

Arts & Entertainment



New poetry book targeted at business people

By **STEPHANIE THIESSEN**
The Champion

Three years ago area resident and businesswoman Tracy Repchuk found herself trapped in a passionless existence.

On the outside, she seemed to have it all. But as the saying goes, looks can be deceiving.

"I realized that I wasn't satisfied," said the Kilbride resident. "I was bored with e-mails and computers. I thought, 'I have to find out what my passion is.'"

As the creator of Bravo Software Group, which develops software applications and distributes them world-wide, Ms Repchuk's life was certainly more than "e-mails and computers". She travelled around the world and interacted with important business people, handling large accounts. But she was bored.

Three years later, Ms Repchuk is riding high after having re-discovered a passion for poetry that fulfilled her longing. A book she had published last September — the Poetry of Business — is the tangible result of her search for fulfillment.

With a book tour at Indigo/Chapters stores across Ontario and the continuation of Bravo Software, Ms Repchuk is now busier than ever and loving every minute of it. "I had to go back to grade 1 to find my true passion for writing. From that moment on, everything changed. Within three weeks, I was elected national co-ordinator of the Canadian Poetry Association."

She also founded the Canadian Federation of Poets, of which she's president.

The Poetry of Business isn't your average poetry book. As its name suggests, the book of 65 poems is targeted at business people.

Poems in the book all have something to do with life in the business world, Ms Repchuk said. It's humorous, yet thought-provoking. Titles include 'I Think the Corporate Ladder is Broken' and 'Marketing Mantra'.

The book has a multi-pronged purpose — to help her readers appreciate poetry, find their passions and lead satisfying lives, be it in the business world or elsewhere.

Ms Repchuk said she thinks each reader will find one poem that speaks to him or her in a special way.

The Poetry of Business is, in many ways, a self-help book. But Ms Repchuk said she thinks readers will remember the book's content more than if it were written in the typical self-help style. "Poems stick more than 'The Seven Steps of...'" Ms Repchuk said, adding it was important that her message not come across as being "preachy."

As a result of reading her book, some people will realize they don't want to stay in the business world. Others will realize they're where they want to be but need to re-discover the passion they once felt.

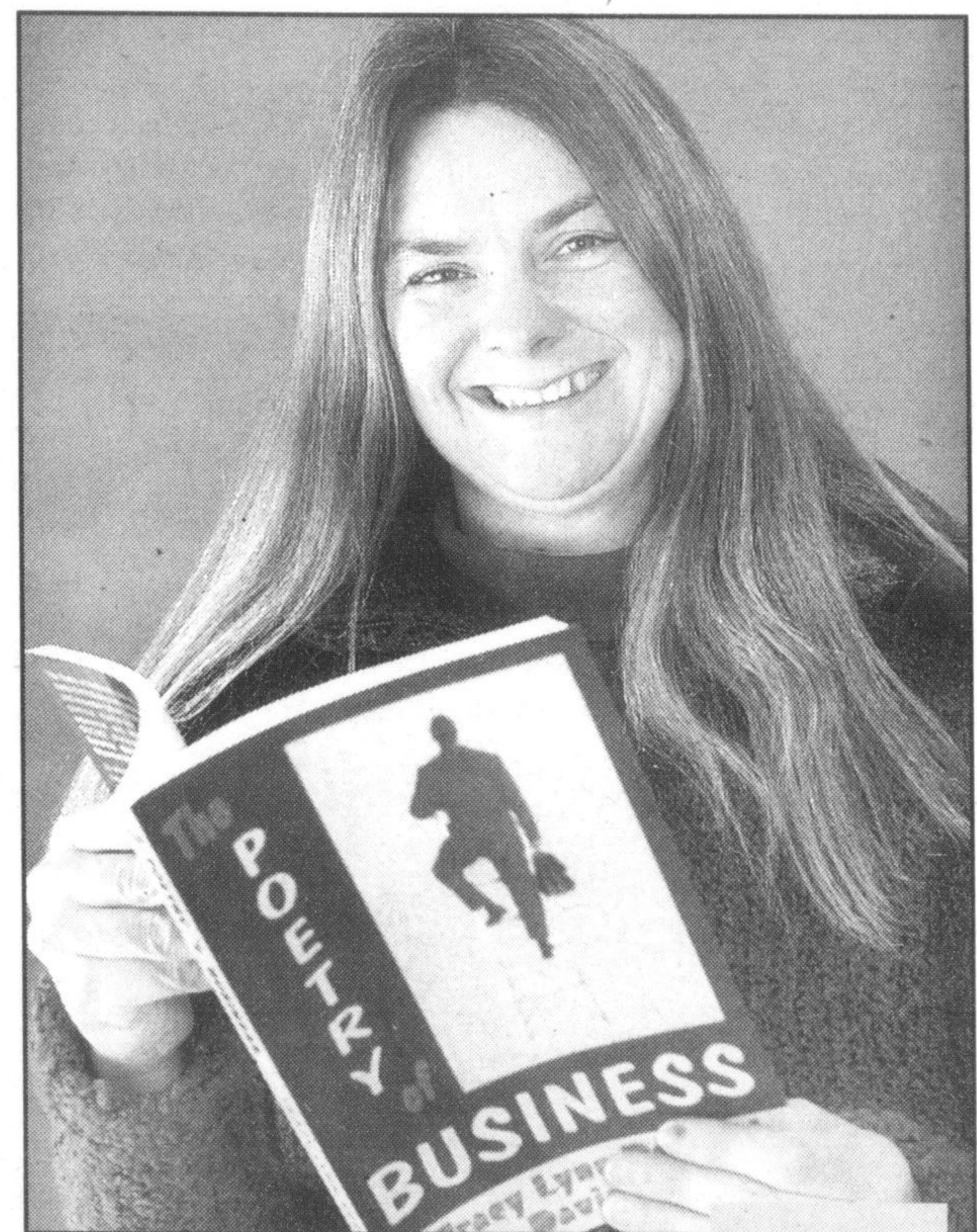
Ms Repchuk said she purposely decided to aim her first poetry book — she plans to write more — at what she saw as the most challenging crowd. After all, she said, business people aren't known to be particularly into poetry.

Although Ms Repchuk targeted the business world partly as a challenge for herself, she said she also saw poetry as having the ability to strongly impact that crowd.

Poetry activates the right side of the brain, associated with the arts. Since most business people deal with logic and numbers all day — working the left sides of their brains — poetry can help them see life in a whole new light, Ms Repchuk said.

"It exercises a portion of the brain that probably hasn't had much attention lately."

Deemed Canada's ambassador of poetry,



Kilbride author Tracy Repchuk shows off her recently-published book of poems, which is aimed at business people. The book is now available at Chapters and Indigo stores.

Photo by GRAHAM PAINE

Ms Repchuk said she hopes to make poetry appeal to the masses.

"I want to make poetry mainstream — so it's not just about sitting in coffee houses," she said, adding many people are turned off of poetry in their high school years after traumatic experiences with Shakespeare.

As far as touring, Ms Repchuk said she couldn't ask for anything more.

"Touring is a dream come true," she said. "I'm an author on tour. I'm getting everything I asked for."

Since she's used to public speaking from her days in the business world, Ms Repchuk said she loves speaking to the crowds that gather for her book signings — which are actually more like mini-seminars on realizing dreams.

Always a fan of humour, Ms Repchuk said she tells people she meets to read her book wherever and whenever they have a moment to themselves.

"I'm telling people to take this book with them to the toilet. After all, where's the best place in the world to think?"

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Sun, Feb 29, 4:00pm	HALTON YOUTH SYMPHONY, Concert Nelson High School, Burlington
Tue, Mar 2, & Wed, Mar 3 10am & 12:15pm Thurs, Mar 4, 10am	HALTON REGION MUSEUM The Spirit of Harriet Tubman. Things my Fore-Sisters Saw John Elliot Theatre, Georgetown, 905-875-2200 (21)
Fri, Mar 5 through Wed, Mar 31	HARROP HOUSE GALLERY The Taste of Tuscany Exhibit 345 Steeles E., Milton 905-878-8161
Fri, Mar 5, 8:00pm	MILTON CONCERT PRESENTATIONS Gershwin and Friends St. Paul's United Church, 123 Main St, Milton, 905-878-4732
Sun, Mar 7, 8:00pm	FR. MARK CURTIS, Concert St. James Anglican Church Guelph, 905-822-1061
Fri, Mar 26, 8:00pm Sat, Mar 27, 8:00pm	GEORGETOWN BACH CHORALE Spring Festival - Piano trio 157 Main St. S., Georgetown, Reservations: 905-877-6569 or 905-877-2711
Sat, Mar 27, 7:00pm	LITERACY NORTH HALTON Ted Outerbridge - Illusionist Georgetown Little Theatre, 905-873-2200
Sar, Mar 27, 7:30pm	NATHANIEL DETT CHORALE St. Paul's United Church, 123 Main St, Milton, 905-878-6807 or 8895
Tues, Mar 30, 7:30pm through to May 4	KERRY STRATTON'S music appreciation series A Little Night Music (6 weeks) St. Paul's United Church, 123 Main St, Milton, 905-886-2185

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