

Being prepared isn't just for boy scouts

By SAYWARD SPOONER

Planning is the pits, for most anyway. It's the dirty work before the fun can begin. Tedious and exhausting, the fruits of your labour are not apparent until much later. But, according to Neville Pokroy, a principal at the consulting company Mastermind Solutions, planning is the key to having a future.

That's why this September 25, businesses across the GTA should plan to attend the 2008 Mississauga Business Law Summit, "Economic Uncertainties: Prepare, Prevent & Protect - Mitigating the Risks and Discovering the Opportunities." "It really is very important to be aware of changes in laws that are likely to affect your business," insists Pokroy.

He ought to know. Pokroy oversees the strategic marketing of the largest law firm in Mississauga, Pallett Valo, which also happens to be the lead sponsor for the summit. "It's not often that you get to know about laws being changed unless you're on the lookout for that," says Pokroy. Pallett Valo, he says, wants to be "preemptive in communicating that kind of information." That way, perhaps



companies can be more preemptive in preventing catastrophe.

"The number of calls I get from people who want marketing advice but are already in trouble and don't have money to pay for that advice, I think goes up in troubled times," says Pokroy. It seems absurd that any organization would expect to get free advice from a professional consulting company, but these businesses are desperate. They did not prepare themselves for the unthinkable.

"[If] your marketing is strong when times are good, the down-turns are not going to affect you as dramatically as those companies that have not prepared themselves," says Pokroy. This fact is especially apparent in today's economic climate. The companies which constantly have an eye on the road ahead are surviving Canada's fluctuating dollar and soaring fuel costs.



Neville Pokroy

Others, companies like General Motors, haven't done their homework and are paying dearly for it now.

"There are a vast number of companies out there that feel that planning is maybe over-rated - not that necessary," says Pokroy. This is often how companies feel about the law. According to Pokroy, businesses get "blindsided" by past legal changes that have not affected them. They assume those changes never will. Maybe they will, maybe they won't. The point is you should be prepared either way. "You look at all the

successful companies and those are the guys that have really planned," says Pokroy.

Nothing in business stays static. Laws and economic conditions change constantly and the only way to avoid disaster is to be prepared before these changes occur. This year's Business Law Summit, at the Mississauga Grand, 35 Brunel Road, will be an insightful look into the future of Canadian business. The event runs from 7:30 a.m. to 1:00 p.m. and the cost is \$75 plus GST.

As Pokroy says: "Prepare yourself."

Best of 'Times' for Mississauga and Brampton publications

Mississauga Business Times

The 2008 Suburban Newspaper Association of North America (SNA) Advertising and Promotions winners were announced last month, and the Mississauga Business Times, and its sister paper in Brampton, took home top honours in the 'Best Business Publication' category.

The Mississauga Business Times finished runner-up in its category, while the Brampton paper took top honours.

"We're absolutely thrilled that both our papers have brought home such fantastic results," said Rob Hart, director of advertising for Metroland Publications.

John Armstrong, advertising manager for the Business Times, also had high praise for the Times' staff, especially the Mississauga paper which is the flagship business publication in the Metroland chain.

"Serving our clients has always been the top priority for our publications, and giving them a first-rate product in which to do their advertising is what we always strive for," he said.

Ron Lenyk, publisher of both publications, as well as other products in the Mississauga office, including the Mississauga News, was also thrilled with the great showing.

In all, the Mississauga office won 19 SNA awards.

"Our other first place awards ('Best Advertising and Promotional Materials,' 'Goodlife Magazine rate card,' 'Best single black and white ROP ad. Important Nissan Clearout,' 'Best Real Estate and New Homes' Section', and 'Best Kids' Publication for POP from Paton Publishing') were extremely gratifying," he said.

"Our recognition across the various areas of advertising and promotion shows the strength in our talent in all areas."

The Mississauga Business Times celebrates its 25th anniversary this fall, and has scored five SNA "Best Business Publication" wins for its editorial content.

Last year, Business Times Editor Rick Drennan won an SNA for "Best

columnist" while the paper scored a second place for "Best Feature."

The Mississauga advertising market is served by award-winning Senior Account Manager Ingrid Doherty.

"With the celebration of our 25th anniversary this year, plus wins and high placings as the Best Business Publication, it's been a great year for the paper," she said.

"Serving both our advertisers and our readers has always been the top priority at our paper."

The Mississauga Business Times has unveiled its new-look website this month. Go to www.businesstimes.on.ca and have a look.

A special 25th anniversary supplement will also be produced later in the year.

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