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Volume 04-07-1

## PROFIComments

### Greetings!

**Proficom's** E- newsletter is designed to showcase our **Commitment & Expertise** to help you acquire the equipment you need to prosper and grow your business.

The theme of this edition is the business of giving.

## The Business of Charity

Corporate  
Conscience

### Examining Corporate Giving

*"We make a living by what we get, we make a life by what we give"*

Sir Winston Churchill's comments were the theme behind the recent BDO Dunwoody LLP CEO/Business Leader Poll in the **Financial Post**. ( Feb 19, 2007).

Overwhelmingly, leaders considered **social obligation to help their community the key driver for corporate charity**.

Another desired effect , but rating second to corporate conscience, was the value of generating publicity and **increasing staff morale**.

We are often presented with large corporations' public acts of charity, but the report stated that the **driving force behind corporate charity in Canada is small and medium sized businesses**.

At **Proficom**, we are pleased to offer our Annual Charity Golf Event to our customers. It promises to be a wonderful day of networking and golf all in support of the **Sick Kids Foundation**.

## Proficom Charity Golf Event

Best in Class

### Register Now

Click the image for your official Invitation to **Proficom's Annual Charity Golf Event** .

Register now -spaces are selling out quickly! Sponsorship opportunities are



still available-- [give generously](#).

This is the Charity Golf Event you absolutely do not want to miss:

- \* *Best in Class* golf at The Club at Bond Head,
- \* Fine dining,
- \* Exciting auction,
- \* \$1 000 000 Hole in One contest.

**All proceeds go to the Sick Kids Foundation.**

## About the Kids

Skyla's Story **Sick Kids Foundation**

Skyla Vince just celebrated her second birthday. She was born with **Tetralogy of Fallot**, a heart problem comprised of four separate anatomical defects.

She bears a long as the scar on her chest from her **open heart surgery at six weeks old**. Skyla is waiting for another open heart surgery.

During an interview with the **Proficom Team**, her parents, Luke and Laura, felt strongly that without facilities like the Hospital for Sick Children and organizations like Sick Kids Foundation, there would never be the resources to attract the world-class medical professionals and teams needed to save Skyla's life.

Skyla's parents wish to wholeheartedly thank every participant for their support.

## On the Topic of Giving

Notes from  
the Credit  
Desk

### Business Tip for April

**The Business Tip of the Month** comes from our Credit Managers who have noticed an increasing trend in corporations in default with respective provincial registries for their legal name.

In all cases, the business owners relied on their lawyers or accountants to keep them compliant with annual returns.

This is critical because it can lead to a business losing the legal right to their business name and require a change in marketing, stationery, websites, bank accounts, etc..

Our customers have been very grateful to the Proficom Credit team for identifying the problem, but it is a good idea to ensure that all legal entities are properly registered on an ongoing basis.

## Vendor of the Month

Automotive  
Parts &  
Equipment

### Ideal Supply

For over 80 years, **Ideal Supply** has been a leading supplier of Automotive Parts & Equipment, including Electrical Supplies and Industrial Components.

Their network of 24 branches throughout **Southwestern/Central Ontario** provides just-in- time delivery for every need.

All their garage equipment, including lifting equipment, compressors and diagnostic testing is **all available on lease through Proficom**.

Visit [Ideal Supply](#) for a location near you or call **519 291 1060**.

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