

**SPORTS:** Local resident not horsing around

# A rewarding business for Kennedy

BY BRUCE STAPLEY  
CORRESPONDENT

Judy Kennedy, who has been running her Best In Show Awards (BISA) business in Stouffville since 1992, is taking full advantage of York Region's flourishing equestrian industry.

She has succeeded in establishing herself as a major supplier of ribbons and other awards paraphernalia for the Central Ontario Trillium Circuit, as well as the Ontario A Circuit.

"I'm doing about 85 per cent of their ribbons," she told me recently. "The horse industry is 75 per cent of my business. It's our mainstay to date. It has carried us through."

Judy is on the steering committee that produced the impressive Horse Country Guide, a Who's Who of the York Region equestrian scene. She feels the project has been a plus in that it helped up the profile of things equestrian in York Region.

"It made the region realize how much the industry contributes to the economy. It employs a lot of people."

She said her committee, which also includes the town's Eric Lismanis and Mavis McCallum of the Ontario Trail Riding Association, is looking to bring some of the lesser horse operations in the region up to speed.

"We're trying to get the smaller horse operations up to a higher standard by offering such things as workshops and clinics."

As for the awards industry in general, Judy suggests that the trend is changing from the bestowing of showy trophies and other traditional symbols used to recognize victories and overall achievement.

"People are more inclined to give people things they can use or display."

She suggested such things as aluminium sculptures, hand forged figurines, soapstone carvings or original jewelry has replaced the standard gold watch when corporations acknowledge long-term service.

Judy also supplies the certificates and lapel pins used by the increasingly popular VIP (Values, Influence, Peer Pressure) program aimed at keeping Grade 6 students from across the region on an even social keel.

The Stouffville Rotary Club has donated \$600 to the program, which is aiming to bring together the educational, corporate and the local communities in an effort to demonstrate positive values to the kids.



PHOTO/LORI EMMERSON

## SHOOTING FOR A LOFTY GOAL

Stouffville Clippers' captain Cameron Allan (far right), directs this shot on the Aurora Tigers' goal during action in Saturday's Whitchurch-Stouffville Minor Hockey Association major atom tournament contest. Allan's scoring opportunity, however, was stopped.

## Getting into the Spirit of things

The Spirit of Stouffville are looking to rub shoulders with their fans - minus the shoulder pads.

The local Ontario Hockey Association Provincial Junior A Hockey League club is hosting a Skate With The Spirit between noon and 2 p.m. at the rec centre on pad A on Sunday.



Fans are invited to bring along their skates and take to the ice with Spirit players.

Raffles are to be held as part of the program, with Spirit merchandise and other prizes up for grabs.

There's no admission charge.

But everyone is asked to bring a donation for the Whitchurch-Stouffville Foodbank.

All funds raised will go to the foodbank.

## Del Zotto helps Stars tame Wildcats

Michael Del Zotto continued his scoring wizardry for the Richmond Hill Stars AAA minor novices last week. The Stouffville native fired home two goals to help the

Stars tame the visiting Whitby Wildcats 10-1. The victory enabled the Stars to improve its Ontario Minor Hockey Association regular season record to 11-2-0.

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