

THE

Shuttle

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TORONTO CARPET FACTORY & YORK LIBERTY BUILDINGS NEWS

In This Issue... Atlantis discovered, Give me liberty, Space Database certified

Recipe for a great anniversary celebration:

1. Provide cool cocktails, great food, hot music.
2. Add wonderful friends and colleagues.
3. Mix.

It was a pleasure to see so many friendly faces at the party held in March at the Boiler House in celebration of York Heritage's 25th anniversary in business and 10 years of involvement with the Toronto Carpet Factory.

Jamie Kennedy Kitchens provided spectacular appetizers, Maxxium Canada wine flowed, as did Labatt beer, and the music was great. The band, a group put together by Robbie Roth of the Carpet Factory's Colour Ring Productions, was certainly a hit. And, based on the feedback, our circus performers added an element of fun to the festivities. Here's to another 25 years!

Thank you to the businesses in the York Heritage community that helped make the evening such a memorable one: Colour Ring Productions – especially Robbie Roth and Kevin Fox (67 Mowat Ave.), Frost Creative (67 Mowat Ave.), Jamie Kennedy Kitchens (9 Church St.), Labatt Breweries of Canada (1183 King St. W.), Maxxium Canada (67 Mowat Ave.), Moveable Inc. (77 Mowat Ave.), Shimizu Photography (67 Mowat Ave.) and Suzanne Gardner Flowers (1185 King St. W.).



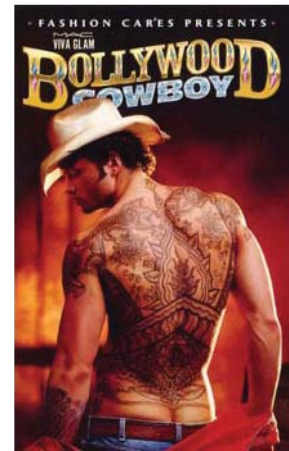
Essence of Atlantis

Atlantis Creative Group (1179 King St. W., Suite 101) is a boutique marketing communications agency with a unique spirit and sense of fun. The folks there pride themselves on their accessibility, their professionalism and their ability to grasp the challenges and opportunities facing their clients. They provide strategic consultation, creative development and execution for a host of programs, including product launches, national sales meetings, impression campaigns and more, all through a variety of media – from digital and video to print and live events. Their team works at a feverish pace, but we managed to get them to slow down long enough to give us the goods on some of their most recent work. Here are a few projects we thought you'd find interesting:

Client: The Great Atlantic & Pacific
Company of Canada (A&P)
Date: April 2005

Client: Morguard Investment
Date: March 2005
Location: Art Gallery of Ontario

Client: AIDS Committee of Toronto (ACT)
Fashion Cares
Date: June 2005
Location: Metro Toronto Convention Centre



A&P asked Atlantis for strategic and creative recommendations in developing a clever and meaningful way to package the company's mission, vision and values, roll it out to their team and keep it alive and well in the A&P culture. Atlantis provided a comprehensive, integrated solution that included a flash teaser and screen saver, branded vision/mission/values posters, printed material and an interactive game exposing employees to the new company direction. This campaign has been rolled out nationally and continues to be embraced by all A&P employees.

Morguard recently re-branded all of their divisions and launched their new image to key stakeholders. Atlantis provided the creative direction, staging and production for the event. Fellow Toronto Carpet Factory business, Jump Communications (77 Mowat Ave., Suite 307), managed all of the re-branding for Morguard. Morguard was thrilled with the outcome and continues to pass along accolades.

In addition to client-based projects, Atlantis is committed to serving the community by donating time and resources to various charity organizations. One charity that is close to the hearts of several of their employees is Fashion Cares. Many of Atlantis's team members contribute both their professional and personal time to help produce this annual event. Kevin Ormsby, Atlantis Executive Producer, is this year's co-chair. The event has raised more than \$8 million for ACT since 1986. An experience like no other, Fashion Cares' "Bollywood Cowboy", hosted by Pamela Anderson, astounded guests with incomparable entertainment, shopping deals, and exceptional food and drink.

If you're interested in finding out more about Atlantis, please call Paul Marchildon, President, at (416) 534-7100.

www.yorkheritage.com

We recently launched our new web site, www.yorkheritage.com, and would like to encourage you to use it to promote anything you think might be of interest to the York Heritage community. Sonic Boom handled web site design and development – have a look at their fine work!

Kudos & Accomplishments

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

Space Database receives ISO 9001:2000 certification

As of March 1, 2005, Space Database Inc. (77 Mowat Ave., Suite 402) has been certified to the ISO 9001:2000 standard in the provision of software and services for the commercial real estate industry, including building surveys, interior design and information management. As you are likely aware, the ISO 9001:2000 standard is an internationally accepted set of guidelines and requirements used to define a quality management system for an organization. It outlines a model for quality assurance in design, development, production, installation, and servicing.

“Our company’s growth has always been based on quality responses to our client needs. This registration makes us very proud to have internationally recognized, third-party endorsement of our systems and procedures,” said John Zsolt, Space Database Co-Founder and Partner. “It’s important not just to say we’re doing the right things, but to actually demonstrate it.”

One of the main tenets of the ISO standard is that the organization demonstrates continual quality improvement. Accordingly, Space Database has procedures in place not only to describe and monitor the needs and desires of each client’s assignment, but also to measure and analyze customer satisfaction. In order to comply with the ongoing registration surveillance audits, Space Database must demonstrate steadily improving levels of customer satisfaction.

“The key is having documented procedures that we implement and maintain, vigilant monitoring and review of all functions, capturing client feedback, and implementing corrective measures in a timely manner,” says Mikael Sandblom, Space Database Co-Founder and Partner, who worked with North America’s leading management system registrar, QMI, during the certification process.



Photo by Minh-Chau Nguyen

Good times at Give Me Liberty

The gods were smiling on Liberty Village on Thursday, June 23 for the second annual Give Me Liberty event. A number of local businesses captured the spirit of the event, allowing employees to leave at 4 p.m. to join the party. The Toronto Carpet Factory is pleased to be a sponsor of events such as this, as they provide further opportunities for businesses in the community to partner with their neighbours. Judging by the smiling faces and the flowing beer, a good time was had by all!

Liberty Village Farmer’s Market

We hope you’ve been enjoying the weekly Liberty Village Farmer’s Market. You’ll be able to pick up farm fresh organic produce and other assorted items every Wednesday between 11:30 a.m. and 1:30 p.m. from now until October 26 on Liberty Street, between Jefferson and Pardee.



A winning collaboration

When it makes sense, we like to encourage companies in the York Heritage community to do business together. That’s why we’ve been so delighted to read all of the glowing media coverage of the recent opening of Izakaya, the new Japanese restaurant located at 69 Front St. E., a York Heritage prop-erty. Izakaya has received rave reviews for its menu, as well as kudos for the look of the space, designed by the Carpet Factory’s II by IV Associates Inc.

(77 Mowat Ave., Suite 109). Obviously the collaboration made sense!



Resource Centre additions

We have just purchased a Hitachi PJTX100 high definition front projector and installed a wall-mounted, 4' X 3' screen in the boardroom of the Carpet Factory's Resource Centre. The projector is relatively simple to operate and provides high definition images with incredible clarity. We're hopeful that these additions to the large boardroom, coupled with the existing secure, dedicated 100 megabit Internet access, will prove useful to many of you for meetings and presentations of all kinds. Come have a look!

Our Doors were Open

The Toronto Carpet Factory was once again host to a number of curious historians who toured the property at the sixth annual Doors Open Toronto event on Saturday, May 28. More than 125 people toured the Carpet Factory on that day as the event continues to grow in popularity.

Upcoming Blood Donor Clinic

Please plan to attend the blood donor clinic at the Carpet Factory on Wednesday, August 3. As you are likely aware, Canadian Blood Services frequently finds summer the most difficult time to maintain an adequate supply of blood. People away on vacation, coupled with an increase in traffic accidents and trauma cases, make for frequent shortages of blood during the summer months. Watch for further details.

Supporting the Canadian Cancer Society

Thank you for generously supporting the Canadian Cancer Society (10 Alcorn Ave.) in a couple of ways recently. The complex raised \$2,719 for the annual Daffodil campaign and another \$1,500 was raised at the recent Carpet Factory charity garage sale.

Summer specials from Concierge Connection

Concierge Connection (67 Mowat Ave., Suite 137), York Heritage's discount ticket provider, has a number of noteworthy specials offered during the summer months. Here's a sampling:

- > Savings of more than \$12/ticket at Marineland
- > Savings of more than \$18/ticket at Canada's Wonderland
- > Great availability for Blue Man Group and Lord of the Rings productions
- > Great seats and great savings for the Toronto Blue Jays
- > Toronto City Pass – six attractions for one great price

For further information or tickets, contact Morgan Marlowe at (416) 236-4985 or www.conciergeconnection.com/members.



Construction Ahead

We want you to be aware of a number of projects we have planned for the complex over the summer months. We will be improving the courtyard area at the rear of the Boiler House with the addition of planter boxes and a well-defined parking area. We're also very excited about plans for the entrance to 67 Mowat Ave. – construction will begin in the next few weeks on a canopy, railings and brick pavers in a herringbone pattern to really give the entrance definition. Window frame painting on many of the buildings continues and, since we've been so fortunate with the weather, is now ahead of schedule. As usual, we'll do our best to keep the inconvenience to a minimum and hope you'll be pleased with the results!

One last detail... We've carefully planned the placement of both bike racks and a motorcycle parking area at the Toronto Carpet Factory. We recognize the unquestionable need for both. We'd like to ask those riding motorcycles, however, to remember their neighbours when starting up and, perhaps, to move away from the building before starting the engine. Being courteous and walking your bike a few feet away would make a big difference to those located in close proximity. Thank you.



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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New on the Block

	<p>IndEco Strategic Consulting Inc. 77 Mowat Ave., Suite 412, (416) 532-4333</p> <p>IndEco Strategic Consulting Inc. is a management consulting firm specializing in industrial ecology and strategic management. We provide energy and environment consulting to private, public and non-governmental organizations, with a focus on strategic opportunities and public policy. Services offered include: strategic planning, management systems, information management systems, regulatory affairs, stakeholder consultation, technology and market assessment and communication and training.</p>
	<p>Marketing Era 67 Mowat Ave., Suite 030, (416) 849-1348</p> <p>Marketing Era is an independent, full-service interactive marketing agency focused on the online advertising industry. We are recognized for delivering fast, flexible, and ROI-focused strategy, execution, and reporting. Our record of achievements demonstrates how we fulfill demand by blending people, talent, vision and technology to create profitable innovations beyond our clients' imaginations.</p>
	<p>Oasis Search Group Inc. 67 Mowat Ave., Suite 242, (416) 690-2551</p> <p>Oasis Search Group Inc. is a unique executive recruitment-consulting agency, specializing in marketing, category management, customer marketing, sales and sales management, in both the retail and food service sectors for the CPG industry. Our firm's philosophy is to provide the highest quality service to our corporate clients and candidates through a professional, innovative and ethical approach.</p>
	<p>AKA Sports Group 77 Mowat Ave., Suite 110, (416) 763-8805</p> <p>AKA Sports Group is a multi-line sporting goods sales and marketing agency, representing Saucony, Helly Hansen and Powerbar products.</p>
	<p>The Landings, St. Lucia 67 Mowat Ave., Suite 235, (416) 531-8389</p> <p>The Landings is a 19-acre oceanfront development on St. Lucia in the Caribbean featuring 750 feet of sand shoreline and its own private yacht harbour. Each of the 228 luxury residences will be located on the water in one-, two- and three-bedroom configurations. Each residence enjoys a waterfront address complete with generous balconies, verandas, spacious interiors and world-class finishes, materials and appliances. In addition to the spectacular residences, yacht harbour and resort amenities, The Landings is also a unique ownership opportunity. All of the residences at The Landings are offered on a freehold basis. For more information, please visit www.thelandingsstlucia.com.</p>
	<p>PMCK Management 67 Mowat Ave., Suite 037, (416) 536-6256</p> <p>Artist management, in-house studio, post-production, radio and film production (commercials), independent record label.</p>
	<p>COOLER solutions 77 Mowat Ave., Suite 122, (416) 849-3491</p> <p>COOLER solutions was created in response to a demand for a design company with a holistic approach to business. Our international award-winning team has a diverse design and engineering background with award-winning automotive, bicycle, houseware, interior, and furniture products. We have designed everything from medical implants to life jackets and our clients range from large and medium-sized manufacturers to Fortune 100 retailers. We even partner with marketers and manufacturers to ensure you have a smooth launch and consistent quality. But it's our ability to leverage design thinking as a strategic weapon that really gets us excited. COOLER solutions is more than a design company; it is a strategic partner in the sustainable growth of your business.</p>

LEGAL TIP

Pursuing the delinquent debtor

You are a credit manager faced with stale account receivables: people or companies who refuse to pay your outstanding invoices. What can you do?

Typically, the first step is a reminder notice, followed by a strongly worded demand letter. If these first steps fail, you may consider retaining a lawyer, as a debtor faced with a lawyer's demand letter (containing the threat of legal action) often ponies up the dough!

While this is often a successful remedy, albeit one with a cost factor attached to it, it does not always work. When that happens, your next step is to sue the delinquent debtor!

There are three levels of court in Ontario. The Small Claims Court accepts claims up to \$10,000 and does not require you to hire a lawyer to represent your company. It is efficient, affordable, and user-friendly. For those with claims minimally larger than the \$10,000 limit (for instance, \$15,000), you would be well advised to waive the excess claim beyond \$10,000 and proceed in the Small Claims Court. The ease and accessibility of the Small Claims Court are a good trade-off for the lesser recovery. It is wise to hire a lawyer for the first step of drafting the Statement of Claim in order to ensure that it is done properly, as this document sets the groundwork for your entire lawsuit. As long as your claim is \$10,000 or less, the court staff will "issue it" and get the ball

rolling. If your claim does not set out a proper "cause of action" or your documents fail to support your claim, you won't be successful at trial or recover any money, and you may even be held responsible for the costs of your opponent! Further, if you fail at trial, you cannot take a second kick at the can with a lawyer. Therefore, seeking legal advice *prior* to issuing the claim is recommended as you get the best of both worlds: the ability to represent yourself in court, yet armed with the confidence that your paperwork is in order.

The next level of court in Ontario is the Superior Court of Justice. Within the Superior Court there are two options: Simplified Procedure and Ordinary Procedure. The Simplified Procedure is mandatory where the claim being made is for \$50,000 or less. As well, you have the *option* of using the Simplified Procedure where the debt is greater than \$50,000. When this is done, the debtor may object to the use of the Simplified Procedure in the Statement of Defence. When that happens you are "bumped" into the Ordinary Procedure. The beauty of the Simplified Procedure is that it is streamlined – there are no examinations for discovery, allowing you to move quickly to pre-trial and then on to trial. While discoveries are unavailable under the Simplified Procedure, in the hands of a skillful lawyer well versed in the *Rules of Civil Procedure*, it is still possible to obtain much of the information

one would normally obtain on discovery. Larger collection matters are subject to the Ordinary Procedure Rules, which mean full-blown discoveries, examinations on affidavits, etc.

If your debtor owes \$50,000 or more, you should not go forward in the Superior Court without a lawyer. Pursuant to the *Rules*, a party to a proceeding that is a corporation *shall* be represented by a lawyer, except with leave of the Court. From both a practical and realistic perspective, if your company is pursuing a debtor in Superior Court, you must retain a lawyer.

If you represent a supplier of services or materials to an "*improvement*" in land, you have special rights, including the availability of a claim for lien registered against title to the property where the services or materials were supplied. A claim for lien, along with other remedies available under the *Act*, are extremely powerful tools in the hands of a knowledgeable lawyer. Quite often, the threat of a claim for lien gets a supplier of services and materials paid in short order. The *Construction Lien Act* is very technical and you should obtain a lawyer's advice and representation in order to preserve any lien rights the company may have.

Tip compliments of Marlene Kazman of Willson Lewis LLP (67 Mowat Ave., Suite 346).