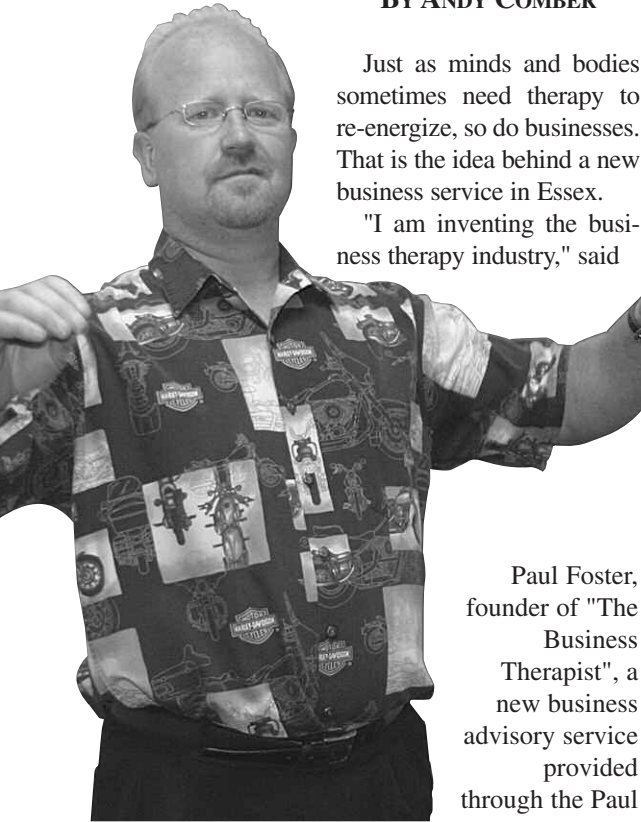


# The ESSEX FREE PRESS BUSINESS

## Re-energizing the entrepreneurial spirit

BY ANDY COMBER



Just as minds and bodies sometimes need therapy to re-energize, so do businesses. That is the idea behind a new business service in Essex.

"I am inventing the business therapy industry," said

getting the results they want from their business," said Foster, noting that many entrepreneurs lose sight of their original dreams, vision and goals, both for themselves and for their business.

"We provide the tools and resources to re-energize the entrepreneurial spirit," he said.

Foster compares a business to an orchestra, with the owner or manager much like the musicians, each knowing their instrument, but without the ability to direct everything like an orchestra's conductor.

"We teach them to be conductors," said Foster, who has adopted the image of a conductor as the logo for The Business Therapist.

"Our goal is to help entrepreneurs achieve the quality of life, growth and stability they desire and deserve."

The Business Therapist is affiliated with RAN ONE, a

global network of professional service firms, providing proven business building strategies and ideas.

Business therapy can be provided by attending a series of "Business Getting Results" (BGR) seminars, or through an appointment for one-on-one consulting sessions.

June 26 marks the first of the six monthly BGR seminars, "The 4 Ways to Grow your Business", with others focusing on visioning, business differentiation, and managing cash flow.

"With visioning, we help business owners clarify what their vision for the business is," said Foster, who will be assisted in the seminars by two business advisors, Grace Flood and Heidi Farough.

"We'll show how to win new customers, keep customers coming back and improve the business process in a simple and convenient way," Foster said.

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## Summer Art Walk

The Kingsville Business Improvement Association will be hosting a monthly Summer Art Walk starting June 29.

Fifteen or more local and international artists will display their works and provide visitors with an experience they'll be able to repeat from 5 to 8 p.m. on the last Friday of each month from June to September.

Visitors will be able to walk from business to business, enjoying the art show and a night on the town.

For more information, contact the Kingsville BIA at 519-733-6250.

## Home Furniture adds new outdoor living centre

With the addition of new manager Scott McCullough, Home Furniture is taking things up to a whole new level.

McCullough, who lives in Essex, joined the staff just in time for the opening of a new 500-square-foot outdoor living centre, which features a variety of durable wooden tables, loveseats, cushioned patio sets, rocking chairs and coffee tables.

"We're growing," McCullough said. "We've got more merchandise, more product lines, more advertising. We're moving forward."

McCullough said his role with the business is to let shoppers know Home Furniture is thriving and here in Essex to stay.

The outdoor living centre was the idea of Home Furniture owner Ib Fynbo, who said, "The time of just a picnic table is over."

"People want to sit on something better," said Fynbo, the 2006 Essex Citizen of the Year. "They want high quality, good looking furniture for their Florida room, gazebo, deck or patio."

The PVC chairs are durable, weather-resistant and can be kept outside year-round.

Along with the European-style outdoor furniture sets, the living centre also offers decorative ivy and Italian paintings.

Fynbo said he plans to substantially expand the outdoor furniture centre in the future.

It's a sign that Home Furniture is continuing to grow as a business while offering customers affordable, high quality products, Fynbo said.

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