

# BUSINESS

## Workshop to aid enterprising artists

Local artists can learn how to turn their creative passion into a viable enterprise at 'The Art of Entrepreneurship' seminar taking place Thursday.

The session — offered through the Halton Region Business Development Centre in partnership with the Ministry of Small Business and Entrepreneurship and the Ministry of Culture — is geared toward artists who are looking to evolve their business or art career to the next level of exposure, growth and success.

It'll take place from 7 to 10 p.m. at CJ's Café in Bronte, 2416 Lakeshore Rd. W., Oakville. Registration costs \$30. The seminar is structured to give visual artists — both commercial and fine arts — an overview of how to stand out in a competitive marketplace.

Halton Region Business Development Centre business consultant Marianne Crawford will set the stage with a presentation on business planning. Kathryn Adams, an award-winning artist and professor at the

Sheridan Institute of Technology and Advanced Learning and the Ontario College of Art and Design, will then lead a marketing discussion.

She'll outline self-promotional marketing strategies like direct mail, websites, e-mail promotions, viral marketing, creative directory listings and blogs, and will also provide a list of sources for marketing campaigns.

To register for the seminar call the Halton Region Business Development Centre at (905) 825-6000 or visit [www.halton.ca/business](http://www.halton.ca/business).



GRAHAM PAINE / CANADIAN CHAMPION

**IT'S THE TOPS:** Mayor Gord Krantz slices one of Topper's Pizza's signature 'Tropical Heatwave' pizzas with local franchise owner Mike Mavraganis (far right) helping out and company co-presidents Keith (second from left) and Kelly Toppazzini looking on during the recent opening of the Milton location on Maple Avenue.

## Mortgage Architects here

Miltonians now have another option when it comes to mortgage planning.

A Mortgage Architects office was recently opened at 14 Martin St. by mortgage planner John Cavan.

For 20 years, Cavan has been helping the citizens of Milton and Etobicoke in the areas of home ownership and financial security. He calls his team the 'I Dream Team'.

Mortgage Architects is Canadian owned and operated.

"There's no doubt that Mortgage Architects will be a serious force in the industry given its talent pool and potential for growth," Cavan said.

The new office has been designed with clients' comfort in mind, Cavan said. It's a place where they can come to discuss their mortgage financing needs, whether it's a question about a current mortgage, a new home, cottage or rental property, or the repositioning of high-interest debt.

To reach Cavan, call (905) 878-7213 or e-mail [john.cavan@mtgarc.ca](mailto:john.cavan@mtgarc.ca).

# Herbal Magic

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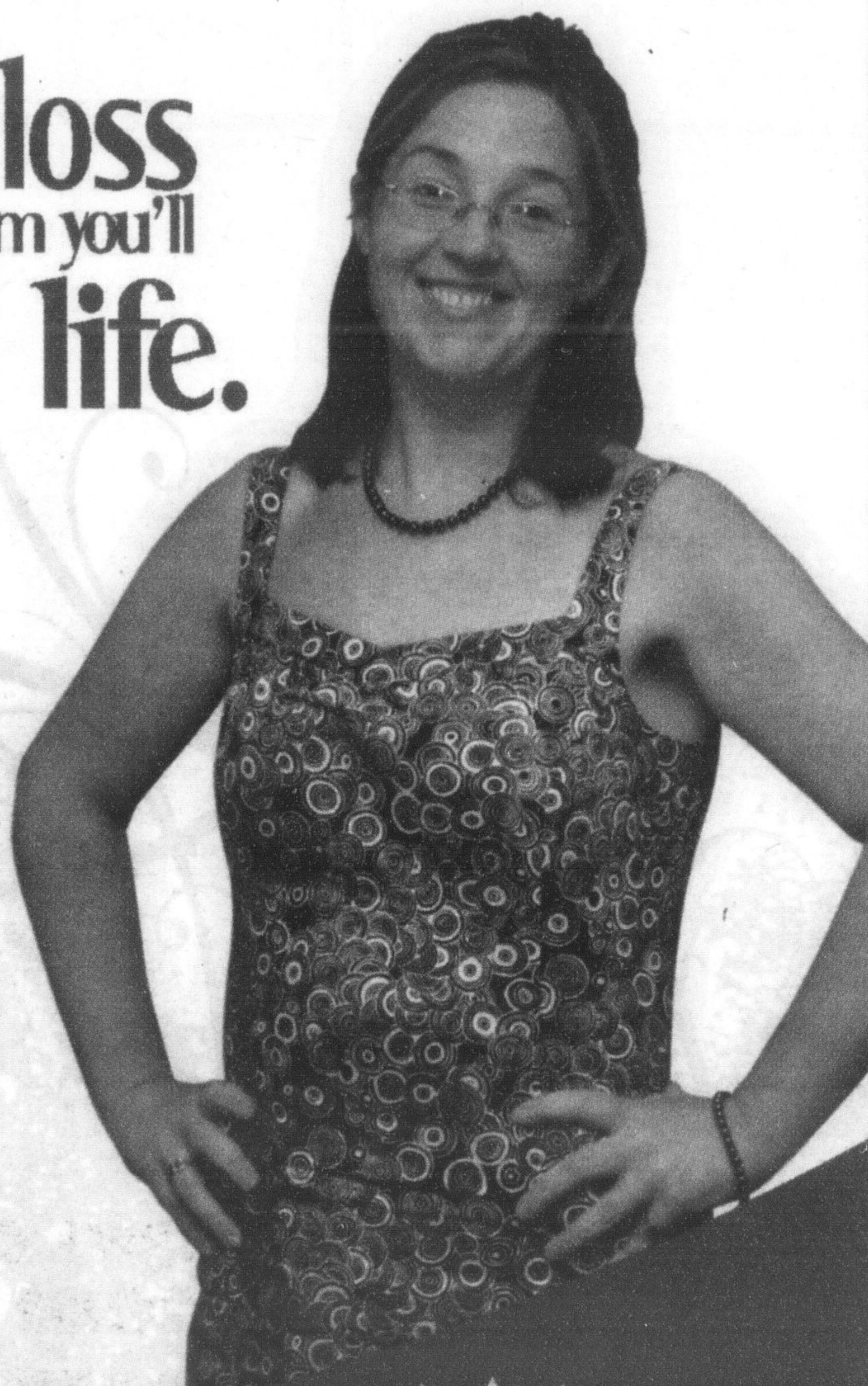
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## BOOKS! BOOKS! BOOKS!



### THE GIANT USED BOOK SALE IS BACK!

**When:** Friday, March 30, 9:30 am to 9:00 pm  
Saturday, March 31, 9:30 am to 6:00 pm

**Where:** Milton Mall, Ontario St.

In its 34th GREAT year, the Sale, a project of the Canadian Federation Of University Women, Milton and District,

is bigger and better than ever!

**MORE BOOKS – MORE CDs – MORE DVDs - MORE VIDEOS, COMPUTER GAMES and TALKING BOOKS!**

**Be sure to come early for best selection!**

Proceeds from the Sale fund post-secondary scholarships for deserving women students in Milton and area.