



YBB News

Summer 2004

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Attention golfers – Date change!

Mark your calendar now — **Monday September 27, 2004**. The Yonge-Bloor-Bay Business Association is anticipating its Second Annual Golf Tournament and Fundraiser. This year's tournament is being held at the beautiful Silver Lakes Golf and Country Club just north of Newmarket. Tickets are only \$150 for a round of golf, a cart and a steak dinner. If you don't golf, come for dinner — only \$55.00 — and join in the off-course fun — networking, presentation ceremony, silent auction, celebrity auction with Eddie Shack...

This year we have three levels of sponsorship — \$200 for Hole Sponsors (2 left), \$1200 for Corporate Sponsors (4 left) and \$2400 for the Major Sponsor (still available). To learn about the benefits and promotional opportunities attached to each sponsorship level, go to www.ybba.org/Pages/GolfTournament2004.html.

This year's tournament charity, an active YBB member, is The Church of the Redeemer's drop-in lunch programme for the homeless. To learn more about what the church does either click on its name on the YBB site or go directly to www.theredeemer.ca.

Call Amanda at 416-922-4211 and sign up now. For more information about the sponsorship packages call the Golf Committee Chair, Margaret Torrance, MVJ Group Inc. at 416-445-2478.

AGM 2004 Recap

The Yonge-Bloor-Bay Business Association held its Annual General Meeting in the Royal Ontario Museum's Glass Room on June 22, 2004. As always, the ROM was a fantastic host and provided outstanding service. Over 70 people attended the AGM, enjoyed hors d'oeuvres catered by Daniel & Daniel and listened to committee chairs report on the past year. The YBB thanks Gino Empry for inviting back caricaturist Alma and Clairvoyant Nikki.

A cheque for \$660.00, raised on Police Appreciation Day, was presented to The Toronto Police Service Widows & Orphans Fund, on behalf of the Police Liaison & Safety Committee. P.C. Randy Bested gratefully accepted the cheque and recognized the great working relationship that exists between the YBB and the Toronto Police Service. But the story does not end there. A few weeks after the AGM, John Feeley, Honourary Director, found a wallet belonging to a U of T student. Upon returning the wallet, Mr. Feeley explained a bit about the history of the YBB to the thankful recipient. The student was so impressed, he donated an additional \$100.00 to the Toronto Police Service Widows & Orphans Fund for a grand total of \$760.00 in donations.

The YBB was happy to have Gino Empry's friend, Auctioneer Joe Mandarino, conduct the live

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Welcome New Members!

The Yonge-Bloor-Bay Business Association would like to formally welcome its new members:

Alliance Atlantis

Cumberland 4 Cinemas
 159 Cumberland Street
 Toronto ON
 M5R 1A2
 416-964-9359

Council on Drug Abuse

174 Bedford Road, Suite #200
 Toronto ON
 M5R 2K9
 416-763-1491

Hilary Alexander

BMO Nesbitt Burns
 22 Rowanwood Avenue
 Toronto ON
 M4W 1Y7
 416-365-6039

Tommy Bahama

131 Bloor Street West
 Toronto ON
 M6R 1R3
 416-513-1999

An article describing the history and benefits of joining the YBB appears in the spring edition of the Bloor-Yorkville News. Swing by the office to pick up a copy or call Amanda at 416-924-4211 for more information.

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auction. Some of the popular items included a beautiful silver mesh bracelet from Tiffany & Co., a one night stay at the Sutton Place Hotel \$3,000 a night penthouse suite, and a gourmet dinner for 6, courtesy of Paul Wemple, Total Concept Ins. This year's 55 silent/live auction items brought in net revenue of \$3,226. The YBB included a membership in the silent auction, which was purchased by Hilary Alexander of BMO Nesbitt Burns. Welcome Hilary and please join some of our committees.

A clear message was delivered at this year's AGM — while it has been a full year, the Association has much to look forward to in the upcoming year: the Second Annual Golf Tournament, an array of breakfast meetings, networking events and issues breakfasts. The Yonge-Bloor-Bay Business Association is thriving and continues to tackle its goals of increasing membership and maintaining a strong voice in the community. In addition, the newly elected Board members are sure to offer a fresh perspective for coming year.

Once again, the YBB would like to thank the ROM for providing an outstanding evening. It would also like to welcome the Directors new to the Yonge-Bloor-Bay Business Association's Board:

Miriam Blumenfeld, Senior Property Manager, Hazelton Lanes Property

Pia Fedrigo, Sales & Marketing Manager, Morton's The Steakhouse

Peter Geary, Owner, Pangaea Restaurant

Andy Loges, General Manager, Toronto Marriott Bloor Yorkville

James Marshall, Service Manager, Bay Bloor Radio Ltd.

Robert Saunderson, President, R.S. Saunderson Realty Corp.

Teresa Tedesco, T.M. Tedesco Communications

Reminder

If you want to appear on the YBB web site roster submit your company information to Amanda at the office (416) 922-4211. The roster presents a great advertising opportunity, free of charge. All we need is a 25 word description of your business along with your name, address, telephone and fax numbers, e-mail address and web site address.

Upcoming Events

Enterprise Toronto Small Business Forum, Wednesday, September 22nd, 2004

Duke of York Networking Event, Wednesday, September 22nd, 2004 from 5:30 pm - 7:30 pm

Second Annual Golf Tournament, Silver Lakes Golf & Country Club, Monday, September 27th, 2004. 12:00 pm shotgun start.

Royal Bank Economic Briefing, sponsored by Hazelton Place, Tuesday, October 19th, 2004. 8:00 am

**Since the last edition of the YBB news was printed, two issues breakfasts have occurred- the first was with Councillor Kyle Rae Ward 27, and the second with John Barber, City Hall Columnist for the Globe & Mail. YBB members can look forward to many more of these fascinating, informal meetings in the coming year.*

Small Business: Enterprise Toronto

The Small Business Committee has been busy preparing for the upcoming September 22nd Enterprise Toronto Small Business Forum. The YBB has participated in the event for the past three years, and this year, will be more involved than ever before. Lana Tomic, owner of Spa Baby, has been engaged in the Steering committee and has acted as the main liaison between YBB and Enterprise Toronto. The overall theme of this year's forum is 'Empowering the Entrepreneur of the Future' and correspondingly, the YBB will follow a theme of 'Building Success in Bloor-Yorkville'.

The YBB panel will consist of 3 or 4 speakers including Lana Tomic, and John Oakes, Vice President of Imago Restaurants. The YBB will also have its own booth, featuring promotional material from The Royal Ontario Museum and YBB membership roster and brochures. There will be a draw for prizes at the booth and those who enter the draw will be asked to fill out a survey, so that the YBB can gather contact information for potential members.

The Small Business Committee needs your involvement and seeks volunteers to man the booth for two hour periods while promoting their businesses to over 3,500 business owners and future entrepreneurs. YBB members can also purchase their own booths at reasonable prices. Phone Amanda for more information (416-922-4211).

Thank you Lana Tomic for your spearheading YBB's part in Enterprise Toronto's Small Business Forum 2004.

Police Appreciation Day

The ever-popular Police Appreciation Day took place on Wednesday, June 9th. This year's purpose was twofold: to demonstrate support and gratitude for the Toronto Police Service and to announce the recent boundary change that occurred with 51, 52 & 53 divisions.

As always, the event drew large crowds of people to enjoy a free barbecue lunch, drinks, cake, and entertainment provided by the Coppertones Police Band. Several high profile speakers were on hand — Councillor Kyle Rae, MPP George Smitherman and Staff Superintendent Kim Derry, Central Field Command. The number of Police Officers in attendance was the highest ever — officers from the Mounted Unit and Bicycle Unit were present along with 9 members of the Emergency Task Force Training Squad who rappelled from the Manulife building.

Volunteers from Scotiabank manned donation tins and collected \$660.00 for the Toronto Police Service Widows & Orphans Fund — the highest amount raised in the history of the event.

The YBB thanks PC Randy Bested, Community Relations officer, for his involvement with the YBB and the Police Liaison & Safety Committee.

The YBB thanks the sponsors — The Bloor-Yorkville BIA, GYRA, Manulife & Eatertainment, The Coppertones Police Band and all of the Officers who attended — for making this event such a great success!