

# Ask The Professionals

**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 in-depth 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

350 Main St. E., 1A Princess Anne Dr.,  
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: What is athlete's foot and how is it treated?

A: Also known as tinea pedis, Athlete's foot is a fungal infection that affects about 12 percent of the population. Contrary to its name, Athlete's foot can strike anyone. It is common in both adults and children.

#### Symptoms

- Athlete's foot may appear on any part of the foot but is most common between the toes (especially between the 4th and 5th toes) and on the bottom of the foot.
- The infection may appear wet or dry.
- Redness, scaling, blisters itching and burning are common findings.
- One or both feet can be affected.
- Sufferers often have recurrent episodes.

#### What you can do

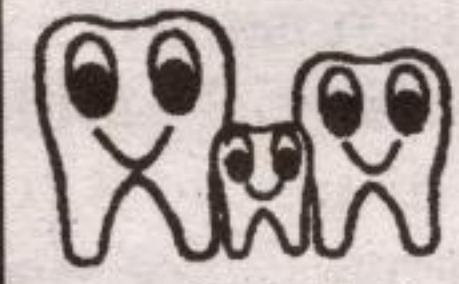
- Over-the-counter antifungal products are often effective for ski infections when used according to manufacturer's instructions. These products must be used for the full treatment period, which means that they are used even after the symptoms disappear.
- Wash and dry feet thoroughly on a daily basis and sprinkle foot powder to absorb perspiration.
- Wear shoes made of natural materials, like leather or canvas that allow moisture to escape from the shoe.
- Select socks made from natural fibers, preferably cotton.
- Change shoes and socks regularly to decrease moisture.
- Foot soaks can help to dry excessive perspiration.
- Avoid walking barefoot in public places.

Send your questions for any of these professionals:  
"Ask the Professionals"

Independent & Free Press, 280 Guelph St., Unit 29, Georgetown L7G 4B1

**DR. ANOOP SAYAL**

Family and Cosmetic Dentistry



located in  
Georgetown  
Marketplace Mall

(905) 877-CARE (2273)



DR. ANOOP SAYAL

Q: Is it true that certain vitamins are important for my teeth?

A: Just like our bodies, our teeth and gums need certain vitamins and minerals to stay healthy and strong. This is especially important for expecting mothers, babies and children. An adequate intake while the teeth are developing will help to ensure strong and healthy teeth. Calcium, aided by phosphorous and vitamin D, is the main component of teeth and bones. Vitamin A is necessary for the formation of tooth enamel, and Vitamin C is essential for healthy gums. Fluoride is an important mineral for tooth decay prevention.

As with the overall health of our body, a good diet is the best way to ensure an adequate supply of vitamins and minerals. A variety of whole grain breads, cereals, fruits, vegetables, lean meats and milk will help to ensure strong and healthy teeth. Sugary snacks should be taken in moderation. A healthy diet, along with good home care and regular checkups will help keep your teeth healthy for a lifetime!

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38 OAK STREET  
GEORGETOWN



MANON DULUDE

Q: I have heard of therapists and Life Coaches. I want to seek help but I am not sure with which professional I should consult. Can you help me understand the difference.

A: Good question. Many have asked me to clarify the two terms. Therapy and Life coaching are very different processes, which address different needs and goals. Therapy is meant to address issues that prevent a person from being the healthiest they can be emotionally. Therapy aims at shedding light on issues that might stem from childhood, family relationships, dysfunction linked to addictions, trauma or mental health condition such as depression and anxiety. In a nutshell, therapy is designed to resolve negative life experiences and their resulting symptoms. Life coaching is very different. Firstly, not all therapists are trained as life coaches and not all coaches are trained as therapists. Coaching is applicable to personal life, relationship, performance and/or business concerns. Make sure you select a coach trained in the specific area you want to be coached in. Coaching is not just a nicer way to refer to therapy, it has very different functions. Coaching is for individuals who are well. They come to the process of coaching without emotional baggage that prevent them from functioning in their everyday life. Coaching is proactive. It is a process where one evaluates and realigns their mindset and goals in order to impact one's present state and create their future. The ongoing coaching relationship assists individuals with staying the course of their vision and creating options or choices enabling them to reach the desired outcome. Needless to say both therapy and coaching will improve one's quality of life. Therapy and life coaching cannot be done by the same professional simultaneously. If you think that you might want to explore the benefit of coaching or therapy and are unsure on which would best apply to you, do not hesitate to contact me. It will be my pleasure to discuss your particular needs and help you define which will best suit you.

**Halton Hills  
Speech Centre**

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

905-873-8400 www.haltonspeech.com



Karen MacKenzie-Stepner

Q: My daughter has difficulty pronouncing some of her sounds. How much speech therapy will she need to correct her problem?

A: Unfortunately, that is not an easy question to answer. The frequency and length of therapy depends on many factors such as the age of the child, the type and severity of the difficulty, the child's ability/willingness to participate in therapy, parent's commitment and their participation in therapy and home assignments. If it is important to note that there is no direct relationship between the type of difficulty and length of therapy. A child with articulation difficulties does not necessarily require less treatment than a child who has a stuttering or language difficulties. An adult with voice difficulties following a stroke. After an initial assessment, the Speech Language-Pathologist would make suggestions regarding the frequency and length of therapy sessions based upon the findings. However, it is important to realize that these are suggestions and ultimately, as the parent and payer of the services, you get to decide the length of therapy.



**RBC  
Investments**

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Barbara Byckowski  
Investment Advisor, BBA,  
PFP, CFP

Q: How do I know if I have found the right financial planner/advisor for me?

A: Finding the right financial planner is extremely important because your choice will most certainly affect your financial future. The questions below will help you interview and evaluate several financial planner/advisors to find a competent, qualified professional with whom you feel comfortable and whose business style suits your financial needs.

1. What are your qualifications?
2. What experience do you have?
3. What services do you offer?
4. What is your approach to financial planning?
5. Will you be the only person working with me?
6. How will I pay for your services?
7. How much do you typically charge?
8. Could anyone besides me benefit from your recommendations?
9. Are you regulated by any organization?
10. Can I have it in writing?

Don't hesitate to ask these and any other questions you feel need a full and open answer. Any professional will welcome them.

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

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318 Guelph St., Georgetown  
Indoor Mall next to Harveys



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

Q: I have ongoing back trouble. I know how the proper way to lift and sit but my job just doesn't allow me to those ways all of the time. What do I do?

A: Your challenge is very common. Today's work demands are the product of the industrial revolution which occurred about 90 years ago, but our bodies are the product of evolution, the first human species dating back 1000000000 years ago. Our environment is changing much faster than our bodies are adapting and injuries like yours are often the result. The answer to your problem lies in therapeutic exercise. NOW DON'T STOP READING YET! Many people find that they get tremendous benefit from doing a highly specific, highly efficient exercise program. After about 3 to 4 weeks of 40 to 60 minutes per day of practicing a tailor made exercise program the notable benefits can be preserved using a maintenance program that often takes just 10 to 20 minutes 4 to 5 days per week. Other less independent treatments are sometimes useful and quite necessary but an exercise program that can be done by you is a critical part in managing recurring low back pain.

**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](http://www.mountainviewresidence.com)  
[uschi@golden.net](mailto:uschi@golden.net)



Christoph Summer  
Owner/Administrator

Q: I will be moving into a retirement home shortly. How do I ensure that my concerns are addressed?

A: No matter how well a retirement residence is operated, you are bound to have a few problems or concerns, especially when you first move in and everything is so new to you.

The first avenue to follow, of course, is to have a discussion with the staff member/members directly involved with the problem. These are the people who can best resolve the issue. If needed, the administrator could also be consulted. Each residence will also have a monthly Resident Council meeting where new ideas and concerns can be addressed. Another alternative is to use the suggestion box found in most residences although this is a less effective way to communicate.

What you do want to avoid, naturally, is to keep any problems "bottled up" and then spreading your discontent to your fellow residents. This tends to create negative feelings within the residence. It is far nicer to live in a home that fosters a positive environment.

In short, try the obvious channels of communication first: staff, owner, administrator, the Resident Council and finally the suggestion box. The issue can be discussed, and subsequently solved, in a constructive manner.