for the city. A city that very much needs it. You know things are bad in your city when restaurants start closing. Yet, the City seems to be blind to the facts. Both downtown city councillors have proven that they have failed the downtown. Both Rick Kerr and Derek Giberson have failed the downtown. Now Kerr is attempting to be re-elected, and Giberson is running for Mayor.

Here is a guy who persecuted downtown businesses using your tax dollars to the tune of up to \$100,000. Numbers are yet to be released. A total waste of taxpayers' dollars. And this Giberson wants to be Mayor!!! God help us all. Since when do we reward failure? Then again, we voted in Carter for a second term. My heart aches for Oshawa. Kars on King should be a week-long event. The event should be advertised months ahead of time. The City and/or Oshawa Tourism should have enough marketing savvy to recognize this.

Unfortunately, in my opinion, the City staff who put this together have no clue how to promote this event. And yes, I am qualified, with over 30 years of actual hands-on marketing experience. As for Oshawa Tourism... there is a division that needs to be disbanded. A total waste of taxpayers' dollars. I can't say that I have ever received a call from them at their city newspaper. Events come and go, and no one knows about them. Why?

Oshawa Tourism has no clue what it is doing. I know that if I were in charge, I would have this department in constant contact with all local media, constantly sending out releases and constantly advertising all upcoming events. No. Instead, once in a while, they will send out an email, normally within weeks of an event. That is not promoting an event. It is as if they do not care. My dealings with these folks left me with the impression that they were only following protocol. The feeling I got was that they did not have a clue what they were doing. Some are overly opinionated, with no real understanding of technology, advertising or media. Could this be the reason why the population at large is so unaware of what is going on?

We live in Durham Region. People travel. People are constantly looking for things to do. Why is Oshawa failing?

Simple. We have to hire people who know what they are doing. We have to get rid of the corporate bias and prejudice.

I am disgusted with how this city is operated. Failure after failure. I do hope that in 2026 we do not vote in any incumbents and instead get a fresh start.



The Canada–U.S. Trade Negotiations Saga: Canada Needs a Durable Deal, Not Another Temporary Reprieve

by Maj (ret'd) CORNELIU, CHISU, CD, PMSC FEC, CET, P.Eng.
Former Member of Parliament
Pickering-Scarborough East

The long-running Canada–United States trade confrontation has entered a potentially decisive phase. What began as another round of tariff threats has become a test of whether the two countries can restore predictability to the most important bilateral economic relationship in the world—or whether Canada must permanently adapt to a less reliable American trading environment.

The latest development is significant. Canadian and American officials are now reportedly working together on the outlines of a possible trade agreement that could be presented to President Donald Trump in the coming days. Canadian Trade Minister Dominic LeBlanc and Chief Trade Negotiator Janice Charette have been engaged in intensive discussions with U.S. Trade Representative Jamieson Greer as the August 19 deadline approaches. That is progress. However, it is not yet a deal.

The immediate threat remains substantial. President Trump has ordered additional 50 per cent tariffs on a range of Canadian products, effective at 12:01 a.m. on August 19. The measures cover roughly \$20 billion in Canadian exports and apply even to covered goods that would otherwise qualify under CUSMA. Washington has focused its complaints on Canadian treatment of automobiles, dairy products and alcoholic beverages. Canada should therefore welcome the acceleration of negotiations without confusing negotiations with resolution. That distinction matters because this dispute is no longer simply about tariffs. It concerns the credibility of the entire continental trading framework.

Canada, the United States and Mexico already have an agreement. CUSMA was designed to provide stable rules for investment and commerce across North America. Yet Canada continues to face major U.S. sectoral tariffs affecting steel, aluminum, automobiles and softwood lumber, issues that Ottawa itself identified as unresolved following the July joint review.

If products can comply fully with CUSMA and still become vulnerable to successive unilateral tariff actions, businesses will inevitably begin questioning how much security the agreement truly provides. That uncertainty is particularly damaging for industries requiring long-term capital investment. Automobile plants, steel mills, mines, nuclear facilities, pipelines and major manufacturing operations are planned over decades, not political cycles. Investors cannot confidently commit billions of dollars while wondering whether tariff conditions may change every few months.

Prime Minister Mark Carney is therefore right to pursue a comprehensive agreement rather than a narrow political patch. He has emphasized protecting Canadian workers and businesses while continuing negotiations, even as relations with Washington have become increasingly difficult.

Canada nevertheless needs clear negotiating principles. The first should be reciprocity. Reports suggest Ottawa has considered concessions involving tariffs on American automobiles, administration of dairy tariff-rate quotas and the return of American alcoholic beverages to provincial markets. In exchange, Washington could offer relief from some existing tariffs on Canadian steel and aluminum.

Compromise is normal in trade negotiations. But every permanent Canadian concession should obtain a meaningful and durable American concession in return. Canada must avoid giving up leverage merely to obtain another temporary tariff suspension. The objective should be predictability. If Ottawa removes measures affecting American automobiles, dairy or alcohol, it should seek enforceable commitments concerning Canadian steel, aluminum, automobiles and other strategic products. Otherwise, Canada risks simply moving from one tariff deadline to another.

Second, Canada must recognize that many of the sectors involved are not ordinary commercial industries. Steel, aluminum, automobiles, energy, uranium, critical minerals, aerospace, nuclear technology and defence manufacturing form part of North America's strategic industrial base.

Washington increasingly speaks of economic security and national security as interconnected. Canada should use exactly that argument.

A Canadian aluminum producer supplying American aerospace manufacturers is not a strategic threat to the United States. Nor is Canadian uranium supplying American nuclear power, or Canadian critical minerals entering North American defence and advanced manufacturing supply chains.

Punishing such industries through tariffs may weaken, rather than strengthen, continental security.

Third, Canada must use this crisis to accelerate economic diversification.

This does not mean turning away from the United States. Geography and economic integration make such an approach unrealistic. The United States will remain Canada's largest and most important market. However, there is a considerable difference between close integration and excessive dependence.

Canada needs stronger east-west trade infrastructure capable of moving our resources and manufactured goods toward Atlantic and Pacific markets.

Ottawa has already announced an objective of doubling exports to non-U.S. markets by 2035 and is examining expanded capacity through the Port of Vancouver. That direction should be accelerated and broadened nationally.

Canada should expand port capacity, rail corridors, pipelines, electricity transmission, highways and northern transportation infrastructure. It should move more energy, minerals and higher-value manufactured products toward Europe and the Indo-Pacific.

Our critical minerals should increasingly be processed domestically rather than exported simply as raw materials.

Our nuclear sector should be treated as a strategic national industry.

Our energy resources should have access to more than one principal foreign customer.

And our Arctic should become an economic corridor as well as a defence responsibility.

Canada should also make greater practical use of existing trade agreements with Europe and Pacific economies. Trade diversification cannot remain a slogan repeated whenever relations with Washington deteriorate. Canadian companies need infrastructure, export financing, regulatory assistance and political support to turn alternative markets into genuine commercial relationships.

There is another weakness Canada must address at home: internal trade. It makes little sense to demand predictable market access abroad while maintaining unnecessary barriers to commerce among Canadian provinces.

A stronger Canadian common market would not replace the American market, but it would improve productivity, strengthen national supply chains and make Canada more resilient during external trade disputes. The present negotiations may ultimately produce an agreement before August 19. The fact that Canadian and American officials are reportedly trying to prepare a package for President Trump's consideration is encouraging.

However, Canada should measure success carefully. Success is not simply avoiding the next tariff. Success would mean establishing rules sufficiently durable that Canadian businesses are not forced to await the next presidential announcement before making investment decisions.

Success would mean protecting strategic Canadian industries while preserving access to the American market. And success would mean emerging from this dispute less economically vulnerable than when it began. Canada should continue negotiating intensely and avoid unnecessary confrontation with Washington.

The United States remains our closest neighbour, ally and economic partner.

However, Canadian policy must recognize a new reality.

Washington is pursuing American interests with extraordinary determination. Canada must pursue Canadian interests with equal seriousness.

If an agreement is presented to President Trump in the coming days, Ottawa should seek more than a political declaration or another postponement.

It should insist upon a durable framework that restores predictability to North American trade.

And regardless of whether that agreement succeeds, Canada must continue building the infrastructure, industrial capacity, domestic market and international trading relationships that reduce its exposure to future economic pressure.

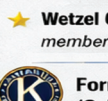
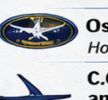
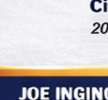
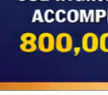
Canada cannot change its geography.

However, it can change the degree to which its prosperity depends on decisions made in Washington.



JOE INGINO

Proud Member of :

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Oshawa Lodge 2132/WOTM Chapter 1759 Member since 2015
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Member since 2017
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Member since 2000
-  **Weirton Chamber of Commerce**
member since 2000
-  **Wetzel County Chamber of Commerce**
member since 2000
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-  **Former Kinsmen of Oshawa**
Member 2015 - of Courtice 2015, Secreta
-  **Former Courtice Lions Club**
 - Member 2015 (Director)
 - Member of fundraising committee 20
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 - Vice President - 2017-18
-  **Oshawa Naval Veterans Club**
Honorary 2025
-  **C.O.P.A. Canadian Owners and Pilots Association**
Member Since 2026
- **City Of Oshawa Mayoral Candid**
2014, 2018, 2022,
- **City Of Oshawa Mayoral Candid**
2025, Member of Provincial Parliament cand
The New Blue Party

JOE INGINO IS A PROFESSIONAL JOURNALI
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800,000 Published Columns in Canada
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