

The Link to Let's Do Lunch

A monthly newsletter for members and friends of Let's Do Lunch

February 2011



Share A Little Magic!



Let's Do Lunch—Share A Little Magic!

"Share A Little Magic" with **Let's Do Lunch** February 25th, 2011 at Royal Ashburn Golf Club. Lance Brown, CTV Toronto will join the voice of **Let's Do Lunch**, Carolyn Ellis, KX96 as Co-Master of Ceremonies for this exciting luncheon. Registration is now available on-line at www.sharealittlemagic.eventbrite.com.

Bring those wallets to the lunch to help us raise funds for our charity of choice; The Big Brothers and Big Sisters Agencies from Across Durham Region, **BUT** make sure you know where it is at all times....as joining us at the luncheon will be **James Harrison, Pickpocket Magician!**

As a pick-pocket magician, James borrows pens, watches, wallets, ties, and even belts from willing (and unwilling) audience members. Before you can yell "thief", James has returned the valuables to their rightful owners, occasionally making them reappear in very unexpected places. When a severe knee injury left James bed-ridden for over six months, he spent the long days practicing sleight of hand while recuperating. Five years later Mr. Harrison has risen to the top of his field in the performance of magic focusing on the lesser-known branch of the art of... pick-pocket magic. We are excited to have James join us and look forward to having a lot of fun at lunch!

All proceeds from the Elimination Auction and Heads & Tails game will support two new programs for The Big Brothers Big Sisters:

Go Girls! Healthy Bodies, Healthy Minds &

Game On! Eat Smart, Play Smart, Live Smart, two very worthwhile programs designed to address physical activity, healthy eating, self-esteem and communication skills of young teens 12-14 based on a group

mentoring model. We are still looking for some donations for prizes. If you would like to donate please bring to the lunch with you or contact us at: anne@letsdolunch.info.

Your donations are very much appreciated and help raise funds for the charity.

Do you have an item you would like to include in our take away bags?

Brochures, pens, pads, candy? Help spread information about your company to our lunch guests.

Items can be dropped off at our office above Brooklin Floral Garden Shoppe, 114 Winchester Rd.

before 4:00pm. Feb. 22nd. Or, you can bring to the bag stuffing, Feb. 23rd at Heartland Equestrian.ca. Email

anne@letsdolunch.info for more information.



Contact one of the dedicated team of
The Big Brothers Big Sisters Agencies From Across Durham
below for more information on becoming involved
with Big Brothers Big Sisters



Big Brothers Big Sisters

share a little magic!

We hope you will **Share A Little Magic** with us!

Melanie Stewart—Executive Director—Ajax Pickering—Phone: 905-831-3777,
Email: info@bbandsfap.com www.bigbrothersandsistersofajaxpickering.com

Mark Shuwera—Executive Director—Oshawa Whitby—Phone: 905-579-2551,
Email: bbbsow@bellnet.ca www.bbbsow.ca



Empty Ink Cartridges Wanted To Recycle

Bring your empty ink cartridges to the lunch, or if you are unable to join us send us an email to make arrangements to have your cartridges counted for a donation to The Big Brothers Big Sisters Agencies from across Durham Region.

Let's Do Lunch member, Michele Hembrey-Waunch of Cartridge World Oshawa will collect empty cartridges and donate the proceeds back to the charity.



Thank you Michele!



Share A Little Magic Registration Available Online—Order Yours Today

Ticket information and prices are available at:

<http://sharealittlemagic.eventbrite.com/>

To order your ticket simply follow the step by step instructions.

- Choose the type of ticket you would like to purchase
(Member or Non Member lunch or Networking Table and lunch for Member or Non Member)
 - Click on the Order Now Icon
 - Fill in the information for the required fields
 - Check out using Paypal to pay with your credit card
- OR**
- Click on Other Payment Options below the Paypal icon to pay by cheque

All Prices Include the HST

Let's Do Lunch—Join Today

Do you want to be a part of a reputable, fun organization in the Durham Region?

Let's Do Lunch members are dynamic, inspiring and very energetic.

Membership includes many advantages:

A **Let's Do Lunch** Member Kit

Your business information featured on the **Let's Do Lunch** website with a direct link to your website.

Be the first to secure event tickets and sponsorship opportunities

Tremendous leadership opportunities and so much more.



Visit our website for all the membership benefits at: <http://www.letsdolunch.info/welcome/membership-benefits/>

What **Let's Do Lunch** members have to say:

“Although I am one of the few men that has joined the **Let's Do Lunch** I have been made to feel very welcome. I have attended their tradeshow/luncheons and have enjoyed the fellowship, connections for business, and the delicious food. I would strongly recommend joining **Let's Do Lunch** to any business owner.”

Lorne Soehner - SOEHNER DISPLAYS AND EXHIBITS INC.

Being apart of **Let's Do Lunch** has been one of the greatest experiences for me. Not only are the events enjoyable, but the people are great too! Since I started attending the lunch as the placement student for **Lets Do Lunch** I have always had a warm welcome from all of it's members. As I have grown from student into the work force I have always had a great deal of support to help keep me motivated and find that perfect career for me. The ladies of **Let's Do Lunch** really have a heart of gold and do everything they can for every charity they partner with.

Tracy Reeds

Join today and discover why other members call **Let's Do Lunch** one of the best things to happen in Durham Region!

<http://www.letsdolunch.info/members/renew-your-membership/>



**Wishing A Very Happy Birthday
To
Let's Do Lunch Members**

Norma Daniels—February 2nd
Corina Goss—February 8th
Michele Hembrey-Waunch
Bessie Karalis—February 23rd



Have A Happy Day!

**Welcome Back To
Renewing Let's Do Lunch
Members:**



Katarina George
Amica At Whitby,
Luxury Retirement Community
<http://www.letsdolunch.info/author/katarinageorge/>

Beatrice Hale
Manulife Securities Incorporated
Manulife Securities Insurance Inc.
<http://www.letsdolunch.info/author/beatricehale/>

Is Your Organization Using QR Codes Yet?

They're popping up everywhere - on websites, wine bottles and business cards. Little bitmapped boxes that look like a snow-flurry of pixels, anchored by a tiny square in three corners? Have you seen them? They're called QR codes and they're taking the world by storm.

What are QR codes?

QR (Quick Response) codes contain encoded data, just like traditional bar codes. Because the data is encode twodimensionally in a pixelated square, the storage capacity in exponentially higher. They're usually black and white, but QR codes can be coloured as well, sometimes with recognizable branding imbedded in the pixels. The technology originated in Japan in 1994 as a means of tracking automotive parts. QR codes quickly built a solid following in Japan, and exploded into Australia and Europe, especially the UK. Experts predict that the next big market surge will engulf North America.

How do you decode QR codes?

There's an app for that. It's as easy as snapping a photo with your smartphone. Just download the free app. When you scan a QR code with your smartphone, get ready for a treat. You may receive a link to a website, a text message, a number to call, a vCard, an audio or video file, or an email. You're free to view, respond or store the data for future use. Just imagine the potential.

What are QR codes used for?

These scannable codes are fast, free, faxable - and fun, with all the excitement of opening up a package to see what's inside. See a QR code on a movie poster? Scan it to watch a trailer. On a pair of jeans in a shop window after hours? Find out the price, the brand - even when the store reopens. Spot one on a restaurant ad? Check out the menu, the hours and even a map to the location. Notice one on a For Sale sign? Download a sell sheet, watch a house tour and pick up the agent's business card. It's all possible with QR codes.

The applications are endless. This enhanced ability to store and convey data provides an intriguing opportunity for businesses to capture, entertain, and engage their clientele. Or solve their problems and improve their customer service experience. And many are rising to the occasion. Imagine temporary tattoos for admission to a concert, club or other ticketed or invitation-only event. A sneak peek into soon-to-be-released CD, DVD or computer game. The ability to order by app rather than waiting in line for your Starbucks coffee. An airline boarding pass.

QR codes create an extension of print materials into more interactive channels. Advertising leaps off the printed page and into multimedia and mobile marketing. And QR codes reward the customer for paying attention. For example, in a recent advertising campaign, Calvin Klein plastered QR codes across billboards to convey passersby to a provocative jeans commercial too sexy for the mainstream.

Want to get your message across? Consider this emerging trend. QR Code technology dovetails perfectly with social media. For example, QR codes can invite people to "Like" a page on Facebook, or view a YouTube video or subscribe to a Twitter feed or blog. For that reason, it is especially effective when appealing to the young, web- and social-media-savvy 25-35 demographic. In no time, however, this new technology will become as universal as its forefather, the humble barcode.



Want some help integrating QR codes into your marketing campaign? Scan the QR code above with your smartphone for a special offer and/or contact: www.awebthatworks.com.



March Break Camp at Heartland Equestrian

March 14 - March 18 (Monday to Friday), 2011
9 AM to 3 PM Mon. to Thurs. and 9 AM to Noon
on Friday. Friday we have a horse show for all
parents, grandparents, aunts and uncles so
they can see how much the children have
learned. The kids prepare for it all week and it
is really exciting!!

Space is very limited, reserve today!

Join our fun, safe and educational **HeartlandEquestrian.ca** March
Break Camp. Horse lovers from ages 5 and up are welcome to join in
the fun. Learn about horses, horsemanship, interact with our equine
friends, and enjoy using our indoor and out door facilities.



Whether a beginner or experienced rider,
you'll have a great experience at our camp.
Send us an email with your child's name and
age and tell us whether your child is a begin-
ner or has any previous riding experience.

Call 905 655 8968 or email:
debbie@heartlandequestrian.ca

Special Valentine's Day Offer

Order One Dozen Roses
By Feb 4th
get a Dozen FREE ROSES
In July

Call in your order today!

905-655-4424
1-877-992-9947

We Deliver

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Let's Do Lunch

member Lorne Soehner, Soehner
Displays and Exhibits Inc. voted #1
in the category 'Display Equipment'
Durham
Business Times - Reader's Choice
Awards for the 4th year in a row!

Congratulations Lorne!

**SOEHNER DISPLAYS
AND EXHIBITS INC.**



Let's Do Lunch members Marilyn & John Garry, Once
Upon A Child Whitby are teaming up with The Big
Brothers Big Sisters to help raise some extra funds
towards Share A Little Magic!

Visit the store in the month of February and make a
\$2.00 donation for a chance to win some great prizes.
We look forward to updating you with all the final results!
Thanks Marilyn & John!



Reminder:

Send Your **Member News** or Events before the 15th of Each month to have
advertised in the following month's newsletter.

Email: anne@letsdolunch.info

Thank you to our Valued Sponsors!

