

# The ESSEX FREE PRESS BUSINESS

## Several 'chain' stores call it quits

BY DANIEL SCHWAB

Motorists driving down Talbot Street will notice more empty storefronts as a number of local businesses have closed within the past few weeks.

Godfather Pizza, Quiznos Sub and Labonte School of Music, which opened on Talbot Street in March 2005, is part of a police investigation after instructors employed by the company failed to receive their paycheques last week.

Essex Business Improvement Area manager Marlene Markham, who was out of town last week, said she was surprised upon returning to Essex to learn that both Quiznos Sub and Godfather Pizza were no longer in business, especially since Jen Westlake, manager of Quiznos Sub, is a new BIA board member.

Chief Administrative Officer Wayne Miller said although most business

owners don't often keep the town up to date on the state of their companies, he was surprised to see "chain" stores such as Quiznos Sub and Godfather Pizza "opening and closing so soon."

The local Labonte School of Music, which opened on Talbot Street in March 2005, is part of a police investigation after instructors employed by the company failed to receive their paycheques last week.

There are three other Labonte School of Music locations in Essex County — on Howard Avenue, Tecumseh Road East and Malden Road in Windsor.

Police are investigating the business closure to determine whether it is a civil or criminal matter.

Essex Home Furnishings, located on



Several units at the North Talbot Plaza on Talbot Street in Essex sit empty after Quiznos Sub and Godfather Pizza recently closed their doors.

Talbot Street, will soon be relocating to Highway 3 near Howard Avenue in Windsor.

Markham said the reason behind the move is because

the business is looking to expand its size.

Phone calls to the owners of Quiznos Sub and the Labonte School of Music were not returned.

out how to replace burnt out bulbs or tubes.

• Owning vs. leasing. Many sign companies have programs whereby you can lease a sign for a given period of time and they will

rificing effect. Inquire about new energy saving bulbs and internal materials and find

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maintain it for you. This may be more economical for newer businesses, especially if there is any chance that logos or names may change in the first few years of operation.

• Also consider city or town planning goals and regulations when ordering a sign, as some types of signs are not permitted in certain areas. Determine what the regulations are in your community before you discuss design with a sign designer. Most sign companies are well aware of the regulations in any given community and can guide you in selecting a sign, which is not in violation of the law.

• Finally, if your business has a website presence, put that URL everywhere. Put your URL on a big well-designed sign and hang it in your window. Got a car? Print up bumper stickers that show your URL. Drive your URL all over town. When you're sitting in traffic,

someone behind you can scribble it down and check it out. Have magnetic door signs made for your car that include your logo and URL. Get noticed wherever you go.

Signs communicate to potential customers twenty-four hours a day, seven days a week, week after week, month after month, year after year. The mere repetition of the message will help customers remember your business. Once initial expenditures are made, you need only operate and maintain your sign.

For a detailed checklist on business signs and your business please visit the Canada Business Service Centre at <http://www.cbcs.org>.

*Small Business 101 is an information service provided by the Canadian Federation of Independent Business. It is not intended to replace legal and/or accounting advice.*

## Small Business 101

### Signs and your business

Signs are one of the most efficient and effective means of communication. Signs help people find you, reach people who are passing by your establishment, and present an image of your business. In short, signs tell people who you are and what you are selling.

Before selecting a sign for your business there are several things you should consider:

• In order to communicate effectively, a sign must be noticeable and large enough to read. A stark simple design and materials may suggest discount prices and no frills. An elegant and expensive design and materials may suggest luxury goods and services. If your customers can only reach you by car or you are located on a very busy street, the type of sign that you use will be very different than if you have a shopping centre location where people must walk to your store from parking lots.

• Graphic elements of design include layout of the message, colours, lettering, shape, symbolism, harmony, and daytime versus nighttime lighting conditions. A well-designed sign blends with the environment, has a message impact and overcomes viewing problems.

that is clear and simple. Choose one or two words that describe your business. Be brief. The cleaner and clearer the message, the more impact it has. The size of the sign is also an important consideration for your business. The biggest sign that you can afford may not necessarily be the best one for your needs. A sign should go with its surroundings.

• A sign is an investment. Your sign is one of the most permanent parts of your business and is exposed to weather and constant use. The average life of signs varies from five to eleven years, depending on the type of materials used, construction and other factors. Find out how many years of service to expect from your sign. It pays to purchase good materials if you intend to use the sign over a period of years.

• Maintenance costs. No business can afford to have its sign fall into disrepair. A dilapidated sign tells the public that you are not concerned with your business image or their visual environment. Some types of signs are virtually maintenance free while others require more attention.

• Energy consumption. New technological developments now enable some types of signs to achieve energy savings without sac-

## Important Notice to Employers

### A Summer Job — A Stepping Stone to a Career

**Canada Summer Jobs** is a new Government of Canada initiative that provides employers with wage subsidies to create high-quality summer jobs for students. The initiative is designed to meet the needs of students and takes into consideration Canada's currently strong labour market conditions. Not-for-profit, public sector and smaller private sector employers (50 or fewer employees) are invited to submit their application by **Friday, March 30, 2007**.

Employers can apply on-line at [servicecanada.ca](http://servicecanada.ca) (under the *Employers and Business* section), by fax, by mail, or in person at any Service Canada Centre.

Applications will be assessed according to the initiative's eligibility criteria and priorities, which include creating jobs that would not otherwise be created, helping students who need it the most as a result of where they live and/or other barriers, the quality of the work experience being offered, and available funding.

#### For more information:

**Call** 1-800-935-5555 (TTY 1-800-926-9105)

**Click** [servicecanada.ca](http://servicecanada.ca)

**Visit** your local Service Canada Centre (for locations, visit [servicecanada.ca](http://servicecanada.ca))

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