

Halton Hills – A great place to vacation!

Are limited finances hurting your plans for a summer vacation? Think you have to give up weekend escapes of elegant dining, first rate entertainment and shopping? Worried you'll be saying, "I'm bored." and "There's nothing to do." before the kids? Guess what? You don't have to sacrifice anything, because Halton Hills has it all. Contact our office today for information on great ideas and destinations right here in your own back yard – because really, there's no place like home. Call or stop by our office and speak with Jennifer, our Tourism Councillor. She'll help you plan the perfect stay-cation!

While you're away, don't forget to bring a copy of this issue of BusinessLink and take a picture of you reading it at your favourite summer hangout. We'll feature you (and give your business a plug) on the cover of the Fall issue.

Things might seem quiet at the Chamber office but Chamber volunteers

From the President's Desk

Sue Walker



and staff are working on some BIG events over the summer including our Annual General Meeting, Volunteer Appreciation, Small Business Showcase, A Taste of The Chamber and the Chamber's 100th Anniversary. Visit our website or watch our weekly eNewsletter for registration details.

I encourage you to take some time off this summer and visit our local pick your own farms, local festivals or hike some of our great trails. Our summers are too short not to get out and enjoy some of Halton Hills best kept secrets.

Contact the Chamber at 905-877-7119 or through our website at www.haltonhillschamber.on.ca

GMA LLP Chartered Accountants

Graeme Goebelle, FCA (retired)

A. Brian MacAdam, CA, CFP David Alexander, CA
Melanie McCracken, CA Darren Turcotte, CA, CPA
Tracey Bastedo, CA Sean Ashbee, CA
L. Jennifer C. Nixon, CGA, CA

35 Main Street South Tel: (905) 877-5155
Georgetown, Ontario Fax: (905) 877-5905
L7G 3G2 Toll Free: (866) 554-2030

www.gmallp.com

LEFERINK TRANSFER Limited

11597 TRAFALGAR ROAD
GEORGETOWN, ONTARIO
L7G 4S4

PHONE (905) 877-1420 FAX (905) 873-0919

www.leferink.com

BERT LEFERINK



President



STATION LOCATED AT
57 ARMSTRONG AVENUE



dreeding tax time!



relying on

Yorkshire Enterprises.



At Yorkshire Enterprises:

- Pick-Up & Delivery Available. Call to arrange a meeting.
- Your return is completed by tax professionals with more than 40 years of combined experience.
- You get our assurance of accuracy and maximum tax savings.
- Your return can be done while you wait.
- EFILE services are available.



Joanne, Christine, Marion & Sarah

Yorkshire Enterprises Inc.
Located at: Knolcrest Centre
360 Guelph St., Unit 47
Georgetown, ON L7G 4B5
Call: 905-873-2697
Email: info@yorkshirent.com
www.yorkshirent.com

Marketing DIY - Proceed with Caution!

By Peter and Tizi
www.studiofourteen.ca

You've upgraded your computer, got some fancy software and an all-in-one scanner/printer. The demo session you took made you feel pretty confident that these new toys are going to save wads of money since you will now be able to design your own flyers, ads and website.

But in an effort to save a few dollars you can often sacrifice valuable time trying to figure out how to work your vision into the limited templates offered by such systems. The results can be frustrating and you could potentially wind up settling for the "best you can do" rather than the best vehicle for getting your message across.

Measure twice, cut costs.

First, you need to assess areas where you would like to save costs by taking on creating materials yourself. Determine if the time you or an employee spends creating marketing material is, in fact, a saving, or if that

time is better spent somewhere else. Perhaps the frequency of the material you generate means you would benefit from assigning an employee the job of updating versions of a standard flyer, ad or web page. In that case, hiring a pro to set up templates and brand guidelines only may make sense.

As always, communication is the key. Talk to your marketing professional. They will offer suggestions on how (or if) you can accomplish all this with minimal frustration, attain professional results and maintain your brand integrity. Besides creating customized templates, they can supply you with proper formats of your logo and other digital images, and instruct you on updating your website yourself.

Keep in mind however that you're really only saving money as long as you're maintaining your business image and recognition in the marketplace created by consistent branding.

BUTTLE & TAVANO
PROFESSIONAL CORPORATION
CHARTERED ACCOUNTANTS - MANAGEMENT CONSULTANTS

Corporate / Personal Tax Returns
Financial Statements
Bookkeeping / Payroll Services
Audits / Reviews
Tax Planning
Profit Coaching

Now Accepting New Clients

905-873-8837 416-360-OTAX
www.btpc.ca
348 Guelph St., Unit #4, Georgetown L7G 4B5



**49 Commerce Cres.,
Acton, Ontario
L7J 2X2**

519-853-3540

visit our website: www.galvcast.net

Business without advertising is like winking in the dark . . .
You know what you are doing
BUT
NOBODY ELSE DOES.

This message brought to you by your friendly local newspaper

**THE INDEPENDENT
& FREE PRESS**

Located in the Georgetown Market Place Mall
280 Guelph St., Georgetown, Ontario
905.873.0301 fax 905.873.0398

