

Markham realtor elected to real estate association



PETER MASON

Peter L. Mason, a resident of the Town of Markham for the past 25 years, was elected a director of the Canadian Real Estate Association at its recent annual conference held in Ottawa, October 19 to 23.

In addition, he was also elected to the management board (executive committee).

The Canadian Real Estate Association is the largest trade association in Canada with a membership in excess of 56,000 members from coast to coast. The association acts as spokesman for the real estate industry at large and is also the liaison with the Federal government.

Peter L. Mason, is President of Peter L. Mason Ltd. which is one of Ontario's leading industrial, commercial, investment real estate firms. In addition, Mr. Mason's wife, Dorothy, manages the firm's residential division located in Unionville.

Mr. Mason has been actively involved in organized real estate for the past 20 years and is a past president of the Toronto Real Estate Board (the largest real estate board in North America) and a past president of the Ontario Real Estate Association.

Markham's Cybertech Ltd.

Firm helps deaf communicate

By MARC MASCIONI



Ervin Weisz of the Markham based firm, Cybertech, gives a demonstration of how the Comm System works. The device allows the hard of hearing and the deaf to communicate by use of the telephone and a computer printout system. — Marc Mascioni

There was a time when the information explosion seemed poised to leave the hearing impaired and the deaf out in the cold, but, thanks to Ervin Weisz of Cybertech Ltd., this trend has been reversed.

With the aid of the new Comm System telephone devices, the hearing impaired are not only better equipped for the high-tech revolution, they are actually among the foremost beneficiaries.

"The disability of deafness is totally negated when one communicates through a terminal," says Ervin Weisz, president of Cybertech.

Boasting four models in the Comm System series, the Markham based electronics firm is the only one of its kind in the country. Mr. Weisz says the device developed in response to a family member who was unsatisfied with the older system then in use.

"One of my (relatives) is deaf, and she was trying to get hold of a machine to communicate over the phone that would work better than the old, clunky teletype, which most deaf people used to use at that time," said Mr. Weisz.

Mr. Weisz, who holds an engineering degree, started the project in his basement, marketed it through a mail order system in the United States, and then went on to form his own company.

The Comm System apparatus uses a telephone adapter known as an acoustic coupler. It is connected to a terminal keyboard. When a key is pushed, the coupler transmits the signal over the telephone line to another unit. The receiving unit translates the signal and either prints it on a hard copy, or shows it on a video display terminal.

The most basic of the four models, the Comm-One and the Commprint-One, are the models which offer communications only within the deaf network. The more complete models, the Plus series, have the ability to communicate with computer type systems, which will allow the deaf community to join the information revolution that two-way cable has provided.

Since the price of the more advanced components could be hard to handle for some, Cybertech makes all their models completely upgradeable.

"We tell our customers to get what they need now, and to rest assured that we'll be prepared to support them into the growth of the wired world," Mr. Weisz said.

In light of the Comm series' computer compatibility, Cybertech is involved in setting up a number of organizations, such as the Canadian Hearing Society, and Envoy 100.

Envoy is an electronic office communications system which is offered by Telecom Canada. With the help of the Comm System, they have undertaken the task of linking all the other hearing disabled organizations in Canada through a common electronic medium.

A first in Markham

Modelling school to open soon

By CHRISTINE KOSERSKI Staff Reporter

When Barbara Pilkey, a successful model and teacher, recently moved to Markham, she decided this town needed a modelling school.

Working for the Eleanor Fulcher Modelling School at the time, she didn't look forward to the long drives to Toronto and back.

Fortunately, she ran into Carmelita Newman, a Markham businesswoman and esthetician, who happened to be thinking about opening a modelling school in Markham.

The Carmelita Self Image Modelling School was born when Mrs. Pilkey visited Mrs. Newman's Main St. spa for a facial. Mrs. Newman casually mentioned her desire to open a modelling school and "the place blew apart," Mrs. Pilkey recalls. "A modelling school is needed in the Markham area, the two women maintain. The only other school in York Region is in Newmarket. Toronto schools mean long drives often after school in rush-hour traffic."

Mrs. Pilkey turned to modelling at the age of 40 after her children were grown. She already had some modelling experience years earlier when she lived in Peterborough.

Having decided to go back to modelling, Mrs. Pilkey took all the courses Eleanor Fulcher had to offer. She agreed to stay

with the Fulcher line modelling for commercial print and teaching.

Carmelita's Self Image Modelling School is owned by Mrs. Newman, but Mrs. Pilkey is co-ordinating courses and will be doing most of the teaching. Mrs. Newman will teach skin care and other specialties will be asked to come to classes to talk about topics such as color analysis.

The school offers two levels of courses which cover every aspect of self-improvement and modelling, says Mrs. Pilkey.

Frustrated by the overwhelmingly large classes at the Fulcher school, Mrs. Pilkey is limiting the new school's class size to eight. She intends to emphasize the "personal touch."

"I hope to spend more time in coaching girls through each segment of the course so they get as much as possible out of it," she says. "A lot of people have to gain confidence in every area; how they feel, self-esteem, personality. It's amazing how, when she gains confidence, a girl will become almost a different person."

The same process can be applied to homemakers who want to go back into the workforce and need confidence.

The first level is the course for anyone who simply wants a self improvement and basic modelling course. The second level advances into modelling for runways and commercial print.

The school is geared to women of any age. "We're hoping to attract all ages," says Mrs. Pilkey. "The working woman, the homemaker going back to work, and young children."

If all goes well, Mrs. Pilkey says a Saturday morning class for very young children may be added.

As a woman who entered the modelling field at a late age, Mrs. Pilkey encourages

Allanson to speak at Board of Trade

Assistant Deputy Minister of Trade, Philip Allanson, will be the keynote speaker at the Markham Board of Trade's November dinner meeting.

Mr. Allanson will speak on the topic of "Export for Profit."

"No one can afford to sit back in an easy chair and ignore what is going on in the world market," he said. "The cozy domestic market isn't enough."

The meeting will be held in the Flint and Feather dining room at Seneca College, Newham Campus, 1750 Finch Ave. on Nov. 21 at 5:30 p.m. Tickets are \$20 each.

older women to achieve their potential. Sometimes, she hears, "I'm over the line," but Mrs. Pilkey dismisses the idea saying, "They've got it in their hand."

The market for clothing and skin care products is made up of older women with disposable incomes, she points out.

"There is more money being spent by women my age who are buying clothing and skin care products and working out like mad in the fitness centres," she says.

Models for that age group are needed and there's much less competition in the modelling field for older women than for teenagers, she says.

Having moved here only seven months ago after marrying Morris Pilkey, the petite blonde says she loves Markham: "Living in Toronto, I was just a country kid trying to be a city girl," she says with a smile.

Mrs. Newman is offering an opening special of \$295 for the first 16 students who register for the first semester which begins January 7, 1985. Pre-registration began recently. Classes will be held two evenings a week on Mondays and Wednesdays for eight weeks.

Advertising crucial to business success

By JOHN KANE

Is the medium, as Marshall McLuhan expounded, truly the message? It's debatable, but in advertising it's certainly a crucial element in communication success.

To be effective, advertising has to embody each of three qualities: consistency, frequency and market coverage. For the small businessperson embarking on an initial advertising venture, only specific media will fulfill those essential needs, so forethought and care must be exercised in selection.

To make the right decision you will need a complete profile of the market for your goods or services. You will need to know what geographic areas your customers come from, and the type of person or business to whom your products appeal. If you're in the consumer goods market, you should examine the age, income and other socio-economic characteristics of your shoppers.

Your own budget restrictions will preclude you from using some media. Unless you can afford more than a one-or-two-shot

advertisement, your efforts will be fruitless. You'll also need to examine the selling qualities of your own goods to make sure they're consistent with the media selected—a newspaper flyer does little justice to a luxury fur salon.

The media available ranges from aerial advertising to sandwich boards. Of the ones you're more likely to try however, each has its own benefits and drawbacks for the small business.

Newspapers reach the small business market at low cost. They allow flexibility in ad size, position and short-notice copy changes and they can accommodate photos or graphics, brief, catchy messages or lengthy details. In addition, the paper can provide you with circulation numbers as well as assisting with copy and artwork preparation. Whichever medium or combination you select though, be exacting.

EDITOR'S NOTE: John Kane, C.A. is a resident of Unionville and a partner in the Toronto office of Thorne Riddell, Chartered Accounts.

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ANNOUNCEMENT

SUSAN MOON

DIANE BLACKBURN

Darcy Warner Manager of A.E. LePage, Markham is pleased to announce the appointment of Susan Moon & Diane Blackburn to our sales staff. Susan & Diane bring many years of experience and would like to offer A.E. LePage's many services to all their clients.