



Newsletter February 2003

LaSalle Business Association

www.ShopLaSalle.ca

Mailing Address Box 40, 777 Highway 18, LaSalle Ontario N9J 3S8 email: info@ShopLaSalle.ca

**General Meeting: Tuesday February 18, 2003**

**Speaker:** RALPH NICHOLS

**Topic:** Energize Your Life

**Where:** Zehrs Community Room, 5890 Malden Rd **Time:** 6:30 – 9 pm

**Activities:** Presidents Comments, Speaker, Other reports.

**Extras:** Refreshments served, 50-50 draw, networking with others

**Admission:** \$6.00 members \$10 non-members \*Everyone welcome!

**About Our Speaker:**

**Guest Speaker:** **Ralph Nichols**, CEO and president of Dale Carnegie Training in Michigan and Ontario.

Ralph Nichols Group Inc. is the most successful Dale Carnegie franchise in the world.

**Topic:** **Energize Your Life**

Experts tell us that successful people know how to:

- LEAD WITH CONFIDENCE
- SELL THEMSELVES AND THEIR IDEAS
- COMMUNICATE WITH POWER AND CONVICTION
- GENERATE ENTHUSIASM IN THEMSELVES AND IN OTHERS
- MANAGE STRESS

Ralph Nichols demonstrates how this is done in a talk that will leave you energized!

*Come out a give Ralph a warm LaSalle welcome.*

Free Booth (once a year) per member. Space is limited. Reserve booth or RSVP for meeting please contact **Leslie** at 966-3094 or email **lcohen@ibsws.com**



**2002-2003 Roster**

**Executive**

<p><b>President</b>                  Brian Robinson                  Phone/fax: 978-0513                  Email: info@we-teach.com                  Computer Software Systems</p> <p><b>Vice President:</b>                  Gary Baxter                  Phone: 250-2880 Fax : 250-2881                  Email: gbaxco@aol.com                  LaSalle Post</p> <p><b>Secretary:</b>                  Margaret Marentette                  Phone/fax: 978-3883                  Email: marg_m978@yahoo.ca                  Marentette Office and Tax Services</p>	<p><b>Treasurer:</b>                  Renee Pare                  Phone: 250-5256 Fax: 972-1485                  Email: rpare@ikon.com                  IKON Office Solutions</p> <p><b>Membership:</b>                  Sarah Soulliere                  Phone: 969-1686                  National Bank of Canada</p> <p><b>Email us:</b> <a href="mailto:info@ShopLaSalle.ca">info@ShopLaSalle.ca</a></p>
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**Standing Committee Chairpersons:**

<p><b>Publicity</b>                  Wendy Fulton                  Phone: 734-0505 Fax: 734-0512                  Store-N-Save Self Storage                  Email: wfulton@storensave.com</p> <p><b>Social and Education</b>                  Jason Carruthers                  Phone: 966-8989                  Email: carrutherso@aol.com                  Carruthers Optical</p> <p><b>Newsletter</b>                  Dan Reaume                  Phone/fax: 978-9968                  Email: dan@reaumephot.com                  Dan Reaume Photography</p> <p><b>Budget and Finance</b>                  Renee Pare/Gary Baxter</p> <p><b>Website</b> – Gasper Faraci/Brian Robinson</p>	<p><b>Municipal &amp; Government Affairs</b>                  Rob Lauzon                  Phone: 978-2834 Fax: 737-2973                  Email: rl@ledgers.com                  Ledgers Bookkeeping</p> <p><b>Community Liason</b>                  Georgina Burns                  Phone: 734-8187                  Meals Made Easy</p> <p><b>Policy and Procedures</b>                  Daisy Dell                  Phone/fax: 734-6929                  Email: ddell@wincom.net                  21<sup>st</sup> Century Careers in Motion</p> <p><b>Christmas In LaSalle</b>                  Gasper Faraci/ Renee Pare</p>
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**TOWN OF LASALLE COMMITTEE LBA REPRESENTATIVES****Municipality Accessibility Advisory Committee –**

-Rob Lauzon(Ledgers Bookkeeping), Daisy Dell (21st Century Careers in Motion)

**Sign Bylaw Committee –**

- Ivana White (Loupas) International Art Designs

**Smoking ByLaw –**

- Jeff Taylor (Sports Zone), Renee Pare (IKON Office Solutions)

**Executive Reports****President**

*It's time to get on board.*

We have been asked to get 3 volunteers for 3 Town committees, namely, Municipality Accessibility Advisor committee, Smoking Bylaw Advisory Committee and Sign Bylaw Advisory Committee. I am not asking for volunteers because we have one (or 2) for each of these committees. But if you are interested let me know.

The important thing here is that members realize that they want to be part of the process. They want to have a say in what is happening before not after decisions are made. This is one of the many benefits of membership in the LBA.

We have created opportunities and will continue to create them for LaSalle Business Association members. What opportunities?

First is the Business Directory. Our citizens know there are businesses in LaSalle besides the most obvious storefronts, almost 400 that we know of. Many are home based offering a variety of different products.

Next is the Banner Campaign. The last one was our first attempt and we know not every one is happy with some of the banners. But all the banners say "Shop LaSalle" which is the mandate of the LBA "to promote shopping in LaSalle". The message is loud on the banners. Next time this message will be smaller because people will know these are the LBA banners and business names will be larger. We will be asking for your support again.

Most recently the opportunity we created was the First Annual Christmas In LaSalle promotion. Members (18 new members) of the LBA got a booth free for our first 'show'. No member could complain it was too expensive to participate. The only fee was \$50 to help pay for the advertisement in the form of 50,000 flyers and other promotions we could afford to do. Talk about value for your money!

These events/promotions were not perfect but those who helped did a fantastic job. Just think what could happen if more companies joined the LBA and more members got involved, like the members who volunteered for the 3 Town committees. Think about the brainstorming that can go on. Think about the things we can accomplish.

For those business that are not members, who are content with the 'traffic' you get now, if you still cannot see the benefits to your business or to this community to be a member of the LBA, if you do not believe you are in one of the best areas in this region, then I feel badly about your short sightedness. If you think the business environment in LaSalle is not what it should be, then change can only happen with support and involvement.

Make 2003 the greatest growth year for the LBA. Still only \$50 ! (this year)

**Brian Robinson**  
President

**Vice President** - *Gary Baxter* - No Report

**Secretary**- *Margaret Marentette*



I'd like to wish all businesses in LaSalle a prosperous and happy New Year. Also, to thank once again all the youth who participated in the Caroling & helped with the Business Fair. Our future is in good hands!

**Treasurer/Budget and Finance** – *Renée Paré*



Happy New Year to everyone. Looking forward to another exciting year in LaSalle. Our Association is growing and with that increasing support we are able to do more for the many businesses we represent. Stay tuned for an active year!

## Membership

*Sara Soulliere*

### Welcome to New Members

Grannie, Health Awareness One, Jazz It Up!  
Shabby Elegance Home Décor & More Inc  
Queen of Beauty Day Spa & Salon



### Membership Renewals

Knights of Columbus – Council 5642

Thank you to all those that renewed and joined in 2002!

## Committee Reports

**Publicity** - *Wendy Fulton* - No Report

**Social and Education** - *Jason Carruthers* - No Report

**Newsletter** – Dan Reaume

I am stepping down from my newsletter duties at this time I cannot fulfill this commitment. Brian Robinson, Margaret Marentette and Renee Pare have been handling the majority of the workload of the newsletter. I hope that someone who has more computer know-how than myself will take this load off their shoulders as they already put a great deal of time into the LBA with their commitments as president, secretary and treasurer. I will offer my services as the LBA' s official photographer, taking photographs at the meetings of our guest speakers, of any new businesses that are coming into our community, or special events that should be covered. These photographs will be put up on the LBA Website. Any suggestions concerning photographic needs are welcome. I can be contacted at 978-9968 or on my car phone: 982-1788.

**Community Liason - Geogina Burns - No Report****Policy and Procedures— Daisy Dell**

In the beginning stages, Brian Robinson and I sat down to design an Organization Model and Policy Manual for the LaSalle Business Association. We decided that traditional Bylaws would be too cumbersome/structured and wordy to serve our needs. We designed a skeleton document to address the format of our meetings and the roles of the Executive Officers and duties of the Standing Committee Members. We basically adopted Robert's Rules of Order as a frame work.

It is my belief that a Policy Manual should be a living document, constantly changing, evolving, reconfiguring and responding to changes in the LaSalle Business community. Each Committee Member is encouraged to expand the description of their respective duties based upon their experiences and submit recommendations/observations gained from their involvement. For example Bill Robert, Vernacular Floral Images, our hardworking Publicity Chair 2001 for our Shop LaSalle Banner Campaign provided a comprehensive report to shorten the learning curve for our next initiative and detailed recommendations to improve our next Business Directory.

In April 2002, the LBA instituted a Procurement Policy to reflect the objectives and mission statement of the LBA to "hurture, support, promote and help to ensure an economical vibrant business community." Members of the LBA will be asked to quote/tender for services of any goods or services purchased by the LBA. We have also introduced an Associate Membership category to address the contentious boundary issue and also a Conflict of Interest Policy. Upon the conclusion of our newest promotion *Christmas in LaSalle Event*, Chair Gasper Faraci, Internet Business Solutions, will be able to provide a foundation for next year's event. The LBA is blessed to have so many talented, dedicated professional members willing to share their expertise with the LaSalle Business community.

**Website - Gasper Faraci / Brian Robinson**

Members page was updated as of January 12, 2003.

**Municipal and Government Affairs (MGA) Committee – Rob Lauzon**

I recently had the opportunity to meet with Deputy Mayor Mike Raymond and discuss the LaSalle business community. Did you know that over the past two decades, local commercial space has grown by 1,000,000 square feet? That is a lot of Zehr's stores! This evolution has created a wealth of employment opportunities for many people.

We have an Emergency Procedures Plan in place that protects us in case a 9-11 occurs here. There are plans to be used if it is in just a small area, in the whole country, and if it becomes province wide. I began to appreciate the effort and thoroughness the town goes through when making decisions affecting the residents. Mike and I spent most of our time exploring the two local bylaws that ill have the most affect on businesses in LaSalle.

The sign bylaw has raised a few eyebrows. The recent accident causing personal injury might not have happened without the countless signs at the site. The myriad of advertising displays along Todd Lane created an unsightly and unwelcoming site to new visitors and old.

Portable signs will become but a memory in a few months. All shopping areas will have permanent signs to showcase stores, special sales, and noteworthy announcements. We should no longer frighten the car ahead of us as we are trying to gather up everything we are asked to read while driving.

Home businesses are becoming more frequent with shifts in business styles. We each have our own personal tastes in residential and commercial propriety. Think a minute, if 'signs' were allowed where we live. If there are pet grooming, auto mechanics, tattoo artists, and hair stylists running part-time businesses near your house, what kind of signs might they have? What if every other house had something going on, how would your individual lifestyles be challenged? These are some of the concerns that are being addressed by our local lawmakers. We will be thankful for the considerable scrutiny they employed before the final draft is done.

The smoking bylaw is the other alarming regulation confronting us and our politicians. Everyone is affected by it in one way or another. A committee representing those most affected will work with our councilors to find the most amicable solution. The county as a whole is also looking for approaches that will benefit the most. In the end, we will all come out winners.

LaSalle has the honour of being the first town to create a Green Philosophy. I'm sure that some people also challenged this in the beginning. However, when we look at the endless pathways and trails we have, we might wonder why other towns have not caught on. A walk is refreshing, healthful, and relaxing event that we can do with our spouse, pet, or alone.

As I was leaving, Mike and I had a chuckle. We realized that chance is constant today. If you don't change, you get left behind. Before I get left behind, I have to run to catch up to my spouse and dog for our daily walk through the woods.

### **GUEST ARTICLE: CUSTOMER SERVICE: THE FORMULA? ROBERT GIGNAC, TAYNAC & ASSOCIATES**

My recent Small Business Canada Magazine article "Customer Service: An Oxymoron?" struck a nerve with many readers based on the e-mail feedback I received. While I offered only three examples of lack of service in the article, I received dozens of examples in response, ranging from ones that would be mildly annoying, to those which would be downright appalling.

As business owners a critical question is this: How can we make sure that we do not fail in our efforts to provide a quality customer service experience for those who do business with us?

Many of the e-mails I received asked for a formula, something tangible that they could use to raise the service level of their organizations. Given that request, I would offer the following as a key to providing quality customer service:

P - E = VAT

Where P equals "perception", E equals "expectation" and VAT equals "value-added transaction". In short, we can be confident that we are delivering quality customer service when the customer perception of the service exceeds their expectations leaving a positive value-added transaction.

If you want to provide quality customer service, ensure your customers leave with their expectations not only met, but also exceeded. That is the only way to achieve a positive outcome. Perceptions must exceed expectations. That means doing more than expected. There is a Cajun word called "lagniappe" (pronounced 'lan-yap') which means "a little bit extra for the same price". Others might refer to it as under-promising and over-delivering. In either case you obtain the goal of a positive "value-added transaction".

But what happens when you can't raise their perceptions? You are left with only one alternative - lower their expectations. From the feedback I received, it seems far too many organizations across Canada are doing this.

How does this work in the real world? Let me ask you a question. Have you ever purchased coffee from a vending machine? Sure, we all have. But why? Why? We knew what was going to come out. The makers of coffee vending machines the world over have lowered our expectations to the point that we are ecstatic when the cup shows up before the coffee starts pouring. There are always buttons on the machine - extra cream, extra sugar - do they work? I don't know. But it gives us something to push, something to do, as if we actually had input to the process.

Too many organizations have lowered the expectations of their customers, and by doing so have conditioned them to expect less than quality service. Their customers don't expect too much, and guess what - they don't get it. They have fallen prey to the idea that "paying ones dues" is a one-time affair, when in today's business environment, what you gain by paying your dues is the right to move to the back of the line and pay and pay again. It is the commitment to quality service and to raising perceptions that separates the 'winners' from the 'runners-up' in the customer service arena.

The winners are easy to spot, they always have a friendly smile (whether in person or on the phone), they stay until the job is complete even though the store closed five minutes ago, and they provide the feeling that your request is the most important thing to focus on right now - not merely an interruption of something else they'd rather be doing.

The runners-up are also easy to spot, the annoyed frown, a strict adherence to the clock compounded by lackadaisical, emotionless service. When you can engage them in conversation it is often punctuated by comments such as, "I just work here...", and "you know, this would be a great place to work if it weren't for our customers..."

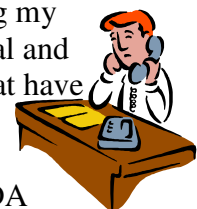
Think about the formula (P-E=VAT) and make the conscious decision to raise the perceptions of your customers instead of lowering their expectations. This will not only benefit your customers, it will raise your profile in an environment that seems dedicated to lowering expectations. This simple shift in thinking can make your organization a winner in the customer service game.

Bio:

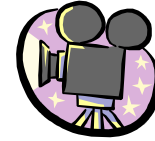
Robert Gignac is the owner of Taynac & Associates, providing keynote speeches, seminars and workshops on personal development, motivation, and leadership. To book Robert to speak at your next event, please contact him at: [rgignac@taynac.com](mailto:rgignac@taynac.com) or check their website at [www.taynac.com](http://www.taynac.com).

Hello, you have reached Bob. If you are calling to enquire as to why I'm not paying my taxes this year, Press 1. For a complete accounting of the outrageous hidden Federal and Provincial taxes I paid last year, Press 2. For a list of companies and individuals that have been driven from Canada due to overtaxation, Press 3

REVENUE  
CANADA



## LBA - Feature Business News



**Town and Country Animal Clinic** Phone: 250-0099  
2735 Talbot Road, LaSalle, Ontario N9H 1A7

Town and Country Animal Clinic has been serving the community since 1980. Located at Huron Church Road and Highway #3 (Talbot Road), we offer many aspects of pet care, including veterinary services, boarding and grooming, and pet food and supplies. We believe in the importance of regular preventive veterinary care. As a service to you, we have adopted a customized recall program to ensure your pet's immunizations are kept current. Many of our patients are referred to us from our satisfied customers. Our grooming facility is on location with grooming and boarding facilities that are climate controlled and supervised by our veterinarians. Our pet groomers offer custom clipping to your taste including spring and summer clip downs, as well as routine breed and show clips. Medicated bath, insecticidal dips, and nail trims are available. We offer both prescription and non-prescription pet foods. You are most welcome to weigh your pet and receive diet counselling. The following medical and surgical care is provided: -Three examination rooms, Surgery, Dental Care, Vaccinations, Computerized medical records, Diagnostic services, Blood tests, Urinalysis and Radiological services. A variety of pet shampoos, conditioners, pest control products and other pet supplies are available.

Commercial pet health insurance coverage is available. If you already have coverage we can determine your coverage, file your claim and handle your insurance questions from our office on your behalf. You are invited to come in for a tour of the clinic. We are pleased to provide tours for schools and organizations such as Golden Age, 4-HE, Boy Scout and Cub troops, Girl Guides and Brownies, etc. Please call to arrange a tour. Our hours are Monday to Thursday: 8:00 am to 6:00pm. Friday: 8:00am to 5:00pm. Saturday: 8:00am to 12:00 noon and Sunday 9:00am to 10:00am.

Our objective is serving the people and their pets of our community. This extends beyond our clinic doors. Town and Country contributes to many community programs. To name just a few:

- Canadian Cystic Fibrosis Foundation
- Windsor-Essex Therapeutic Riding Association
- Erie Wildlife & Rescue Centre
- Windsor-Essex County Humane Society

Emergency service is available at our clinic during regular clinic hours. Outside of regular hours we encourage you to call the Walker Road Animal Hospital at 972-9000. They are located at 3016 Walker Road, just north of the E.C.Row Expressway. Town and County is a member of this hospital that provides after-hours emergency service.

We are proud of our facility and the care we offer to our customer's pets. Please call us if you have any questions.

Best to you and the health of your pet.

**Robert Featherstone, D.V.M.**

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The LBA wants to know what is happening with businesses in LaSalle. Send details to:

LaSalle Business Association, 777 Highway 18 Mailbox 40, LaSalle, Ontario N9J 3S8  
OR email: [info@ShopLaSalle.ca](mailto:info@ShopLaSalle.ca)