

# MB

*Markham Business*

Volume 1 • Issue 1 • Spring 2005

**The environment:  
are you doing your part?**

**How VIVA will keep  
Markham on the move**

**Voice of business:  
the latest news from  
Markham's business  
scene**



**Markham Centre:**  
*... the vision takes shape*

The  
Premier Issue  
From The  
Markham Board of Trade



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Cover Photo (from left):  
Geoffrey Grayhurst, Dorsay Development; Don Cousens, Mayor of Markham;  
Keith Bray, Markham Board of Trade; Rudy Bratty, Remington Group; James Ritchie, Tridel

Photo by Daniel Dutka



Keith Bray



### **A Message from the President & CEO**

It is with great pleasure that we send you the first issue of MB (Markham Business). We are pleased to be working with our publisher Lenmark Communications on this exciting venture.

The Markham Board of Trade is Markham's "Voice of Business". Through our staff, and our affiliation with the Ontario Chamber of Commerce and the Canadian Chamber of Commerce, we are the strongest advocate on general business issues in Markham, Ontario and Canada. We represent your interest on all concerns that affect how you earn a living. To be effective we need your company as a voting member. Our current membership stands just shy of 1,000 and our members range from IBM to consultants through retailers and service to home based businesses. For smaller firms, we offer a host of benefits that will help you save money.

The Markham Board of Trade is currently engaged in several projects which affect all local businesses. Most importantly, we are fully engaged in helping resolve traffic congestion in Markham. We collaborate with the Town of Markham on road projects, traffic signal coordination and other obvious solutions. Beyond that, we are active supporters of the new VIVA transportation system which launches in September as well as the exciting "Smart Commute, 404/7" initiative which has the potential of turning congestion from a problem to a nuisance. Watch MB for more information on this subject. Over and above addressing the traffic concerns of business, we are involved in the Markham Centre project, the proposed Pickering Airport, infrastructure development (sewers), building a "Knowledge Community", the Markham "Communities in Bloom" initiative, "Character in Business" initiative (even more timely as the Gomery inquiry unfolds), retaining and attracting new businesses to Markham, addressing housing and medical care issues in our town, and much more.

We are fortunate to have great volunteers, but with the number of projects we are involved in, openly welcome new talent. Everyone who does business in Markham and wants to succeed should show his or her support of business growth in Markham by becoming a member of the Markham Board of Trade. There is strength in numbers and membership means business and a strong voice.

As a heads up, mark your calendar for October 20, Hilton Suites Conference Centre & Spa as "Markham Celebrates Success" at our Business Excellence Awards. Come out and show your support of your fellow business people. It's your community.

Once again, welcome to MB. I know you will find the publication excellent and it will be received by a minimum of 7,500 businesses in Markham, and well over 10,000 decision makers, senior town staff and Markham elected officials, locally, provincially and federally. We want MB to earn the right to be a "must read" for you. My staff and I look forward to meeting and hearing from you.

Keith Bray  
President & CEO  
Markham Board of Trade



## Record Attendance at Mayor's Luncheon

Over 270 people attended this year's Mayor's luncheon put on by the Markham Board of Trade at the Hilton Suites Conference Centre. This was a dramatic increase over last year's when

125 arrived to hear Mayor Don Cousens. This record crowd was not disappointed as they heard a passionate, non-political presentation more about values than policies. One of the Mayor's best!

## York Region business organizations unite in support of Viva Rapid Transit

The Markham Board of Trade and the Chambers of Commerce in Richmond Hill, Vaughan, Aurora and Newmarket have come together in support of Viva rapid transit. Leaders of each business organization gathered in Markham to sign a joint letter calling on the Federal and Provincial Governments to match York Region's financial commitment to begin work on Viva's second phase.



It is estimated that the preliminary design and planning work on Viva Phase Two will cost \$22 million. York Region has asked the Federal and Provincial Governments to commit their one-third share, or \$7.3 million each, to ensure Viva continues moving forward.

The business leaders feel strongly that rapid transit is critical to ensure York Region's transportation system continues to meet the needs of business. Moving goods, attracting skilled employees and maintaining the Region's quality of life is of paramount importance, and Viva is a vital component.

When Viva begins operating in September, it will link the Region's urban centres of Markham, Richmond Hill, Vaughan, Aurora and Newmarket along four major corridors, including Highway 7 and Yonge Street. In addition, Viva will link York Region with the City of Toronto and its subway system, to GO Transit, and to the transit systems in the Region of Peel and eventually into Durham Region.



I am writing to encourage you to join the Markham Board of Trade, The Voice of Business in Markham.

Throughout the world, Chambers of Commerce represent businesses with a goal to promote and help them succeed. The Markham Board of Trade (MBT) is our Chamber of Commerce and the Town of Markham recognizes the important role they have to collaborate and support business development in our Town.

I believe businesses in Markham would benefit by becoming a member of MBT, and in turn a strong membership ensures the MBT remains current. This organization is aware of relevant issues, and adds credibility and prestige to Markham's status as the best place to invest and do business in the Greater Toronto Area.

Whether you are already a member of other business organizations or not, I ask you to give strong consideration to becoming part of the Markham Board of Trade.

Markham Board of Trade contact number is (905) 474-0730.

Yours sincerely

Handwritten signature of W. Donald Cousens. The signature is written in dark ink and is a cursive representation of the name.

W. Donald Cousens  
Mayor

As corporate citizens and local entrepreneurs,  
you understand the importance of the influence  
you have on the look of our community!



# Get involved!

Markham is participating in Communities in Bloom—a friendly competition among municipalities recognizing community participation in landscape beautification, heritage & cultural preservation and environmental awareness.

What's in it for you? Participating communities report enhanced business development, tourism and retail development, stronger community pride and reduced vandalism.

It's easy to get involved:

- Spruce up the landscaping around your business—demonstrate your commitment to the environment by planting flowers and trees
- Pick up litter around your office or business area—encourage your employees to get involved in a team-building cleanup event and promote stewardship
- Sponsor a clean-air commute contest for employees

These are just a few simple ways you can help Markham bloom!

Make us aware of your efforts and we'll provide you with a Communities in Bloom Participation Certificate and recognize your leadership on our website.

For more ideas and information visit [www.markham.ca/blooms](http://www.markham.ca/blooms) or call the CIB Program Manager at 905-415-7520.



# Markham Board of Trade Business Events

*Markham Board of Trade functions are the most popular events in the Markham business community. Registration is required at all our events. You may register online at [www.markhamboard.com](http://www.markhamboard.com) or call 905-474-0730. Remember MBT members have a preferred rate. Register early as events fill up quickly!*

## **Breakfast Networking Club**

Wake up and smell the coffee!

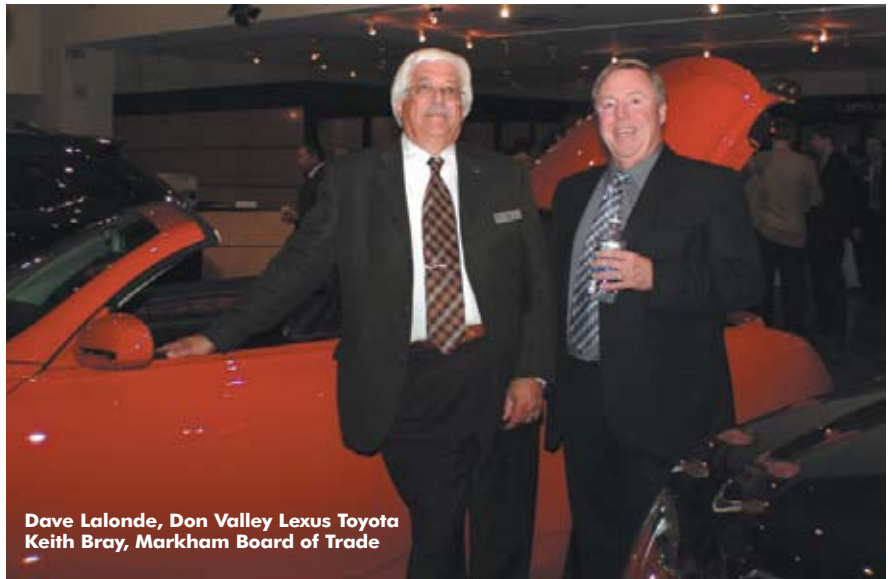
Where else can you meet over 80 new prospects, introduce your company to everyone in attendance, have breakfast and be on your way to work by 9:00 a.m.? The Markham Board of Trade breakfast networking club meets the second Thursday of each month. It's an exciting way to build your business and meet others in the Markham business community.

## **Luncheons**

Be kept informed. Our MBT luncheons feature notable speakers to keep you up to date on important issues of the day. Typically our luncheons are held on the third Thursday of each month but can fluctuate depending on the availability of our speakers.

## **After Hours Networking**

The Markham Board of Trade After Hours Networking functions provide an excellent opportunity for you to meet other business professionals in unique settings. From mini trade shows to mingling amongst shiny new cars at a dealership, the bottom line is that you will have the opportunity to promote your business and meet over 80 prospective customers and suppliers. Our After Hours Networking functions are held on the fourth Thursday of each month.



Dave Lalonde, Don Valley Lexus Toyota  
Keith Bray, Markham Board of Trade

## Schedule of Events

**May 31** – Executive Roundtable – Limited to 15 Senior Executives 7:45 a.m. – 9:30 a.m. MBT Boardroom, 80F Centurian Drive, Suite 206. Topic “How To Achieve Double Digit Pre-Tax ROI – Building a competitive edge and realizing 25% + pre-tax ROI. A discussion based on actual experiences highlighting the disciplines, the “do’s”, “don’ts” and application of turnaround management disciplines to realize sustainable growth.

**June 9** – Breakfast Networking 7:15 a.m. – 9:00 a.m. Eastside Mario’s 5060 Hwy 7 East (Markville Mall).

**June 22** – MBT Annual General Meeting & Volunteer BBQ 5:30 p.m. – 7:30 p.m. Town of Markham Offices Council Chambers, 101 Town Centre Blvd. Meet your Board of Directors and volunteers. Experience your Town Hall and join us after for dinner on the patio.

**July 14** – Breakfast Networking 7:15 a.m. – 9:00 a.m. Grand Island Seafood & Steakhouse, 548 Carlton Road

**July 27** – 24th Annual MBT Golf Tournament 11:30 Registration, & Lunch 1:00 Shotgun Tee-off. Meadowbrook Golf & Country Club. A sell out every year! Golf and network with other business professionals. Lunch, dinner and, of course, lots of prizes.

**August 18** – Markham Board of Trade BBQ 5:00 p.m. – 9:00 p.m. Toronto Airways Buttonville Airport Hangar, 2833 16th Avenue. Food, refreshments, music and entertainment.

## **Trade Show Attracts Over 500 Visitors**



The 2nd Annual MBT Trade Show, held March 31st, 2005 at York Downs Golf & Country Club, generated the largest attendance in the history of any MBT member event. Over 500 people attended over the four hour show period to visit some 50 exhibits.

The seminar sessions were also well attended.

Next year’s show is tentatively scheduled for May, 2006 and it promises to be even bigger and better.



Don Flynn

## Think global, act local!

Welcome to the first issue of *Markham Business*, the new magazine designed for businesses by businesses contributing to the commercial success of the community of Markham.

*Markham Business* is distributed by Canada Post to virtually every business operating in Markham - that is an impressive 7500 of you. Copies of the magazine are also mailed to all members of the Markham Board of Trade, with additional distribution through information centres at the Markham Town office and the Markham Board of Trade and its various events. MB can also be read online at: [www.info-data.ca/mb.lasso](http://www.info-data.ca/mb.lasso)

The primary purpose of MB is to keep you, our readers, informed and educated on a quarterly basis regarding the latest developments to help you maintain that crucial competitive edge. From in-depth profiles to advice from professionals, our experienced editorial team will zero in on the issues and trends that affect all of us in this challenging business world.

In this issue, we take a look at the new Markham Centre Development and the new VIVA transit system, two major developments that will affect us all.

The business world has always been one of risk and opportunity, but never more so than in the fast paced technological arena of today. Succeeding in business in the 21st century is as much about computer systems and upgrades as it is about offering a superior product or service and winning new customers.

Commerce and communication can be instant, and everyone wants everything now, if not sooner. It all adds up to massive challenges, opportunities and rewards.

Doing business in such a fast-paced world is not for the faint-hearted. Nor is launching a new publication – which is why all of us at Lenmark Communications are proud to have been chosen by the Markham Board of Trade as their partner in this exciting new publishing venture.

Ultimately, though, *Markham Business* is your magazine, whether yours is a small business serving the local community or a larger operation competing on the global stage. We value your opinions, welcome your input, look forward to your feedback, and of course, appreciate your advertising support.

On that note, special thanks go to all those who have helped to bring MB to fruition by advertising in this first issue. We sincerely appreciate your support!

**Don Flynn**

**Publisher**

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### Vision

To be the voice of business, and the premier networking and business development association in Markham

### Mission

To be a visionary, leading edge association that contributes to the success of our members and our business community

### Strategic Goals

- Build on our reputation as Markham's premier business & networking association
- Assist our members in creating successful businesses
- Remain financially healthy
- Enhance our reputation as the voice of business in Markham

### 2004-2005 Officers

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## 2005 Awards Presentation Honours Chinese Canadian Entrepreneurs

The Association of Chinese Canadian Entrepreneurs (ACCE), in association with Centennial College – Centre of Entrepreneurship, The Ontario Ministry of Economic Development and Trade, Pricewaterhouse Coopers and Ming Pao Daily News, honoured outstanding Chinese Canadian entrepreneurs from across Ontario in seven categories. The co-chairs of this year's event are Ms. Catherine Swift, President, CEO and Chair of the Canadian Federation of Independent Business, Mr. Fred Lai, President of ACCE and Mr. Phil Smith of Centennial College – Centre of Entrepreneurship.

The purpose of this Award Presentation is:

- To promote entrepreneurship in the Chinese Canadian Community
- To recognize the contribution of Chinese Canadian entrepreneurs
- To encourage new business start up
- To promote social responsibility in entrepreneurs

### The Awards given are as follows:

Best Start-Up Award, **I.N. Beauty Spa**  
 Most Innovative Award, **Principal by Chan Hon Goh**  
 Most Progressive Award, **Pacific Carpet and Flooring**  
 Best Community Service Award, **ESM Group Inc.**  
 Award of Merit, **Edge Light Group**  
 Best International Business Award, **PharmEng Technology Inc.**



Entrepreneur of the Year Award, **Mr. Sam Chiu, Founder and Executive Director Samtack Computer Inc.**

The ACCE's mission is to encourage entrepreneurship and to strengthen competitiveness of Chinese Canadian business in the global market; to assist Chinese Canadians in developing new businesses by sharing their expertise through quality training and mutual support, and to provide a network for members to share resources, organize seminars, workshops, conferences and special programs on relevant business topics. The ACCE also assists in facilitating communication between government officials and new businesses.

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# A Look at Markham Centre

The vision takes shape

Almost a decade ago, Markham created a master plan for a new kind of downtown. It would be a community that belongs to the Town's residents, designed with their full input. It would be a place that puts people at the centre, where residents could gather for a wide range of business, cultural, entertainment and institutional activities.

Now, with building underway, Markham Centre is already being recognized as a model of the very best in sustainable development. It's a place where people and nature can meet, closely intertwined with the Rouge River valley, our natural heritage. It will feature interconnected parks and open spaces, biking trails and recreational facilities. And, it will have a high performance transit system linked with well-planned roads to make it easy for people to move throughout the whole downtown area.

"We're very excited about creating a new urban focus for our community," says Town Architect David Clark, "one that will build on the 'smart growth' and new urbanism principles that set the framework for our growth as a community. At the same time, Markham Centre will preserve and enhance our natural and built heritage and provide new opportunities for business investment, new forms of housing, new shopping experiences, as well as new recreation and entertainment activities."

## About the new Markham Centre – when complete

Total land Area:	988 acres
Population:	25,000 residents
Employment:	17,000 jobs
Office Space:	400,000 square metres
Retail Space:	55,000 square metres
Schools:	3 elementary schools, 1 secondary school
Parkland:	50 acres
Open Space:	192 acres

## Update on residential and commercial development

Markham Centre is quickly turning into a dynamic community, featuring the best in urban design. People can choose to live near bustling shopping and entertainment areas in the market district. Or, they can choose one of the



more traditional residential neighbourhoods west and east of the downtown core. Three main developers will bring their unique stamp to the new development: Tridel, The Remington Group and Liberty Development Corporation.

## Circa: a vibrant and varied development by Tridel

If you drove past Warden Avenue and Highway 7



last month, you may have noticed an unusual number of moving trucks in the area. They were bringing people into the new townhouses of Circa, the first of Markham's new

downtown developments. Tridel will complete the development in four phases:

**Phase I** – sold out (except penthouse and a few other selected suites in condo building)

- 69 townhouses - occupancy started
- Condominium high-rise (388 units), ready for occupancy September 2005

**Phase II**

- 85 townhouses - construction started
- Condominium high-rise (390 units), now preparing to go to market, subject to Town approvals

**Phase III**

- 2 mid-rise office buildings

**Phase IV**

- Possible third office building or seniors' building

"We are excited to bring to Markham a development that can meet the different needs of its residents, from empty nesters to young professionals," says Steve Upton, Vice President of Development Planning, Tridel. "The Tridel community will be a people place complemented by retail, commercial, green spaces and business, all linked together to create the kind of lifestyle that we believe people in Markham are really looking for."

**Downtown Markham: The Remington Group brings a dynamic, mixed-use, downtown core to life**

At the heart of Markham Centre, plans are moving forward with the largest single development of the new downtown core. The Remington Group's Rudy Buczolits, VP Land Development Division, reports Phase I of the 243-acre site will be serviced this year. Development services include installing sewers, district energy, utilities and all roads, including the extension of Enterprise Boulevard from Warden Avenue to Kennedy Road. Building is scheduled to start in 2006.

Phase I of Downtown Markham will bring about 800 residential units (both townhouses and condos), to the downtown core, as well as a million square feet of office and business park use. A presentation centre will open later this year. When all phases of Remington's project are finished, it will bring more than 3900 new residential units and 5 million square feet of new office and retail space to



Markham Centre. "We envision Downtown Markham to be a lively, bustling community where people will work, live, shop and play," says Buczolits. "Just steps away from the homes and jobs there will be great places to dine and meet friends, parks to explore and a variety of leisure attractions to enjoy.

It's life as it should be — or at least it's life the way many people in Markham would like to live it!"

**eko: a courtyard community in Markham Centre, by Liberty Development Corporation**

An exciting mix of residential and commercial buildings will be coming soon to the lands around the Hilton Suites Hotel, on Highway 7 and South Town Centre Boulevard. Liberty Development Corporation recently received approval for a draft plan that features a master planned condominium community (1,800 units) centred around a series of inviting courtyards.

"We are trying to bring a little touch of Europe to Markham," says Lezlie Phillips, "eko is a courtyard-style community, with tree-lined walkways and three acres of parkland. It's the perfect choice for people who appreciate contemporary design in an urban setting."

**SIGNATURE COLLECTION CARRIAGE HOMES AT MARKHAM TOWN CENTRE**

Tridel's Circa Carriage Homes define the architecture of elegance. Every design and detail are crafted to Tridel's standards of excellence. Circa is a planned community with a lush park at its centre and private courtyards and walking trails.

**New Release from \$360,500 to \$537,500\***

Tour the completed Circa Carriage Home Model and discover an ideal balance of carefree condominium living, without a compromise of living space. By appointment. Mon-Fri 12-6 pm, Open House on weekends 12-6 pm.

Visit our Sales Centre on Highway 7, just west of Warden Ave, Markham, Mon-Thurs 12-8pm, Fri-Sun & Holidays 12-6pm. Log onto [tridel.com](http://tridel.com) or call 905.305.0588.

Tridel and Built for Life are registered trademarks of Tridel Corporation. \*Prizes and specifications subject to change without notice. E. & O. E. May 2005.

Liberty is now waiting for final approval before opening its residential sales office and moving the project into high gear. On the commercial side, Liberty's two office towers, "Markham Liberty Square" — complete with ground floor retail space, are already being leased and sold.

"We are very excited about bringing this new kind of community to Markham Centre," says Phillips. "We are confident it offers a kind of lifestyle the people of the Town will welcome enthusiastically."

### New Transit System Coming Soon

If you've driven through town lately and noticed the road construction around the downtown core, you know plans for the new rapid transit (RT) system and road improvements in Markham are now in full swing.

The new system, called Viva RT, will begin operating in the fall of 2005 across York Region. RT vehicles will move along the four major corridors of Yonge from Finch to Newmarket, Highway 7 from Martingrove to Cornell, down to Don Mills Station and over on Vaughan Road from York University to Downsview. The stops are more than half complete.

Work includes widening roads, improving intersections and building queue jump lanes to give Viva RT vehicles a head start over other traffic. According to Dan Miles at the York Region Rapid Transit Corporation, it's all part of a comprehensive plan to get Markham residents out of their cars and into using Viva RT. By 2006, when Phase I is fully implemented, it's expected that there will be 7,000 fewer cars every day on the roads of York region.

"Our goal is to increase ridership in the RT corridors by 30%. Passengers will find their travel time will drop up to 40% in certain corridors over existing buses."



"It's a whole new way of getting around," he adds. "We've got state-of-the-art vehicles and infrastructure with intelligent transportation systems that let people know exactly when the next vehicle is arriving at their stop. Together, they will make it more convenient, comfortable and efficient to get around Markham than ever before. It's unlike anything in the Greater Toronto Area today." For information about VIVA call 905-886-6767 or visit [www.vivayork.com](http://www.vivayork.com).

### The Central Park

One of the most striking features of Markham Centre is the new 10-acre urban park located within The Remington Group's Downtown Markham. In June last year, a national competition was held to select a design. Work will be underway in 2005 to refine the winning design, called Landmark Park, with further input from the Town, the public and the landowners.

The new urban park is the brainchild of Janet Rosenberg and Associates Landscape Architects, with Oleson Worland/Taylor-Smyth Architects and Fela Grunwald Fine Arts. It's very much a place designed for the people of Markham, with lots of public feedback to identify the design features Town residents would most value. These include:

- Work with the natural features of the park's unique location to make sure the landscape reflects the seasons and takes advantage of the park's close proximity to the Rouge Valley lands.
- Provide convenient access by integrating rapid transit services, pathways and bicycle trails into the design.
- Include special features such as large-scale public art and sculpture.
- Provide flexible programming spaces to support a wide range of activities throughout the year.
- Coordinate the park design with the surrounding downtown shopping district to provide a seamless integration of commercial and public activities.
- Make the park an inviting and safe place that people will want to visit.
- Create a focal point for Town-wide celebrations and multi-cultural festivities.

"This central park will help define the future of Markham, presenting a bold statement of our pride in our town by integrating art and nature, making room for tranquillity as well as activity, and bringing together our past and our future," says Town Architect David Clark.

Stay tuned for information about this new urban development. Markham Council and citizens will be involved in the next steps of the planning process starting this June. **MB**

# Be an environmental leader!

By Kasia Chojecki

Here are a few simple ways that small businesses can help our environment – and in many instances, reduce expenses.


- **Reduce, reuse and where possible, recycle.** When you make photocopies, can you reduce paper use by using the double-sided feature? Are you printing off copies of email unnecessarily? If your place of business offers recycling services, encourage employee involvement.
- **Reduce the use of electricity.** Turning off unnecessary lights overnight will not only reduce the business's expenses, but also help to preserve energy. The same idea applies to any office equipment, such as computers, printers and faxes. Using energy-saving light bulbs also reduces greenhouse gases and saves businesses money on electricity bills.
- **Encourage employees to carpool, take transit or bike.** Allowing employees to stagger working hours where it won't impact your operations can reduce the amount of time employees are caught in traffic – and reduce pollutants that result from idling.
- **Reduce vehicle idling.** Idling for 10 minutes a day produces approximately a quarter tonne of carbon dioxide. That amounts to approximately \$70 of wasted fuel annually.

- **Moderate heat/air temperature.** Every company can make smart decisions about their heating and cooling methods to decrease their energy use and increase savings on their electricity bills. Turning down the heat or the air conditioning by a few degrees reduces greenhouse gases and ensures optimal savings. Consider programmable energy efficient thermostats.
- **Choose alternate cleaners.** Some insect sprays and household sanitizers contain chemicals that can be hazardous to your health and our environment. Choose environmentally friendly cleaning products – there are a number on the market today.

Small businesses make an enormous contribution to Markham's economic health and can have an equally significant impact on our environmental health. Take a few moments to consider the ways that you can “green” your business operations. Remember, the best way to succeed is to lead by example. It all starts with you. **MB**

For more information about environmental initiatives in our community, please visit the Town of Markham website at [www.markham.ca](http://www.markham.ca).


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# Why you can't afford "low-cost" advertising

Here is a phrase we hear all the time: "We want to do some advertising, but it has to be low-cost advertising because we don't have a big budget." Our response is always the same: Why do you categorize advertising as a "cost"? A cost is something that detracts from your bottom line and, as such, is something you strive to limit or keep low.

By *Wolfgang Franke*

President – *Words at Work Advertising & Marketing*



So let's forget about the idea of doing low-cost advertising and think instead about investing in advertising that produces a return. It's not rocket science

and it does not have to be expensive. You just have to be smart about how, when and where you spend your money, a necessary step to identify the low-risk, high return programs that have worked again and again for companies small and large.

Start by defining your USP (unique selling point) and the customers most likely to be attracted by your unique selling point. Most companies don't have this information or are unable to deliver the message in a way that attracts interest. Even marketing directors and company presidents struggle when we ask this simple question: what does your company do? Most of the answers focus entirely on the features of the product or service – information of almost no interest to the customer. The customer wants to know how they will benefit by using the product or service. Big difference.

Some executives can articulate their USP, but you couldn't find that USP in their advertising with a search warrant. As a result, the advertising doesn't work and it is fair to categorize the spending as a "cost" since it produced no return.

Now let's assume you have done your homework and are ready to go. What do you do first? Pick the low-hanging fruit. Put more technically, go after the customers whom you can reach at least cost and who are most likely to buy. Who are they? Your existing customers. And, please, don't make the deadly mistake of assuming your customers are buying everything they could buy. We have had significant success with companies by simply focusing on expanding their sales to existing customers.

Next, define the prospects that are most likely to buy. This is based on the simple, but vital, idea that all prospects are not the same. Some can be reached at less cost than others. Some are more likely to buy than others. Some are likely to buy in the near future. You need to figure this out to lower the risk level of the spending and raise the return.

What about the actual ad? It needs to be based on all the above – and it needs to be good enough to stand out among the hundreds and hundreds of advertising messages the average person sees every day. In short, it needs to be assembled by a pro. Which brings us to one last tip. You can choose to categorize the fee charged by the pro as a cost and do everything possible to limit or eliminate that cost. You can even pretend that you are smarter than big-time advertisers like Nike and Microsoft because you don't "waste" money on advertising.

Or you can see the pro as a partner that helps you maximize your investment in advertising and marketing. But there will be one drawback. Chances are you will have to move into bigger offices in the near future. **MB**

*For more information, contact Wolfgang Franke, President — Words at Work Advertising & Marketing by calling 905-940-6610 or visit the company website: [www.wordsatwork.ca](http://www.wordsatwork.ca)*



# Viva Rapid Transit is Coming to York Region

From A to Being... to the office on time

*By Bill Fisch*

*Regional Chair and CEO, The Regional Municipality of York*

When it comes to battling gridlock in the Greater Toronto Area, York Region has just the ticket. It's new, it's innovative, it's Viva. Viva is a modern bus rapid transit system that is taking shape along our roadways, at major intersections and in production facilities locally and abroad. The service is scheduled to begin in September 2005.

For those making that long commute to work, Viva will offer an attractive alternative to driving. Instead of grabbing the keys and taking a chance on bumper-to-bumper traffic, people can enjoy a vastly superior transit experience.

The Viva system is designed with passengers in mind, offering a service that's frequent, reliable and comfortable. Rapid transit vehicles will arrive every five to 10 minutes during peak periods. Viva stations will be bright and safe with a uniquely modern look. There will be fare vending machines allowing passengers to purchase tickets quickly and easily before boarding. And there will be real time information in the stations telling passengers when the next Viva vehicle will arrive.

When people step onto a Viva vehicle, they're stepping onto something special. These new modern rapid transit buses will be quiet, roomy and comfortable, featuring high-backed, contoured, European-style seats. Viva vehicles will also be fully accessible, with wide doors, low floors and ramps to accommodate wheelchairs and strollers.

The fleet of 25, 60-foot vehicles and 60, 40-foot vehicles is currently being built in Belgium by the award-winning bus manufacturer Van Hool. The first vehicles are expected to arrive in Canada shortly.

For those trying to get to the office for an early morning meeting, Viva will shave time off their commute. Construction crews have been out in the community since June 2004 making intersection improvements, building special queue jump lanes, widening roadways and installing intelligent transportation systems. These initiatives are all designed to allow the Viva vehicles to hold the green lights longer, move through the intersections faster, and get people to their destinations without delay.

Viva will not be working alone. Rapid transit and the local transit network, York Region Transit, will be part of one system offering passengers an enhanced service with greater flexibility. People will pay one fare and be able to transfer easily between the two systems. The benefits will be far reaching, touching more than just riders. Viva will ease traffic congestion, allowing businesses to improve productivity and delivery times. It will improve our air quality and attract new commercial and residential development.

As Viva is implemented, transit oriented development will accommodate future population and employment growth within vibrant, densely populated "transit villages". These villages, which include Markham Centre, will be origins and destinations along the rapid transit corridors, offering people a place where they can live, work and play without the need of a car. This approach is critical because York Region has become one of the fastest growing areas in Canada, adding 35,000 people and 20,000 new jobs every year.

Local leaders recognized that in order to properly manage growth of this

magnitude, they had to provide a viable alternative to driving. They recognized that building new roads was not the only option, and the solution had to include a new, attractive and upscale transit system that will help clear the road for business, and ensure our economy keeps growing.



But this is only the beginning. Viva is being developed and implemented in three phases over a 20-year period. It will link the Region's urban centres of Markham, Richmond Hill, Vaughan, Aurora and Newmarket along four major transportation corridors. In addition, Viva will link York Region

with the City of Toronto and its subway systems, to GO Transit and to the transit systems in the neighboring Region of Peel and eventually to Durham Region.

The Government of Canada, the Government of Ontario and York Region each contributed \$50 million for Viva's first phase. When the first phase is fully implemented, York Region estimates these initial improvements will lead to a 30 per cent increase in transit ridership – moving 7,000 car trips a day off the major arterial roads.

However, Viva's next phase will truly put the "rapid" in rapid transit. In Phase Two, the Region will build dedicated transit lanes separating the Viva vehicles from mixed traffic. If funding is secured and the Environmental Assessments approved, construction could begin in 2006.

In Phase Three, Viva could be converted to light rail, subway extensions may be built or Bus Rapid Transit expanded. A decision to

proceed with the final phase will be made after a major review in 2009.

In the meantime, the focus is on getting Viva's initial phase up and running. Helping in this endeavor are Markham Board of Trade members and Viva Ambassadors Drew Gerrard, Glenn Crosby and Philip Gunn. They are lending their support and advice as Viva moves from the drawing board to the curbside.

Although there is still a great deal of work left to do, a new era of public transit is clearly within sight and the anticipation is growing. Beginning in September, people will be able to take Viva rapid transit and be moved like they have never been moved before. **MB**

For more information please visit:  
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## Surviving Stress: Tips for Healthy Eating

**D**id you know that if you're stressed for a long period of time your health can suffer, especially if you're not eating well? Stress can lower your immune system or cause fatigue, insomnia, weight gain or loss, diarrhea or constipation.

### Can nutrition help?

How well your body handles stress depends on how well nourished it is before and during times of stress. Healthy eating won't prevent stress in your life, but it can help you cope better.

### Nutrition tips to help handle stress

- **Eat a nutrient-packed, low fat, high fibre diet**  
Follow Canada's Food Guide to Healthy Eating.
- **Eat regularly**  
Have three small meals plus a couple of healthy snacks every day. Try not to skip meals.
- **Make mealtimes a chance to slow down and relax**  
Chew your food slowly and enjoy the taste. This will help avoid indigestion.
- **Cut down on caffeine**  
Caffeine is a stimulant found in coffee, tea, colas and chocolate. Limit yourself to 2 to 2½ cups (16-20 oz) of filter-drip coffee a day, and avoid caffeinated foods and beverages late in the evening.
- **Choose foods high in carbohydrates**  
Carbohydrate-rich foods may help stimulate the release of serotonin, the brain chemical that calms and makes you sleepy.

### What can you do about stress-eating?

Some people tend to overeat when they are stressed. "Comfort foods" are often the foods that they reach for. Luckily, many comfort foods can be healthy choices if they are made in low fat ways or eaten in smaller amounts. Try these low fat choices:

- cereal and low fat milk
- hummus and pita bread
- hot chocolate made with low fat milk
- air popped or light microwave popcorn
- fresh fruit
- cut up raw veggies
- low fat yogourt

Try other "stress-buster" activities, such as going for a walk or calling a friend, instead of eating.

### What about stress supplements?

It's a common myth that our bodies need more nutrients when we're under stress. Times of physical stress, such as when recovering from surgery, do require special attention to nutrition needs, but purchasing supplements is unnecessary.

### Your workplace can promote healthy eating by:

- Having healthy food and beverage choices available in the cafeteria, vending machines and at business meetings and functions.
- Providing adequate time and location for meals and breaks.
- Implementing the Eat Smart! Workplace Cafeteria Program.
- Making nutrition programs, such as "Healthy Measures" available to employees.

*Adapted and reprinted with the permission of the Health Services Department of the Regional Municipality of York.*

# Therapeutic Medical Laser Technology

How a Markham-based company is leading the way.

By Pam Brodie

Markham-based Theralase Inc. has designed and manufactured the highest quality therapeutic medical lasers in the industry since 1975. They provide world-class customer service and training on their technology, enabling their customers to deliver the safest and most efficacious rehabilitation treatments available. Manufactured in Markham, their therapeutic medical lasers systems are sold across North America and internationally.



Roger White, B.E.Sc., P. Eng.  
Pres. and C.E.O. Theralase Inc.

## What is laser therapy?

Laser therapy provides an external source of pure light energy to the body. Cellular proteins within the body convert this light energy into chemical energy which the body uses to stimulate its own repair. The biostimulating effect of laser therapy reduces swelling, eliminates pain and accelerates the healing of tissues.

## Who Can Benefit?

People who suffer from a wide range of neuro-musculo-skeletal conditions, such as motor vehicle and workplace injuries, chronic pain conditions, repetitive strain injuries, sports injuries, wounds, burns, and other conditions affecting the skin, will greatly benefit from this fast and painless treatment.

Conditions that have responded well to laser therapy include:

### Sports injuries:

- Joint sprains and muscle strains
- Ligament, tendon and capsule tears and strains
- Bursitis and joint inflammation

### Work related injuries:

- Carpal Tunnel Syndrome
- Back, neck and shoulder pain
- Foot pain

### Pain control:

- Sciatica and Herniated Disc pain
- Shingles and Cold Sores
- Tension Headache and Migraine pain
- Rheumatoid Arthritis and Osteoarthritis

### Skin Conditions:

- Diabetic ulcers
- Burns
- Cuts and wounds

Over the past decade, laser therapy has advanced significantly. Ten years ago, lasers could only penetrate a few centimeters under the skin; today, they can penetrate up to four inches into tissue and joints. This feature has greatly expanded the variety of treatable conditions. Treatments are no longer restricted to surface issues such as cuts or blisters: Theralase superpulsed lasers can now deliver energy deep into injured muscles and joints.

## Who is using laser therapy?

Hospitals and physicians, chiropractors, physiotherapists, sports trainers, athletic teams, athletic therapists, professional and Olympic athletes are all users of laser therapy. In fact, lasers are now so portable that professionals and teams can even take their treatment with them on the road.

The medical field continues to embrace this technology. Laser therapy is a valuable – and affordable – tool for

treating patients. Clean, fast and effective, with no heat or side effects, it does not hurt the tissue and can be used in combination with other treatments. It is even safe to use over pace makers and other metal, plastic or ceramic prosthetic devices. Clinical studies demonstrate it has an effectiveness rate ranging between 60 and 100%, with an average effectiveness of over 85%.

## What are the benefits?

The benefits of therapeutic laser therapy are quite remarkable. Patients heal faster and it improves the quality of the tissue. How? Energy provided by the laser light accelerates cellular reproduction and growth. This in turn provides faster wound healing, reduces the development of scar tissue from cuts and surgery, reduces swelling from sprains providing better joint movement and stimulates the recovery of nerve function.

Theralase continues to partner with the medical community, through ongoing clinical trials, to further extend the boundaries for the application of therapeutic lasers and the development of new technologies.

## The Clinic

Theralase operates a full service, multidisciplinary rehabilitation clinic in Markham. The Pain Relief Center provides patients with a safe, effective and painless therapy that uses the body's own natural healing systems to relieve pain, increase joint mobility, increase tissue integrity and promote cell regeneration. The Center is used not only to treat patients, but also as a research and education center that can be accessed by healthcare practitioners interested in learning more about this ground-breaking approach to therapy and treatment.

*For more information about Theralase, or to find a clinic near you, visit their website at [www.thermalase.com](http://www.thermalase.com) or call toll-free 1.866.843.5273.*

# Junior Team Canada Economic Trade Mission to Malaysia and Singapore

“Welcome Junior Team Canada to Kuala Lumpur, Malaysia,” said the pilot. Two months of frantic fundraising, sponsor meetings, research and preparation were all culminating at this point: the opportunity for 15 handpicked students from across the country to represent Canada and act as ambassadors for community and business sponsors.

By Nabeela Barday, Junior Team Canada Ambassador

What is Junior Team Canada? Modeled after the Team Canada mission led by the Prime Minister and Minister of International Trade, Junior Team Canada Economic Missions are teams of young Canadians who travel to foreign markets and explore business opportunities on behalf of Canadian business and industry. Team members network with government, business and education leaders in order to gather key market intelligence. In addition, our team examines the global issues that developing countries are facing, and how Canada can play a lead role in making a difference.

Once you are notified that you have been selected, you have limited time to fundraise \$4,000 to cover the cost of your trip from community and business sponsors. Furthermore, Foreign Affairs Canada, our national sponsor, mandated that we research four particular sectors – ICT, Aerospace/Defense, Oil & Gas, and Biotechnology, sectors identified as market opportunities for Canadian businesses in the South East.

The 16-day trip was a whirlwind of activity – we met with various business leaders, attended receptions at the Canadian

High Commission in Singapore and Malaysia, volunteered at a local orphanage, ran leadership workshops at local high schools, wrote market briefs about our sectors, and tried to find time for a little play as well. We forged great friendships, made great business contacts, but most importantly had the opportunity to represent our country and the diversity that Canada embodies.

The fundraising proved to be a challenge. I approached the Markham Board of Trade. They believed in me, and became one of my main sponsors. My responsibility was to “sell” Markham on the global stage and every opportunity I had I seized it; whether it was at MATrade, (the agent that oversees imports and exports in Malaysia) the High Commissioner’s house, or even speaking with local businessmen and women.

I was proud to represent my country, my school, but most importantly my city, and I look forward to giving back to the community. Feel free to reach me at [nbarday@gvconnects.com](mailto:nbarday@gvconnects.com); together we can explore some of the business opportunities that exist in the South East for Markham businesses.

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# Protect Yourself And Your Family With Critical Illness Insurance

A major illness can be a huge emotional burden for you and your family. Don't let it become a financial burden, too. Protect yourself against the potentially high costs of a serious illness with critical illness insurance.

Without this insurance, the odds are against you. Statistics show that at some point in their lives, most Canadians will face a life-threatening illness. If you're the major income earner in your family, that's bad financial news. In fact, a major illness can place a greater burden on your family's finances than your death.

Critical illness insurance provides a one-time lump sum payment if you are diagnosed with an illness covered by the policy. There are no restrictions on what you can do with the money, so it can be used to cover health care costs, personal care services, lost income while you're unable to work, or for any other purpose.

Of course, you may have other types of insurance to help with the costs of an illness. Many Canadians have disability insurance policies, for example. But while disability and critical illness insurance complement each other, your disability policy won't pay benefits if you are still able to work. Even if your illness prevents you from working, you might have to wait a number of weeks for your benefits to kick in. And they may be limited.

Critical illness insurance offers coverage whether you're able to work during or after your serious illness. Policies vary, but coverage typically includes heart attacks, cancer, stroke, multiple sclerosis, kidney failure, blindness, Parkinson's disease, Alzheimer's disease and other serious life-altering illnesses.

These plans are offered by life insurance companies, and are generally available to those between 18 and 65 and in good health. You may be able to renew your policy until age 75 or for your lifetime.

Coverage generally ranges up to \$1 million, although it may be possible to buy a larger policy. The full benefit is available even if you recover from the illness. But you must usually live for at least 30 days after an illness is diagnosed before benefits are received.

When buying critical illness insurance, shop carefully. Coverage, exclusions, benefits and prices can vary. Be sure that you aren't excluded from coverage because of age or health – particularly by a previous illness.

And don't look at critical illness insurance on its own. It should be part of an overall insurance plan that includes disability, long-term care and life insurance. By ensuring you're well covered, all your family's financial needs will be met in the event of unexpected circumstances. **MB**

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