

Business

DAVIDSON PARTNERS LIMITED
 DAVID H. CHALMERS
 VICE PRESIDENT
 BRANCH MANAGER
 7100 Woodbine Avenue
 Suite 106
 Markham, Ontario
 L3R 1A3
 Tel. (416) 479-3002

Canadian Radio-television and Telecommunications Commission / **Conseil de la radiodiffusion et des télécommunications canadiennes**

NOTICE
 CRTC — Public Notice 1986-81. The Commission has received the following application: 2 — PARTS OF THE TOWNS OF VAUGHAN, RICHMOND HILL, MARKHAM AND WHITCHURCH-STOUFFVILLE, Ont. Application (853464600) by CLASSIC COMMUNICATIONS LTD. to amend the licence for the broadcasting receiving undertaking serving the above-mentioned localities, by increasing the authorized maximum monthly fee from \$9.60 to \$10.75 effective on 1 September 1986. The present maximum monthly fee was authorized on 30 August 1985 (Decision CRTC 85-714). The application may be examined at: 244 Newkirk Road, Richmond Hill L4C 3S5.

The complete text of this notice and the application may be viewed at CRTC, Central Building, Les Terrasses de la Chaudière, 1 Promenade du Portage, Room 561, Hull, Québec; and at the CRTC regional office: Room 428, 4th Floor, Barrington Tower, Scotia Square, Halifax, Nova Scotia, B3J 2A8.

Interventions must be filed with the Secretary General, CRTC, Ottawa, Ont. K1A 0N2, with proof that a copy has been served on the applicant on or before 7 May 1986. For more information you may also call the CRTC Public Hearings Branch at (819) 997-1328 or 997-1027, CRTC Information Services in Hull at (819) 997-0313 or the CRTC regional office in Halifax (902) 426-7997.

Canada

Markham florist still wants to learn

Martha Reesor is a serious student of floral design. In the business for eight years and now the manager of the Flowers Fantasia store in Markham, Ms. Reesor has studied floral arranging at the University of Guelph, Seneca College and at night school.

And in February, adhering to her motto: "the more courses you take the better you are," Ms. Reesor, took an 11-day trip to Holland and the Third Dutch Masters International Design school.

While there, Ms. Reesor, along with floral designers from the United States, Japan, New Zealand and Canada attended hands-on workshops high-lighting European styles.

Various techniques were demonstrated by experts who later critiqued the efforts of the students. The designers also spent time practising and refining their talents.

The Europeans "do a lot of really strange things," Ms. Reesor said adding she will try to incorporate some of the foreign styles in her store. "It was interesting to get new ideas and bring them back to the area," she said.

Ms. Reesor says European florists, unlike most Canadians, tend to highlight the natural beauty of the flowers by arranging them to look as they would in the wild.

European designers also do larger displays than are generally done in North America and their approach to garden arranging is different she said.

Ms. Reesor, who grew up on a farm, says she has always been infatuated with flowers. "I've always loved them," she said. "They'll always be a part of me."



Karen Richards, who used to be a customer at the Trend Setter, has now taken over as the owner. She said she jumped at the chance to own her own business. — Robert Donnelly

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New owner of Trend Setter was once a regular customer

By **ROBERT DONNELLY**
 After shopping at the Trend Setter for seven years, Karen Richards is now finding out what it's like to be on the other side of the counter.

Mrs. Richards found out the store was up for sale early last February. Moving quickly she left Markham's Royal Bank of Canada and purchased the Trend Setter from Rick Repta.

business. "I came into this with no real retail experience." Although a newcomer, she is confident that her venture into small business will be a profitable one. She has already tried several promotions including giving away teddy bears during her first month of operation. The Trend Setter currently offers 10 per cent discount coupons for purchases over \$250.

She is particularly excited about the upcoming fashion show on Wednesday, April 30 which will showcase clothing sold at the store. This fashion extravaganza will be held across the street at Le Flirt. An estimated 200 customers will be given complimentary tickets to the event, she said.

The Trend Setter, located at 93 Main St. offers a wide variety of bold and colorful sportswear, two-piece dresses, swimwear and accessories.

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"As soon as I knew that the store was available, I left my job," she said, noting the turnover time was only four days. "It was a matter of being in the right place at the right time."

By working first as a teller and later in the accounting department at the Royal Bank, Mrs. Richards said she acquired some business experience, but conceded the 10 years spent there was inadequate preparation for the challenges of operating a small

The high cost of liability insurance is the focus of a breakfast seminar, Tuesday, April 22 from 7:30 to 9 a.m. at the Buttonville Country Club.

York Centre MPP Don Cousens has invited Bill McAleer, the

Vice-President of one of the top five brokerage companies in the world, to address the issue.

Those interested in attending can contact Mr. Cousens' riding office at 475-0021 for advance reservations. Admission is \$10 at the door.

Liability the topic at Cousens' breakfast

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