



Students at Lower Onslow Playschool enjoy a valentine's party on February 10th. (Michelin Photo)

Patter from Playschool

By Joann Michelin

Here we are again! The weather was on our side once this month and we were able to get outside to play. A few snow angels got made, but all our children are angels and don't need the snow to make an impression on us.

Our older children all went to "Big School" to register and meet the teachers for next year. They were all very excited. This month we have

talked about all the people and things we love and make us happy. I loved Ethan's answer, without prompting, the thing that makes him happy... his wonderful family.

We had a Valentine Basket fundraiser this month. Thank you to all who supported us and congratulations to these lucky people who won the baskets —Craig Turner, Mike Teakles, Sheina Young, Valerie Morrissey, Marj Delaney and



Making "snow angels" is always great fun for the younger generation. Even though it has been an open winter, there was enough snow for students at the Lower Onslow Playschool to have lots of fun. (Michelin Photo)

Florence Morrissey.

We have a couple of special events coming up. On Wednesday, March 24 we will hold a Lower Onslow Playschool reunion. Anyone who has attended, been involved with or supported our Playschool over the last 40 years is invited to join us for memories and munchies from 6-9 pm. I personally hope to see many of my older students return.

We are also planning a mini carnival to welcome in Spring. More info on that will follow. It is time to start thinking about a center for your child in the fall. If you would like more info on us, or have any questions about our program, contact Joann at 662-4075. PS, even though the church has closed, we are still in full swing and plan on being in operation for many more years.

Jan. 30TH Literacy Day in Great Village



Tammy Clarke (left) looks over some of the books on display by author Bonna Mae Chapman. There were many information booths and exciting activities celebrating Literacy Day in Great Village on Jan. 30th. (Harrington Photo)



Wendy Robichaud, Community Relations Coordinator for the Colchester East Hants Library chats with Meredith Layton, Logan Spencer and Linda Shears at the Literacy Day Celebration in Great Village on January 30th. (Harrington Photo)



Erin Parsons enjoys some quiet time reading to her 7 month old daughter Ashley. A variety of activities were held in the Great Village Elementary gymnasium on Jan. 30th to celebrate Literacy Day. (Harrington Photo)



Five year old Nicole Geldart had quite a selection of books to chose from during the Literacy Day Celebration in Great Village on January 30th. (Harrington Photo)

Deadline for the
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Signage works 24 hours per day

By Ian Black

Last month we looked at how the first impression counts and how the initial customer reading your signage is like the initial handshake. Now we can look at how to take this a step further.

Who in business doesn't want a sales person declaring the benefits of your business, products or services? We could all enjoy having an extra person specifically assigned to enticing customers into our business. Generally that may not be viable. It may be that the business simply hasn't grown quite enough yet to sustain an extra sales person. So what can we do! Surprisingly we can turn to our signage.

Your signage when well placed is going to be working for you 24 hours a day, seven days a week, so you had better ensure that it's the right kind of signage that's out there. Think of your signage as a sales person. Yes, a salesperson standing out in all weathers working tirelessly. Never late! Never takes a vacation. Never asks for a pay rise. In fact after the initial costs they are working for you for free!

To put that into perspective imagine paying for training that would ensure that this sales person only keeps to your script never deviating. They will be assigned a specific area to cover and they will cover it very well. And then when they pass the training they actually work for you for free! FOR FREE! No time off, No wages. No vacation, no excuses. How great would that be! That's exactly what your signage should be doing for you. Declaring your message loud and clear to all that reads it, 24 hours a day 7 days a week.

Look around at your signage is that what its doing for you now?

Unfortunately the bad signage, the flaking signs, the signage that's falling over or that's missing letters, or that you cant read is also working for you 24 hours a day 7 days a week. They are also giving out a message... Is it the right one? I'm guessing no.

Now Business owners, in fact anyone who needs to attract customers or to generate interest or sales generally don't take signage as seriously or levy as much importance as they possibly could or should. And its not their fault. No not at all. They don't have the experience or the know how to get o the point of seeing signage as an investment. They just don't see signage as anything else then an unwanted expense. Thankfully this is where your friendly knowledgeable sign expert comes into their own.

On the flip side business owners who fully understand that signage has a value, and know very well that it should be seen not as an expense but as an investment After all it will pay for its self over and over again, many times. That has a great ROI. These people know a well-designed, well-placed sign can generate more business that in turn can generate more profits. And when signage is part of an overall marketing strategy, the potential increases in profits are even more noticeable. How can you tell who these people are? The chances are they are the ones who are doing well when all around them are not.

Until next month. Have fun assessing your signage.

Ian Black Owns "Our Little Sign Shop" and can be contacted at shoreline@ourlittlesignshop.com, or 902 254 2729. For a free gift of a readability chart please email freechart@ourlittlesignshop.com and write free chart into the subject line. If you have any questions ask away!

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Lynn Strong, sent along a picture of this cardinal, which is a regular guest at the family's feeder in Belmont. (Strong Photo)

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