

You never know who's watching

As I was driving through town recently, I noticed an SUV in the lane next to me, with a vanity licence plate.

The plate identified the driver as the owner of a local business, and I thought how clever the plate was— subtle but still promoting the business to drivers following behind.

That's one of the basic aspects of advertising and promotion— keep your name in the public eye, to remind them that you are in business.

I was in the centre lane, and the outside lane was tapering the traffic into one lane—the lane in which I was driving.

Suddenly, the SUV driver sped up, got about a half car length ahead of me, then yanked the wheel over, and cut me off.

I actually had to stand on the brakes to avoid a collision.

Now I'll admit, I was downright annoyed, especially when the SUV turned right, into a driveway less than a half block further along the road.

My first thought was the driver was a total jerk, cutting me off to get in front, then pulled into a driveway a little ways further.

It wasn't as if there was heavy traffic at the time— just an impatient driver.

I drove on, pondering what had happened, and made a mental note that the driver of the SUV (obviously the owner of the business) would never, ever get my business, not in a million years, if I happen to need that particular service. That driver would be the last person I'd turn to.

I drove a little further and another thought hit me.

Not only was the driver of that vehicle a jerk, but a complete idiot.

The vanity plate identified the business—and the driver's actions showed the disregard for others— put it together.

It's not a good thing to do if you are in business.

The last thing a business owner should do is tick off Mr. or Mrs. Joe Public.

I later spoke with another person who used to work in a professional office in Eto-bicoke. Years ago, one of her co-workers in that office was driving to work in stop-and-go traffic. In the car beside her, an older gentleman was trying to merge into her

Ted Brown



lane. He finally pulled in, and in the process, cut her off.

Annoyed, she blew her horn and gave him the one-finger salute.

Later, she pulled into the parking lot of her office, and went up to the medical office in which she worked. She prepared for the first patient of the day, and walked out to the waiting room to escort 'Mr. So-and-so' into the doctor.

There sitting in the waiting room was the same gentleman to whom she had given the less than courteous gesture just minutes before.

He wasn't impressed. In fact he told her so, in front of the doctor, her employer.

I'm sure she would have gladly reworded the previous 20 minutes of her life, and have taken a totally different approach.

A couple years ago, I was driving in another situation where the traffic was congested. I was in my proper lane, but a fellow pulled around the corner head-on into my lane as his lane was blocked. For some reason, he was annoyed that I was in his way, in spite of the fact that I was in my proper lane.

He gave me the finger. Then he realized he knew me— matter of fact, he'd known me for more than 20 years.

The next time we met, he tried to laugh it off, but I didn't let him off the hook quite that easily. I asked him why I deserved the finger when he was in the wrong?

He finally apologized, and said he was 'in a hurry'.

So the moral of this story is, if you're going to be an idiot or a jerk in public, you just might wanna rethink it.

'Cuz you just never know who is watching.



Cargo van donated: Halton Region donated three decommissioned vehicles to local St. John Ambulance branches recently. On hand for the presentation of a donated cargo van to the Oakville-Milton and Halton Hills branch were, from left, Greg Sage, Director of Emergency Medical Services, Halton Region; Gary Carr, Halton Regional Chair; David Dutka, Medical First Responder, St. John Ambulance Oakville-Milton and Halton Hills Branch; Chuck McCormack, Chairman of the Board of Directors, St. John Ambulance Oakville-Milton and Halton Hills Branch and Tim Bauer, Branch Manager, St. John Ambulance Oakville-Milton and Halton Hills Branch.

Submitted photo

VISION 2000
GROUPE VOYAGES • TRAVEL GROUP
CRUISES & VACATIONS

Vision 2000 Exclusive Bonus:
US \$400 per stateroom Onboard Credit

EMBRACE THE TROPICS

30 Day Circle Hawaii, Tahiti & Marquesas Islands

March 4 2012

Roundtrip San Diego aboard *ms Rotterdam*

Ocean-view stateroom

US \$4,649 p.p.
+ \$158.67 taxes

Georgetown

328 Guelph St. Georgetown, ON T1C0 Reg #50018501

905-873-2000

VIRTUOSO MEMBER.
SPECIALISTS IN THE ART OF TRAVEL

Open Saturdays 9am - 4pm
www.vision2000travel.com

Fare is in Canadian dollars, cruise only, per person, based on double occupancy and subject to availability at time of booking. Based on category E. Government taxes & fees are additional as stated. Fare can be withdrawn without prior notice by the Cruise Line. Vision 2000 Exclusive bonus is subject to availability and can be withdrawn without prior notice. Ship's Registry: The Netherlands.



Holiday Camp for Kids!

Reenact your favourite sword fights from the big screen!

Learn Fencing and Drama skills with The Escarpment Fencing Club & the To Be Determined Theatre Company at the Old Acton Town Hall

8:30am-5:30pm Jan 2-6th, 2012

2 age groups: ages 6-11 and ages 12 and up

Escarpment Fencing Club
905-864-2897

To Be Determined Theatre Company
416-801-0025

PUZZLE of the week

Across

1. Bohemian, e.g.
5. Wood sorrels
9. "Come here ___?"
14. Daughter of Zeus
15. Eastern music
16. Australian bush high-pitched call
17. Appraiser
18. Crazy
19. Gown fabric
20. According to plan of action
23. ___-friendly
24. Egg cells
25. Business premises (3 wds)
33. Surrounding glows
34. Away
35. Chief magistrate of Venice
36. Biochemistry abbr.
37. Device to extract water from wet laundry
41. Casual attire
42. "Darn it!"
44. Adaptable truck, for short
45. Defeat
47. Those who study the atomic composition of light
51. Bank offering, for short
52. Fishing, perhaps
53. Improper spacial arrangements
59. Operatic villains, often
60. French novelist Pierre
61. Wading birds, such as herons or storks
63. Apportion
64. Corker
65. "___ Smile" (1976 hit)
66. Equals
67. Check
68. Deuce topper

Down

1. "___ Cried" (1962 hit)
2. Pasturelands
3. Assist, in a way
4. Wart
5. Bloviates
6. Picture-taking device
7. All excited
8. "The Open Window" writer
9. Paper folded to make eight leaves
10. Twill-weave silk with a printed design
11. Cost to cross
12. Evasive
13. Formerly known as
21. Cockeyed
22. French philosopher, founder of positivism
25. Farm buildings
26. Increase
27. About to explode
28. The fifth of the seven canonical hours
29. Grooved on
30. Carries
31. Bond, for one
32. Marsh growth
38. Buccolic
39. "Am ___ believe ...?" (2 wds)
40. Indian coin
43. Buy-one-get-one-free item?
46. Tickler of the ivories
48. Pride and prejudice, for example
49. Saddle seat back
50. Heavy metal
53. Drone, e.g.
54. "Cast Away" setting
55. Misfortunes
56. Joint problem
57. Alpine transport (2 wds)
58. "Your majesty"
59. Protestant denom.
62. "Come to think of it ..."



Puzzle answers at
www.conceptford.com

361 Guelph St. (Hwy. #7), Georgetown

"We won't lose a customer over Price"

905-873-1626