

BOARDVIEW'S

Summer Activities

The NHL is still playing and will be playing well into June. Minor Hockey just completed Spring try-outs for next year. Figure Skaters continue to skate and compete. In fact, we have a list of over 200 activities that use arenas during the Spring and Summer even if the ice has been removed. But, in many arenas the ice is installed year round due to the huge demand.



PRESIDENT'S NOTES

Warm weather leads some people to want to go to the beach and play outdoors as often as possible. But for many people this time of year is not about putting the skates away until the Fall. It's about finding ice in your local community and experiencing winter year round.

I know I'm not alone in looking back at the time when I played summer hockey.

The experience of going to the rink in shorts and a tee shirt in weather that is hot and humid, working out for an hour on the ice, and then having that hot air hitting you in the face as you exit the arena is exhilarating. Some people might think we are crazy but there are lots of us out there who absolutely love this time of year for the ice.

We are very fortunate to live in communities that will keep the ice installed in at least one local rink year round.



And you will be surprised at the thousands of people who

DID YOU KNOW?

More of our inventory has been sold than ever before.

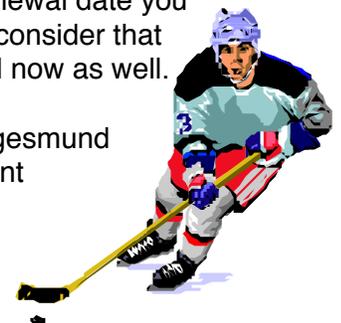
frequent arenas 12 months per year.

It's for that reason that our clients will join the program at this time of year. They know that they will receive huge exposure when these people are out of their homes.

And it's also the time of year that smart clients will buy for the Fall. As far as we are concerned, the summer is already over. We sell a season in advance because demand for our signs in the local arenas remain a hot item.

Also, if you are near your renewal date you should consider that renewal now as well.

Jory Sigesmund
President



CLIENT UPDATE

TPS Tax & Accounting

took advantage of the recent tax season to grab two rink boards in Brampton and then in Mississauga.

Dental Works 4 Kids also joined in 2 Brampton rinks joining **Ron's Tire Discounter**

and added a rink in Vaughan as well.

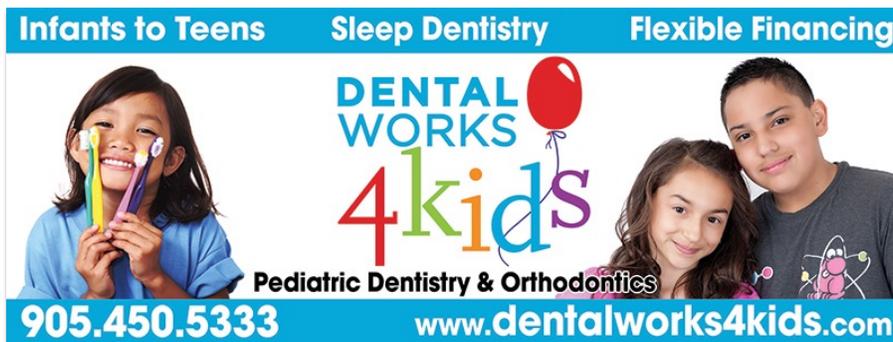
Battery Boy added a second sign in Thames Campus in Chatham with **Advanced Basement Systems** who also bought Memorial and Ridgetown. **Downtown Dental** also chose Ridgetown.

Canadian Tire will be

seen soon in Memorial and Wallaceburg. **Realty Connects** also chose Memorial along with

Romano Law chose both ice pads in Alliston and the Tottenham facility.

Grimsby will now feature a double sign from the **John Bald** group of **Remax**. **Craig Butcher** of **Remax** added



Blenheim which will show **DCA Automotive** and **McEachran Mechanical** as well.

Lisa Gorgi of **Remax** added a second sign in the other rink in the West End facility in Guelph.

Beeton to his purchase.

And **Ag More** added four new locations including Wallaceburg, Dresden, Ridgetown, and Blenheim.

The Academy of Martial Arts bought 3 signs in Brampton.

CLIENT RENEWALS

Tim Horton's and **Schomberg Dental** both renewed in Tottenham with **Brookfield Homes** (also in Beeton).

Central Ontario Water joins again in Alliston. **Rite Bite** continues with all their 5 signs in Cambridge. Brampton retains **In N Out Car Wash** in Century Gardens, **Baskin Robbins** in South Fletchers, and **Susan Tait** of **State Farm Insurance** in Jim Archdekin. **A-1 Taxi** continues in all their 4 arenas as well.

A.W. Shier Insurance renews in Bracebridge along with **Village Air**, **SMS Rents**, **The Moose**, and **Northland Truck**.

Blue Goose continues it's support in Mimico, **Elementary Teachers (York Region)** in 3 Richmond Hill arenas, **Fowler Construction** renews in Minden, **Chesters Fried Chicken** in Fort Erie, **Ag More** in Guelph and Chatham, and **Truck N Stuff** in Grimsby. **Country Farm Seeds** and **Blenheim Golf** join again in Blenheim. And **Home Hardware** renews in East Gwillimbury.

