

Orchard House Communications

A quarterly newsletter  Summer 2005

Media Recognition for Artcast Inc.

By Gloria Hildebrandt

One of my clients has literally been making history this



Big Ben and Ian Millar.

PHOTO BY ERIC KNOESPEL

spring, and I've been lucky enough to help spread the word. Artcast Inc., the sculpture casting company, of Georgetown, has recently completed and installed several nationally and internationally significant bronze sculptures, in public locations throughout Ontario.

The painter Tom Thomson is in the Civic Square in Huntsville. William Lyon Mackenzie King as a young man is outside Kitchener Collegiate, which he attended in 1886. Gay pioneer Alexander Wood stands at the corner of Toronto's Church and Alexander streets. Franklin the Turtle and several other characters from the children's books form the

Franklin Children's Garden on Centre Island. The spectacular sculpture of Olympian Ian Millar mounted on Big Ben in mid-jump soars in Code Park in Perth.

All are breath-taking or charming examples of the excellent artistic work done by Artcast (www.artcast.com), which last year celebrated its 40th year in business.

National, local and special-interest media picked up the news and took their own photographs of the sculptures. Artcast founder Eric Knoespel and his son and production manager Marcus, are pleased by the recognition, and say they have always taken great pride in producing quality work.

Interrogated by Canada's Sales Coach

By Gloria Hildebrandt

Halton-Peel Communications Association, of which Branimir and I are members, recently arranged for Tom Stoyan to give a presentation on selling techniques.

As preparation, Tom chose me for a private interview. He had me answer a short

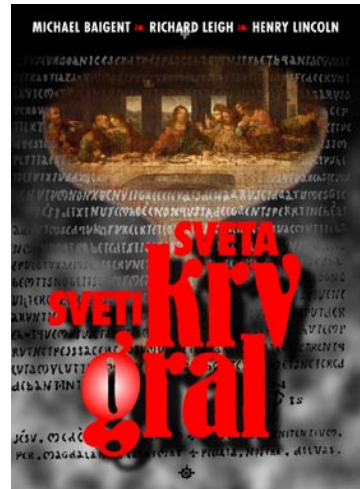
questionnaire to identify my specific concerns, and then tailored his discussion to them, demonstrating one of his key insights, "Selling is 70 per cent listening."

At the public presentation, he shared some of his other pearls of wisdom:

- ◆ Selling is helping people make their own buying decisions.
- ◆ Provide value to your customers.

- ◆ Demonstrate value to prospects before trying to sell to them.
- ◆ Identify the single most important thing to do each day.
- ◆ Everything's too expensive until we want it.
- ◆ We buy on emotion justified by logic.
- ◆ Treat prospects as friends and customers as best friends.

Stoyan is a sales coach for corporations and offers free sales and coaching tips of the week. You can sign up for them through www.CanadaSalesCoach.com.




Branimir designed the front cover of the 1997 Croatian edition of *The Holy Blood and the Holy Grail* for Stari Grad Publisher in Zagreb.

The Da Vinci Code: Based on a Good Old Idea

The mass popularity of the novel *The Da Vinci Code* led me to reread the 1982 "explosively controversial international bestseller" *The Holy Blood and the Holy Grail*. This is a fun romp through some of the mysteries of the last 2,000 years. Its central theory is that the elusive holy grail, spelled in early French as "sangraal" or "sangreal," was not "intended to divide into 'San Graal' or 'San Greal' – but into 'Sang Raal' or 'Sang Réal.' Or, to employ the modern spelling, Sang Royal. Royal blood."

The authors continue, "The traditional associations – the cup which caught Jesus's blood, for instance – would seem to reinforce this supposition. Quite clearly, the Grail would appear to pertain

in some way to blood and a bloodline." Specifically, the authors suggest that "Jesus's wife and offspring (and he could have fathered a number of children between  **Click to continue**

➔ The Da Vinci Code

the ages of sixteen or seventeen and his supposed death), after fleeing the Holy Land, found a refuge in the south of France, and in a Jewish community there preserved their lineage.”

In response, a reviewer named Marina Warner summed it up as “a heap of hoey.” Novelist Anthony Burgess, however, may have given someone an idea when he wrote “I can only see this as a marvellous theme for a novel.”

As entertainment, the theory gets full marks. As historical truth, I can only respond with who cares what really happened at the Crucifixion, or whether Jesus fathered children? I hope he had that experience. The foundation of Christianity seems to rest on the transformation of Jesus’s disciples, not on what may have happened to Jesus or his body. After his trial and supposed execution, the disciples were unafraid of death or martyrdom themselves. I would like to have the strength always to do good and not fear the consequences, whether based on fact or illusion.

And if there are descendants of Jesus living today, they don’t seem to be any more gifted than you or me. Why have they not become great leaders or teachers? It would seem that a great ancestor is no guarantee of great ability. It seems we all have to earn our own recognition through our own actions.

In an amazing example of the coincidences that sometimes happen when Branimir and I collaborate, I

learned after sending him this item, that he actually designed the cover of the 1997 Croation edition of *The Holy Blood and The Holy Grail!*

CAN YOU RELATE?

The Power of First Impressions

In the current issue of *University of Toronto Bookstore Review*, Nicholas Pashley highlights the surprising power of first impressions: “Psychologist Nalini Ambady showed students a silent ten-second videotape of a teacher they had never seen and asked them to rate the teacher’s effectiveness. Ambady then tried five seconds, then two seconds. The students’ ratings were pretty much the same each time, and amazingly they mirrored the evaluations done by students who had taken a full semester of classes with that teacher.”

This is quoted from Pashley’s review of *Blink: The Power of Thinking Without Thinking* by William Gladwell.

Branimir believes in the first impressions conveyed by shoes. “You’ll see sharply dressed people with totally inadequate shoes,” he says with a shake of his head. “Shoes should always adequately suit the clothing, and preferably be of Italian origin.” He adds that this “rule” applies only to business suits. For casual wear, there’s nothing wrong with sneakers!

What Gloria’s Been Up To In addition to media relations for **Artcast**, I’ve worked on a large sales brochure for a new fractional ownership development called The Landscapes in Muskoka, being handled by **Lawlor & Co. Marketing & Communications Ltd.** **Oakville Literacy Council** has me drafting copy for their new brochure, designed by Val Sanna of Ignition Design & Communications. I’ve also been busy with magazine work. I’ve written a feature on the Village of Erin for **Tackaberry Times**. I’ve written a feature article for a new glossy called **Caledon Living**, and have been invited to become a regular contributing editor. As well, I’ve been editing and writing content for the spring/summer issue of **Private Power**, which explores alternate forms of energy. Although I’m busy, I’m happy to take on a project for you! Call **905-873-2834** or write **gloria@ohouse.ca** .

Not enough time to get your work done.
Staff cutbacks yet the same amount of work.
Higher expectations from upper management.
Scope creep – your projects get bigger mid way.

Gloria Hildebrandt

Orchard House Communications

For crisp, clean, clear communications

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<http://www.ohouse.ca>

gloria@ohouse.ca

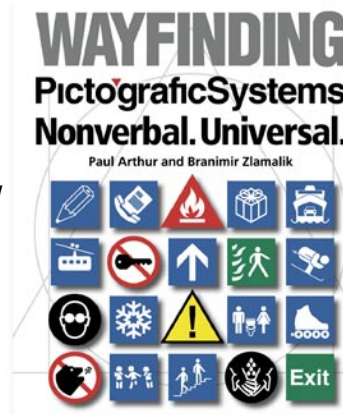
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If you experience any of these situations, there’s outside help. Contact Gloria for writing, editing, research and media relations. Contact Branimir for illustration, creative art direction, graphic design and project management. For other communications talent, check out **www.hpcaonline.com**.

Branimir Zlamalik

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905-844-5667
gbc1@cogetco.ca
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Branimir’s Activities With the publication of Branimir’s book **Wayfinding: Pictographic Systems: Nonverbal. Universal**, he is busy with a promotional media campaign. He has worked on an annual report for **YMCA of Oakville**, and on collateral materials for the **Mayor’s Invitational Softball Tournament** hosted every July by **Mattamy Homes** to benefit the Y. Branimir has developed a series of point-of-purchase posters for **Leon’s Furniture**. He is creating a wayfinding master plan for new signage for the headquarters of the **Dufferin-Peel Catholic District School Board**. He has also begun thinking about the next Christmas greetings that Gloria and he send out every holiday season. Are you thinking ahead? To schedule Branimir for your project, call **905-844-5667**.