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Monday, April 12, 2010


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Money | Business Monday

Business Buzz

People and companies in the local business community.

By HANK DANISZEWSKI, THE LONDON FREE PRESS

Last Updated: April 12, 2010 12:14am

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Graphic artist Mike Matassa, left, and owner Phil Poulin created their Virtue and Moir Believe T-shirt. (MORRIS LAMONT The London Free Press)

The message fits to a T

New Era Graphic is doing a solid business in T-shirts promoting local athletes and charities.

Their latest hot seller is the "Believe" shirt celebrating the Olympic gold medal ice dancing team of Tessa Virtue and Scott Moir.

The company also does the popular House of Green T-shirts for the London Knights as well as many shirts to publicize charity fundraising events.

"Of all the promotional products, the T-shirt still gets the message out there," said Paul McGee, a sales representative for the company.

The company has its own designers and can turn out a T-shirt order the same day if needed.

New Era Graphic was founded in 1991 by brothers Phil and Mike Poulin and Cam Galloway.

The company won a Chamber of Commerce Business Achievement Award in 2004 and has since grown to about 45 employees.

In addition to T-shirts, the company offers a variety of promotional

products featuring a client's logo.

One of their oldest and biggest clients is the GoodLife Fitness chain.

New Era recently acquired one of its competitors, Musky Marketing, and integrated it into its operation.

Countertop leader is 25

The Top Shop, a London-based countertop fabricator, celebrated its 25th anniversary with a rock solid party.

David Dean has come a long way from being a one-man kitchen installer. He leads a company that supplies countertops to big-box stores, contractors and homeowners across southern Ontario.

Top Shop was an industry leader in using thicker three-centimetre countertop material and a Stealth computerized measuring system to ensure a perfect fit.

The company has grown to 50 employees and has a one-hectare headquarters on First St. with a granite warehouse and a new showroom.

The Top Shop has been a strong supporter of the Children's Health Foundation.

Last week, the company threw an anniversary party for 300 invited guests at the Lamplighter Inn.

A winning business plan

The TechAlliance Breakfast Club will deal with reviewing business plans at its next meeting.

The members-only session on Wednesday features Dennis Ensing, TechAlliance's entrepreneur-in-residence and chief financial officer of TransGaming Inc., who will explain the key elements of a successful business plan. The event runs from 7:30 a.m. to 9 a.m. at the Central Library, 251 Dundas St.

Diversity courses offered

Diversity at Work London is offering crash courses on diversity in the workplace issues on April 27. Presented by Evelina Silveira, the breakfast seminar focuses on diversity and inclusion on a budget and the lunch seminar is about creating employment orientation programs for new Canadians.

The seminars are restricted to 30 people and will be held at the Trisan Business Centre, 343 Dundas St.

Cost is \$125 per seminar. Register at www.yourdiversityatwork.com. Accessibility standards: An upcoming workshop is scheduled for employers needing to learn more about the accessibility standards for customer service that they will be required to comply with in less than two years. Hosted by the Ability First Coalition and the Employment Sector Council of London Middlesex, the workshop will take place on April 29 at the Gill Centre's sixth-floor boardroom, 141 Dundas St. London, from 8:30 a.m. to 1 p.m. The \$40 fee includes coffee, lunch and handouts.

The workshop will be presented by Linda Markowsky of the Accessibility Directorate of Ontario, Ministry of Community and Social Services.

Pre-registration is required. Information is available at www.abilityfirst.on.ca.

Sales psychology on tap

The London Ontario Professional Network is hosting a breakfast seminar on April 15 focusing on the psychology of sales. The presenter is Laurie Hawkins from Focal Point Coaching. The seminar at Windermere Manor runs from 7:30 a.m. until 9 a.m. The cost is \$15.00 (breakfast included).

Preregistration is required. RSVP to Jeff Comiskey at 519-652-8602.

BusinessBuzz appears every Monday. Hank Daniszewski is a Free Press reporter.

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