

BOARDVIEW'S

June Hockey

Yes, there is hockey in June. The NHL is starting the Stanley Cup finals. Summer hockey leagues for adults and kids are starting as well.

There is no better feeling than playing hockey in a cold arena on a hot humid day. And let's not forget about the figure skaters that are also using summer ice. The arenas are used year round even if the ice is out and are the main destination points in any community.



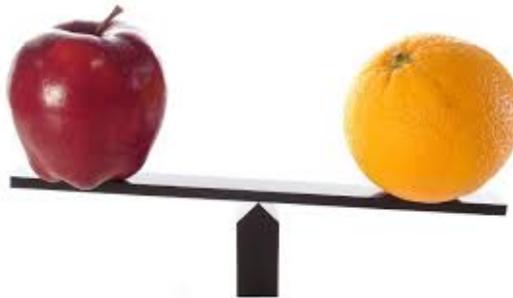
PRESIDENT'S NOTES

The debate continues pertaining to whether a sticker application is superior to a Polystyrene application for a rink board sign. Here are the Pros and Cons.

The plastic Polystyrene signs can last for 10 or more years (with some luck). The fact that they are protected by Lexan (Polycarbonate) which is the same material used in bulletproof glass helps with this longevity. So, the actual Polystyrene signs are never being touched by the sticks and skates and pucks. Instead, it's the Lexan that takes the abuse.

That also creates a great economic advantage since it's the Lexan that will eventually require replacing over time (several years). That's less expensive than replacing the

sign as well. And that in turn saves a client potentially



thousands of dollars in production costs.

The sticker approach has the advantage that new artwork

can be used on a consistent basis. Any sticker sign will require 3 to 4 stickers per sign per 12 month period since a sticker will eventually have chunks missing from it due to the sticks and skates and pucks. Also, they shouldn't be placed in front of players benches as they will deteriorate much faster (sometimes within 24 hours).

The constant cost of replacing the stickers increases the annual cost of the program to a client substantially which in turn prohibits clients from renewing. Because the stickers are constantly banged up their appearance is compromised.

Poly and Lexan is the best option.

Jory Sigismund
President



DID YOU KNOW?

Now is the best time to buy signs in the arenas as space is limited and a full ice season from Sept onwards can be guaranteed.

CLIENT UPDATE

Infrastructure Health and Safety adds a few more signs in Windsor and King City.

Telus added their charging stations in both Fort Erie and Owen Sound.

Alliston is now showing a wall sign from **Color Studio**.

Norm Depta of State Farm Insurance originally had a sign in Alliston 9 years ago. He just added rink boards in both Tottenham and Beeton.

McDonald's originally had signs on the Zamboni and

and rink board also in Alliston. They just added a new rink board in Nobleton.

On Site Medical will be seen shortly in 2 ice pads in Alliston along with Tottenham.

European Bakery recently purchased in Owen Sound. The West pad is now sold out.

Oxford Learning Centre bought in the second ice pad

in Don Beer in Pickering. Two of three ice pads in that facility are now sold out.

Fort Erie now features a sign from **Zavcor**.



Alliston Auto Sales purchased in Alliston recently as well along with **Dr. Parekh**.

And **Hickory Dickory Decks** purchased one side of the zamboni in Alliston.

CLIENT RENEWALS

Tim Horton's renews in four Whitby ice pads and two in Windsor. They did the same in Tillsonburg. Guelph secured **Double B Automotive**, **Gino's Automatic Transmission**, and **Sutherland Insurance** again. **Infrastructure Health and Safety** also renews in multiple arenas in Guelph and Windsor.

Fort Erie retains **Subway**, **Denny's**, **Night's Sweet Shop**, and **Truck 'N Stuff**. **King City Dental** continues in King City along with **Sunset Grill**. Both **Villanova College** and **Country Day School** did the same in King City and Nobleton. **Hood Bros** buys again in Cambridge with **Investors Group** (2 rinks) and **Your Neighbourhood Credit Union** (also in Stratford). **Wild Wing** and **Bryan's Electric** will be seen again in Alliston. The **Elementary Teachers Federation** renewed all three Richmond Hill signs.

Susan Tait of State Farm Insurance stays in Brampton, **End Of The Roll** does the same in Chatham, **Peel Chrysler** in Port Credit, **Crabby Joe's** in Pickering, **RM Carpentry** in Minden, and **Country Farm Seeds** in Blenheim. **Smith Williams and Bateman Insurance** stays in East Gwillimbury.