

# 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 Midland Community Newspaper

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



**Aaron Chiasson**  
 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  
 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 Chiropracists



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

**Q:** Do you make custom-made footwear?

**A:** Yes, we carry custom-made Birkenstock sandals and clogs. We also carry a wide array of running, casual, dress, hiking and golf shoes. There are even a variety of safety shoes & boots available.

In order to manufacture such footwear, we take a plaster cast of each foot and send them to the lab. The footwear is made with a custom-made orthotic footbed according to the cast and prescription to make the weight distribution equal throughout the bottom of the foot.

Custom-made footwear is perfect after being on your feet all day in the summer months. As the warm weather approaches, many individuals prefer to wear sandals instead of enclosed footwear. This is when people neglect to wear orthotics.

Many extended health benefit plans cover the cost of custom-made orthotic footwear. So, if you would like the freedom from your orthotic or just want to walk around in comfort, give us a call.

**DR. ANOOP SAYAL**

Family and Cosmetic Dentistry  
 located in  
 Georgetown  
 Marketplace Mall



(905) 877-CARE (2273)



**DR. ANOOP SAYAL**

**Q:** My hygienist always talks about "plaque". What is plaque?

**A:** Plaque is an invisible bacterial film that builds up on your teeth every day. That sticky feeling you get when you wake up in the morning is bacterial plaque. It forms after you eat anything and can form above or below your gumline. The bacteria in plaque contain toxins that attack and damage your tissues. Plaque causes gum disease and cavities. In other words, plaque must be removed every day or the bacteria will start to decay your teeth and loosen your gums. At your hygiene visit, we routinely evaluate your plaque levels and inform you of the proper ways to clean your teeth and gums to prevent plaque from hiding around your teeth and gums.

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

DAY & EVENING  
 APPOINTMENTS **873-9393**

**38 OAK STREET  
 GEORGETOWN**

10 Tips on achieving Your Goals.

**Q:** As a Life Coach, what advice do you have on "How To Achieve My Goals"?

**A:** We all know how excited and motivated we can be with new Goals. These new objectives fill us up with hope and a sense of renewed focus and energy. Once again we are determined to take charge of ourselves. However, in no time, we find ourselves struggling with our old habits and compromising our plans to realize this journey. After a while, we find ourselves hoping that nobody will ask us an update on this goal we had so proudly set. Eventually, like many others, this goal joins the unfinished pile.

Most of us have not been trained to develop; future visions, goals, action plans, strategies to overcome obstacles, and sustain the effort to reach a goal. Yet they are skills that you can acquire.

10 Steps to achieving your goals.

1. Be specific in what you want to accomplish.
  2. Write your goals down.
  3. Have a way to measure your progress and success.
  4. Assure yourself that your goal is attainable.
  5. Fine tune your attitude and mindset to reach a successful completion point.
  6. Address any distraction that would take your focus away.
  7. Forward your goal into action: make a list of actions to take and determine a completion date.
  8. Act as if you have already achieved your goal.
  9. Keep moving... Even the smallest step counts.
  10. Hire a coach!
- Manon Dulude is a Life Coach with a practice in Georgetown. Manon coaches individuals of all ages; Business Executive's wanting to achieve a more balanced lifestyle, couples who need to revive their relationship, parents who need support to positively discipline children, adults going through life transition and needing to re-design their life, students needing to raise their grades for university. Everyone can achieve greatness and be successful!
- For more information on Life Coaching call Manon Dulude at 905 873- 9393.



**MANON DULUDE**

**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.haltonspeech.com



**Karen MacKenzie-Stepner**

**Q:** My 17 month old son babbles a lot but does not talk as of yet. I take him to a Parent-Child Center and see other toddlers his age talking, some of them even using two-word sentences. Should we worry?

**A:** This is a difficult question to answer. In general, as long as you eliminate the serious things that might be wrong - deafness for instance - and as long as there is comprehension and sociability, not talking at 17 months or even at 20 months is not as big a deal as parents often fear.

By age 2 however, if your child doesn't have a vocabulary of about 50 words and doesn't put them into simple sentences, it's reasonable to begin to ask why.

There are a number of reasons why an otherwise normally developing child might not talk, from extreme shyness to slow physiological development that makes articulation difficult. Ruling out these possibilities requires an evaluation. It is also important to note that of the 10% of young children with language difficulty, for 3% of them there is no obvious reason why.

If you have concerns or would like more information, contact our Centre.

**RBC  
 Dominion  
 Securities**

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

Email: [barbara.byckowski@rbc.com](mailto:barbara.byckowski@rbc.com)



**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 Aaron 873-0301

**ROSS PHYSIOTHERAPY  
 SOLUTIONS**

Practical solutions for peak performance  
**(905) 873-7677**

318 Guelph St., Georgetown  
 Indoor Mall next to Harveys



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

**Q:** I have had pain in my neck and back on and off for years and it seems to be getting worse, would exercise help?

**A:** Yes, exercise is a very effective tool to use when treating spinal pain however your long history of pain and the recent worsening of your condition suggests that the exercises that you need will be more specific than those that come to mind when people think of, "exercise" in general. There are postures and patterns of movement that are ideal from the perspective of minimizing your body's susceptibility to injury. The more your postures and movements differ from this ideal the greater the odds that you will have an injury or aggravate an existing injury, especially if your exercises are not suited to your current postures and strength balances. Your physiotherapist will identify these problems and show you exercises that are designed to adjust your posture and movement patterns to be close enough to the ideal so you are more able to live the lifestyle of your choice. Physiotherapists also possess expertise in using other forms of treatment like ergonomic recommendations, joint manipulation and soft tissue massage all of which may be used in conjunction with the exercises.

**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:** A friend has had a few falls lately. Do you have any suggestions for her?

**A:** First of all, has your friend talked to her doctor to rule out any underlying health problems or side effects of medication? She should also be sure to take her medication only as directed and be mindful that some medication does not mix well with alcohol.

- Make sure she is eating properly.
- Has she had her vision checked lately and is she wearing the right glasses?
- Exercise regularly. Walking, tai chi and dance help maintain muscle mass and improve balance.
- Remove or repair possible hazards around the house. The usual culprits: loose carpet, poor lighting, obstacles and wet or slippery bathroom floors.
- Use safety equipment such as canes, walkers, grab bars and rubber mats correctly.
- Wear comfortable, sensible shoes with non-slip soles. Be aware of sidewalk cracks, obstacles, uneven surfaces and slopes that may affect balance.
- Use a night light and keep a flashlight by your bed.
- Always remember to take your time. There is no need to hurry for the phone; a missed call is not nearly as serious as a potential fall.