

## HERE'S WHAT OTHERS HAVE TO SAY ABOUT *MVJ Group!*

"Margaret Torrance of MVJ Group is one of the most insightful, knowledgeable, players in the Market. She is both genuine and genuinely hard working. When she takes on a task, she is relentless at finding the right solution. I have had the good fortune of working with many players in the field and I don't believe there is anybody better at coming up with strategic, cost effective solutions for Corporations and Media who are trying to sell their products and services."

*Rick A. Chad, President, Chad Management Group*

"Margaret is a seasoned marketer that has a wide range of advertising, marketing and branding experience. Once she takes charge of a project she manages every aspect to ensure timely, competent development right through to final execution and post launch auditing. I worked with Margaret on the RAC Board of Directors for many years and Margaret managed numerous advertising projects, speaker recruiting / preparation assignments and research engagements. She was a tireless worker, passionately committed and she consistently met, and more often exceeded, expectations. She provides a 1-stop service and knows how to manage every step of the process from start to finish to ensure proper and timely delivery – she gets results."

*Brian Miles, Vice-President, Strategy & Business Development, Commport Communications International, Inc.*

"Over the past few years I have been fortunate to work with Margaret Torrance and she has to be one of the most dedicated, driven people I have met. She is totally committed to any project she takes on and is a true professional leader. After viewing her website I have learnt more about Margaret and her passion for the industry and her clients. She certainly has a wealth of knowledge and the success of her clients is paramount. Margaret is an inspiration to us all and also a very dear friend."

*Sue Borthwick, Vice President Black Press*

"Margaret is one of the very best copywriters I have ever known and after working in the advertising department of the Toronto Star for over 41 years, I have met the best. ... Personally, I'm in awe of her. No wonder she is so successful in anything she decides to do. Let me just add, perhaps the rarest plus, she is a nice person."

*Wallace Legge, Honourary Vice-Chair, RAC Canada*

"Wow...you are good...I want to attend this luncheon and meet this guy :-)... " (Ted's response to the advertising copy written to promote his RAC luncheon speaker event.)

*Ted Starkman, President, The Shopping Channel*

"We want to take this opportunity to thank you for your generosity in helping ShakespeareWorks in this our first year. Your beautiful work on the website has been a tremendous gift and lent an air of class and distinction to a new born theatre."

*Pauline Couture, Chair of the Board, ShakespeareWorks*



Margaret Torrance has almost 30 years experience helping businesses succeed – from the very small to Canada's largest corporations. Her *MVJ Group* provides efficient and innovative business communications solutions.

# *MVJ Group Inc.*

*Marketing's Complete Solution*

## LET US HELP YOU RESPOND QUICKLY IN THESE CHALLENGING TIMES

We are a boutique marketing company with extensive knowledge and experience in the complete marketing process. For over 20 years we have strategically guided and assisted our clients to position their business and brand. We produce numerous projects that seamlessly fit into our clients' existing branding and corporate identity, and execute total re-branding initiatives.

Today more than ever, *timely communication with the right messaging*, is essential to ensure retention and growth, of your existing and potential customer/client base.

**TAKE ADVANTAGE OF OUR CREATIVITY AND HISTORY.**

*Margaret Torrance, President*

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### Website

**Retail - Finding the Grey**

Home | Content | Retail Culture | General Workflow | Business Workflow | Business Workflow | About Us | Contact Us

**Retail Chain Store**

Retail Chain Store can be used to assist those retail chain stores wanting to increase their productivity and their sales.

**Retail is not black and white**

The beauty and success is found in the shades of grey. The challenge is distinguishing those shades, choosing up those recommendations, errors and solving the others. The answer is transitioning from black to white, the more profitable - on and back - in the bottom line.

Retail chain stores and "change" go hand in hand. To the marketing, retail chain stores (retail) are the key. From an end user and their shopping, chain retail is a complex, often a better approach for change and for the affordable strategies. You can health, studies, all you and hardware that allow their customer and their...

### Newsletter

**YBB News**  
Special Edition  
ROM Update

Content: YBB News Key Business Information, 1111 Bay Street, W. Suite 210, Toronto, Ontario, M5G 1S1, Tel: (416) 593-1111, Fax: (416) 593-2111, E-mail: info@ybb.org, www.ybb.org

**Reporting to the Renaissance**

Reporting to the Renaissance is a new concept in the reporting industry. It is a new way of reporting that is designed to provide a comprehensive view of the business. It is a new way of reporting that is designed to provide a comprehensive view of the business. It is a new way of reporting that is designed to provide a comprehensive view of the business.

### Newspaper Ad

**RAC Canada** presents Thursday, November 23, 2006 **The Shopping Channel you don't know!**

**110 Stations Executive Vice President & General Manager - The Shopping Channel**

**METRO TORONTO CONVENTION CENTRE**  
Commission Hill #101 North Building  
235 Front Street West  
Toronto, ON M5E 1B5  
Lunches & presentation: 12:00 noon

Members: 569,957  
Non-Members: 589,057  
Sales of 18 Months: 5,529,700  
Total of 13 Non-Members: 5,819,700 (7% of CTV)

**GET YOUR TICKETS TODAY!**  
Go to: [www.RACCanada.ca](http://www.RACCanada.ca)  
Tel: (416) 493-6826

*The retail advertising and marketing club - connects*

### Poster

**What is the real source of your pain? Could it be your feet?**

Back pain? Shoulder pain? Leg pain? Foot pain?

Ask your specialist about orthotics and how they can help you.

**COL Orthotics International**  
Member Since 1998

## SERVICES

MVJ Group can provide assistance at all stages of your marketing/communications process. From writing to design, we can take your ideas and develop them into finished products that will make you stand out in the crowd.

Our talents cover all the necessities – graphic design, layout, copy writing, editing, writing, editorial flow, photography, pre-press and more.



## ADVERTISEMENTS

Our experience developing advertising campaigns means that we can help you at any stage in your plans and ensure that the message is consistent throughout all media.

Your audience will recognize you in every promotional endeavour, be it in newspapers, magazines, posters, flyers, direct mail, banners, e-mail, POP, trade show booths, cards or signage.

## PRINT PROJECTS

We make words speak volumes. We make design reflect your identity.

The art of the wordsmith and the creativity of the designer are essential in all effective package design, brochures, folders, catalogues, sales material, pamphlets, booklets, invitations, promotional material, presentations, corporate stationery systems or event programmes.



## PUBLISHING

We can take your vision and give it greater power through effective publishing in almost any form. Our creative design paired with our writing/editing skills will highlight your message with the appropriate profile and focus, whether presented in newsletters, custom magazines, articles, electronic publishing or annual reports.

### Custom Magazine

**THE Voice**  
OF ONTARIO'S ENGINEERING PROFESSION

**Special Advocacy Issue**

- 26 Campaigns matter
- 28 Advocacy's true role - "Follow the money"
- 30 Public policy - strategy and success
- 33 Regulating vs. Advocacy

No longer the silent profession.

### Two 3'x7' banners

**Canadian Orthotics Laboratory**  
Orthotics Samples

- Sports Ankle
- Technology
- Computerization
- Laundry Shoes
- Accommodative Footwear
- Precision
- Children's Rubber Whitman Plus
- Adult Daily Standard Fit
- Quality Control
- Hygiene & Service
- Manufacturing

### Branch Promotion

**All work and no play? Who wants that? It's all about balance.**

**HSC's new collection of Children's Custom-fit Special Personal Learning Packages!**

**Work**

**Play**

**HSBC**

### Stationery

**COL Orthotics International**  
Member Since 1998