

# Ask The Professionals

Send your questions for any of these professionals:  
**"Ask the Professionals"**  
 Independent & Free Press, 280 Guelph St., Unit 29, Georgetown L7G 4B1

**The Independent & Free Press**  
 A Metroland Community Newspaper  
 SERVING HALTON HILLS AND SURROUNDING AREAS

280 Guelph St., Unit 29,  
 Georgetown Ontario • L7G 4B1  
 Telephone (905) 873-0301 ext-239  
 aspinney@independentfreepress.com



**Adam Spinney**  
 Sales Representative

**Q:** What is the benefit of repetitive advertising?

**A:** Examples of repetitive advertising can be found in all forms of advertising. Most recently, the phrase "I'm Lovin' it" would remind you of which fast food company? McDonalds has made their fortune by making sure that their logo is everywhere, and that their slogans and jingles are catchy enough to remain with you long after seeing or hearing them. Opportunities for repetitive advertising exist in print form as well. Many of our advertisers find our Service Directory or Business Card Bulletin Board to be the most effective, inexpensive ways to advertise their business. As both these features work as a directory of sorts, your potential customers will always know where to find you!

However, there is an opportunity to do this on a larger scale by taking an ad in the body of the paper. With a larger ad there is room to provide an indepth look at the services your company provides. With the added space you might want to change part of your ad from week to week. By adding a "helpful hint" or editorial of some sort, the reader may begin to look for your ad because they are interested in what it says. While the editorial may be off topic in respect to what your company does, the reader will still be aware that your company DOES what it does. If that doesn't make sense, here's an example... About once a month Georgetown Chrysler Jeep owner Paul Auty writes a letter to the community on the ad which his dealership runs every Friday. Mr. Auty chooses to write about many different issues that concern the community. While these issues may not relate to the automotive industry, the reader is still aware that Georgetown Chrysler Jeep sells cars and at the same time allows the reader to learn about the people behind the cars.

Regardless of the size of ad you wish to place, repetitive advertising is an easy way to keep your business at the front of your potential customers' mind when they are looking for the services you specialize in.

**GREG J. LAWRENCE, B. Sc., D. Ch.**  
 FOOT SPECIALIST/CHIROPODIST

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 Milton, Ontario Georgetown, Ont.  
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Member of the Ontario Society of Chiropractors  
 and the Ontario College of Chiropractors



**Greg J. Lawrence**  
 B.Sc. D.Ch.

**Q:** Every Fall when I participate in indoor sports, my feet ache.

**A:** This is the time of year when many changes occur. The environment around us starts to cool in temperature, leaves start to change colour, our hours of work in the garden come to an end, kids start back to school, winter outdoor and indoor sports begin.

Many of us do not realize the potential for injury when participating in sports. It is usually only when a serious injury results, that we seek medical attention. Many kids and parents alike, often complain of nagging aches and pains, but still compete on school sports teams, the adult sports leagues, or even in grade school gym classes. We must remember that indoor sports involve activities on hard concrete floors which are hard on our joints. Sometimes all that may be required is footwear best suited for the sport or best suited for YOUR particular foot structure.

If footwear is not the problem, braces may be required for the knee or arch supports for the feet. With the help of these devices, you can participate in sports or every day activities, pain free. If you or your child are constantly plagued by ongoing knee or feet problems, think about what the end result might be in 20 years - arthritis.

A career in sports starts at a young age. It is never too young to detect and treat potential problems.

**DR. ANOOP SAYAL**

Family and Cosmetic Dentistry



located in  
 Georgetown  
 Marketplace Mall

(905) 877-CARE (2273)

**DR. ANOOP SAYAL**



**Q:** How do I get rid of bad breath?

**A:** That depends on what is causing it. Often, bad breath results from less-than-optimal oral health and sometimes people are not aware that they are not performing oral hygiene as effectively as they could be. A dental hygienist or dentist will be able to evaluate your oral health procedures and make recommendations for improvement, also these professionals will be able to recognize any associated problems that might be contributing to an unpleasant mouth odour. In addition to evaluating and suggesting alterations to your brushing, flossing, and tongue deplaquing regimen, your dental hygienist may recommend products such as a mouth rinse that contains zinc. If it turns out that the problem isn't in the mouth, a physician appointment is advisable. Sinus problems, stomach problems and certain foods and medications, and other factors can contribute to bad breath.

**Manon Dulude • Psychotherapist**  
 Individual, Couple & Family  
 Counselling

DAY & EVENING  
 APPOINTMENTS **873-9393**

38 OAK STREET  
 GEORGETOWN



**MANON DULUDE**

**Q:** How can Assessment and Communication Tools help the process of Relationship Coaching?

**A:** Ken is decisive, action-oriented, and stress tolerant. He approaches his environment and challenges with little hesitation and takes charge quickly. His will to succeed is strong and his energy is high. He prefers to lead rather than follow and responds best to direct confrontation. Ken is impatient with Diane; he thinks she should be more assertive.

**A:** Diane is an empathetic listener who tries to find ways to promote harmony and comfort for others. She is practical, friendly, consistent, and avoids extremes. She responds best to kindness, friendliness, and established ways of doing things. Diane thinks Ken is dominating and has insufficient concern for the feelings of others.

**A:** Sound familiar? How often have you heard that opposites attract? It is true that couples need diversity of individual style to be successful? Relationship Coaches use Communication Tools to assess and educate individuals on "how to" take advantage of such differences as a way to make each individual grow and learn from each other. Increased personal awareness and "getting the other's point of view" can lead to a healthy outgrowth of communication in a couple.

**The Personal Style Indicator (PSI)**, a learning and communication tool for increasing understanding of self and others, is a scientifically developed, self-administering, self-scoring instrument that clearly identifies one's basic personal style of responding to people and to tasks. What is personal style? In a nutshell, it is your natural predisposition to perceive, approach, and interact with the environment in a preferred way. Many believe that this part of your personality is inborn. If this is the case, awareness of your style can be a powerful personal asset.

The majority of couples are made up of individuals like Ken and Diane who dance to the beat of a different drum due to inherent personal styles. However, when couples are privy to the differences, needs, and response patterns of their spouse's individual styles and have a common language to identify these, tolerance and support are immediate and often significant. Manon Dulude is a Psychotherapist & Life Coach and a licensed distributor of the PSI. She invites you to call and experience the benefits of the PSI in Relationship Coaching.

**Halton Hills  
 Speech Centre**

211 Guelph St., Suite #5  
 Georgetown L7G 5B5

905-873-8400 www.haltonspeech.com



**Karen MacKenzie-Stegner**

**Q:** My daughter makes the /s/ sound with her tongue sticking out. It sounded cute when she was younger but now that she is six it has become more obvious. How do we correct it?

**A:** From what you have described, your daughter may have what is typically called a frontal lisp. A frontal lisp is produced when the tongue is placed between the teeth during the production of the /s/ sound. The /s/ sound is usually produced with the teeth together, lips in a smile position and the tongue tip placed behind the bottom teeth. Some suggestions that may be helpful are: 1) point out to your daughter how you make the /s/ sound; 2) use a mirror and practice making just the /s/ sound with teeth together; 3) after your daughter can make the /s/ sound alone, practice making the /s/ sound using vowel sounds; and 4) start working on words that start with /s/. A Speech-Language Pathologist can help with the development of a program specifically geared for your daughter. Contact our Centre for more information.

**RBC Investments**

Dominion Securities

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**Barbara Byckowski**  
 Investment Advisor, BBA,  
 PFP, CFP

**Q:** I am not happy with the performance of my portfolio. Is it time for me to make a change in my portfolio?

**A:** If bumpy markets are tempting you to adjust your portfolio, remember that making investment decisions based on short-term fluctuations is a reaction, not a strategy. History has shown that making major changes to your portfolio based on short-term economic or market conditions can lead to missed opportunities and poor performance over the long term.

**When is it time for a change?** Here are some situations that call for revisiting your portfolio's investment mix:

If your desired asset mix has shifted.

If your risk tolerance has changed.

If your personal financial situation has changed.

If your time horizon has changed. As you near retirement, safety of capital often becomes more of a priority, which may mean adjusting to a more conservative investment portfolio.

If you've undergone significant life changes.

If you would like a complimentary 2nd Opinion regarding whether or not a change is right for you, please give me a call at 905-877-5659.

This article is supplied by Barbara Byckowski, an Investment Advisor with RBC Dominion Securities Inc. RBC Dominion Securities is a member company under RBC Investments. The member company and Royal Bank of Canada are separate corporate entities that are affiliated. Member CIPF.



## Attention Readers

Send any questions you may have for our professionals on this page clearly stating who your question is for and with the heading

"Ask The Professionals"  
**MAIL or FAX**

**The Independent & Free Press**

280 Guelph Street, Unit #29  
 Georgetown, Ont. L7G 4B1  
 Fax # 905-873-0398  
**Attention: Ask A Pro**

If you are a Professional who would like to be part of this page ~ call Angela 873-0301

**ROSS PHYSIOTHERAPY  
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318 Guelph St., Georgetown  
 Indoor Mall next to Harveys



**GERALD ROSS**  
 H.B.Sc. PT, MCPA, res.CAMT

**Q:** My children play a lot of sports. Should they be stretching to prepare for activity?

**A:** Youthful tissue is more resistant than older tissue to strains and sprains but these types of injuries do occur in children. It is also important to consider that habits formed during youth lay the foundation for adult behaviour and from this perspective it is crucial that young people are taught the principles of pre-game preparation and post-game cool down so that they are more likely to enjoy the benefits of being active throughout their lives. Performing drills prior to sports enhances mental alertness and reflex responses and stretching prior to sports exposes the tissues to forces that may be encountered during the sport but do so in a more controlled manner, thus preparing the tissue without the risk of injury. Stretching after activity is one of the best ways to stimulate lengthening of tissues because the tissues are warm and therefore more pliable. This also "wings out" muscles which possess irritating chemicals such as lactic acid.

**Mountainview  
 Residence**

owned and operated by the Summer family

222 Mountainview Rd. N. Bus: (905) 877-1800  
 Georgetown, ON L7G 3R2 Fax: (905) 873-9083

www.mountainviewresidence.com  
 uschi@golden.net



**Christoph Summer**  
 Owner/Administrator

**Q:** I am thinking of moving into a retirement residence. With so many variables and prices, how do I make a choice?

**A:** This is a seemingly daunting task but one that can be made easier if you give yourself the time and plan ahead.

A good place to start is with residences that come highly recommended by family and friends. Secondly, residents with membership in ORCA (Ontario Residential Care Association), have met the industry's high standards, ensuring quality care.

Next, do a realistic assessment of your needs. For example, what help are you receiving now and what added help would you like?

Add to this a "wish list". What added features are important to you? What type of setting would make you feel most at home? How does the home look? Is it a bright, clean, friendly place to live? Can you bring your own furniture...and so on?

Compose a list of questions and fill out separate evaluation for every residence you visit. That way, you will have a consistent assessment of each home without the worry of forgetting the details. Consider too, staying for a meal and comparing this important aspect of retirement living.

Your evaluation of homes can be based on all the things that are important to you and your needs including of course, the cost.