

Nashville bound Rising to new heights

Up Up and Away is a business that you just knew was going to take off, once it got off the ground.

Trudy Thomas is the owner of Up Up and Away, a business that offers a wide range of balloons, gifts and novelties. Balloon arrangements are available in both helium-filled and regular "air" varieties. Rentals are also available and custom imprinting with such things as company logos can be done on balloons.

The business specializes in balloon art and design, and wedding and party decorations. Something new for Up Up and Away is a clown service for children's parties that can include a variety of outfits including top hat and tails, tuxedo, clown, gorilla (which is also a big hit for adult birthday parties) and a chicken (for get-well-soon wishes).

Up Up and Away even offers a delivery service to Georgetown and the surrounding areas.

Ms. Thomas' staff of five consists of Kelly Curtis, Pat Green, Robin Fitzpatrick, and Cindy Dawsoyar. In the store, they offer a personalized service, and each member of the staff works together to form an efficient team.

And each is friendly, energetic, and enthusiastic about her work.

"Each individual has their own unique personality, which is what I like in my staff," says Ms. Thomas.

Paper products, including plates and napkins are now in stock for even more of a party flavor for customers.

One thing Ms. Thomas attempts to maintain is an open mind in her business. She says they never say "no" to an idea or a suggestion a customer would like to see them try.

"Business is a mirror of what



Trudy Thomas of Up Up and Away

you bring to it," is the motto Ms. Thomas goes by. "If you bring enthusiasm, energy, commitment, and unyielding determination, your business will be a shining reflection of what I call powered passion to succeed. I keep my eye on my goals, and we are going forward to the future."

Originally from Owen Sound, Ms. Thomas has a background in sales and customer service. She is a member of the board of directors of the Halton Hills Chamber of Commerce, and also a director with the downtown BIA.

Next month, Ms. Thomas will leave for Nashville, Tennessee to attend the National Association for Balloon Artists International Con-

vention. She intends to take eight certified courses to apply towards a Masters Degree in Balloon Art and Design. The courses are being taught by the best people in the industry.

Ms. Thomas says there is a great deal more that can be accomplished in the industry.

"When a person will take the time to come into the store and compliment you on a job they saw we had done," she says, "it means we're doing something right. I'm very proud of what we do and I'm proud of Halton Hills and its people."

Up Up and Away is located at 90 Main St. South.

WHAT IS A FAX?

FAX is a popular term for a new growing form of communication widely used around the world. The full definition is FACSIMILE, which means "an exact copy or likeness."

HOW DOES IT WORK?

A FAX system works very much like a photocopy machine. It reproduces an exact copy of the original image fed into it. The difference is that the image or document is transmitted over standard telephone lines to the receiver which can be across town or across the country, or anywhere in the world served by a proper telephone system and has a FAX machine.

WHAT CAN YOU SEND ON A FAX?

Since it scans the original and duplicates it at the receiving end, you can send anything that will fit into the transmitting unit that is of legible quality and on an acceptable media. Most documents transmitted are either the typical letter size (8½" x 11") or legal (8½" x 14"), but the length of the document is actually unlimited. Some higher quality systems can transmit or receive much wider documents, for example 10" wide.

WHAT IF THE ORIGINAL IS TOO LARGE?

If you need to send a document larger than 8½" wide, the most common method is to make a photocopy reduction that is acceptable to the system, then transmit the photocopy.

WHO USES FACSIMILE SYSTEMS?

A large percentage of businesses of all types in North America, and the world, have either their own FAX machine or access to one through a local business offering a facsimile service for a fee.

WHAT DO THEY SEND?

Since the FAX reproduces an exact copy, many enterprising businesses cut two to seven days off placing orders by faxing a purchase order to their supplier to be followed by a mailed confirmation. Advertisers accept logos and layouts by fax and can return proofs for viewing. Legal contracts can be transmitted for verification of wording. Drawings and blueprints can be forwarded for technical assistance to field technicians or customers can send quotes, sketches, pictures, etc. There is no end.

HOW FAST IS IT?

Faster than a courier. A fax is received immediately as it is transmitted.

HOW CAN I USE IT?

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