

York Region Carrier of the Week



DELIVERY SERVICE

Three quarters of the earnings from a community newspaper route helps send the children of a Stouffville family to university.

There's a rule in the Durante family: About 75 per cent of the money earned delivering The Tribune is earmarked to cover the cost of university tuitions.

With post secondary education costing about \$4,000 a year, sending four children to university is a very pricey affair.

Knowing the high cost of education, the Webb Rd. family embarked on a special savings program 13 years ago, long before anyone was old enough to go.

It started with Angela Durante. Now 23 years old, the newspaper route behind her, the young lady is following a teaching career. When Angela was about to enter Grade 3, she landed a job delivering The Tribune.

Three times a week, the little girl came home from school and promptly got down to the business of getting her newspapers ready for circulation.

Angela kept the route until she was in her mid-teens. Outgrowing many childhood things including the newspaper delivering job, Angela picked up part-time work in downtown Stouffville. Meanwhile, her younger sister, Anna Maria took over the route.

When it came time for Angela to go to York university, she was able to pay a good portion of the tuition costs. Not only were Angela's parents thrilled to see their first child off to university, they were relieved that she was able to help with the costs.

When Anna Maria, now 21 years old, inherited The Tribune delivery route from her older sister, the same savings rule applied. Ann Maria put about a quarter of all earnings into a savings account.

After graduating from high school, Anna Maria made her way to the University of Guelph where she's now pursuing a career in geriatric patient care.

When Anna Maria gave up the newspaper route, it was passed on to brother Nico. He, too, agreed to bank much of his earnings. Nico, 17, attends St. Mary's Separate School in Pickering. Like his sisters, Nico has his sights set on university. And, like his sisters, Nico will be in a position to help pay for his post secondary schooling.

Today The Tribune is delivered by the youngest member of the Durante family. Inheriting it from his older brother, Stefano, 13, is a self-motivated young man.

With 75 paper customers spread over a large area, it takes some time. About 40 route customers are two miles away in the Dickson Hill Area. When Stefano gets home from his Uxbridge school and when his mom arrives from her banking job, the mother and son pair drive to the route area where the delivery job gets done.

"I have to admit, the main reason I have the paper route is for the money," said Stefano. "I really liked it when I saw the money grow."

When Stefano's not concentrating on his Grade 8 studies and his paper route, he plays on an indoor soccer league in Markham. As well, he enjoys basketball.

In keeping with family tradition, about 75 per cent of what Stefano earns is saved for future schooling. "I don't mind saving because it's for my education. But I do spend a little on cloths and on CDs."

The newspaper route has been instrumental in teaching the children how to work and teaching them the value of a dollar. As well, it teaches the children how to assume responsibility, stressed Joe Durante.

The children's father has had a life-time association with work. Raised on a farm in Italy, everybody worked and everybody worked hard. Arriving in Canada when he was 19, he embarked on getting to know the country and, of course, on landing a job. Today Joe, a tool and dye maker, runs his own business. Married to Teresa, the pair love their country home.

The Durante children have done an ace job of delivering The Tribune, said distribution representative Arlene Maddock. "It's not often that we get whole families doing a route. It's certainly unusual to have one family deliver for more than 13 years. The Durante children have been so reliable. I never worry about this route."

The children's father suggests that other parents consider a newspaper route for their children. "When the older children were little, they did the papers. When they got older, the girls picked up work in restaurants and stores. They always had part-time jobs," said Joe. "Our children learned about responsibility. They learned how to make money, how to save and how to spend it. Our children know they have to work in life."



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Rogers finally brings latest technology to York Region

BY KATHLEEN GRIFFIN
Staff Writer

It seems the future may have finally arrived in York Region.

On Tuesday Rogers Cable launched its latest innovation, a set-top box for digital cable that it says will not only give customers improved picture and sound quality, but access to the estimated 60 new channels coming this fall, picture-in-picture capabilities, and Internet/e-mail access from a television set.

It's a service that has been running across the province for about six months — York Region is the last community on board as Rogers completes its take-over of Shaw Cable.

"This is a \$25 million little project," said Gary Mizga, vice-president and general manager for Rogers' central Ontario region.

"We think this will make our service better for our customers," explained John Tory, Rogers' president and Chief Executive Officer. "We are moving ahead to introduce our new digital equipment."

He said the new box will allow customers access to surf the Net and use e-mail from their TV without any need for a computer. A wireless keyboard is used, or customers can use the universal remote to "click" on a screen keyboard.

More than 40,000 York Region residents are now watching digital cable, Tory said. For them, the monthly fee of \$10.95 a month will remain, whether they rent or own them, their boxes will be replaced in the next few weeks.

Customers still on basic cable can join for the same price.

An interactive program guide means viewers can search other channels while still watching their current show, using the picture-in-picture feature. The guide runs seven days in advance and customers will be able to program their favourites and set a TV timer so they don't forget to watch.

The expanded digital system offers 45 pay-per-view channels, which can be ordered through the TV with the box's universal remote control. Star TV, BBC TV, The Movie Network and three feeds of Sports Net are also at the touch of the remote, as well as NHL Centre Ice, which televises 750 hockey games a year.

Forty music channels run 24 hours a day, with the option of hooking up to stereo speakers and blacking the screen so the TV appears to be off. The box also contains parental blocks that can be selected by channels by time of day and by program ratings.

"Rogers isn't your father's cable company anymore," Mizga said.

MPPs Frank Klees and Al Palladini, Richmond Hill Mayor Bill Bell and King Mayor Margaret Black, Markham regional councillors Bill O'Donnell and Tony Wong joined Vaughan councillors Joyce Frustaglio and Michael Di Biase in attending the media conference at Rogers' Richmond Hill offices.

One other change involves the local news cast, The Regional. Tory said it will remain, but will not repeat 24 hours a day. The billing system switch-over has been completed, and Rogers won't be invoicing people in advance, as Shaw did. That will result in customers not receiving a bill this month.

Rogers staff is encouraging digital customers to exchange their current set-top boxes to their offices at 244 Newkirk Rd. in Richmond Hill.