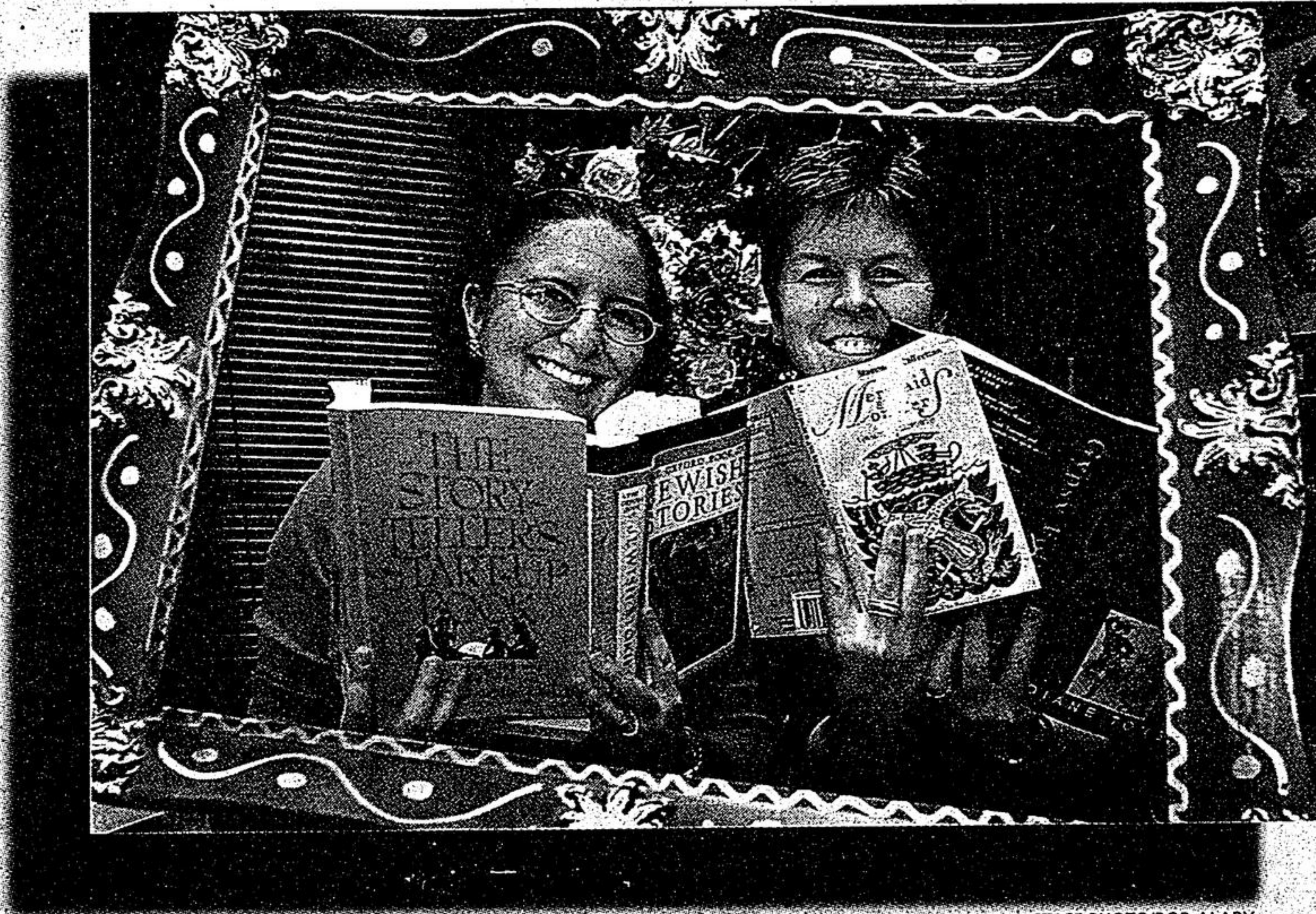


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PAGES



STAFF PHOTO/ROB ALARY

Catherine Kentridge (left) and Janice Turner are promoting the Newmarket Storytelling Festival Feb. 9 from 10 a.m. to 8 p.m. at Theatre on Main.



Joe Sherren's book prevents corporate headaches.

Author sells the seven Cs

BY ROY GREEN
Staff Writer

Joe Sherren is never surprised to find his book, *Vitamin C for a Healthy Workplace*, in the wrong section in book stores.

"I pop into stores quite often and find it in the health section," said Mr. Sherren, a Whitchurch-Stouffville management consultant and lecturer and co-author of the book. "It has nothing to do with direct health, but lots to do with the health of businesses."

The C in the title refers to his seven-C prescription for long-term corporate health.

"With my book, you take vitamin C so you don't get a cold. It's a book on management and organizational behaviour to prevent problems, that's why the title."

The book covers seven areas — change, career, competency, coaching, conflict, communication and connection — and their impact on the workplace. Change, he said, is critical to corporate success.

"Every organization is facing change in every aspect of their being. Management has to change and employees have to change how they look at work."

He said many companies continue to operate under ingrained methods and are subliminally resistant to change.

"When it comes to change, they resist by saying, 'That's just the way it's always been done.' They're not even aware why they're doing it."

See PARENTS, page 15.

A storied art revisited

Experts say ancient art experiencing revival

BY ROY GREEN
Staff Writer

Gather 'round and I'll tell you a story.

A tale of what was considered a lost art, lost in the abundance of TV, film, radio, print and the Internet.

Even with the multiplicity of media distraction, there is a recent rebirth of a ritual as old as the Earth; the simple art of storytelling.

"I like to say that storytelling is the second-oldest profession," Bruce Carmody said.

"If we assume hunter-gatherers as the first, then as soon as they killed the first animal for food, they made a story about it and it has been told around the campfire ever since."

Mr. Carmody, who spent 35 years as a teacher and principal, is a storyteller and member of the Storytellers School of Toronto and the Newmarket Storytree.

Both organizations are holding storytelling festivals in February.

"There has been a real revival in storytelling. There's a quest for spirituality and for getting back to our roots that is taking people back into storytelling," Mr. Carmody said.

"Every world religion has stories as its basis and you can't be a part of that faith unless you under-

stand the stories."

Judy McCallum has witnessed this revival at her job in the children's department of the Markham Community Library.

'There's a quest for spirituality and for getting back to our roots that is taking people back into storytelling.'

"The Canadian Children's Book Centre now includes a storyteller on its roster and, at our own library, we had a storyteller kick off our summer reading program.

"With kids, storytellers are now

considered in the same light as authors and illustrators."

Another sign of growing interest in storytelling is the Toronto festival has been expanded from a weekend event to a full week of activities, Feb. 16 to 24, at a variety of venues.

Canada, according to Ms McCallum, is in an excellent position to enjoy this rebirth in storytelling.

"Because we're such a multicultural society, we now have an incredible richness of cultures — African, Caribbean, Asian — to add to the mix."

Catherine Kentridge, one of the organizers of the Newmarket storytelling festival, feels the oral tra-

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