

GOLD-MEDAL CHAT



STAFF PHOTO/NICK IWANYSHYN

Retired Canadian Olympic women's hockey player Vicky Sunohara gives a motivational speech to the Stouffville major atom Clippers before practice at the Stouffville Arena Saturday. The three-time Olympian showed the players her pair of gold medals from the Salt Lake City and Turin Games.

Weekend events remember Paddy Madigan

Twelve teams will compete in the fourth annual Paddy Madigan shinny hockey tournament in Stouffville this weekend.

Games will be played tomorrow from 6 to 9 p.m. and Saturday from 10 a.m. to 5 p.m. at the Stouffville Clippers Sports Complex.

Refreshments will be served at Stouffville's Royal Canadian Legion both

nights. Local band Catsass is performing at the legion Friday.

Mr. Madigan died in 2008. The father of three was involved in several areas of Stouffville hockey, including the Stouffville Spirit Jr. A team, refereeing and the Stouffville Amateur Hockey League, which hosts this weekend's events.

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Metroland Media Group Announcement

Metroland Media Group announced February 16, 2011 the acquisition of AutoCatch.com, a recognized provider of search engine optimized automotive listings delivering a targeted audience connecting buyers and sellers of vehicles in Canada.

In conjunction with the acquisition, Metroland Media Group also announced the official launch of LeadDriver, an online lead-generating network for automotive dealers. The LeadDriver network consists of more than 20 websites, including the flagship Wheels.ca.

"The acquisition of AutoCatch.com adds a powerful new automotive website to the Metroland Media network," says Cam Milne, Managing Director of LeadDriver. "It is a recognized leader in search engine optimization for automotive listings. In addition to benefiting from superior search results, this acquisition means our clients will now have access to enhanced reach, audience and fully-integrated lead-management tools designed to help them move their inventory quickly."

LeadDriver is an online auto listings network designed to create superior lead generation for auto dealers. By providing dealers with a single point of contact at one affordable monthly fee, LeadDriver allows dealers to list and market their entire inventory in multiple locations and track the leads by source.

Recognizing that the majority of used-car buyers spend a significant amount of time researching their purchase online, LeadDriver has created a platform that matches consumers with auto dealers who list with LeadDriver, ensuring superior lead generation. In addition, specialists work closely with dealers to ensure accurate information about vehicles is posted correctly to help ensure there are no surprises when a customer sees the vehicle in person.













Understanding that the core marketing need for any automotive dealer is the ability to generate and manage qualified leads, LeadDriver has created a dashboard that allows dealers to track their leads through a centralized reporting system. The system gives dealers the power to quickly manage their listing inventory, track the leads by source and evaluate results, thus allowing dealers more time to sell and to spend less time marketing their inventory.

"We have a lot of great initiatives in store for our clients in 2011," says Milne. "Our number one priority is providing auto dealers with an easy, low maintenance way to market their inventory online and generate qualified and relevant leads."

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Also presenting: Herbert Pryke, Brenda McGowan, Linda Thomas, Jennifer Steele, Frank Viti, Estelina Abancoba, Rhonda Kitchner, Irene Lovel, Marlene Hammond, Nancy Boyd, Just McLevy, Joan Sax, Heather Fullerton, Inga Lubbock, Cathleen Sharpe, Gina Rosen, Sobe Andros, Adrian Dileno, Joshua Brand, El Louque, El Lukinsky, Steven Fosse, Michael Brown, Anwar Khurshid, Sharnett Mann, Shiraz Jassi, George St. Kitts, Eshon Mehta, Tamar Andrews, Aly Drenfield, James Cheung, Renée Craig, Jay Arango, David Butler, John Switzer, Sara Estelina, Shawn Shapiro, Lesley Ann, Marlene, Michele, Rose Keenleyside, Anne Lightstone

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Early bird registration is now on until February 28th. One day pass for the conference is \$129. Two day pass is \$209. York Region Arts Council members receive a \$30 discount. To register or for more information, please visit www.artsexposed.ca