

People

Entrepreneurs juggle home life, new business

BRUCE STAPLEY
Correspondent

Donna Doodchenko and Karen Murphy have combined flexibility with a solid grasp of 1990s business skills to create an

enterprise which is the wave of the future.

The friends of eight years have embarked on a venture called Optimus Business Services, offering everything from flyer

creation right through temporary personnel services.

Operating out of their houses — Doodchenko lives in Uxbridge while Murphy resides in Stouffville — the two women are looking to take advantage of their respective skills learned through a diversity of business experiences.

Doodchenko, a former executive secretary with Dupont Canada, has worked as a marketing co-ordinator for Bonar

Plastics when that company was located in Markham. She also put in a six-month stint with the Ontario Public Service Employees Union.

Murphy spent seven years with Fibreglas Canada, applying herself towards duties relating to accounting, purchasing, and process control. She was the administrative co-ordinator for a Stouffville area heating and air conditioning company for two years, working from her home



Donna Doodchenko and Karen Murphy

office. She also has a six month clerical contract with the federal government under her belt.

When Doodchenko chose not to follow Bonar to Lindsay after the firm moved in March of 1993, she took on the task of creating flyers and doing telemarketing work out of her house for the company.

She set out to purchase her own office equipment, including graphics and publishing programs, a laser printer, scanner, fax machine and photocopier. She also enrolled in graphic courses, and began to get calls from other companies interested in her services.

When things started to get busy earlier this year, she convinced Murphy, who was finishing up her stint with the federal government, to join her.

The two officially merged in February.

"When you have two sources of input, you come up with a better product," said Murphy. "Donna has marketing and computer skills, and she's very creative. I have a good accounting background, along with some creativity as well."

Working with a minimum of both overhead and promotion, the team has begun to establish a clientele as a result of low prices, word of mouth, and what they claim to be a commitment to excellence. "We're both perfectionists," said Doodchenko. "We'll just keep working on something until we're happy with it. The companies we've worked with have been very pleased. Once we get a company coming to us, they usually come back."

Doodchenko, who has two young children, and Murphy, who has three youngsters, have managed to successfully juggle their duties as moms and entrepreneurs.

Both women have welcomed the opportunity to stay at home with their children while engaging in an entrepreneurial endeavour. At times, they will step in and babysit for each other when one has a particularly demanding project on the go.

Doodchenko and Murphy said they hope to continue operating out of their houses until their children are all in school. They suggest the time might eventually come when they will consider renting office space outside the home.

But for now, they are just looking to get established. "As long as we're given a chance, I think we'll do fine," concluded Murphy.

Calling all Kids, Kats and K-9's to the Unionville Village Festival's

PETS N' PALS CONTEST

Sunday June 5, 1994
12:00 Noon
Crosby Arena Baseball Diamond

Kooky Kategories include:

- No Pre-registration Required!
 - * Best Dressed Pet
 - * Parent/Pet Look-Alike
 - * Best Talker
 - * Longest Whiskers
 - * More!
- Prizes

Fun for all!



"Pets" must be leashed ("Poop & Scoop" in effect)



PET VALU

Unionville Village Festival Corporation

Unionville Village Festival

Sunday June 5, 1994 12:00 p.m.
Crosby Memorial Community Centre
210 Main Street Unionville



Beautiful Baby Contest

Calling all babies. Ages 6-23 months. First prizes will be awarded in the following categories:

- 6-13 months infant girls
- 6-13 months infant boys
- 14-23 months toddler girls
- 14-23 months toddler boys



Registration is limited to 30 children in each category

BABY CONTEST REGISTRATION FORM 1994

BABY'S LAST NAME _____

BABY'S FIRST NAME _____

BABY'S DATE OF BIRTH (day/month/year) _____ SEX _____

PARENT'S LAST NAME _____

PARENT'S FIRST NAME _____

ADDRESS _____

TELEPHONE _____

Please submit registration form by May 30, 1994 to:
Unionville Festival Baby Contest
22 Waterbridge Lane, Unionville, Ontario, L3R 8W8
For info only call M. Cumming 474-0161

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MARKHAM/UNIONVILLE MINOR HOCKEY ASSOCIATION

ANNOUNCEMENT

Markham Thunder will continue to ice AAA teams at all levels. The loop will include Ajax/Pickering, Oshawa, Whitby, Peterborough, Lindsay, (Central) Belleville, and York Simcoe.

Any child living within the Town of Markham boundaries who did not attend Thunder Tryouts in April, but who wishes to be considered for Thunder AAA Hockey should contact the following coaches for further information:

Minor Novice	Gary Collins	474-9959
Novice	Kevin Sloan	294-6950
Minor Atom	Rick McWaters	475-7848
Atom	Joe Crupi	471-6541
Minor Pee Wee	Mike Wheeler	294-2969
Pee Wee	Bob Neely	294-9165
Minor Bantam	Ron Goldenberg	294-2529
Bantam	Wayne Major	294-7795
Midget	John Patterson	294-5900
Juvenile	Jim Crawford	294-3698

or contact Graham Martin at 416-585-6984

Of interest to Bantam, Midget and Juvenile Players is the successful negotiations of affiliation which will allow players to be called up to play for the Markham Waxer Junior A Hockey Club.