

COMING EVENTS

TODAY

Advertising Basics
7 p.m. Guelph Business Enterprise Centre seminar. Speaker: Brent Barr, KIRE Company. Learn advertising techniques and how to evaluate to ensure they work. Cost: \$20. To register: 1-519-826-4701.

Computer Training: Microsoft Excel II
7-10 p.m. at Wilfrid Laurier University. Presented by Industry Canada's Student Connections. Cost: \$35. To register, phone: 1-888-807-7777.

Waterloo Region Apartment Management Association
8 p.m., Golf's Steak House, Kitchener. Topic: Attracting and retaining seniors. Also, the Red Cross Disaster Assistance Program for apartments. Cost: \$5. For more information, call 748-0703.

TUESDAY, OCT. 14

Cambridge Salute to Small Business
7:30 - 9 a.m. Cambridge Chamber of Commerce breakfast at Saginaw Golf Club. Speaker: Angie Mohr, CA, Record columnist and author of Bookkeepers' Boot Camp and Financial Management 101 (Self-Counsel Press). Cost \$30 (members \$20). To register: 622-2221.

Christian Business Ministries
7 a.m. prayer breakfast for business and professional men. Call 893-0616.

Merchant Cards for Small Business
1 - 3 p.m. Guelph Business Enterprise Centre seminar. Speaker: Mary Ellen Newell, Moneris Solutions. Topic: Using merchant cards in small business. Cost: \$20. To register, call 1-519-826-4701.

Greater K-W Chamber of Commerce Business After 5
5 - 7 p.m. Host: Straight Street Services, 65 Trillium Park Pl., Kitchener. No registration required. Information: 576-5000.

Association of Administrative Professionals Information Night
6 p.m. at the Cambridge Holiday Inn. Learn how the IAAP can enhance your career. Members include administrative assistants, executive secretaries, office coordinators, information specialists and related administrative professionals. For more information, call Debbie Moody at 740-4100, ext. 2563 or Jolene Ellis at 623-0506, ext. 342.

Business Tools on the Internet
6:30 p.m. free seminar in the Waterloo Region Business Enterprise Centre at Kitchener City Hall. Presented by Wilfrid Laurier University Student Connection Program. Learn how to access information on business start-ups, market research and financing. Call 741-2986 to register.

Marketing: Cheaper Than You Think
7 p.m. Free Kitchener Public Library business information seminar at the Forest Heights branch, 251 Fischer-Hallman Rd. Speaker: Crista Renner, one fish two fish Marketing Strategies and PR Development. For details, call 743-0644.

Scientific Research & Experimental Development Tax Incentives
Government seminar (9 a.m. to noon) in Mississauga on eligibility rules for the federal SR&ED program. Oct. 14 seminar tailored for chemicals industry. To register, phone Tina Grewal at 1-905-566-6153. Oct. 29 seminar for electrical/electronic engineering industry.

WEDNESDAY, OCT. 15

Communitech Tech Talk Breakfast
7:30 - 9 a.m. at Bingemans. Speaker: Mike Cox, RSS Solutions Inc. Topic: Positioning for Growth. Cost: \$21.40 for members, \$26.75 for non-members and \$16.05 for students. Register online at www.communitech.org or call 888-9944.

Profitable Client Strategies
7:45 - 10 a.m. The Achievement Centre in Kitchener presents a workshop for sales producers in the financial services industry. Cost: \$45 plus GST. All proceeds to Junior Achievement of Waterloo Region. For details or to register, contact Bud Brown or Rene Porritt at 894-4748 or e-mail bud@theachievementcentre.com

Credit Institute of Canada: Conestoga chapter
6 p.m. monthly dinner meeting at Kitchener Holiday Inn. Topic: Identification and verification of legal corporate debtors and/or companies. Speaker: Glen Calvin, Calco Security Clearance. Cost: \$40 at door, less if you pay in advance. Register with Yvonne Wiles by e-mail at ywiles@tournament-sports.com

Preparing a Business Plan
6:30 p.m. Waterloo Region Business Enterprise Centre seminar at Clemens Mill Public Library in Cambridge. Cost: \$25. Register in advance at: 741-2986.

Computer Training: PowerPoint
7-10 p.m. at Wilfrid Laurier University. Presented by Industry Canada's Student Connections, this class will enable you to create, edit and format a PowerPoint presentation for meetings and seminars. Cost: \$35. To register: 1-888-807-7777.

THURSDAY, OCT. 16

What the Banks Look for in a Business Plan
7 - 9 a.m. Guelph Chamber of Commerce Networking Breakfast at the Ramada Hotel. Speakers: David Clayton and Chris Tremere of BDO Dunwoody. Cost: \$32 (members less). To register, call 1-519-822-8081.

Income Tax and Small Business
6:30 p.m. free seminar at the Waterloo Region Business Enterprise Centre at Kitchener City Hall. Learn the rules and regulations for income tax deductions. Speaker: Terry Delion, Canada Customs and Revenue Agency. Call 741-2986 to register.

Computer Training: E-Mail & Microsoft Outlook
7-10 p.m. at Wilfrid Laurier University. Presented by Industry Canada's Student Connections. Learn Microsoft Outlook, an e-mail and information-management tool used in many businesses. Cost: \$35. To register: 1-888-807-7777.

TUESDAY, OCT. 21

Bridges to Better Business: Guelph
11 a.m. - 5:30 p.m. at the Guelph Business Enterprise Centre. One-day event to help your business grow and prosper. Trade fair and roundtable discussions. Cost: \$50 (\$75 with exhibit table). To register, call 1-519-826-4701.

Cambridge Business and Professional Womens' Club
6 p.m. monthly dinner meeting. Speakers: Colleen Smith-Robinson on the "four pillars" of the Business and Professional Womens' Club and Yvonne Galgonov on Using the Internet to Connect. Cost: \$20. To reserve a seat: Mary Balfour at 623-0929. For information: bpwcanada.org

Insuring Your Business: Insuring Your Future
7 p.m. Free Kitchener Public Library seminar at main branch. Speaker: Doug Bruce, research director for the Canadian Federation of Independent Business. For information, call 743-0271.

WEDNESDAY, OCT. 22

Accelerating Your Sales
7:45 - 10 a.m. The Achievement Centre of Kitchener presents a workshop on improving sales productivity, business revenue and personal income. For business people, professionals and sales people. All proceeds to Junior Achievement of Waterloo Region. Speaker: Wayne Vanwyck. To register, contact: Bud Brown or Rene Porritt at 894-4748 or bud@theachievementcentre.com

Access Japan: Marketing Opportunities
8:30 - 11 a.m. Half-day seminar at the Kitchener Holiday Inn. Presented by Ontario Exports Inc., the Ontario government's export development agency, with the Greater Kitchener Waterloo Chamber of Commerce, the Ministry of Enterprise, Opportunity and Innovation, Industry Canada and JETRO. Keynote speaker: Robert Ulmer, vice-president of Global Japanese Relationships, Bank of Nova Scotia. To register: Call Lesley Reynolds at 576-5000, ext. 27 or visit online at www.greaterkwchamber.com

Bridges to Better Business: Kitchener
One-day workshop at the Waterloo Region Business Enterprise Centre at Kitchener City Hall. Make new business contacts and gain advice from experienced business owners. Keynote speaker: Wes Worsfold of J2X Technologies Inc. Cost: \$75 (\$50 more with exhibit table.) For details and to register: 741-2984.

Computer Training: Web Design and Microsoft FrontPage Training I
7-10 p.m. at Wilfrid Laurier University. Presented by Industry Canada's Student Connections, you will experience step-by-step training to become familiar with creating an effective web page. Cost: \$35. To register: 1-888-807-7777.

NEW VENTURES

Kitchener venture helps you share thoughts with loved ones

SMILES MADE EASY
Owners: Karem and Mark Kalin
Mailing address: P.O. Box 20057, Pioneer Park Postal Outlet, Kitchener, N2P 2L9
Phone: 894-1466
Fax: 894-1766
E-mail: info@smilesmadeeasy.ca
Web: www.smilesmadeeasy.ca
Business: Great new product makes it fun and easy to say what you've always wanted to say. Send a tin full of memories to an old friend or put a single card in your child's or spouse's lunch each day. Sold in selected stores and online.
Employees: 2
Opening date: July 2003

SMARTWEAR FASHIONS AND GIFTS
Owner: Elaine Huisman
Address: 11 Cork St. W., Guelph
Phone: 1-519-827-9629
E-mail: huisman6625@rogers.com
Web: www.smartwear.ca
Business: Internet showroom features ladies washable suits by Ingenuity. Buy online at www.smartwear.ca or visit showroom. Book an appointment by phone or visit Saturdays between 11 a.m. and 5 p.m.
Employees: 1
Opening date: August 2003

PULISYS - CUSTOMIZED SOFTWARE SOLUTIONS
Owners: Laszlo Lipovics, Monika Puskely
Address: 710-607 Heritage Dr., Kitchener, N2B 3J2
Phone/fax: 893-2826
Toll free: 1-866-PULISYS
E-mail: info@pulisys.com
Web: www.pulisys.com
Business: Custom software development, computer services and IT counselling for small/medium businesses. We have a full PC support centre: installations, backup, Internet setup and more. We want your computer stress free!
Employees: 2
Opening date: May 2003

HERBAL ONE - CAMBRIDGE
Owners: Rod and Victoria Ezekiel
Address: 480 Hespeler Rd., Unit 10 A, Cambridge, N1R 7R9 (near Winners)
Phone: 620-1105
Fax: 620-8704
E-mail: cambridge@herbal-1.com
Web: www.herbal-1.com
Business: Motivation, customer service and the highest level of ongoing support are the main goals of the newest Herbal One Weight Loss and Nutrition Centre of Cambridge.
Employees: 4
Opening date: June 2003

CAYA FABRICS
Caya Fabrics, 130 Weber St. W., Kitchener, at Breithaupt Street, will relocate to 25 McIntyre Pl., Kitchener at the end of the month.
A wholesaler of upholstery and drapery fabrics, Caya (www.cayafabrics.com), was founded by the late Archie Caya in 1932 and moved to its current location in the late 1940s. Brett Kelba is the company's president.

CANADIAN TIRE
The new Canadian Tire store in the Sunrize Shopping Centre at Ottawa Street South and Fischer-Hallman Road in Kitchener opens Friday.
Paul Pollock owns the new store. His former Canadian Tire store on Highland Road West (near Westmount Road), has now closed.

TIFFANY'S
Tiffany's Bridal Fashions, a retail bridal and wedding wear store at 762 King St. E. at Stirling Avenue, is relocating on King Street East.
Its new home, in the former Growling Gator Liquidator store at King Street and Montgomery Road, is being renovated and is scheduled to open at the end of the month.
It's a larger store with more parking, said Esta Raider, Tiffany's manager.
Tiffany's (formerly the Bridal Penthouse) has nine employees. Ted Walda is the owner.



RECORD STAFF
Mark and Karem Kalin of Kitchener have started Smiles Made Easy, a business that produces tins of "thought cards" for sending to friends and loved ones.

GONCALVES CHIROPRACTIC CLINIC
Owner: Dr. Danny P. Goncalves
Address: 56 George St. N., Cambridge (Galt area) N1S 2N2
Phone: 624-9882
Fax: 624-5423
Business: Graduate of New York Chiropractic College returns to Cambridge. Treatment for accident injuries, sports injuries, back pain, Sciatica, neck pain, headaches, hip complaints and more.
Employees: 1
Opening date: September 2003

PURE INDULGENCE: ESTHETICS & MAKE-UP
Owner: Jessica Luft
Address: 48 Laurel St., Waterloo (inside Marilyn's Hair Studio)
Phone: 746-3120
Business: Jessica returns to this area after studying make-up and working at an

NETWORKING

DID YOU KNOW?
• The Crafters' Marketplace has closed its doors at 385 Fairway Rd., Kitchener, in the Fairway Plaza.
• Raphael Jewellers Diamond Centre at Fairview Park mall will close Nov. 13. Its owner is Debra Raphael. Her Woodstock store will remain open.
• Trillium Printing is relocating from Courtland Avenue to 130 Highland Rd. E., Kitchener, in the former Spanner fashion outlet building.
• The opening of the Glogowski Euro Food store on Highland Road

elite spa in Toronto's Yorkville area. She offers personalized esthetic services and make-up for special occasions.
Employees: 1
Opening date: August 2003

NEW VENTURES

Have you started a business in the past four months? Tell the world by having it listed in the New Ventures.
Send us the following information: Name of owner(s), address, phone number, fax number, e-mail address, Web address, number of employees and month that you opened. Also include 25 - 30 words to describe your product or service. There is no charge. It may take 2-3 weeks for your information to be published.
Send by post to: Small Business, 225 Fairway Rd. S., Kitchener, Ont., N2G 4E6. Or fax to 894-3829. Or write by e-mail to business@therecord.com

• Donna Shea networks for the Small Business section. Send her your news about openings, closings, company moves and changes in ownership involving businesses across Waterloo Region. Write by fax to 894-3829 or by e-mail to dshea@therecord.com. Or reach Donna by phone at 894-2250, ext. 2603.

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