

Milton • Means Business

Company makes combating lice its business

Milton woman takes over Halton franchise of Lice Squad Inc. and Nitpickers

By MELANIE HENNESSEY

The Champion

While some may say being nit-picky is a negative thing, for Miltonian Jeannine Jennings that's what keeps her in business.

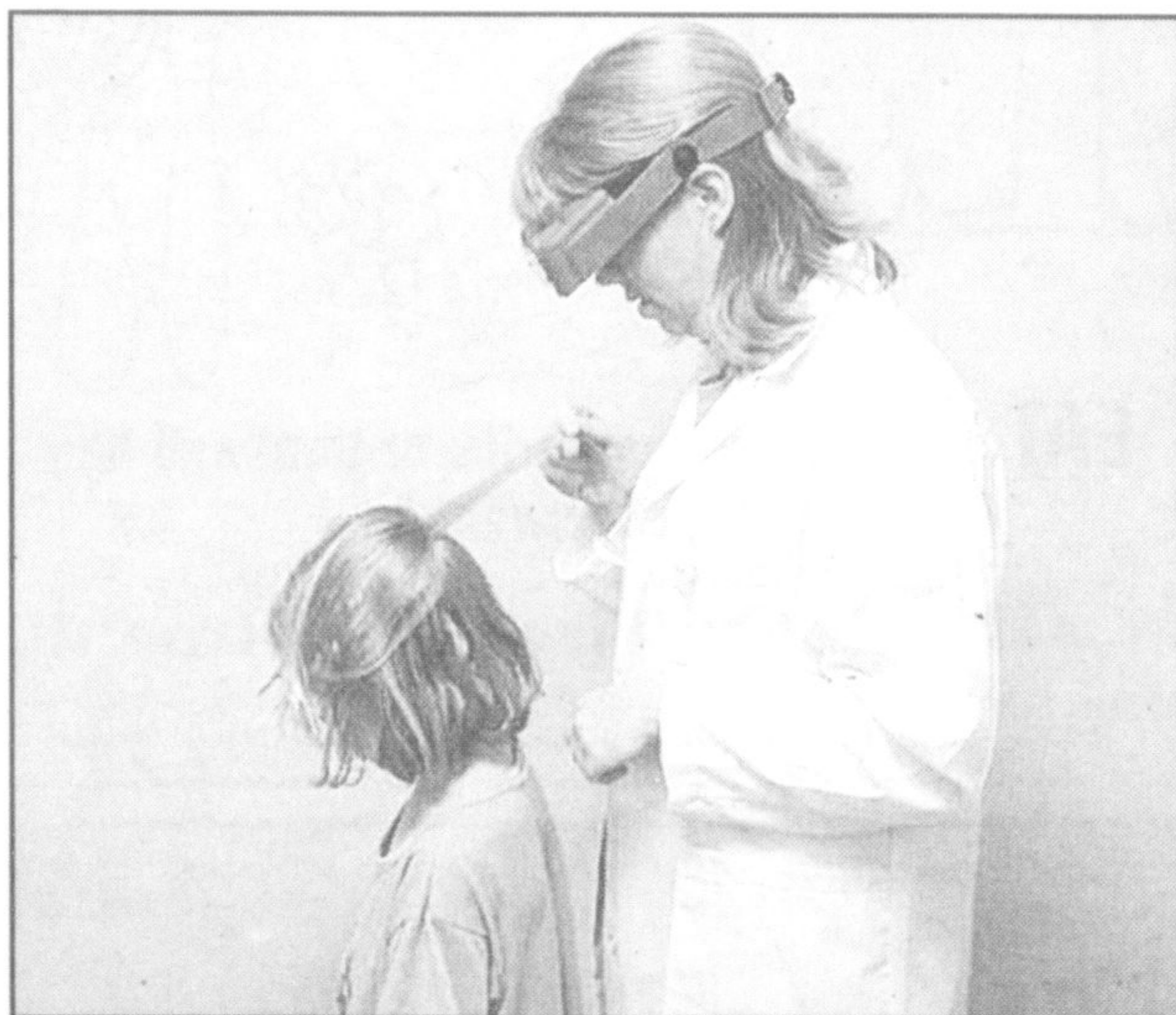
The local woman recently took over the Halton franchise of the Lice Squad Inc. and Nitpickers — a service that specializes in removing head lice and educating people on the topic — and has been busy over the past little while helping area schools check students' hair for the bugs.

"September and October are always busy. A lot of schools are doing head checks," said Ms Jennings.

She noted that there isn't a head lice 'epidemic' in Milton like Toronto is experiencing, but said there are cases in local schools.

And while many parents who find their children do have lice will head to the drug store to buy up special shampoos and combs, Ms Jennings said she feels her service provides an advantage over those methods.

"We remove the lice faster," she said. "And we provide combs



Jeannine Jennings checks out one of her daughters for lice.

that are far superior to drug stores' (combs)."

Armed with her nitpickers, special magnifying glasses, a comb and a natural essential oil hair treatment, Ms Jennings visits lice sufferers' homes to help rid them and their lives of the problem.

She explained that the person who has lice will receive a natural

oil treatment, and have his or her hair combed through with a special lice comb and then nitpicked.

She said she checks everyone else in the home as well, since other family members may have picked it up.

"About 85 per cent of moms get it, less than one per cent of dads and 80 per cent of siblings before they detect it," she said.

Part of a visit from Ms Jennings will include education on things like how to do a follow-up treatment to ensure the lice are gone, the life cycle of lice and how they're spread. She said she also works to dispel the myths and stigmas associated with lice.

"We take a lot of stress out of their lives," she said.

One person this rings true for is local mother Joy Chmilar, who has used Ms Jennings' services multiple times to treat her family for lice.

Ms Chmilar's youngest daughter has caught lice several times now from school, which resulted in herself and her older daughter suffering from it as well.

"I was totally distraught, but it (the Lice Squad) took away all the stress, all the pressure," she said.

"At the time, you want help right away. I can't say enough about how quickly she (Ms Jennings) responded."

Ms Chmilar noted she thinks having students in local schools checked by the Lice Squad should become compulsory.

"To me, it should be mandatory, just like having a flu shot," she said. "I think prevention is the key."

Melanie Hennessey can be reached at mhennessey@milton-canadianchampion.com.

'The Moodivator' keynote speaker at business event

Calling all local entrepreneurs. The Halton Region Business Development Centre will hold its fourth annual Bridges to Better Business event Thursday in Oakville in recognition of October being Salute to Small Business Month.

The event will run from 11 a.m. to 5 p.m. in the Halton Regional Centre auditorium at 1151 Bronte Rd.

It'll feature keynote speaker Carole Bertuzzi Luciani, also known as 'The Moodivator'.

Bridges to Better Business will also feature six other speakers,

including:

- John Anania, assistant chief economist, Royal Bank of Canada (RBC), 'Economic Briefing from RBC — World Outlook, Inflation and Monetary Policy Implications'.

- Jan van der Hoop, president, The People Factor, 'Sizzling Sales — Win Customers for Life'.

- Ben Molfetta, co-founder, Core Marketing Strategies, 'Build a Market Plan That Will Grow Your Business — Six Practical, Simple Steps to Take the Mystique out of Marketing'.

- Pat Hutton, business consultant, RBC, 'Access to Success — Growing Your Business in Halton'.

- Lucy Casacia, president, Adventis Capital, 'Venture Capital — The Tricks of the Trade'. Participants will learn practical lesson regarding venture capital requirements and stages.

- Joe van Koeverden, president, CEO, Mylife Inc., 'Become the CEO of Your Life'.

Registration costs \$45 and includes a hot buffet luncheon, networking opportunities, a networking contest and business card draw. To register for Bridges to Better Business or for more information, call the Halton Region Business Development Centre at (905) 825-6000 or visit www.haltonbusiness.com.

Bridges to Better Business is presented by the Halton Region Business Development Centre in partnership with the Royal Bank of Canada, Ministry of Economic Development and Trade and Canada-Ontario Business Service Centre.

Have breakfast with mayors on Nov. 17

You can enjoy a meal with local heads of council November 17 at the Halton Industry Education Council's (HIEC) Breakfast with the Mayors event.

The session will run from 7:30 to 10 a.m. and include keynote speaker Mario

Lefebvre, who's the director of the Metropolitan Outlook Service, Conference Board of Canada. Mr. Lefebvre will discuss the Canadian and Ontario economies. Milton Mayor Gord Krantz and Halton Hills Mayor Rick Bonnette will also be in

attendance.

The event will be held at Granite Ridge Golf Club. The cost is \$30 per person, which includes a buffet breakfast.

To register call (905) 634-2575 before November 14.

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