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**THE NEW Tanner**

Your Hometown Newspaper

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## Rebate cheques out in March

It will be early March before the Halton District Board of Education will begin mailing the first of 13,500 rebate cheques to parents to offset expenses incurred during last fall's two-week walkout by teachers in Ontario.

"We are getting ready to issue the cheques," explained Halton Business Superintendent Wayne McNally in an interview on Friday, adding that the \$400 entitlement cheques would cost the Board \$5.5 million.

The Board saved \$7.3 in salaries and benefits during the strike period and McNally said that they are "crossing their fingers" that the Province will let them keep the balance once the rebate cheques have been mailed.

Two-thirds of Halton's 18,000 to 20,000 eligible families applied for the rebate before the February 6 cut off date and McNally said that most claims would be

paid.

"We've had calls from people who missed the deadline and we've had a few duplicate applications along with a number of claims from teachers," McNally said, adding that those claims will not be paid.

Except for teachers who walked out illegally, and their spouses, Ontario residents with children 13 years and under were eligible for the rebate, along with families of special-needs students enrolled in high school. Also eligible were parents with children in day care facilities in schools that were shut down because of the strike. McNally said that he'd heard some parents intend to donate their rebate cheque to their school in exchange for a tax receipt.

The education ministry has given the boards until March 6 to qualify for a \$3-per-claim administrative fee, an incentive for them to issue the cheques by that date.



**DANCING THE NIGHT AWAY:** McKenzie-Smith Bennett student Cory Wilson and his friends line up to buy tickets from Kinette Nanci Chaisson. More than 160 teens attended last Friday's Kinette Teen Dance at the Acton Legion. Plenty of volunteers ensured a safe, fun evening for the teens that hip hopped to the music of local DJ Garrett Sales. - Angela Tyler photo

## Purity Life's employees share benefits of success



**MAJOR EXPANSION:** Acton's David and Elyse Chapman, owners of Purity Life, show off their new state-of-the-art equipment at their recently expanded office and warehouse on Commerce Crescent. - Frances Niblock photo

By **FRANCES NIBLOCK**  
The New Tanner

Walk into almost any health food store in Canada today and you'll find the shelves stocked with dietary supplements and vitamins distributed by Purity Life, an Acton company that is currently undergoing a major expansion at its Commerce Crescent location.

Purity Life, owned and operated by Acton's David and Elyse Chapman, is a national wholesale distributor of 110 lines of health and beauty products. The company had \$14 million in sales last year, a volume that sparked the \$1.5 million expansion project. The office and warehouse is being doubled in size to 27,000 square feet, all of it carefully laid out with an eye to staff's comfort and efficiency. A new state-of-the-art inventory control system is also being installed, replacing paper orders to be filled with hand-held mini-computers that screen what is being picked for each or-

der.

With a policy of hiring locally, profit-sharing and an on-site, partially-subsidized, alternative health care clinic for staff offering the services of a reflexologist and Reiki massage therapist, Purity Life employees are very loyal. One said that the relaxed atmosphere, great perks and innovative business practices have drawn some of the best people in the supplement industry to Acton.

The Chapmans began their business in the fall of 1984 in a small office at 21 Mill Street, West and haven't looked back, growing to 70-odd employees and to one of the leaders in the industry.

"I wanted to have my own business," Chapman explained in a recent interview when asked how it all began.

"I used to be in the corporate world - both Elyse and I are professional accountants by training. I started what was going to be a mail-order house but that was not a suc-

cess and we evolved into supplying the health food industry, selling supplements and body care," Chapman explained.

"I've always had a natural bent for alternative or complementary medicines so I was a user myself and so is my family and I'm a very strong advocate for complementary or alternative medicine."

Chapman is Director of the Canadian Health Food Association, in charge of the Supplement Manufacturers Committee which is lobbying Ottawa to change the way that health products are regulated in Canada.

"Many products that are readily and easily available in the United States are not available in Canada because of a combination of poor regulations and bureaucrats who are not trained and do not understand the products we sell in our industry," Chapman said, adding what they want is freedom of choice in health care.

"Health Canada is much, much too restrictive and stops a lot of products that should be sold in Canada and they also don't let us tell people what products are really for which is sad because there are a lot of things out there that could help people, and instead people spend a fortune on prescription drugs that often don't work."

Asked to account for his company's success Chapman said that a growing number of people visit alternative health care practitioners and take dietary supplements because they are willing to take personal responsibility for their own health.

"We're getting away from the idea that my doctor is my God and good doctors have people take responsibility for their own health - and there are a lot of good doctors out there. We're not anti-doctors, we're just anti ones that are narrow-minded," Chapman said.

"We baby boomers want to

*Continued on page 2*

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