

BOARDVIEW'S

Invoicing Questions

A few months ago we implemented a new invoicing policy. We no longer issue paper invoices for each installment to a client. Instead, we will issue once per year based on the current 12 month period of a client's sign.

When you receive one of our new invoices please refer to the bottom left of the invoice. This will indicate the installments that you chose to follow. This has not changed. The invoice will also show the total amount due for the remainder of that present 12 month period.

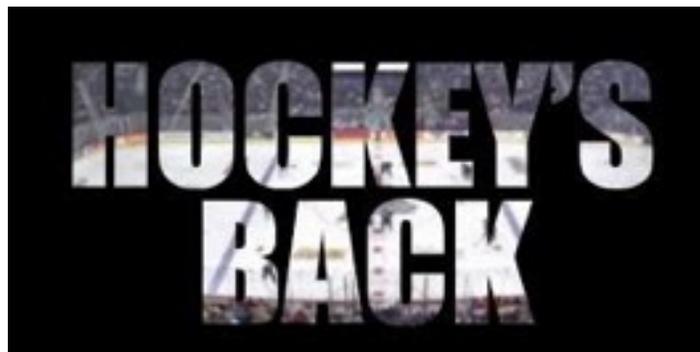


PRESIDENT'S NOTES

This is the time of year for mixed emotions. The summer has officially ended and the winter routine is now starting again. Even though I'm not going back to school (my kids are) I still feel the same apprehension and sadness at this time of year. The constant warm days and nights will soon give way to the cool days and cold nights. The alarm clock that was set later for the past few months is now set for an earlier time.

But there is also excitement at this time of year. Hockey is starting again for the majority of kids and that means the arenas are hard at work installing their ice for the first practices and exhibition

games. Of course, the more skilled players at the AAA level or traveling teams have probably skated through the summer.



DID YOU KNOW?

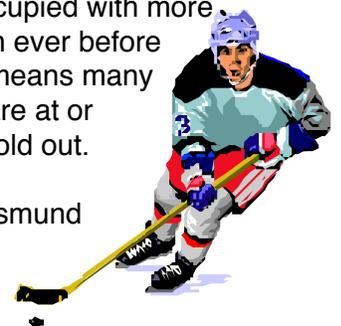
Only a few ads remain available on the Windsor landmark digital sign.

This time of year also signifies a great opportunity to get exposure to the hundreds of thousands of kids in these arenas. In fact, some facilities have millions of kids present.

Remember, when families are out of their homes over the next 8 months they are most likely going to the local arena so, this represents a prime opportunity to keep your message in front of their eyes on a continual basis.

Our rinks are more widely occupied with more signs than ever before and that means many facilities are at or virtually sold out.

Jory Sigesmund
President



CLIENT UPDATE

The **University of Windsor** purchased 4 signs in South Windsor arena including 2 rinks board and a backlit sign. They then added a large backlit sign. Also, in this rink will be **SunLife Financial** who also joined in Forest Glade.

Dionne Orthodontics also chose those two facilities and added the Atlas Tube Centre in Lakeshore and an ice pad in the WFCU centre in Windsor for a total of 5 signs.

Chris Kambouris of Manor Realty will also be

seen in South Windsor arena.

Cambridge has several new clients. The **YMCA** chose Hespeler and Galt while **Lisa**



Harlock of Royal LePage also selected Hespeler. **Galt Dental Care** of course chose Galt.

Alliston is the site of the rink board from the **Ontario Secondary Teachers Federation (District 17)** as well

as **Kathryn Lunn of Coldwell Banker.**

Appleby by in Burlington is the arena for **Ricky's All**

Day Grill while **Round & Around Tire** is in Chedoke in Hamilton.

The Highlander is in Minden and **Alight Gas & Electric** will

be in the Peach King facility in Grimsby shortly.

CLIENT RENEWALS



Owen Sound has retained several current clients and those include **Swiss Chalet / Harvey's, Ron Down's of Royal LePage, Tim Horton's, Kathy Pecjak of State Farm, and Fox Chrysler.** **Subway** continues in both Alliston and Minden. **Home Building Centre, McDonald's,** and two **Tim Horton's** signs also stay in Alliston with **Debbie Terry of Coldwell Banker.** Minden also a bunch of clients renewing again and they are **Foodland, Royal Homes, Tim Horton's, The Pepper Mill, and Valu-Mart.**

The **Buffalo Sabres** continue again in both Fort Erie and St. Catharines. **Sloppy Joe's** has been part of the Etobicoke program for many years and has returned. **Remax** does the same in Fort Erie and **Siskinds** will be seen again in Chatham.

Young Drivers of Canada renewed both of their Zamboni ads in Pickering.