

Business entrepreneur of the year

Schleese Saddlery Services honored

By JOAN RANSBERRY
Staff Reporter

Germany's loss was Stouffville's gain. In 1985, Jochen Schleese received his journeyman papers in saddlery after completing a three-year apprenticeship to become the youngest master saddler in Germany.

The event marked the first step towards his putting a little town in Canada on the map. As well, in 1990, Schleese and his business partner and wife Sabine



JOCHEN SCHLEESE

would convince the Ontario government to recognize saddlery as a registered trade.

Schleese's fascination with riding didn't stop at saddles.

He rode and placed in Germany's nationals and qualified several times for the European championship.

Schleese's expertise in his craft and his experience as an equestrian takes him across North America. Not only does Schleese sell

saddles and accessories, he lectures regularly throughout Canada and the United States at various horse facilities, riding schools and stables.

Meanwhile, here at home, Schleese Saddlery Services is a going concern. Saddle design led to a U.S. distribution company representing Schleese Saddlery Services in the Pacific Rim.

Last year the Schleeses were awarded a patent for a design which led to a new division known as Equi-essentials to act as the wholesaler to other tack shops.

The company was recently recognized as one of the 100 fastest growing companies in Canada; has been featured on The Discovery Channel, in The Wall Street Journal and in a myriad of newspapers and trade publications and is the reason behind a number of prestigious business awards.

The most recent recognition came on Thursday night when the Whitchurch-Stouffville Chamber of Commerce presented the 36-year old businessman with the Business Entrepreneur of the Year award.

Schleese makes and sells saddles for an elite client list in both North America and Germany.

Shortage of certified saddlers

Sabine points out that each saddle created in the one-room schoolhouse on Kennedy Road is individually crafted. The pattern is designed and all components of the saddle are manually crafted. Business is so brisk the couple are searching for five more saddlers. "We can't find enough certified saddlers," said



Sabine Schleese and a new general manager oversee the fast-growing saddle business while Jochen attends to design and sales of the custom hand-crafted saddles. The couple has received numerous business awards, most recently the Whitchurch-Stouffville Chamber of Commerce business entrepreneur award. Photo/STEVE SOMERVILLE

Sabine.

With the help of a new general manager, Sabine oversees the operation at home and takes care of the day-to-day responsibilities of three children. This lets Jochen concentrate on sales and design.

The couple have just learned that they've been nominated for the Outstanding Business Achievement Award sponsored by the Ontario Chamber of Com-

merce.

"It's an honor," said Sabine.

Sabine said she and her husband believe that the recipe to success includes having a product "second to none" and employing "excellent" workers.

"Nobody works a 40-hour work week. They all go beyond the call of duty. Also, we give back to them. It works," said Sabine.

More businesses awarded by local chamber

A builder-developer, a saddle maker and an engine company each won a prestigious award sponsored by the Whitchurch-Stouffville Chamber of Commerce.

Developer Joe Lebovic is the recipient of the 1997 Corporate Citizen of the Year award. ArtForms International Inc., owned by Bill and Ted Ballinger, picked up the Business of the Year award, while Jochen Schleese is the

local Chamber's choice for the Business Entrepreneur of the Year.

On Wednesday, Chamber president Helen Johnson welcomed about 60 members to the annual awards night-dinner meeting held at Meadowbrook Golf and Country Club.

(Jochen Schleese's business is featured above, while ArtForms and Lebovic will be featured soon.)

Trial begins next week

The trial for two of three youths arrested for vandalizing the Stouffville Cemetery gets under way April 17.

Six weeks ago, a Newmarket judge placed a third youth on probation and ordered him to pay restitution on one charge. Meanwhile, a third charge was stayed because it took so long to go to court.

The Stouffville youths, all males, were 16-year-olds at the time of their arrest at the end of September 1995.

The trio was charged three weeks after police responded to a call to the local cemetery. There, they found 42 headstones had been toppled and broken. Also, flowers were trampled and beer bottles strewn about.

Under the Young Offenders Act, the youths cannot be identified.

Health officials on watch for violators

By JOAN RANSBERRY
Staff Reporter

The cigarette cops went home empty handed after spending five days in Stouffville recently.

Judy Hope, spokesman for York Region's health department, told Whitchurch-Stouffville council Tuesday that no one was spotted selling tobacco products to minors during a surveillance carried out near local stores.

Still, the watchful eye continues.

"I'd love to carry out a sting operation but we're prohibited (by law) from doing that," Hope told *The Tribune*.

Results of an investigation carried out by *The*

Tribune two months ago showed that nine out of 10 merchants sold cigarettes to a minor.

In neighboring Uxbridge, four out of 10 merchants violated the Tobacco Control Act. Meanwhile, in Whitby, a merchant lost the right to sell cigarettes after being convicted in court of breaking the law.

York has three bylaw officers overseeing the laws applying to tobacco sales. No youths have been charged as yet, said Hope. The health department does work with the school authorities. People under 19 years buying cigarettes are risking getting tickets.

The Tobacco Control Act is a provincial law, but enforced by regional authorities.

Watch for these Flyers on Saturday, April 12th, 1997

EATONS
WALMART
GIANT CARPET
RADIO SHACK
MR. GREEN THUMB
SEARS SEARS DAYS
BIWAY

A & P
IGA - STOUFFVILLE
TOBBIN PLUMBER
DOMINION
PAPA KARL'S PIZZA
CANADIAN TIRE-RICHMOND
HILL

WESTON PRODUCE
M.M. MEATS STOUFFVILLE
FORTUNE FINANCIAL
SUPER STREAM CARPET
CLEAN

Watch for these Flyers on Tuesday, April 15th, 1997

SHOPPERS DRUG MART

ZELLERS

*Selected Areas Only.

WE'RE FIRST IN DISTRIBUTION

We've delivered 12,910,570 flyers door-to-door, so far this year. If you would like your flyers delivered by the best, please call:

ARLENE MADDOCK at 640-2100.

Stouffville
The Tribune

Attention Flyer Advertisers

We can deliver your flyers for as little as 3.5 cents apiece, in Markham, Unionville, Milliken, Stouffville, Uxbridge, Clarendon, Dickson Hill, Locust Hill, Gormley, Goodwood, Victoria Square, Brougham, Hagerman Corners, Box Grove, Cedar Grove, Buttonville, Sandford, Leaskdale, Greenbank, Udon, Sunderland, Zephyr, Ashburn, Cannington, and all adjacent rural route areas.

We can deliver your flyers, using the most up-to-date market demographics, including: Census Tract, Lifestyles, FSA, Neighbourhoods, etc. Call us to discuss your needs.

We can deliver on the day you want to the area you want, any quantity up to 50,150.

For Distribution Inquiries call:

Stouffville: (905) 640-2100, or Fax: (905) 640-5477.