



... Lend Me Your Ears

By Cory Soal
R.H.A.D.

CUSTOMER SERVICE IS A PRODUCT SLOWLY BECOMING EXTINCT.

My definition of quality customer service and goal is to provide continued, effective hearing for the patient. There are many issues and parts of this task - please do not think I am saying that I have succeeded in creating an A+ practice. It takes a lot of work, dedication and time to achieve excellence. Regardless of business, it all boils down to customer service. The product purchased - and this can relate to any device - needs to be serviced regularly, the patient needs to understand and use their product properly. Wherever you shop, ask yourself this: Can I follow up with the same person who sold and serviced my product when I need them? Does the person who serviced you remember your name and needs? Will that person be there for me in the future?

As a local business person and proud lifelong resident of this community, I wish to thank all who have allowed me to serve the community since 1992.

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COMMUNITY

ACTON WATERCOLOUR ARTIST CREATES DESIGNS FOR SECOND CUP'S HOLIDAY CAMPAIGN

ALICIA BINT PRODUCES ARTWORK FOR BOTH COMMERCIAL AND INDIVIDUAL CLIENTS, THROUGH HER COMPANY ALICIA'S INFINITY.

VERONICA APPIA
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A whimsical take on reality. That's how watercolour illustrator Alicia Bint describes her artwork - and that's precisely what Canadians will see adorning their Second Cup products this holiday season.

Second Cup's branding and design firm reached out to the Acton-based artist this past February and the design process began shortly afterwards, with Bint having just under four weeks to complete watercolour artwork for the company's 2018 holiday campaign theme: Celebrate together.

Now her designs are decorating cafés across the country.

"They were looking for an illustrator and they wanted a watercolour illustrator so they found me online," she said. "I gave them a bunch of different concepts to choose from and it ended up evolving and it turned into what it is now. I'm happy with how they turned out. It's still pretty surreal."

Bint says she began by sketching out items that represent togetherness and holiday cheer. She then worked together with the marketing manager of Second Cup to tweak the items to match the company's vision.

Featured on the cups are a number of these symbols, including tiny specialty coffees, presents, ornaments and strings of holiday lights.

Bint's designs are incorporated in all of Second Cup's holiday products, as well as the company's signage and menus.

"It's pretty exciting," Bint said, adding that she especially loves how each of the takeaway cups showcases a different layout of her pattern.



Veronica Appia/Metroland

Alicia Bint's watercolour illustrations can be found in Second Cup cafes across Canada this holiday season.

Aside from corporate illustration, which Bint admits is one of her dream jobs, the artist experiments in a variety of mediums, but the work she is most well known for, through her company, Alicia's Infinity, is designing wedding invitations.

"I really love working with brides and grooms, especially if it's something custom," she said. "It's that special occasion where you can do something extraordinary for yourself and going through that process with them, making it personalized to them, and seeing their reaction is really sweet."

When on her own, Bint says she

finds inspiration through nature, and her passion for the outdoors is a common theme woven throughout her work.

"I would say nature is my greatest inspiration. I draw a lot of botanicals, but I just enjoy the organic feeling of natural items," she added. "I go hiking a lot and my husband and I just love going in the forest and looking at everything that's so perfect and it's just natural ... Nature is amazing."

For further information about Alicia's Infinity, or to view Bint's artwork, visit <http://www.aliciasinfinity.com> or follow her on Instagram @aliciasinfinity.

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