

I've been a resident of Ward 6 for nearly 20 years. I asked my wife to marry me here, and together we've raised our three children, and a few pets, right in the heart of this community. I'm also a local business owner in Ward 6, and I bring a unique set of skills and perspectives that I believe are well-suited for a position on city council.

At age 23, I launched my entrepreneurial journey by opening my first Booster Juice location in Stone Road Mall. Over time, I grew that into a network of 10 locations across Southwestern Ontario, eventually consolidating down to three: two in Guelph and one in London. I also created and ran a wheatgrass production business that served clients across the province and opened the Guelph Menchie's Frozen Yogurt location, which debuted as the busiest worldwide in its first month. Currently, I run Boost Your Lunch, an online school lunch ordering platform that supports thousands of families in multiple cities.

Outside of work, I'm proud to serve as Vice President of House League for the Guelph Regals Minor Lacrosse Association and run the Guelph Co-Ed Competitive Volleyball League. I've also taken on trainer and manager roles with my kids' hockey and lacrosse teams, which has further strengthened my community ties.

All of these experiences, both personal and professional, have prepared me for the responsibilities of council. I'm well-versed in delegation, organization, communication, logical problem-solving, and the use of technology. I currently employ roughly 50 staff and support a wide client base, helping guide people through both simple and complex systems. I'm efficient, but not at the expense of quality. I know when to delegate, and I believe that even successful systems can always be improved.

So why do I want to serve on Guelph Council?

Because I genuinely want to contribute to the betterment of our city. I believe I can bring fresh energy and a practical mindset to the table. The shorter term of this appointment is a great opportunity to learn from a seasoned group of councillors and contribute meaningfully right away, with the aim of earning long-term trust in future elections.

I look forward to weighing in on important issues such as budgeting, infrastructure, affordable housing, homelessness, and protecting our downtown core. These are critical challenges. While we're elected to serve our wards, we also have a responsibility to act in the city's overall best interest. Balancing local needs with broader priorities is essential, and I'm committed to making thoughtful, informed decisions.

Finally, I believe that flexibility is a strength in leadership. Opinions shouldn't be fixed when new information or better solutions arise. Growth is part of the process, and I believe we should encourage elected officials to evolve with the facts, not shame them for "flip-flopping."

Thank you for considering my application. I look forward to the opportunity to serve Ward 6 and the City of Guelph with integrity, dedication, and a genuine commitment to progress.

Sincerely,

Justin Hendrikx