

Business Times



CITY HALL EXPANSION?
Page 5

OUR TOP HOTELS
Page 8



HONOURING VETERAN REALTOR
Page 10



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Walking the talk

Business gurus say conversation is the key to financial success

BY RICK DRENNAN



Mike Lipkin

Talk can be cheap or transformational. Who wasn't stirred by their first reading of Henry V, Shakespeare's call to arms on St. Crispin's Day? *"He that outlives this day, and comes safe home, Will stand a tip-toe when this day is nam'd"* Some still think FDR's fireside chats during the darkest days of The Great Depression lifted a world choking on fumes from an economic engine desperately in need of overhaul.

Barack Obama's majestic oratory – and practical solutions – might yet dig the world out of the fiscal mess it finds itself in.

No doubt, many of us in this post-modern business world are searching for affirmations that everything is going to be okay.

Still, there are those tempted to pull the blankets up over their heads and sink into a buzzed-out state of despair.

Mike Lipkin isn't one of them.

Neither is Gerry Visca.

They come from a great line of talkers/proselytizers – beginning with Michel De Montaigne in the Renaissance and peaking with Tony Robbins (*Awake the Giant Within*) today.

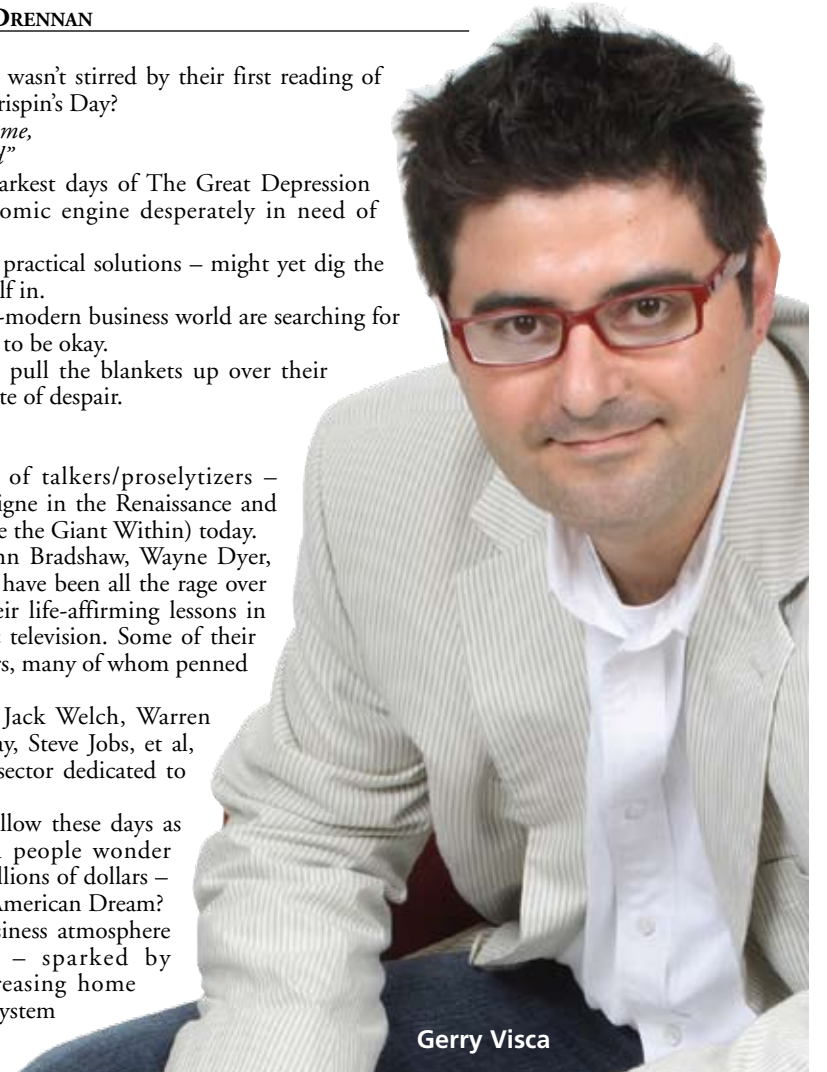
In fact, self-help gurus like John Bradshaw, Wayne Dyer, Suze Orman and Deepak Chopra have been all the rage over the past generation, preaching their life-affirming lessons in books, books-on-tape, and public television. Some of their biggest buyers were business leaders, many of whom penned their own tomes over the years.

The hologrammed images of Jack Welch, Warren Buffett, Dale Carnegie, Mary Kay, Steve Jobs, et al, helped drive an entire industry sector dedicated to selling how-to business books.

Their words ring a little hollow these days as our economy nosedives and people wonder what the hell happened to trillions of dollars – and, more importantly, the American Dream?

Lipkin admits today's business atmosphere is toxic with negativity – sparked by plummeting job stats, increasing home foreclosures, and a banking system in free fall.

Cont. on page 4



Gerry Visca

Family fun

BY SAYWARD SPOONER

As Richard Cullis teeters on the cusp of retirement, there's something that keeps him coming back to Dial One Wolfedale Electric day after day, the company he helped start just over 35 years ago. He's well aware that it would be in good hands without him; his daughter Jackie Strachan has been managing the place successfully for years. But since immigrating to Mississauga from Scotland almost 40 years ago, he's dedicated heart and soul to growing the best electrical contracting company possible. It certainly shows.

Voted a platinum top performer by the readers of the Business Times, Dial One has proven itself as a leader in industrial and commercial electrical contracting. Of course, for someone like Cullis not even that will suffice. Being a leader in electrical contracting is not enough. Dial One is fast becoming a leader in providing innovative, "green" technologies as public awareness of environmental crises spreads.

Cont. on page 2



Dial One Wolfedale Electric with pre-apprentice Al-Mansoor Sasraz, Administration Manager Allyson Rea CHRP, Norm Billis, Richard Cullis, president of Dial One Wolfedale, and General Manager Jackie Strachan, at their location at 415 Ambassador Dr. in Brampton. Photo by Peter McCusker

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