

The Local Biz

Winter 2008 **FREE**

Magazine



Durham is a wonderful region with many talented individuals and businesses.
This publication is your guide to these talents.

The LOCAL BIZ Magazine was started by graduates of the Ontario Self Employment Program of the Durham Region and is a vehicle that encourages the spirit of entrepreneurship and all the fantastic businesses who provide us with products and services in our area.

Enjoy our publication. Support your local businesses.



Event Planning and Catering

905.743.0751



Breakfasts
Lunches
Conferences
Political Events



Meetings
Charity Fundraisers
Holiday Parties
Corporate Events

www.kmkevents.com

905.743.0751

info@kmkevents.com



Trade Shows
Company Socials
New Product Launches

and more...



SUCCESS.

It's all about communication



- » Facilitation Skills
- » Presentation Skills
- » Train the Trainer
- » Productive Meetings
- » Giving and Receiving Feedback

Resume/Interview Coaching
Entrepreneurship Programs & Coaching

CORPORATE
TRAINING



CAREERS

Contact Essential today to learn more: 1-888-755-7364 • www.essentialcommunications.ca

Publisher/Creative Director Antoine Elhashem
Editor-in-Chief Scott Dagostino
Art Director Mike Schumann

Published by

INspired Media Inc.

Operating: INspiredcreative, your one stop shop for all your marketing, advertising, graphic and web design needs. Publishers of The LOCAL BIZ Magazine, The Pink Pages Directory, and Pink Play Mags.

www.inspiredcreative.ca

President Antoine Elhashem

General Manager Maggie Cavalier

Administration Supervisor Amy Archer

Councils Jerry Herszkopf, Samantha Keser (Jerry Herszkopf Law Firm)

Publicist Sue McCallum (The Next Level PR & Events)

Mailing address

205-1691 Pickering Parkway

Pickering, ON L1V 5L9

www.pinkplaymags.com

www.thepinkpagesdirectory.com

To contact us

416.926.9588 or 905.231.9722

For comments, questions and advertising inquiries

inquiries@inspiredcreative.ca

Notice: INspired Media Inc., The LOCAL BIZ Magazine, and its affiliate publications, the editors, authors, photographers, salespersons, graphic and production artists shall have neither liability nor responsibility to any person or entity with respect to monetary or emotional loss or damage caused, or alleged to be caused, directly or indirectly, by the information or claims contained in this Publication.

All rights reserved. Any copying of material in this publication in whole or in part is prohibited unless authorized by the publishers.

Cover photography: Jackie Kielbasiewicz from Insignia Photography

In picture: Tyrone Blacksmith Shop in Clarington. Built around 1860 and now designated as an Industrial Building or Complex by Ontario Heritage Act.

In This Issue

- 5 **New Family Traditions** - Angela Jaciw-Zurakowsky
- 6 **Conceal Those Holiday Blues** - Kelly Weldrick
- 8 **Your Eco-Friendly Baby** - Kimberly Watson
- 9 **Think Outside the Wreath** - Susan Légaré
- 11 **Reiki...for Dogs?** - Corry Hamilton
- 13 **The Power of the Purse** - Tina Dezzi

Regular feature: "The Coach Corner"

- 14 **Life Coach** - Dennis Brown
- 14 **Business Coach** - Peter Miller

From the Editor

The holiday season is here but somehow, the feeling of Halloween still lingers in the air like black smoke. It wasn't the ghosts or monsters that still have us trembling but the global financial meltdown that struck weeks before. As we prepare for what is usually the busiest time of year for retail businesses, no one can bring themselves to say the terrifying word: recession.



But the business slowdown we're facing doesn't have to be catastrophic. Small businesses are uniquely situated to ride out market volatility, assuming they're smart and agile with their finances. While large firms react to a slowdown by trimming their workforce—adding hundreds or thousands more people to an already ominous unemployment level—small businesses will always try to keep going with the staff they have and sometimes even add a new staffer or two. The secret, as always, is not to panic.

Consumers can be just as guilty of hitting the panic button in a recession. Faced with a shrinking paycheck, many of us will retreat to the big box stores that offer lower prices but, while doing so, are cutting their workforces, paying their remaining employees little and buying an awful lot of cheap product from China. This does our economy no favours.

Supporting local businesses keeps money and jobs in our communities where they belong and this is a point that becomes especially important as resources tighten. This holiday season, many of us will be scaling back our spending but hopefully we can do it in a smart, targeted way that will best benefit our friends and neighbours. In times of struggle, it's important to remember that we're all in this together.

Scott Dagostino

Editor-in-Chief

Our apologies, readers. Last issue we ran an article titled **Protect Your Business Protect Your Health**. By error we noted that the author of the article, Whitney Collins, was from Your Quantum Connection. Whitney Collins is owner and operator of **Durham Homeopathy and Family Wellness Centre**, a wonderful and caring business located in Ajax. For more information, please visit www.durhamhomeopathy.com

SLEEP TIGHT... Thanks to tailor-made financing and consulting solutions from BDC.

Thomas Grieger
Account Manager
905-430-6450

Canada 




gary's home improvements

Gary Round
Bus: 905.668.8898
Cell: 905.242.0700
garys.homeimprovements@yahoo.ca
garyshomeimprovements.ca




Thinking **outside of the box....**
to **make your business stand out**
from the competition.

Phone | 905.442.3334
Email | info@maverickmedia-online.com
Web | www.maverickmedia-online.com

Print & Web Design



AjaxPickering.ca
Click. Uncover. Discover.

Brian Evely
Business and Community Promotion Specialist

Direct: 416-880-0400
Office: 905-231-0408
Email: brian@ajaxpickering.ca
www.AjaxPickering.ca

What are you looking for?
**Restaurants
Movie Listings
Local Information
Coupons
Local Experts**

Own a local business? Call TODAY to Get Profiled!



RMA SPENCER GROUP
MORTGAGES

Marshall Spencer AMP
Mortgage Broker Lic. # M08000817
48 Vintage Dr., Whitby, ON L1R 2P4

905-999-0036 • 905-430-0552 fax
marshall@spencergroupmortgages.ca
www.spencergroupmortgages.ca
www.yourmortgagematters.blogspot.com

Brokerage Lic.#10655



For All Your Business Needs


The UPS Store
157 Harwood Ave N
Ajax ON L1Z 0B6
T: 905.428.8916 F: 905.428.0530 store349@theupsstore.ca



Proudly representing the families of Whitby-Oshawa

The Honourable Jim Flaherty P.C., M.P.
MEMBER OF PARLIAMENT,
WHITBY-OSHAWA
Community Office
701 Rossland Rd. E., Suite 204,
Whitby, ON, L1N 8Y9

www.jimflahertymp.ca
E-Mail: jim@jimflahertymp.ca
Tel: (905) 665-8182
Fax: (905) 665-8124



**Photocopying • Business Cards
Brochures • Binding • Laminating
Shipping • Packaging • Faxing
Mailboxes • Moving Supplies
Digital and Offset Printing**

The UPS Store® 

NEW Family Traditions



By Angela Jaciw-Zurakowsky

Sometimes we get caught up with the commercialism and stress of the holiday season and waste our energies on the wrong things. Our most treasured memories of childhood are often those little things that were done with our families during the holidays. The expensive presents are often quickly forgotten.

Wonderful memories are created through the traditions of each family, most of them arising from religion and culture. But by building on these traditions we inherit from our past, new traditions can be started to define the uniqueness of every family.

Whether your family consists of two people or ten, consists of a single parent, blended family or second family, or consists of united cultures and religions, new traditions can merge ideas from different backgrounds or be something unique. They can involve special foods, the preparation of treats, family outings such as cutting a Christmas tree, viewing neighbourhood lights or valuable time spent together reading, playing games and making crafts.

Traditions can be as simple as starting a Christmas library and having each family member read aloud their favourite story. Whatever it is, it should have an element that is unique to your family. For example, if outings are always done at the same time every year, have a special snack associated with them and everyone participating.

When my children were younger, family and friends continually spoiled them with many wonderful gifts. I felt that it was important that my children be the givers as well as the recipients in the gift-giving tradition. In the spirit of the holidays we started a new family tradition: every year a special handmade gift would be crafted with love and presented to close friends and family. The crafts became more sophisticated as the children's abilities developed. Various tree decorations, miniature gingerbread house candle holders, knitted scarves and wooden spoon reindeer were amongst these treasured gifts. The rules we followed in choosing a craft were that

the children could make it themselves and the finished product was unique. The reactions of our loved ones truly emphasized the fact that it is always the thought put into a gift that counts the most (I've included two examples of holiday crafts you can try with your family [see sidebar on next page]: both the Poinsettia tree decorations and the Ice Candles are inexpensive and easy to make).

Below are some guidelines for establishing new traditions in your family that will help create happy memories for everyone for many years to come.

- Traditions must be enjoyed by the whole family with full participation
- Spend quality time together as a family
- Spend time not money and avoid activities which are too commercialized
- Be consistent—do the same thing every year in order to establish a true family tradition
- Be creative with your ideas and get input from all family members
- Be flexible and allow new traditions to evolve, especially as the children get older
- Have fun! A true tradition is one that is anxiously anticipated and is not executed out of obligation.

This holiday season, do something special with your family that does not involve a mall trip. Enjoy the time with your children and treasured memories will be the gift that you give to your family and yourself.

Angela Jaciw-Zurakowsky of One Call Coverage Inc. is a mother of five children and understands the challenges of a busy household. She strongly believes that all children should be entitled to the best childcare available.

Poinsettia Tree Decoration

Materials:

- Dry pumpkin seeds
- Cardboard
- Acrylic craft paints (red, burgundy, pink or white)
- Small gold or pearl beads
- Glitter glue
- Low heat glue gun and glue sticks
- Narrow ribbon

(All materials can be purchased at the dollar store)



Cut a 5 cm diameter circle from the cardboard.

Starting with the outside of the circle, with a small dab of glue and the seed pointing outwards, glue the seeds in a circular fashion.

Glue additional rows in a circular fashion, overlapping with the previous rows.

Paint the decoration with desired colour, let dry and paint with the glitter glue.

Glue the beads in the centre of the flower.

Attach a narrow ribbon for hanging.



Ice Candle

Materials:

- Large plastic container (at least 4 Litre size—children's pail, plastic ice cream container, cat litter container, etc.)
- Water
- Tea light
- Small soup can
- Assorted evergreens, berries, pine cones etc.

(All materials can be found on a nice nature walk and in your recycle bin)



Fill the container with water and place a tin can (such as a soup can) or cup in the center. Weigh the can down with rocks or beans so that it is about an inch from the bottom of container

Get creative: tint the water with food coloring to make different colored candles and/or add pretty leaves, cranberries or other natural treasures to the water before freezing.

Place your container outside or in the freezer until the water is frozen solid.

Carefully remove the ice from the bucket (run a little warm water around the outside of the bucket) Carefully remove the tin can from the center of the block of ice. Place a tea light into that space, set your candle in a prominent spot outside and light.



By Kelly Weldrick

The holiday season—with its warm ambiance, gift giving and endless parties and social events—isn't the best time of year for many women. Many experience the dreaded "holiday blues," missing love, stressed about holiday hype, or going through tough times in their lives. The festivities of the season only bring them down and it's a struggle for some women to get through those few weeks, let alone enjoy them.

But if this is you, there is something simple you can do that will inspire a whole new feeling—and it's created with just a touch of makeup.

Fall and holiday makeup is traditionally richer and darker. For ladies already feeling blue, however, these are not your best choices. Opt for lighter, brighter eye shades, not dark dismal tones. Instantly brighten a tired eyelid with creams, pale pinks or soft beiges close to the lash line. To define, work with medium shades in the crease: jewel tones, matte lavenders, soft burgundies or brighter purples. Then, in the outer crease, lightly apply a basic medium brown—an excellent shade worn by every eye color. Avoid the rich, dark browns, navys and charcoals that are traditionally used to create the "smoky" eye.

Get yourself the quickest, most inexpensive, non-surgical eye lift there is: have your eyebrows shaped and waxed. You will be amazed how, with even just a little waxing, your eye lifts instantly and you now have more space to play with color. Plus, your eyes have more balance. Highlight your newly enhanced brow bone with shimmer: snowy whites, sparkling golds and silvers and shimmering champagnes.

And finally, uplift your mood by uplifting your lashes. Curl them first and apply two coats of mascara on the top and one on the bottom. If you're daring, apply false eyelashes to the entire lash or just on the outer corners for an instant eye opener.

Whatever you do to combat your holiday blues, you can be assured that lightening and brightening your makeup will lighten and brighten your mood!

Kelly Weldrick from *Makeup in Motion* is a makeup artist and beauty consultant for Durham Region. She lives with her family in Oshawa.

**Stock markets keeping
you up at night?**



At times like these, the only people sleeping peacefully at night are babies... and investors with a written financial plan.

This is where the experience of Investors Group coupled with the expertise of one of our qualified Consultants and The Plan, our unique personalized approach to financial planning can help put your mind at ease. Talk to us today and discover:

- ▶ The critical actions you need to take right now
- ▶ How The Plan by Investors Group can help stop the emotional roller coaster
- ▶ The peace of mind that comes with being able to see the effects of your decisions

Call us to find out more about how The Plan™ by Investors Group can help you prosper now...and over time.



Investors Group Region Office — Address, City, Phone

Investors Group Financial Services Inc. is a financial services firm in Québec. **Trademarks owned by IGM Financial Inc. and licensed to its subsidiary corporations.



**East Side
Express Ltd.**

**Courier Service
Covering Durham Region,
the GTA and more.**

Fast & Reliable

**Call:
(905) 706-6529
(416) 451-3540**



**THE
HARMONY
CENTER**

At The Harmony Center, we believe that we can make a positive difference in the world, one student at a time.

We offer:

Karate (children, adult and family classes)

Tae Kwon Do (for kids and adults)

Kickboxing

Jujitsu (for kids and adults)

BullyProof Canada

Street Proof

Sports Cross Training

After School program

K.A.S.P.E.R

(Kids After School Program with Effective Results)

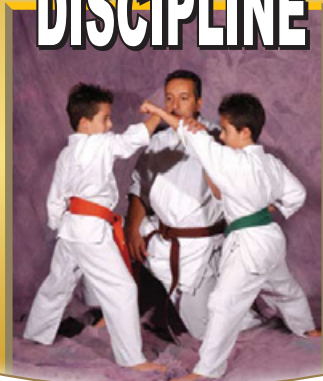
March Break and Summer Camps

and more!



BullyProof

**MARTIAL ART
DISCIPLINE**



**One Week
Free Trial**

1095 Kingston Road
At Dixie Rd./Hwy #2
Pickering (behind Part Source)
905-839-3488
www.theharmonycenter.ca

CONFIDENCE, SELF-ESTEEM, RESPECT

K.A.S.P.E.R
Kids After School Program
with Effective Results



Your child - A Black Belt!

With our after school program, your child will work towards receiving their Black Belt through daily martial art classes. Quality physical activity combined with special care means we free up your time in the evenings to engage in precious family time.



**We qualify for the
Children's Fitness Tax Credit!**

**FREE
UNIFORM or
Gloves***

*For new members only with a one year membership paid in full.



DURHAM REGION'S SPECIALISTS IN...



Botox Cosmetic™
VolumaLift™
Restylane™
Sclerotherapy
Photorejuvenation
Laser Hair Removal
Acne and Rosacea Treatment
...among others.

Visit our website at www.clarislaser.com to learn about how these services can give you the refreshed, rejuvenated look you are looking for... **HAPPY HOLIDAYS!**

All procedures are performed under the supervision of medical doctors.
Call today for a **FREE** consultation
1450 Highway #2, Suite 300, Courville

Tel: (905) 723-2800 or 1-877-3CLARIS
Website: www.clarislaser.com



Business & Management Studies

Helping you enhance your career.

For more information
905.721.2000 ext. 2828
val.gilham@durhamcollege.ca

www.durhamcollege.ca/coned

"clients tell us that jobs we produce for them are as **unique** as their businesses... anything we can do for **you**?"



marketing planning & consulting
advertising campaigns
graphic & web design
media buying | printing services
event planning | video production

INspiredcreative

creatively promoting
& marketing Your business

call 905.231.9722 or 416.926.9588
visit us at www.inspiredcreative.ca



Buying?
Selling?
Renovating?

We have the service professionals to help you!

Karla Idems • 905-903-6678
www.homeownersservicesnetwork.ca

Your ECO-FRIENDLY Baby

By Kimberly Watson

Last month, Jeff and Jennifer Philip became the proud parents of their first child, Logan Louis Xavier Philip. Before he becomes potty trained, little Logan will go through anywhere from 5000 to 10,000 diapers. If these are standard disposable diapers, Jeff and Jennifer's baby will be contributing approximately two and a half tonnes of waste to our landfills before he is three years old and he's not alone: according to Environment Canada, more than four million disposable diapers are discarded in Canada each day.

It wasn't always that bad: prior to the 1960s, cloth diapers were the common practice but, in the spring of 1961, busy moms welcomed Pampers' introduction of the convenient disposable diaper.

Since then, using disposable diapers has become a standard practice for 95 percent of families but, with recycling being a common practice in most households, people are beginning to understand that these "throw-away" diapers can take as long as five hundred years to completely break down.

As President of ECOrganics, a local company dedicated to providing natural, organic and eco-friendly products and services, Jeff Philip now has one more major reason to be proud of his eco-friendly high-performance diaper that can be flushed or composted. While cloth diapers are arguably still the most earth-friendly choice, Philip's convenient alternative will break down completely in as little as two months.

Philip takes enormous pride in carefully selecting affordable, all-natural products that are safe and free of chemicals, dyes, toxins and pesticides to protect the health of both his family and yours. He says, "It's so nice to be a part of something that allows us to breathe easier knowing that you can do something good for yourself, your family, and the environment that our children will grow up in."

The choice of what type of diaper to use is a personal one but, with increasing awareness and education about health and environmental issues, we are able to make more informed decisions towards a happier and healthier lifestyle.

Kimberly Watson of *The Business Blanket* is a Virtual Administrator and Photographer who specializes in Marketing, Event Planning, and Freelance Writing. She is currently developing her motivational "Power of Passion" seminar for small business owners.

Think Outside the Wreath

By Susan Légaré



Oh joy! It's that time of year again. Department stores have Christmas decorations up and the music is playing—didn't the kids just go back to school? December 25th seems to come sooner and sooner each year and, in this festive season, our calendars get filled fast! We have to start juggling office parties with family get-togethers with visiting friends! But how can you be sure the guest list for your party will make a point of coming to your shindig before anyone else's? Here are some tips for you to ensure a great holiday event:

Plan Ahead

The holidays mean chaos for many and, as I said, those calendars fill quickly. It may seem overboard to be planning weeks in advance but if you do so, not only will your guests be able to attend but you're not going to feel as much stress. After all, you have other things to do than get that party ready—you have to make room for nights filled with apple cider!

Think Outside the Wreath

We all know Christmas is the predominant holiday celebrated at this time of year but don't forget other faiths and cultures. Incorporating different traditions from other countries could make for a fun night for all involved. I'm not suggesting putting away the Christmas tree by any means; merely remembering that, in a society as diverse as ours, the possibilities are endless. Do some research and have a little fun with it!

Bring Nature Indoors

Your décor does not have to be complicated. Look to the outdoors for your inspiration! My favourite table centrepieces and accents use fruit and berries as the focal point. In December, cranberries, red and green apples and juniper berries all look fabulous in clear vases. For more grand decorations, bring in some tree boughs. Strategically place them around the room or, if you feel more ambitious, use strong twine and floral wire to make your own garland.

Create Food Stations

There's no need to place everything you're cooking in fancy bowls and plates and have everyone sit at the dining room table. Instead, keep the dishes clean and have people serve themselves. If you have some hot creations (any kinds of stews, soups and casseroles are great for this), pop a ladle in the pot and let folks venture into the kitchen when they're ready. In the dining area, you can have your cold appetizers and in the entryway, the bar. This creates a great flow to the party and minimizes cramped areas.

Pick a Theme, Any Theme

Instead of inviting friends and family over for that predictable feast, why not spruce it up a bit? Having a theme for your get-together creates a buzz from the moment guests walk through your door. If you're keen on Christmas, show it. Have Frosty the Snowman and other classics playing on TVs in every room. Looking for something for the adults? As soon as you've greeted your guests, hand them their allotted 'spending money.' Have different casino games set up so they can have a blast betting on black 8 in roulette or trying for that elusive four-of-a-kind in poker.

Have fun creating something that is you. Hopefully my tips will help you out with what to do or maybe spark some ideas of your own! The most important thing at this time of year is to celebrate with the people you love.

Susan Légaré at *Moments That Shine* takes pride in that no two of her parties are alike. Her passion for Canadian music and hockey are evident as soon as you walk in to her office in Whitby.

Taking the Lead *Treating your pets like they're part of our family*




- Dog Walking
- Pet Sitting
- Holistic Health Care

SAVE \$5 off your first booked service

Corry Hamilton 905•697•2788
info@takingthelead.ca www.takingthelead.ca

*Quality Education Today
For Tomorrow*



DURHAM DISTRICT SCHOOL BOARD

Telephone: (905) 668-9595
Fax: (905) 668-1545
E-Mail: dolstra@sympatico.ca

JOHN DOLSTRA
TRUSTEE

400 Taunton Road East
Whitby, Ontario L1R 2K6
www.durham.edu.on.ca



One Call Coverage Inc.

"On-Call Childcare in Your Home"

- Gift Certificates
- Appointments
- Emergencies
- Night Out
- Shopping Time
- Personal Time

Angela Jaciw-Zurakowsky
289-388-0984

angela@onecallcoverage.com • www.onecallcoverage.com



Makeup in Motion

Mobile Makeup Artist
Exclusive supplier of
Wink Cosmetics

www.makeupinmotion.com
Kelly Weldrick - 905•449•1278

beauty has no boundaries.

Fix a thing or two



General Repairs / Property Upkeep

The kind of client we are looking for:
People that need a handy man service capable of general repairs indoor / outdoor all year. Property upkeep to protect property value by not letting it get run down. Personalize your home or office making it enjoyable and safe.

How we think we can help:
Drop by to assess the to-do-list + Let you know if we can do the job
Show you our credentials; insurance papers / referrals + Let you decide when we should come back to do the job + Prearrange payment agreement + Sign a contract, perform the task + Stand behind the service with a warranty

**For more information:
check out www.fixathing.com or call a direct line 905.447.9740**

Reiki ...for Dogs?

By Corry Hamilton

Eye rolls, head shaking and even laughter are just some of the reactions people have when I ask them if I can try to rebalance their pet's energy. To say they are skeptical would be an understatement. Most people who know me know that I have a degree in biochemistry. They find it hard to believe that someone who is logical and rational can support a therapy that hasn't been proven in a double blind study. But I have seen what Reiki can do—not just for people but also their pets. I tell people to try it before dismissing it as a viable treatment option.



Reiki is a Japanese form of energy healing that is a widely accepted form of complementary medicine—a gentle, painless and non-invasive therapy for people and pets. It complements and

embraces both traditional and holistic therapies, lessening the side effects from traditional medicine. Because our pets are so close and bond with us, they will often internalize and reflect our problems. An example of this would be if we are stressed at work and bring it home with us; our pets sense this emotion and take it on as their own feelings. This sympathetic connection can manifest itself as either a physical or emotional problem but Reiki can heal both.

Once my clients get over their surprise and disbelief at the idea, I share a success story or two with them. If they are cat people, they hear Myelo's story. Myelo was born blind and refused to have his nails cut. It would take two people to do it. Terrified, Myelo would run around the house looking for an escape route and, after having his nails cut, would be anxious for hours. After a 5-10 minute Reiki session, however, Myelo would be calm enough for one person to cut his nails and the once-anxious cat would have a nap afterwards. What a huge difference!

Dog people usually hear about Roscoe, a bulldog who develops a serious infection every seven or eight months, due to complications from ear canal surgery. He would refuse to eat because of the pain in his mouth until Reiki

enabled him to eat again. While he still requires antibiotics, Roscoe can now keep up his strength and fight off these infections.



Animals are more sensitive to energy than people. Some pets will immediately settle down and accept the treatment, while others will seek to avoid it. The duration of a treatment varies from 30-60 minutes. The treatment can be hands on or delivered from a short distance. Your pet will enter a deep state of relaxation and, after the treatment, will generally drink more water and go to the bathroom more often, trying to expel the toxins.

In general, Reiki won't necessarily cure your pet but can bring about significant health improvements. The number of treatments necessary depends on the severity of the illness and how long your pet has suffered. The healing effects of Reiki treatments build upon one another. For healthy pets, a maintenance Reiki treatment every month will suffice. For pets suffering from minor health problems such as a cold or sprain, weekly treatments would be beneficial. For chronic conditions, such as arthritis, four consecutive treatments plus weekly treatments can help your pet manage pain. If your pet is seriously ill, they can receive treatments as often as necessary. Occasionally, pets will miraculously respond to just a few treatments but each animal is different. Some pets will heal themselves, while others may not notice any change whatsoever.

Always discuss complementary treatments with your veterinarian. They should have a record of the complementary treatments you are using. Be skeptical. Educate yourself about Reiki. Try a session. See how you feel. You always have a choice when it comes to the treatment of your pet.

Corry Hamilton of *Taking the Lead* loves anything with fins, fur or feathers. She wants to see pets happy, healthy and treated like part of the family.

PC Direct Help
Fast solutions for home and business computers

- On-Site / Depot Repair
- Virus / Spyware Removal
- DSL / Cable Internet Setup
- Hardware / Software Troubleshooting
- Network & Wireless Setup
- Data Backup / Recovery
- Sales & Upgrades
- System Tuneup

Call Today!   
(905) 728-6631 www.pcdirecthelp.ca

7 days a week

The Tutor House



Johanna Buwalda
Handwriting / ESL / Literacy / Special Needs Tutor
205 Byron Street North
Whitby, Ontario
905-668-7203
thetutorhouse@rogers.com
www.thetutorhouse.ca

MAKE THIS YOUR QUANTUM LEAP YEAR

- *PAIN
- *STRESS
- *WEIGHT
- *ADDICTIONS
- *AGEING
- *SLEEP
- *ENERGY
- *CHILDREN
- *PETS
- *EMPOWERMENT




Your **QUANTUM** Connection
Your connection to a joy-filled healthy life through biofeedback
905.447.3771

A LITTLE SOMETHING FOR EVERYONE AT...



timmdavid
luxury private reserve



139 Byron St. N. Whitby (Pearson Lanes) www.timmdavid.com

Classifieds

Arianna's Place

Jewellery, Candles, Wine Jelly, Accessories, Artwork, Teas AND MUCH MORE.
68 King Street, (at Center/King) Oshawa, ON
Tel: 905.579.2099
ariannasplace0724@yahoo.com

CLH Designs

Web Solutions That Fit Your Business.
992 Dillingham Rd, Pickering On
www.clhdesigns.com
Tel: 905.999.0539

Maid Mart

Free cleaning consultation and \$30 OFF your first residential or commercial clean.
416.988.MAID Or Email: info@maid-mart.com

Moments That Shine - Whitby, ON

Tel: 905.493.0909
Email: inquiries@momentsthatshine.com
www.momentsthatshine.com

Pumpkin Event Planning

Adrienne Dankel - 416.803.8724
adrienne@pumpkineventplanning.com
www.pumpkineventplanning.com

Sew What!

Custom Design Clothing & Accessories
Wedding/Bridal Party/Costumes/Alterations
25 Yrs.Exp. - By Appt. 905.728.2211
www.sew-what.ca

THE BUSINESS CENTRE

As *Entrepreneurs*, we know that it is a continual process to sustain and grow our customer base. One of the ways this is done is through networking groups. Many great organizations in Durham Region provide the opportunity to meet potential customers. Please check them out because they can offer your business valuable marketing ideas as well as offering services at a reduced cost.

Some in the area are:

Whitby Chamber of Commerce

Tel: 905-668-4506 • www.whitbychamber.org

Ajax-Pickering Board of Trade

Tel: 905-686-0883 • www.apboardoftrade.com

Clarington Board of Trade

Tel: 905-6233106 • www.cbtc.org

Oshawa Chamber of Commerce

Tel: 905-7281683 • www.oshawachamber.com

Uxbridge Chamber of Commerce

Tel: 905-852-7683 • www.uxcc.ca

PPS Business Service

People, Procedures, Systems

"Putting the
pieces together"

Ida May Virag 905-665-6681
ida.ppsbizservices@yahoo.ca

GET THE LEGAL SERVICE YOU DIDN'T KNOW YOU COULD AFFORD

Starting a business? *Contact Us*

Owned a business for years? *Contact Us*

Downsized? *Contact Us*

Identity theft? *Contact Us*

Family Issues? *Contact Us*

ALL areas of law, WE CAN HELP!

www.sandracousins.com

1-866-753-3922



The **Power** of the *Purse* **Women in Business**

By Tina Dezsi

Can your business survive in this crazy economy? I believe that it can prosper. Studies from across North America show that women are a major market and the lion's force driving the economy today. According to the Royal Bank's Women Entrepreneurs statistics, women generate approximately 40% of new start-up businesses in Canada. Women-owned and women-led businesses provide 1.7 million jobs in Canada, compared to the 1.5 million jobs provided by Canada's top 100 companies.

If your business is selling jockstraps, for instance, your market could be strictly men but women are the majority market for home furnishings (94%), vacations (92%), houses (91%), consumer electronics (51%) and even cars (60% of purchases and 90% influence). Large businesses such as Home Depot and Sharp Electronics are already taking advantage—advertising on women-focused TV networks like the Learning Channel, the Food Network and W. Although I advise business owners to spread their marketing dollars over numerous forms of media such as print, radio, TV and web, I believe the key ingredient to a successful marketing campaign is relationship building.

It has never been more important to build your business through referrals. The costs associated with obtaining a new client far outweigh the costs involved in keeping your existing ones happy. Building relationships though a consistent customer service program is absolutely mandatory but the real key is taking it a step further and making *yourself* part of your brand. Build a solid reputation in your community by giving back—helping charities and ensuring that you are also making referrals to other local businesses. Join at least three different associations and truly get involved within that culture. Working by the "Pay it Forward" rule always sets you apart from your competition in your customer's minds and adding value to your local region will build your reputation as an integral part of that society.

Tina Dezsi is the CEO and Founder of *Power of Women Exchange*, a networking group for women entrepreneurs, executives and business professionals, and has been awarded the prestigious Peter Perry Business Person of the Year 2008.

The Coach CORNER

Life Coach - Dennis Brown

"The Grasshopper"

"We saw giants there, the descendants of Anak. We felt like grasshoppers next to them, and that's what we looked like to them!" Numbers 13:33

How we see our self and how we believe others see us will greatly impact our success in life. The above statement was the report brought back by ten of the twelve spies sent to scout out the land God promised the children of Israel back in Biblical times, the time of Moses.

What can we learn from this story? The giants that they spoke about said nothing about what these men looked like to them. The report that the spies brought back was about how *they* saw themselves. How often do we downplay our potential because of our own inner insecurities when facing our giants? How often do we assume that others see us as small? Actually, it's nowhere close to what you think. For most of us, it's a label we put on ourselves to justify our fear of not living up to our full potential.

When we label ourselves as not being good enough, not getting the right breaks, not having the right education etc, etc, know that even as we may see ourselves as very small, we are still capable of great accomplishments.

A grasshopper is capable of jumping twenty times its body length. A human being doing that would be jumping the equivalent of forty yards in a single leap. How's that for exceeding your expectation even when downplaying your potential?

The only person that can prevent you from accomplishing your dreams is you. The only obstacle we have to overcome is unbelief—not believing in our selves, not believing in what is truly possible.

My challenge to you this month is to ask yourself: what is truly possible for me? If I stop seeing myself as small, what am I truly capable of accomplishing? What if I truly *believe* all things are possible?

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.



Dennis Brown

Business Coach - Peter Miller

"Listening to Your Clients: The Foundation of Successful Business"

Starting and running a business is easy, I'm told: simply find out what your clients want and deliver it with unwavering consistency and excellence.

Okay so it's not that easy! I believe in the value of truly understanding the customer experience. We have all received what I am sure the provider felt was outstanding customer service. They probably did their best yet there were still little things that make us hesitate to refer them. Sometimes, it is as inconsequential as a poorly prepared and presented invoice. It is more frequently the actual service which a business owner must constantly evaluate from a quality perspective and then learn to see through their customers' eyes. The owner is frequently surprised to find it very different. Unfortunately, the small problem items seem to stand out against an otherwise outstanding customer experience

Continual market research is how a business determines if it is delivering what their clients want and ensuring they are both pleased enough to award you more of their business and confident enough to recommend your business to their friends. Big business spends millions of dollars on market research because the decision-makers are usually some distance from their clients.

Small businesses have the opportunity for more intimacy with their clients. Business owners need to ensure they are receptive to every comment their clients make and to actually respond to any trend in those comments. Follow up on service by talking with clients and specifically asking about all aspects of the service provided. "If I could improve on one thing, what would it be?" is often a good question to end with. Collect all the thoughts and suggestions and, on a regular basis, review them and decide what you can do better. In these demanding economic times, being the best in the eyes of your customer is what counts.

We can all be better tomorrow than we were yesterday so keep your ears and mind open, probe a little if you can, then take action. You'll be surprised how well you will do.

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



Peter Miller

INspired Media inc.

INspiredcreative

- Branding
- Logo design
- Marketing consulting
- Ad campaigns
- Media buying
- Graphic design
- Websites
- Printing

and much more...



and publishers of

the pink pages
directory

pinkplaymags

The Local Biz
Magazine



call 905.231.9722 or visit
www.inspiredcreative.ca



Healthy Vending Services

ADVOCATE
for healthy
vending

Make your voice heard!

Let's advocate for healthy living.
Go to our website and add your
name to our list so we can all
make a difference!

Want to provide your office, staff
and clients with delicious and
healthy vending solutions?
Call us today to find out more!

Phone: 905.436.1581 OR 905.243.1581

Email: info@healthy-vending.ca
www.healthy-vending.ca

Networking

- + Cost Savings
- + Information
- + Business Voice
- + Profits

Your Membership

Think of membership as your formula for success.



AJAX-PICKERING
Board of Trade

Working for you and your business

905.686.0883 • www.apboardoftrade.com • info@apboardoftrade.com



Mark Your Calendar!
April 3rd, 2009
8th Annual
Power of Women Conference!



**Strong...
Invincible...
Woman...**

Register now for early bird price of **\$199.00** (including GST)
For Sponsorship or Booth info please contact Tina: **905.668.2352**
Check out **www.powe.ca**