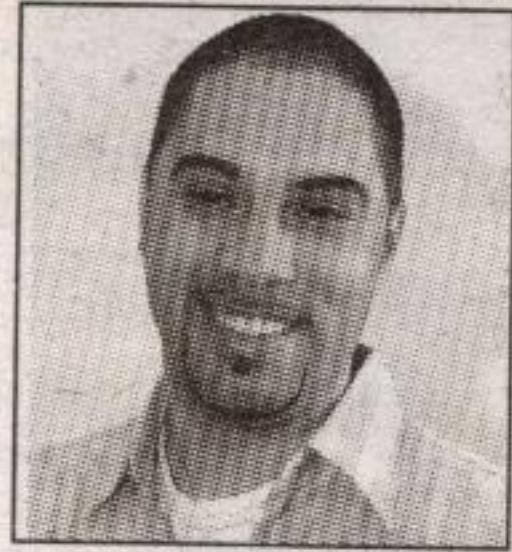


Ask The Professionals

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

The Independent
A Metroland Community Newspaper & Free Press

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



Andrew Cabral
 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.
 L9T 1P6 L7G 4W4
 (905) 878-6479 (905) 702-1611

Member of the Ontario Society of Chiropractors
 and the Ontario College of Chiropractors



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

Q: Why is special care required with diabetics?

A: Foot problems are common in people with diabetes. That is why you need to check your feet for cuts, abrasions, and signs of irritation every day and to protect them with proper footwear. When you do not protect your feet properly, infections can develop from minor injuries. Here are a few reasons why this happens:

- Diabetes can damage nerves in the feet, making them less sensitive to pain. This means that you may not feel a minor cut or abrasion until severe infection develops.
- Diabetes can cause reduced circulation. This is a problem since proper blood flow is necessary for healing injuries.
- Elevated blood glucose can interfere with the body's ability to fight infection from cuts and abrasions. It also hampers the healing process.

You can reduce your risk of infection by keeping your blood glucose under control. Also, learn now how to properly care for your feet.

HOW TO CARE FOR YOUR FEET

Washing: (1) Wash your feet with mild soap and lukewarm water. Always check the water temperature with your elbow or another part of your body where sensation is good before putting your feet in. Never put your feet into hot water.

Examine: Inspect your heels and the tops and bottoms of your feet for skin irritation or breakdown. Look for sores, cuts, blisters, cracks between the toes, and blue, purple or white spots. If you cannot see the bottoms of your feet, use a mirror.

Skin care: Apply a moisturizing cream. This is especially important for dry and calloused skin. Never use cream between your toes or on open sores.

Corns and callous: Gently and gradually rub down corns, callous and other hard skin with a dry washcloth, pumice stone, or emery board. Do not cut corns or callous. Also avoid over-the-counter corn and callous removers or remedies. These contain acid and will burn the skin.

Toenails: Cut your toenails after a bath when they are softest. Carefully file shape toenail edges to prevent them from cutting into adjacent skin.

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 phosphorus 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 ended my relationship, so why is it so difficult to get over it?

A: This is a question which I hear often. Individuals who chose to end a long term relationship are often surprised at the fact that they are experiencing a wide variety of emotions. When one has decided to end their relationship, they may believe that their feelings for their partner are completely dead. It comes as a great surprise to them when they find themselves grieving the relationship. This can be a very confusing time raising doubt about one's decision. I often hear my clients say "If it hurts this much it must be the wrong choice". Because it hurts does not mean it was the wrong choice. Separation is a time where emotional bonds are being dismantled. Relationships provide many things to a person; emotional and financial security, companionship, a traditional concept of family etc. It is the losses and the need to rebuild a new identity as a single person which are difficult to work through. I have helped many individuals in their transition process and encourage you to seek support if you are going through a separation or divorce.

Halton Hills
Speech Centre

Division of M. Karen MacKenzie-Stepner Speech-Language Pathology Professional Corporation

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

905-873-8400 www.haltontspeech.com



Karen MacKenzie-Stepner

Q: My husband suffered a stroke recently and now has aphasia. What can I do to help?

A: Following a stroke some people have difficulty understanding what others are saying or have difficulty speaking. This is called Aphasia (AA-FAY-ZIA). There are many things that you can do to assist your husband to communicate to the best of his ability. Depending upon his specific difficulties a Speech-Language Pathologist can help you develop a personalized program that will help both of you.

The following is another option that is available to you. The Halton Aphasia Centre has 2 programs operating. On Mondays the group meet at Glen Williams Town Hall and Tuesday a Burlington group meet at The Wellness House in Burlington. People with aphasia, due to stroke or head injury, have limited means of communication and this program provides supportive opportunities for the exchange of information, opinions and feelings. It is offered once per week at the above mentioned locations from 9:30 a.m. to 1:30 p.m. and is open to anyone, subject to assessment. This program's goal, under the supervision of a Speech-Language Pathologist, is to help aphasic adults recover to some degree their former communication skills, thus reducing their social isolation and improving their quality of life. For more information contact the Halton Aphasia Centre at 905-702-5312 or toll free 1-866-204-4044. Are you interested in becoming a volunteer communication facilitator? Please call for more information.

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Phone: 905-877-5659 or
 Cell: 905-866-9414

Email: barbara.byckowski@rbc.com



Barbara Byckowski
 Investment Advisor, BBA,
 PFP, CFP

Q: What is the easiest way to diversify my equity portfolio?

A: Index Participation Units (IPUs) are baskets of securities held in a trust and traded on a stock exchange like equities. They enable you to participate in broad market indexes and sectors in a single trade. In the U.S., they are also known as Exchange Traded Funds (ETFs). Though similar to mutual funds, they differ in several ways:

- the securities held in IPUs are not actively managed
- their units trade on an exchange allowing for intra-day trading
- IPUs tend to have lower capital gains distributions compared with traditional mutual funds

IPUs hold securities that mirror the value of an index. As the value of the index varies, the value of the IPU changes by an equivalent percent. IPUs are a convenient way to maintain and manage your equity exposure. And given the wide range of IPUs to choose from, they make it easy to diversify among sectors and industries. Investing in a sector IPU offers an easy way to overweight a sector that is expected to outperform the market. For more information about Index Participation Units and their potential role in your portfolio, please don't hesitate to call us.

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 sprained my ankle, should I see a Physiotherapist?

A: If your abilities remain reduced for 5 to 7 days after the sprain then it is reasonable to see a Physiotherapist for some professional assistance. I often see clients who suffer from repeated strains or overuse problems associated with incomplete rehabilitation. Tissue that is not exposed to the appropriate stimuli during the first 6 to 8 weeks of healing may heal in a stiff manner that predisposes you to recurrent minor strains and chronic inflammation. Moreover the joint may become stiff but remain painless until gradually over time the areas that compensate for the stiffness begin to produce pain during even the most basic of daily activities. It is important to recover to your fullest so that gradual erosion of your abilities over years and decades is minimized. Physiotherapy uses movement retraining techniques that ensure that strength, mobility and balance reflexes are restored after injury. The use of medication and rest alone fails to address these essential active components of function. Complete and comprehensive rehabilitation via Physiotherapy restores your capabilities to their maximum so your abilities are preserved for future health and wellness.

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: What kind of lease agreement is there for a retirement residence? What happens if I eventually move out?

A: As a retirement resident, you have the same rights and obligations as any other tenant in Ontario, with a few important exceptions. You are not bound by a long-term lease, but you must give the management 30 days written notice if you plan to move out. Notice can be given at any time, not just at the end of the month. If, after you have moved out, the suite is rented within those 30 days, you are entitled to a rebate for the days that the room has been re-rented. You also have the right to receive a Care Home Information Package (CHIP) at the time of move-in that clearly outlines what you have agreed to purchase, related costs, condition to the agreement and so on.