

BOARDVIEW'S

New Website

We have recently started the process of refreshing our website. Not that it's too old but just to stay current with the 'look' that is presently trending and new approaches to the presentation of our information.

A company's website has a significant first impression on each visit to the site and since BoardView has always strived to impress with it's leading use of technology we will once again continue to lead our industry.

New &
Improved



PRESIDENT'S NOTES

We mentioned above that our web site is currently being improved. The use of technology is an approach that has and will always be extremely important to our success.

BoardView was the first company of it's type to establish a web site as we recognized the impact that the internet would have on our industry.

We were also the first to produce a photo on a rink board. Having complete flexibility with the type of art we can reproduce is a major asset for our firm.

We were first to supplement the static signs (ie rink boards) with the flexibility of digital technology in the form of tv monitors in our arenas. These have now become a viable alternative



to exposure in the arena environment.

We were first to attract corporate clients into the program as we linked dozens

DID YOU KNOW?

Many rink board markets are almost sold out. Buy now before the Fall to assure a spot.

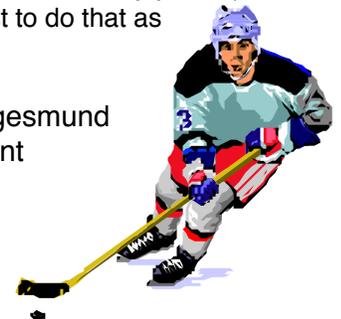
of arenas together that had never been attempted previously.

We were first to use EFT payments even before most of the Municipalities we work with had that capability.

And now we will be first again with the ability to process cheques from our desk instead of going to the local bank branch or ATM. This will speed that process which ultimately saves us time

and money. That can also keep the use of cheques as a viable means of payment for our clients even though we have accepted credit cards for many years (we were first to do that as well).

Jory Sigesmund
President



CLIENT UPDATE

Rogers purchased all arenas in Toronto and Vancouver for their **Zoocasa** brand. Now they have completed the same approach in both Calgary (48 signs) and Edmonton (28 signs).

The **Buffalo Sabres** are back. They joined again in Fort Erie and St. Catharines.

BMO (Bank of Montreal) is opening new branches in Milton and King City and have purchased rink boards in both markets.

Cambridge has several new clients. **Bergmanis Preya Lawyers** chose Hespeler while **Mister Transmission, Concession Street Dental** and **Personal**

Pet Valu just joined in Huron Park in Mississauga while **Commonwell Insurance** chose East Gwillimbury.

Battery Boy is now seen in Memorial arena in Chatham while **Meridan Credit Union** and **The Ostic**



NEW PATIENTS WELCOME!

"We Like Little Kids and Big Chickens!"

Dr. Heather Tulloch, DDS | Dr. Mina Al-Mosawi, DDS

519.622.2270 | 96 Concession St.

concessionstdental.ca



Service Coffee all joined in Galt. **Bennett Chev Olds** also will now be seen in Galt as well as Hespeler, Preston, McIntosh, and Homuth.

Group will be in the West End in Guelph shortly.

CLIENT RENEWALS

Cogeco just renewed all 32 of their signs in 10 markets. **First Choice Haircutters** also renewed in their 9 markets.

Smith Williams Bateman Insurance has been a long time supporter and they continue in East Gwillimbury. **Truck N Stuff** does the same in Fort Erie along with **Remax**. **Minden Pharmasave** renews in that market along with **County Sign**.

McAlpine Ford Lincoln, Orr and Associates, James Morning and Sons, King City Well Drilling, and **Diceman Lawn Care** all join again in King City.

Eramosa Physiotherapy renews all 4 of their signs in Guelph, **Crooked Cue** continues in Central arena in Toronto, **Planet Kids** does the same in Milton, and **Tim Hortons** renewed all 4 of their signs in Guelph. **Boston Pizza** chose Grimsby again for a multi-year term.

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