

New publication to offer Halton business insight

By **NANCY ALEXANDER**
Special to *The Champion*

For someone who had originally set her sights on a career in law, Stephanie Henderson looks decidedly comfortable behind the editor's desk of Halton's new business publication, *Success*.

Launching a new editorial product, as Ms Henderson can attest, requires a lot of energy and enthusiasm, and above all, a belief that you have something worthwhile to communicate.

Ms Henderson, a native of Mississauga, has always been a believer in the power of communication, as witnessed by a degree in French and English literature from McMaster University, followed by a diploma in print journalism from Sheridan College in Oakville.

Although her dreams of pursuing a law career didn't work out,

Ms Henderson said she always knew that the common thread in any career move would be the element of communication.

Ms Henderson began her journalism career with Brabant newspapers in Hamilton, editing special sections for the regional chain of newspapers. When she came face to face with the "downsizing" syndrome, she took a temporary placement with the University of Toronto as a media liaison officer on a government project. Not long after, she was offered a position as reporter with another newly-launched publication, *The Oakville Journal*, where she remained until taking a job with the Oakville Beaver as editorial/advertising coordinator two and a half years ago.

Being at the helm of Halton's new business publication, *Success*, affords Ms Henderson the opportunity to put her previous media experience to good use. Since being named editor, she has been busy reaching out to Halton's diverse business commu-

nity, meeting with economic development officers and Chamber of Commerce representatives across the region.

Success is a new publication of Metroland Printing and Publishing Ltd., which also publishes *The Canadian Champion*, *Oakville Beaver* and *Burlington Post*. It will be distributed weekly by direct mail to more than 11,000 businesses in the region.

Ms Henderson's goal is to create a voice for Halton business, offering a good mix of articles about Halton as a whole, and about individual municipalities. Columns offering expert advice on a variety of topics, and written by local people wherever possible, will also feature strongly. "There is an incredibly broad-based expertise here in Halton, and we want to make use of that," says Ms Henderson. "We want to make sure we're addressing the interests of a broad spectrum of the business community, including small businesses, which are a very important niche market." Topics ranging from tax advice, computers, and corporate travel to "where to do lunch" will all find a spot on the pages of *Success*.

Above all, Ms Henderson says she'd like to stress that *Success* is an evolving product which welcomes input from its readers, whether it be news tips or other suggestions. "It's a big region and we can't be everywhere at once, so community feedback is really important."

On Japanese adventure

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"Language will be difficult. I'm reading language books, listening to tapes and I will be taking Japanese," she said. "Other people on the exchange don't know the language but most of the teachers there have some background in it."

One of the advantages of the exchange for the Japanese hosts is to have a native speaker help them to learn English. English is the world's business language and speaking it with proper North American idioms and accent is considered important in Japan.

Meghan said she thinks that once she develops an ear for Japanese it should come much more easily. In its written form with the Roman alphabet, she said it has some similarities with Latin.

"It's worth an extra year of high school for this opportunity," she said. "I may never get another chance like this again."

She said her parents have all the doubts and fears that any parent would, but they are pleased their daughter has the opportunity.

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