

THE

## Shuttle

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TORONTO CARPET FACTORY &amp; YORK LIBERTY BUILDINGS NEWS

In This Issue... **Macromedia innovations**, **Performance Evolution growth**, **Word on the Street details**

## Macromedia launches innovative new products

Macromedia Canada (Suite 133, 67 Mowat Ave.) is experiencing exciting times in 2004. Since moving into the Toronto Carpet Factory almost eighteen months ago, they've doubled their Canadian sales force and enjoyed successful launches of innovative software applications: Macromedia Breeze, Flex, Studio MX 2004, and most recently, Contribute 3 and FlashPaper 2. Throughout Canada, Macromedia continues to build new relationships with the designer, developer, and educator markets by providing cost-effective tools that help them create rich media experiences for their customers. According to Ray Miller, Macromedia Canada's national manager, "A more effective Web means better customer service and a more enjoyable and productive user experience." Based on the feedback they've received through partnership programs, seminars, and knowledge events in cities and towns across the country, thousands of Canadians agree.

Last year, Macromedia launched an exciting product called Macromedia Breeze, and the momentum continues to build. Given Canada's sheer size, meeting up with co-workers, clients, and staff can be a painful and costly undertaking, but Breeze is attempting to change that. Breeze provides a cost-effective and easy-to-use collaboration and online meeting tool. Canadian companies from coast to coast have realized significant savings with Breeze Live by reducing, and in some cases eliminating, travel costs. "Breeze is poised to redefine the workplace as more and more people learn to collaborate with distant colleagues as if they were right beside them," said Miller.

As the country's newest and most effective e-learning tool available, Breeze has been enthusiastically embraced by some of Canada's

top corporate, government, and education players, including Canadian Tire, the Ontario Police College, and Humber College.

Macromedia has also launched products to streamline the development and deployment of rich media. For instance, Macromedia's Web Publishing System (WPS), launched in August, combines two new products, FlashPaper 2 and Contribute 3, into a single flexible, affordable, and scalable web content management solution. "Contribute lets non-technical users update web pages as easily as they would edit a Word document," said Miller, "so keeping content fresh and up-to-date has never been faster or easier."

FlashPaper 2 is another product achieving explosive growth. Available as a standalone or with the WPS, FlashPaper 2 is an ultra-simple way to convert any printable files (no matter how big they may be) into a fast-opening Flash document or PDF file with a single click. With FlashPaper 2, you can instantly generate secure, compact Flash or PDF documents that you can

then email without overloading your system. It's an extremely affordable way to create web-ready documents easily.

And finally, a new product called Flex is tying all the rich media pieces together. Flex puts rich media design skills – skills usually limited to the design/developer community – into the hands of programmers, with no additional training required. That means thousands of programmers can now start building the next generation of dynamic, rich Internet content today.

"It has been a hectic period of growth," said Miller, "but it has been incredibly gratifying." Miller has particularly enjoyed establishing some interesting new relationships with neighbours at the Carpet Factory. "We've made some great business contacts, along with some terrific new friends since being here."

If you're interested in finding out more about Macromedia's latest offerings, please call (416) 533-0909, email [rmiller@macromedia.com](mailto:rmiller@macromedia.com), or visit their website at [www.macromedia.ca](http://www.macromedia.ca).



macromedia  
**FLEX**

macromedia  
**BREEZE**



Dr. J. working his magic.

## Weather disappoints some, not others

While some of us have done our share of whining about the lack of steamy temperatures this summer, there's been another contingent downright pleased with the cooler weather. They're the mighty group of TCF "fixer uppers"; our painters, landscapers and reno crews have had an exceptionally productive summer without having to contend with the typical Toronto humidity.

We hope you've noticed improvements they've made to the lobby at 22 Mowat Ave., the entryway at 1179A King St. W., and the laneway outside 72 and 74 Fraser Ave. We were also grateful the weather cooperated during major repairs to the roof at 67 Mowat, as well as those to the 72 Fraser Ave. roof. The window boxes and planters also seemed to enjoy the cooler weather – they've never looked better. The team has also managed to complete a great deal of window frame painting. Thanks to Marek, Dave, Mike, Wally, Matt, Don, Joe, Elena and Tatiana for all of your "beautification" efforts! We'd be remiss if we didn't also make special mention of our favourite green thumb, Joel Lavine a.k.a. Dr. J., for his ongoing commitment to our flower barrels and boxes.

We love to hear your feedback on these endeavours, so please let us know what you think.

## Give Me Liberty Street Party

Hope you made it out to the June 10th Give Me Liberty After Work party, hosted by the Liberty Village Business Improvement Area. The event was such a hit, it was unanimously endorsed as a new BIA annual event. Proceeds were donated to three local community groups: St. Joseph's Health Centre, 14 Division Community Police Liaison Committee for the purchase of a digital camera, and a much-appreciated member of the Toronto Carpet Factory community, Autism Society Ontario.



Photo by Matthew Rodgers

Chris Fraser of Moveable is one big kid.

# Spreading the word

If we were to give a monthly prize to the office burning the most midnight oil, the August award would go to the team from The Word On The Street (Suite 142, 67 Mowat Ave.), Toronto's annual, non-profit outdoor book and magazine festival. Planning for their event has reached a feverous pitch, and we'd like to encourage you to lend your support and attend. Here are the details:

### When:

Sunday, September 26, 2004, 11 a.m. to 6 p.m., rain or shine

### Where:

New location – Queen's Park & Queen's Park Crescent (south of Bloor St. W. to Wellesley)

### Why:

Over 150,000 visitors, over 250 book and magazine exhibitors, 100 authors and musical performances, and 15 fully-programmed

**Trish McGrath & Jen Cooper are a little booked up these days.**

event tents and stages. (The programming schedule will be posted at [www.thewordonthestreet.ca](http://www.thewordonthestreet.ca).) All free!

In addition to coming out to enjoy The Word On The Street festival, we'd also like to suggest that you drop by their office between now and

September 24, to pick up a festival t-shirt for \$20, or to purchase low-cost raffle tickets (\$2 each or 6 for \$10) for a chance to win one of over 50 great prizes. All proceeds support the festival's programming.



# Kudos & Accomplishments

to the companies and people at the Toronto Carpet Factory and York Liberty Buildings

A testimonial...

## Sonic Boom raves about Moveable collaboration

"Working with Moveable Inc. on ideaCity03 and 04 recently was rewarding for a couple of reasons. First and foremost, they provided excellent printing services on every item required – posters, signage, and identity badges, to name a few. In addition to that, though, they provided an exemplary level of service.

"From the start Laura (our CSR at Moveable) took control of every detail of the job and guided us with a dedication and professionalism rarely seen. The contacts at ideaCity appreciated and actually enjoyed the entire process. Putting on a conference can be difficult, but the ease of proofing and printing their material through Moveable made the job much easier than in previous years.

"Our client was delighted with every aspect of the process and told us so many times. Thanks, Moveable, for making us look great for ideaCity04. We are truly looking forward to working with you on ideaCity05."

**Norman Mayot**  
Creative Director, Co-Founder  
Sonic Boom Creative Media Inc.  
[www.sonicboom.com](http://www.sonicboom.com)

## Performance Evolution evolves

A Doctor of Naturopathic Medicine and an additional massage therapist, specializing in perinatal care, have recently joined the Performance Evolution clinic located in Suite 210, 1179A King St. W.

"At Performance Evolution, we encourage a multidisciplinary setting that enables our clients to access our various specialties in order to address the unique strengths and weaknesses affecting their health and to achieve optimal well being," according to founder and therapist Simone Valere. "We treat the body as a whole, and by identifying and addressing the factors of lifestyle, diet and environment, it becomes possible to achieve physical and emotional vibrancy."

The group encourages each client to investigate their personal treatment goals to facilitate "progressive change through dynamic clinical care, thorough assessment, active treatment plans and regular reassessment." Simone has issued a pressing invitation to the Carpet Factory community to "explore their unique vision of health and well being where comfort defines your care." Performance Evolution is holding an Open House on Wednesday, September 29, 2004 between 4:00 and 7:00 pm.



Compressed Energy series 2004, acrylic on canvas, 16" x 16".

## The show must go on!

When visual artist Lindy Fyfe (Suite 116, 1179A King St. W.) received news that her dealer would be closing the doors to his Queen Street West gallery just weeks prior to a scheduled exhibition of her work, she decided to take matters into her own hands.

Renaming the location Gallery 744, Lindy will be manning her own show, "Flow", Sept. 8 – Oct. 3 at 744 Queen St. W., 5 blocks west of Bathurst at Niagara. The show will feature a combination of acrylic on canvas paintings and mixed media works on paper. Show hours: Wed.-Sat. 12-6 p.m., Sun. 12-5 p.m., or by appointment. For more information call Lindy at (416) 588-0098 or contact [lindyfyfe@sympatico.ca](mailto:lindyfyfe@sympatico.ca).

## Thanks for rolling up your sleeves

Although many people were away when we held our last blood donor clinic, Canadian Blood Services was delighted with the 27 units of blood we managed to collect on July 14th. Thank you to those who donated. For those who missed the clinic, watch for news on the next one being held sometime in November.

## AROUND THE BLOCK

### Seminar News

Plan to attend our next seminar at noon on Wed., Oct. 13 when Danny Roth of Brandon Communications (Suite 443, 67 Mowat Ave.) will provide insight into getting your company's message out there via public relations. Danny's public relations company provides a range of strategic public relations and communications consultancy services. Don't miss what will surely be an informative session.

### Resource Centre a terrific asset

The Toronto Carpet Factory Resource Centre is located in Suite 101, 77 Mowat Ave. and is available for you to use to entertain clients, make an important pitch, use the resource library or meet your neighbours for some brainstorming. There are two boardrooms, one with seating for 20 people and the second for 10. They can be booked by the hour, half day or full day with special features including a high speed Internet connection, a resource library and a kitchenette. Please contact the management office at (416) 533-3000

to book the Resource Centre for your next press conference or presentation.

### An appetizing offer from Caffino

In a downright neighbourly gesture, Rosa Muscillo, proprietor of Caffino Restaurant (1185 King St. W.), is offering a 10% discount to businesses of the Toronto Carpet Factory and York Liberty Buildings. When your appetite leads you to Caffino over the next couple of months, be sure to have a business card with you. Show it to your server when you place your order and you will receive the discount. Bon Appetit!

### New fall attractions from Concierge Connection

Concierge Connection Inc. (Suite 137, 67 Mowat Ave.) is constantly adding new shows and dates to their program offering with savings of up to 40% off per ticket. Tickets can provide a perfect gift idea, a fun group outing or simply a great night out on the town. Discount tickets are now available for Mamma Mia, The Rat Pack,

GREASE, Famous Players, Cineplex Odeon and Hairspray. Coming soon are tickets for Disney on Ice, the Raptors, The Nutcracker, Cinderella, One of A Kind, Aladdin, The Royal Winter Fair and more.

Visit <http://www.cctickets.ca/members> or call 416-236-4985 for prices and availability.

### Redd provides makeovers for shelter residents

Redd Artists Inc. (1187 King St. W.) is now offering esthetics by appointment with an introductory offer including a manicure and pedicure for \$55. Consider a session of pampering after a long day at the office. Redd has also been keeping busy providing support to residents of the Redwood Shelter, a shelter for abused women and their children. The salon offers residents of the shelter hair and esthetic services to help them get back on their feet. According to Shannon Wilson of Redd, "The women are often in job-hunting mode and need a confidence boost after all they've been through – a makeover seems to help provide one."

## Don't miss the Annual Toronto Carpet Factory BBQ benefit

We're looking forward to seeing one and all at the Annual BBQ Benefit Thursday, September 23 between noon and 1 p.m. The usual dubious cast of characters will be manning the barbeques and our resident "King of Rock 'n Roll", Doug Shimizu of Synapse Cross Media Advertising (Suite 315, 77 Mowat Ave.), will dazzle us with his award-winning Elvis Show. Proceeds will benefit Eva's Place, a shelter for homeless youth located in our neighbourhood. See you then.

#### A'LE-EN Creative

Design firm specializing in print and new media, corporate identity and branding.  
67 Mowat Ave., Suite 036 (416) 894-8851

#### Lauren Taylor Sales

Lauren Taylor Sales is a sales agency representing lifestyle brands that include Oakley and Flosport.  
67 Mowat Ave., Suite 233 (416) 516-2200

#### Sandbox Communications

Sandbox Communications are e-business consultants whose central focus is the provision of a complete range of Interactive Media focused strategic marketing consulting, technology, creative, production, and media services. 77 Mowat Ave., Suite 507 (416) 537-4385

#### Softchisel

As a premium software studio, Softchisel™ creates leading edge web and windows based applications. Combining articulate software engineering with creative graphic design, we develop best-of-breed software products. See our eye-catching design at [www.designsolutions.ca](http://www.designsolutions.ca).  
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**TORONTO CARPET FACTORY**

The Shuttle is published for the Liberty Village community by York Heritage Properties, owner/managers of the Toronto Carpet Factory and York Liberty Buildings.

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