

Helping Customers Is Everything



By Debbie Brown

"The part of my business I enjoy the most is meeting and dealing with our customers," said owner of Failsafe Computer Services, Donald Cox. "Often our customers will say, what would I do without you!" It's the trust of the customer and knowing the individual that really matters to us.

There have been a lot of changes in our industry over the last ten years. For instance, the types of scams, the types of viruses and people using computers for unlawful activity is plentiful. Many people including Seniors have shared their stories with us. Often they don't know who to turn to and who to trust.

They may receive emails or pop ups from banks, investment companies, and people posing as Revenue Canada, requesting personal information. I always say, if it's too good to be true, or it's a request on your computer for personal information, always check. If it's your bank, call the number on the back of your bank card to verify, always check that the request is legitimate before you open and respond. Don't take anything at face value.

Another observation in the market place is that often Seniors are being pulled along. They receive handed down equipment from family members they use to keep in touch

with, but an upgrade to the computer may not be the route to go. Staying in touch with family across the Country or the world via computer is less costly than a plane ticket and worth the investment of the right equipment.

Knowing how to use the equipment is important. Seniors will ask, "do I have to accept all friends on Facebook?" No, you don't and we can show our customers how to manage their computer, Iphone and Ipad to meet their needs. We really enjoy this aspect of the business and try to ensure they understand the information about questions. In other words, we try to communicate in plain English.

A question that comes up often is how do I recycle equipment? If it's a hard drive, remember to make sure there is no data on your hard drive. Unfortunately there are people looking for this type of information to take advantage of others.

"If there was one thought I could leave with my customers, you are not a number. Most customers, we know their name and if we don't, it's not too long before we do", said Don.

Truro UCW Spring Rally & Biennial

By Chris Urquhart

Truro Presbyterial UCW recently held their Spring Rally at St. Andrew's United Church in Truro. There were 55 ladies in attendance and they had a great day! Although one of our speakers didn't show up or let us know that he couldn't come and another did let us know that she couldn't come due to illness, the one speaker we did have did a great job!

We also had an interesting report on Biennial from those ladies who attended - all 10 of them! We are so glad that our ladies enjoy going to Biennial, as well as our rallies! The Fall Rally will be held on October 9th in Oxford.

I did attend Biennial. There were 147 women registered to attend this meeting! These women came from Nova Scotia, Prince Edward Island, New Brunswick and Bermuda. To say they had fun is an understatement! Along with the business, which had to be done, there were lots of good meals, skits and presentations, as well as the installation of officers to the executive.

On the executive are the following ladies: Past President - Sarah Goodfellow of Jacksonville NB, President Ruth Kennedy of McLeod Hill NB, Vice President Elaine Burrows of Summerside PEI, 2nd Co-Vice President Marilyn Bubar of Burtts Corner NB, 2nd Co-Vice President Debbie

Hawkins of Upper Kingsclear NB, Treasurer Phyllis Munroe of Bridgewater NS, Recording Secretary Christine Urquhart of Masstown NS, Administrative Assistant Jean Smith of Amherst NS, Corresponding Secretary Reta Manual of Dartmouth NS, Church in Action Myrna Wicks of Charlottetown PEI, Stewardship Olive Archibald of New Glasgow NS, Berwick Camp Joan Fraser of Pictou NS, Archives Sharon Moysse of Summerside PEI, Newsletter Fran Harding of Darnley PEI, and Christian Life & Growth - Sandra Carr of Fall River NS and Anna Peters of Moncton NB. Presbyterial Presidents or contacts are also on the executive so there are a great bunch of women involved in Maritime Conference UCW!

Usually one gets to pick two workshops to attend on Saturday afternoon but this year we only attended one "workshop" and then all gathered in the sanctuary to hear Olympian Gold Medal winner Heather Moysse speak. Wow! What a wonderful presentation! We could have listened to her for hours! She was so interesting and motivating. She spoke about how she didn't

like the cold or walking but went anyway to climb a mountain in Antarctica to raise awareness for PTSD in our troops.

She spoke about excuses we make to ourselves so we don't have to do things, like get up in the morning! But that we can't let excuses rule our lives, we must get up and get going anyway. No wonder she has won two gold medals! She told us how she did a daily regime of bathing in Epsom salts after her workouts and when she was in Korea for the last Olympics she couldn't find a bathtub anywhere! So... she found a green bin, washed it out, filled it with water and Epsom salts and bathed in it. What determination! She was so interesting to listen to that I could have done it for hours.

There will be another Biennial in two years, in 2020, so plan now to attend. As to the changes being made through General Council and Maritime Conference for Presbytery, for Maritime Conference UCW we will be staying the same as we are for now, and will assess how things are progressing and working out and then make recommendations at our next Biennial.

My Home Apparel a Finalist for Award

By Maurice Rees

My Home Apparel, Truro and Tony's Meats, Antigonish are the only finalists east of Halifax in upcoming Nova Scotia Awards ceremony to be held in Halifax on June 12th. They are two of eleven companies to be honoured for their success in exporting in a noontime luncheon at Kenneth C. Rowe Hall, Pier 21, 1055 Marginal Rd., Halifax.

My Home Apparel is one of three finalists in the Business of Diversity Champion of the Year category. The other nominees are: Eleanor Beaton and Company Communications, Windsor and Passive Design Solutions, Hubley, Halifax Regional Municipality.

This year's 34th annual awards received a record number of applications under a revised format. Five new categories were added to honour and celebrate businesses of diversity, new and innovating exporters, and those excelling nationally and internationally. This year's awards and nominees for the other new categories include:

New Exporter Champion of the Year: Nominees: Dormie Workshop, Halifax; Passive Design Solutions, Hubley, Halifax

Regional Municipality and Spring Loaded Technology, Dartmouth.

Canadian Market Champion of the Year: Nominees: NOVA-CAD Systems Inc., Dartmouth; Shree Ganesh, Bridgewater and Tony's Meats, Antigonish.

International Market Champion of the Year: Nominees: BlueLight Analytics, Halifax; InterTalk Critical Information Systems, Dartmouth and NeoCon, Dartmouth.

Innovation in Business Champion of the Year: Nominees: BlueLight Analytics, Halifax; InterTalk Critical Information Systems, Dartmouth and Tony's Meats, Antigonish.

This year's keynote speaker is Ross Simmonds, a digital marketing strategist, entrepreneur, and founder of Foundation Marketing. Simmonds will speak to his global experiences under the topic of, Embracing the Chaos: How to create opportunity from smart experiments.

For more information and to purchase tickets, visit <https://www.novascotiabusiness.com/export-achievement-awards>.

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One Dose Isn't Enough

By Chris Urquhart
Sunscreen: One dose doesn't do it! You can't put on sunscreen in the morning and expect to be protected for a full day in the sun. To maximize sun protection, apply generous amounts of sunscreen to dry skin 15 minutes before you go outdoors.

Reapply sunscreen every two hours and immediately after swimming or heavy sweating - even if you're using a product that's water-resistant. Protect yourself and protect your children.

Seniors NUMBERS TO KNOW...

Here are some numbers, you should know:

- Government Services and Programs for Seniors - Dail 211
- Seniors Information Line - Mon-Fri 8:30am-4:30pm /Department of Senior Citizens - Toll Free 1-800-670-0065
- Senior Policy and Programs - Information about programs and seniors, an online service: www.sppd.gc.ca
- Federal Services and Programs: 1-800-622-6232 website: www.canada.gc.ca
- Falls Prevention: fallsprevention@eastlink.ca
- Canada Pension Plan: Toll Free: 1-800-277-9914
- National Seniors Council: www.seniorscouncil.gc.ca

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