

HOSTING AN EVENT? WE CAN ASSIST

WE WANT TO HELP COMMUNITY GROUPS AND NON-PROFITS REACH A LARGER AUDIENCE, WRITES KAREN MICELI



KAREN MICELI
Column

It's about trust. Our relationship with our readers is built on transparency, honesty and integrity. As such, we have launched a trust initiative to tell you who we are and how and why we do what we do. This column is part of that project.

Does your local not-for-profit community organization struggle to get the word out to a larger audience about community events?

Metroland community papers want to help.

We know that not all organizations have huge advertising budgets to promote the wonderful things that they are doing. And we want to help lessen the burden when it comes to helping spread the word about their community events.

We can help in the pages of our online community events calendar and it's just the click of a button to submit and begin spreading the word to a larger audience.

Our newspapers regularly hear from community groups who are interested in connecting with a reporter to promote the events and initiatives their organization is hosting.

We welcome your story

itches, but the hard truth is that we simply don't have the resources to cover all the great things the vast number of community groups and non-profits are doing.

Believe me, our journalists would love to cover it all, but it's just not possible. But it doesn't mean that we can't assist in other ways. One of those ways is through event promotion in our community calendars.

How to get started:

- Visit your Halton community news website, either insidehalton.com (for Milton, Oakville and Burlington) or theifp.ca (for Halton Hills).

- Register for a free account or log in using your existing credentials.

- Under your username, select "Submit Your Content."

- Click on "Submit Event" to create an event.

- Fill out the required fields and click submit.

That's it. An editor will review your event and you will receive an email when your event submission has been published. Many events posted to our online calendars will also be published in our community newspaper print edition calendars.

Give it a try today.

Karen Miceli is managing editor of the Metroland community newspapers in Halton. She can be reached at kmiceli@metroland.com.

We welcome your questions and value your comments. Email our trust committee at trust@metroland.com.

YOU OPINIONS

SIGN UP FOR OUR WEEKLY NEWSLETTER AT THEIFP.CA



Flo Bellman photo

A pair of squirrels visit a backyard on Durham Street. Do you have a great local photo you'd like to share? Send it to sleblanc@metroland.com, along with a brief description.

APPLY GOLF LESSONS TO INVESTING

GOLF AND INVESTING CAN SHOW SOMETIMES YOU JUST GET LUCKY, WRITES PETER WATSON



PETER WATSON
Column

Luck happens in golf, and it also happens with investing.

Several years ago, I played in a business golf event.

I attempted different strategies and got results that ranged from terrible to OK.

The first hole was the longest drive competition. I did things I don't normally do, and for whatever reason the ball went significantly further than I ever hit it.

I thought I had found the magic formula in hitting a golf ball. Turned out nothing

could be further from the truth. I tried replicating my magic formula many times over the following years, but the results were always extremely disappointing.

Translating that story and the lesson learned from golf to investing can hopefully keep investors from losing money.

I do not believe people can be successful on a consistent basis as a result of short-term trading.

If you have initial short-term success at market timing on when to buy and when to sell, I offer you a

respectful warning. Please do not confuse your success with any skill that can be duplicated.

Just like my lesson on the golf course, you must recognize when good results are just your lucky day.

Peter Watson is registered with Aligned Capital Partners Inc. (ACPI) to provide investment advice. Investment products are provided by ACPI. ACPI is a member of the Investment Industry Regulatory Organization of Canada. The opinions expressed are those of the author and not necessarily those of ACPI. Only investment-related products and services are offered through Watson Securities of ACPI. Watson provides wealth management services through Watson Investments. He can be reached at www.watsoninvestment.com.

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SNAPSHOT

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