

# The Local Biz Magazine

Autumn 2009 **FREE**  
Durham Region



## IN THIS ISSUE

WE INTRODUCE:

**A Chock-full Of Awesome**

*...our new teen column*

**Taking the Lead**

*...our new pet column*

**Ask Sue-Ann**

*...our new life advice column*

**PLUS:** expert advice on decor, car tires,  
and keeping memories alive

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Cover photo of KISS pinball machine owned by Sean Shane. Sean is a huge KISS fan, who headed the drive to bring them to Oshawa to see his idols and more importantly to cast a positive light on Oshawa and help in it's revitalization.

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## From the Publisher



## HERE WE GROW!

Now that the dog days of summer are over (even though summer never really arrived), it's time to re-evaluate your goals for the fall. And we've been doing just that here at The LOCAL BIZ Magazine.

We're excited to introduce Cathy Cocker, our new Associate Publisher. Cathy has been involved with INspired Media in one way or another since its inception over 5 years ago. She loves her responsibility for The LOCAL BIZ Magazine and is very excited and enthusiastic about its growth potential.

In this issue, we introduce three new regular columns. Sherry Bridge, a grade 12 student at Pickering High, is the voice of "Chockfull of Awesome", our teen column. She'll be discussing topics concerning and of interest to Durham teens. Our second new column is "Taking the Lead" by Corry Hamilton. Corry will be dealing with issues that concern our furry friends. And finally, our third column is "Ask Sue-Ann", who dispenses advice on a variety of life issues.

We at The LOCAL BIZ Magazine are excited about these new columns and the interesting topics they cover. There are some great articles in this issue, covering topics including Winter Tires, The Finished Look and information that Granddad Still Lives.

Looking ahead to the Winter issue, we will be adding two new features. The first will be "Boomers", a column of interest for the Baby Boomers in our midst. (By the way, Cathy is one of those "boomers", but don't tell her I told you that!!). As well, we will introduce our Local Events page, dedicated to events happening in the Durham Region. This is a place that the not-for-profit and community minded organizations can tell Durham what to look forward to. Just send your events to c.cocker@inspiredcreative.ca to have them included.

And finally, it's been a year since we launched our premiere issue of The LOCAL BIZ Magazine. Happy Birthday to us, and thank you to all of our supporters. HERE WE GROW!!!

**Antoine Elhashem**  
Publisher

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# Getting that Finished Look

by Jackie Morra

When decorating a space, it isn't always easy to achieve that designer, finished look. Accessories are essential to adding the final touch we're all looking for in any room. Most homeowners describe it as the best part of decorating because it is a great way to express your unique style. Selecting the right accessories such as artwork, fabrics, area rugs, drapery, and accent pieces, can transform your space into one you'll love.

A good decorator works with your inspirations and things you love to help get the results you couldn't have dreamed of, and have the advantage of experience to make that vision a reality. If you want to tackle the task on your own, keep in mind the colour, texture, balance and flow of the space when choosing accessories. The correct choice of objects should tell a story and can create the most dramatic improvements to completing a room. For most spaces all that are needed is artwork or the addition of a luxurious fabric in drapery or throw pillows to create interest and add texture and most importantly tie in the overall colour scheme.

## *Colour in Accessories*

Colour used in various ways sets the mood and tone of a room whether it is bold and vivid or relaxed or calming. Using a maximum of three colours in a room is key, as is repeating one of the accent colours three times in various accessories. The main colours should be used to coordinate the walls and flow to other spaces, the furniture and flooring. Using colour as inspiration can help accentuate a focal point or maintain the continuity of a colour theme. Accents help incorporate the shades and tones of the furniture and paint colour or provide an interesting contrast. Get started by using existing accessories you have and love as sources of inspiration. In the end, the space should be a reflection of you and your unique personal style.

## *Area Rugs*

Often overlooked is the importance colour and pattern has in an area rug in shaping the décor for any room. It should be one of the first things chosen, even before furnishings, as it lays the foundation for the style and tones to form the perfect complement. If the furniture is modern and contemporary, the rug can feature a geometric pattern or be a solid colour to contrast in a light or dark shade, but have a lot of texture. If the furniture is neutral the area rug can be subtle and blend in for a monochromatic look or be patterned to add visual interest and drama. As a guide all area rugs can be classified into four groups - solids, geometric, floral or oriental although some may have more than one element in each group. In terms of sizing, the rug must fit under the furniture; for example in a dining room



*Before*



*After*

all the chairs should always be within the perimeter of the rug and in a living room the rug should reach to under the sofas at least six inches.

## *Fabrics*

Another fundamental use of colour and texture through accessories is the use of fabrics in decorative drapery treatments such as valances and side panels and throw pillows. They can be made in a variety of styles and fabrics to add softness while maintaining the look and colour scheme of each room. Throw pillows are a great way to add a bold pattern or colour, as it is not a large commitment and can be easily and inexpensively changed to reflect trends or for a change in season. Find ones with embellishments or varying materials such as silk, velvet or suede while making sure the size is to scale with the seat of the sofa or chair. Layering a chair with a throw can also add warmth and breakup the pattern by adding visual interest.

## *Artwork*

When selecting artwork follow your instincts and choose something you love as it is so personal and evokes different feelings for everyone. Consider the frame and matting as well to compliment not just the artwork but also the palette of the room so that there is a balance and cohesiveness between everything in the space. Focus on artwork that is to scale with the walls and size of furniture so that one doesn't dwarf the other. Artwork hung over the sofa should ideally be about 6 to 10 inches from the base of the sofa. It is best to choose art while working on one room at a time so you can plan out the overall mix of colour, styles and materials used in the room. Base your decisions on your personality and personal style, as each item will tell a unique story.

## *Accent Pieces*

Be it a side chair, lighting, or something to put on the coffee table, accent pieces help pull the room together and can fill up an empty or unfinished space. Less is more when it comes to accents as too many pieces competing with each other create visual busyness ultimately lessening the importance of each piece. Keep the look clean and clutter free and try not to over style the area with the too many accents. It takes planning and reviewing of the space in terms of layout and scale to find just the right piece that will help define your personal style. So take time, follow your instincts and enjoy the process, as you'll appreciate that journey for years to come.

*Jackie Morra is a certified interior decorator and owner of Home Decor Solutions. She is a guest speaker on HGTV's main stage at the 2009 Toronto Fall Home Show and Metro Toronto Home Show and is a regular presenter at various home shows in the GTA. She is known for her high energy, engaging and informative workshops. Contact Jackie at [www.homedecorsolutions.ca](http://www.homedecorsolutions.ca).*

# Winter Tires vs. Summer Tires

by Kirk Paty

There is an ongoing debate in the media about “weather” or not All Season tires are adequate enough for our Canadian Winters here in Southern Ontario. With a little research both online and in print materials, we have come up with some vital information consumers should have when deciding to purchase winter tires for use in the winter months, or to use the all season tires they already have on their vehicle all year.



all season tire get clogged with snow which makes it almost impossible to grip the snow. Think of it like walking on the snow in your dress shoes versus your winter boots. There is a great video posted on YouTube by tirerack.com that shows the performance differences between all season and winter tires. All other factors being equal, in one test it took the vehicle with the all season tires

an extra ten meters to stop on snow when travelling only thirty kilometres an hour.

There is a substantial difference between a certified winter tire and an all season tire. Obviously both are made of rubber; however, it is the differences in the rubber that causes the biggest variation between the two tires. An all season tire's ability to function properly begins to deteriorate at 7 C because as the temperature drops rubber hardens, making it very difficult for the tire to grip the cold road or ice. Conversely, a winter tire is made of a softer, spongier rubber that does not harden until much colder temperatures. The Rubber Association of Canada has strict snow traction standards for tires. Only a tire that passes their tests receives an approval symbol. To date not one all season tire has been able to meet their standard of performance in snow and ice and receive this symbol.

The tread patterns on tires greatly affect the way they perform in snow. On a winter tire the treads are quite deep, about the height of a quarter. These deep treads actually grab the snow and throw it away from the tire; therefore, you will be less likely to get stuck in deep snow or have any trouble starting on a steep hill. The smaller tread patterns on an

Those in the automotive industry strongly recommend putting a full set of four winter tires on your vehicle in late fall and removing them in the spring. Only putting two tires on a front wheel drive creates an unstable, unbalanced car. It is important to have them removed when the weather warms up; all of the factors that make them superior in cold and snow cause the tire to wear pre-maturely if driven in the warmer months. Your mechanic will mark the tires properly when removing them to ensure that they will be properly rotated the following year, making them wear evenly and last longer. Plan to have your winter tires installed when you have your vehicle in for its pre-winter service and removed when you have your spring tune-up. The safety and peace of mind you will be providing for your family is worth the effort.

*Kirk Paty is the owner operator of R & G Auto Centre in Pickering which has been providing automotive repair service and car and truck rentals for over twenty years. Contact Kirk at [www.rgauto.com](http://www.rgauto.com).*



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## A Message From The Publishers

*Dear kind readers,*

We were touched by the story of a colleague of ours and are hoping to lend a helping hand.

Marshall Spencer is a wonderful and supportive client of our publications and our community, and a caring husband and father.

Marshall is looking for help in finding a living liver donor match for his wife Lina Spencer (nee Rodrigues) who has Hereditary (familial) Amyloidosis and is in need of a partial liver transplant.

A potential donor should know that the liver regenerates itself and will grow back to its normal size in about 6 weeks after surgery. A match of blood type O (either positive or negative) is required and the living donor must be between 18 and 60 years of age and in generally good health.

If you or someone you know can help Lina and her family, more information on the screening process is available by contacting Cailin MacLeod RN at Toronto General Hospital (416) 340-4800 x 7594 or email [cailin.macleod@uhn.on.ca](mailto:cailin.macleod@uhn.on.ca) and giving Lina Spencer's name as the intended recipient.

Marshall, Lina and their family thank you for your kind consideration of this request and ask those not able to consider being a living donor due to age or other reasons to consider instead signing your organ donor card and discussing these wishes with your loved ones so that you may give a great gift to another person and their family.

*Thank you*

# The Local Biz Magazine



# Granddad Still Lives

by David Drane

I remember that my grandfather had an opinion about everything and he loved using Mark Twain, the Bible and Scott to back up his opinion. I was never sure who Scott was because there were several possibilities.

One day he said something and attributed it to Scott but I knew it was direct from one of the works of Samuel Clemens. Being naïve, I brought it to his attention and, without missing a beat he responded, "Scott may not have said it first but I know Scott well enough that I know he said it." That ended the conversation.

My brother read the story and immediately started to laugh, "Oh yeah. That was the old man all right. He was never wrong about anything."

Then he sat back in his chair. I could see the wheels turning. "I loved that old son of a ----. He had an opinion about everything. I remember him saying more than once, "Everybody's entitled to their opinion no matter how wrong it is." And he was always ready to tell them how wrong it was."

My brother and I told stories about Granddad, the old homestead, our parents and families while our wives sat and listened to a part of the family history they had never heard before that day. They never would have heard those stories if I hadn't taken the time to write a little story, fewer than 500 words about something I remembered about my grandfather.

My grandchildren have the opportunity to know my grandfather through my stories even though he died long before they were born. I wish my father and mother had taken the time to tell the stories of their grandparents. I was able to learn a little about my family because one of my aunts decided to do a family tree before my grandfather died.

The story of your family is important to generations that are yet unborn but they will never know that history if you let it die with you. You can do a video history of the family members who are still with us but what about your grandparents' stories of their parents and their grandparents?

Your family history may also be important to your community or even someone else's community.

Too often we think of a family history as being a story. More often it is a series of little stories, vignettes, events and memories. The same story may have variations when told by other family members. They may have seen it from different perspectives. I know there are things I remember vividly and my brother swears never happened. Both versions are necessary for future generations. The differences help them to understand the context of the event.

Your parents and grandparents saw things that you can't even imagine. My grandfather saw the first bicycle come to Stratford. Then one day he boarded an airplane in Toronto and got off two hours later in Halifax. Within a year of that event, he watched television coverage of the first man landing on the moon. He went to his grave denying the truth of the moon landing. He thought, no he believed it was filmed in Sudbury.

The memories of your parents and grandparents, even your own

memories are part of the history of our country. What were you doing on September 11? How did that day affect your life? What changed for you on that day? That is important to the way you see the world for the rest of your life. Your reaction is important to the understanding of our time when it is viewed by people, your family, two hundred years from now. If you don't record it, it's lost, not just for now, but forever.

Consider the following questions:

1. Where were you born, not just the town but the street, the house, the neighbourhood? What was it like to grow up there?
2. Where did you attend school, primary, secondary, college, university?
3. What friends of your parents do you recall? Where did you see them? What do you remember about them?
4. What sports did you enjoy playing and where?
5. Did you know any people who became famous? How did you meet them? What did they do?

All those little things make up the history of your family and your community.

So how do you keep those memories alive for the next century or two, or three?

You could prepare a written history, either as a single story or a series of short stories told to a writer by one or more family members. Make it into a "family history party." Invite your family and friends to join you and bring their old photos with them. Some of those pictures will bring back memories that have lain dormant for years.

Let the writer record the conversation and he/she will have a great place to start. There will probably be enough material for several chapters, maybe more depending on how much your guests choose to tell.

The process could take several parties spread over a number of months with results you could never have imagined. Think what it could mean to your parents or grandparents to sit, listen and recall their versions of what occurred. The new members of the clan could gain some real insights as well.

The history could be printed, bound and dated with copies distributed to interested individuals both inside and outside of the family. Update it every five years and your family could have a beautiful set of books recording the events that brought you to the place you are now.

The history of the world is useless without the stories of the people who were in it when the history happened.

*David Drane, a writer for Creative Lifeline, is passionate about writing, particularly nostalgia and history. "It's the everyday lives of everyday people that make up real history." His short stories have appeared in a compilation published in 2003 and his non-fiction articles have been published in professional journals and magazines across Canada.*





# Taking the Lead



Welcome to Taking the Lead, a column for pet owners and the furry friends they love.

My goal for this column is for it to be educational and informational and it is by no means a replacement for professional advice. I want to get people talking and thinking about pet care in a completely different way, to think outside the box and devise a health and happiness plan that will be unique to you and your pets.

I received my degree in Biochemistry from Dalhousie University and while I am scientifically minded, I do tend to follow more of an Eastern philosophy. I believe that Western and Eastern medicine can work synergistically and that you have a choice when it comes to the health care for not only yourself but also your pets.

Allergies and infections are two areas where pet owners are looking for alternatives. Some pet owners have been using steroids and antibiotics for years and while they see success, they wonder if there is another solution. Two remedies that you may not have heard of are bee pollen and colloidal silver.

Bee pollen is nature's perfect food, packed with 96 nutrients including live enzymes, vitamin B complex and free amino acids. Free amino acids are incredibly important as the body directly assimilates and uses them as needed. The granules form on the bee's legs when they collect the pollen from the flowers. As they pass through the pollen screens, it scrapes the pollen off the legs and it is collected.

In Chinese medicine, bee pollen is a nutritive tonic that strengthens your immune system, prevents allergies and helps you cope with stress. If you find yourself stranded on a desert island, you could easily survive by only eating bee pollen.

A breeder of English Mastiffs uses it for her dog Otis. Otis is prone to allergies and he receives the human dose of 1 teaspoon a day. Otis's allergies have lessened considerably.

One note of caution, if you are severely allergic to pollen, only ingest one pellet at a time. Gradually build up to the necessary dosage. Most people and pets do not have a reaction but I believe it is always better to be safe than sorry.

Colloidal Silver is one of those natural compounds that are greatly misunderstood. Today, thanks to the story of the "blue man" on the news, people believe that colloidal silver will harm them. Like with anything, if you ingest high doses and use for a long time, you may develop a grayish tinge to your skin but that side effect is rare. In general, most people and pets will expel 90% of ingested colloidal silver in 2-3 days and the remaining amount within a few weeks. Colloidal silver is a liquid suspension of microscopic particles of silver and a powerful natural antibiotic.

The colloids are small enough to pass through membranes and skip the digestive system, making them easily absorbed by the body. Take colloidal silver orally or topically to prevent infection and speed wound healing. So how does colloidal silver work? Silver is a negatively charged particle; when it binds to a positively charged particle, such as a single cell bacteria, fungi or virus, it essentially suffocates the invading organism without harming the "good" bacteria and enzymes in the body.

If your pet has hot spots, eye/ear infections or other skin conditions, colloidal silver could be an option.

I hope you have learned something new and useful. Please let me know if you have any topics that you would like covered. Until next time, have a pawsitively wonderful day.

*We loved the name of Corry's business, so much, we decided to name her column Taking the Lead. Corry's furry family is full of special needs animals and when she isn't planning her next great international adventure, you can find her curled up with a book, snapping pictures or taking a nap with her cats. Corry would love to hear from you. You can contact her at [info@takingthelead.ca](mailto:info@takingthelead.ca)*



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 WARREN LLOYD

# Chock-full of Awesome!

by Sherry Bridge

Hello! I'm Sherry and I will be writing the all new teen column. Writing has always been one of my passions and I was both excited and flattered when I was asked to write for The LOCAL BIZ Magazine. As you know, The LOCAL BIZ Magazine is published under INspired Media, focusing on local businesses and interests within the Durham Region.

Just to tell you a bit about myself; I live in Ajax and attend Pickering High School. I love art and drawing, as well as excessive amounts of reading. Before I started writing this article, I sat down to brainstorm different topics that I would be interested in reading about and the things I unearthed are as follows:

Firstly I want to talk about movies, I watch a ridiculous amount of them and it's slowly breaking my bank because they have now raised the price to almost nine dollars (\$8.99). When I can't watch movies I watch superfluous amounts of YouTube videos, some of which are even work safe, and I want to share the ones I think are top notch.

Everyone loves music, so when interesting things pop up in that area you'll hear about it here.

I also feel an obligation to write on any current events relating to school or youth. For example, the recent "one passenger law" applying to youth - which I think is completely unfair. Although, I must admit, my progression through the levels of driving is suffering due to my extreme case of procrastination.

I hope you love all of these subjects, because I want this segment to be "chock-full of awesome" in everybody's eyes. If you have a topic that you'd like to see addressed in this column, please submit your suggestion to [inquiries@localbizmagazine.ca](mailto:inquiries@localbizmagazine.ca)

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# Ask Sue-Ann

by Sue-Ann Bavlnka



Dear Sue-Ann:

I have been working for a large corporation for many years. I want to transfer from my department to another department. My supervisor is very reluctant to let me go because he likes having me on his team. I want the transfer but I feel stuck and can't figure out how to get that transfer. Can you help me?

Allan W.

Quite often we know that we want a change but we can't seem to wrap our minds around how to achieve it. I am hearing that in your circumstances you know the job that you want to transfer to but have not considered all of the elements involved. The control for your transfer does not just lie in the hands of your supervisor. There are other people involved. The supervisors in the area that you would like to transfer to need to know that you wish it also. You also have not stated clearly to your current supervisor why you want to transfer. You need to visualize a positive outcome to your situation. Sit with pen in hand and write down the exact results you want. When you make your intentions clear in your mind you will see what lies between you and that change. My guides say that although you really desire this change the next thought in your mind is that it will not happen. That is a block you have. Quite often we defeat ourselves before we even take the first step. This is achievable for you if you remain positive and assume it as yours and keep moving forward.

Dear Sue-Ann:

I long for the love of my life but I never seem to meet the right person. Can you help me?

V.W.

This is a problem that I get asked quite often. Each situation and it's determining factors are unique to that person. In your situation I hear that you are unclear as to the type of person that you see yourself with. You keep attracting Mr. Wrong for you because you know exactly what you don't want and are stating it clearly to yourself and the universe. The universe provides us with what we ask for, good or bad. What you haven't done is determined what it is that you expect to see in your mate. What type of character traits does he have? What is important to you? Quite often people know what their mate would look like but cannot perceive the type of person they are. Tall, dark and handsome is no good if he's not honest, dependable, and kind. Give more thought to what you want in a mate and write down what traits would make you happy. Always be date ready and he will come.

*Sue-Ann is a mother of 3 and resides in the Ajax area. She chooses to utilize her undeniable psychic ability to assist you in resolving all of life's issues. You can find out more and forward your submissions to Sue-Ann at [www.divinelane.com](http://www.divinelane.com)*

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# Where does a Business Owner Get Feedback?

by Ian Kennedy

**Human beings desire feedback.** It is a basic instinct. Babies coo and gurgle and smile at their parents to get a response. Babies also cry because they want a response from the parent. Children are driven to impress their parents with stories, songs and responsive behaviour. On the other hand children will misbehave to gain adult attention if they don't get it through their positive efforts. Needless to say the same is true for teens - they excel when they get feedback for their efforts and if that doesn't work they'll act out to draw a reaction. Many high performing employees are driven more by recognition than by the paycheck. (Admittedly, in this instance the two go hand in hand.) Other employees maneuver, manipulate and exploit to draw attention to their efforts. We need to recognize that recognition is a prime driver. We all want it.

Are you getting enough feedback?. It is often difficult for Small and Medium Enterprise (SME) owners to get feedback. We get some but it is often not specific, relevant or timely. The most important feedback we can hear is what we do well. With more feedback our confidence increases and our skill set grows accordingly. In Essential Communications' Giving and Receiving Feedback workshop we stress the importance of feedback - whether it be motivational or developmental feedback - being specific, timely and focused on a behaviour rather than the person.

As an owner or manager in an SME it is difficult to get feedback. A supplier may offer some advice but is it about something you have the power to control? Or a client may respond to a customer satisfaction survey, but is their response specific enough for you to understand? You might have a brave employee who'll tell you where you could improve your performance, yet in all honesty, it is a rare staffer who is likely to correct the boss. It is unlikely that our own employees are going to tell us what we do well and what we could improve.

This might be exactly what we need to know. We need to know what we do well and what we could improve. One is as important as the other. Actually, we see more improvement in organizations that increase positive feedback in the workplace. The more people share with each other what they do well, the better the individuals perform and the more effective the workplace.

We often assume that the 'other' knows that they are good at a task and therefore, we don't offer any feedback. We

suppress the compliment when it comes to mind as it doesn't seem relevant. Often times the 'other' has an idea that they are good, or pretty good - but without external feedback they aren't sure. Therefore, they are left questioning themselves. It is difficult to become excellent at a thing when we still question whether we are actually competent. It is when others offer us the value of their point of view that our own excellence becomes real to us. Tell your top seller that they did a great job with the client on the phone just now and they'll be even better on the next call. Tell your bookkeeper that it is amazing the way they reconcile the bank statement month after month so seamlessly and they'll be even happier when they do it again the next month. Tell the office cleaner what a good job they did with the stairwell last week and I can guarantee the next time they clean they'll put a little extra care into it.

Admittedly, sometimes we do need to hear or offer some developmental feedback. Not everyone gets it right every time. Essential Communications offers a 7 Step Strategy for providing Developmental Feedback (see [www.essentialcommunications.ca](http://www.essentialcommunications.ca)) highlighting the fact that we need to ask the person receiving feedback for their input. It isn't fair to pass judgment without hearing the other's perspective.

We need to be direct, clear and open. As a business owner or manager, the seven steps combined with timeliness and authenticity will do more to improve performance than any amount of innuendo, needling or sniping.

This doesn't solve the issue facing owners and managers - where do we get feedback on our performance? First and foremost - develop an atmosphere where both motivational and development feedback are the rule rather than the exception. Within this culture, you'll find that if you ask your staff for it, some will be forthcoming and honest.

We suggest you look at working with a Business Coach, or look for a training program that will help you begin to look at how you can correct the weakness. (Essential's Business Coaches or our Strengthening Your Communication Skills or Mind Body and Spirit workshops would help given these examples.) The truth is we can't run a business in a vacuum; we need to hear from others - and I re-iterate mostly what we need to hear is what we do - we do well.

*Ian Kennedy, is Director of Essential Communications Ltd. - and specializes in Communications Training and Small Business Development. [www.essentialcommunications.ca](http://www.essentialcommunications.ca)*

# The COACH Corner

## Did I say Thank you?

We all know most business is driven by networking and referrals. We are good at getting out and getting the referral and then the business but what do we do after that? In my role I am fortunate that I have the opportunity to refer business or opportunities to a great group of entrepreneurs. I am always amazed at the response or lack of response I get from these referrals. I well remember those that take the time to say thank you in any way. Sometimes as simple as a phone call or email sometimes a card and sometimes other token ways of saying thank you. In truth the fact that the person followed through and did great job is a big thank you as well.

I remember well those that never acknowledge the referral. I am sure you can imagine my surprise when I referred a simple basement bathroom installation to a good business and because they did a good job on the bathroom they were asked to do the complete basement renovation. I remember that one as I never heard again from that business person. When trying to be fair and equal on the names I give out, I have to remind myself to include that name on my referral list.

So I may be sounding a little sensitive! I am sensitive to good business practices as I know that many real successful businesses have a recognition program that they adhere to religiously. Just as businesses have a bookkeeping system they also need a marketing and referral system. The referral system is a part of a good marketing system. The referral system needs to track where the referrals came from and how are they progressing. One such system works on the principal of progress points. For instance the receipt of a referral triggers a call to the person to thank them for the referral and to find out more about the potential client. They frequently learn aspects of the prospects which will assist them with the sale. Then once the initial call and a direction with the prospect is determined, an email or phone call is made to give them an update. Once the business is decided, either obtained or declined, the business person sends a ThankYou note independent of the outcome. If the business was gained, then frequently a small token gift is sent along. Sometimes the gift is not sent till the business is finished and paid for. Naturally the approach would be customized to your type of business and the magnitude of the business you received.

So as you can see this is not rocket science but it can sure pay dividends in more referrals from that same person and more and frequently better business for you..

Now I must close off and thank some people to whom I have neglected to say Thank you!

*Peter Miller of Essential Communications is the program coordinator, facilitator and coach for the OSEB program.*



## Whose shadow are you living under?

One of the greatest struggles in life is that of living in the shadow of others. It happens in marriages, among siblings, co-workers, employers, employees, team mates, in ministries, and in so many other situations.

It can be seen in sport where one player gets so much attention, while others on the same team get little or no attention at all. In marriages one partner can dominate the other. With siblings, one gets the attention while the other is left suffering with low self esteem, questioning their self worth. We've all worked with the super star co-worker. We see the charismatic preacher on T.V, while other pastors struggle with a small congregation and rarely if ever get any press coverage.

For those left in the shadows life can be lonely, frustrating and at times feel quite empty, leaving them questioning their self worth.

Why is this? What do the people in the spotlight have that others are lacking?

One of the traits of these individuals is a strong belief in self, along with knowing and committing firmly to their purpose.

These individuals set goals and have no doubt they will achieve them. They have, at different times in their lives, had people who believed in them. They have confidence and faith that all will turn out well. They have figured out that to get caught up in negative thinking and "the woe is me mindset" will never get the results they desire.

Are you one of the people struggling with this condition? When will you get out from the shadow of others?

The first step that we need to deal with is this: whatever has happened in your life so far has already happened. Stop agonizing about the past. Instead what steps can you take right now to change your future? Stop blaming others, stop wishing, and stop procrastinating. Take whatever action is required to make the changes necessary to have the future you want.

Change your mind set from one of living in the past to one of all things being possible from now on. Start exercising faith. "Now faith is being sure of what we hope for and certain of what we do not see". Hebrews 11 v 1

As you begin to see your life the way you would like it to be and take the necessary actions, you will start to see the results you have always wanted. You will stand on your own, and the contribution you now make to others will be magnificent.

Stop living under those shadows; allow the spotlight to shine on you!

*Dennis of Dennis Brown & Associates applies his passion in helping others unlock their full potential, enabling them to live the abundant lives they were created to have.*







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