

After Hours

Rogers unveils new business show

David Wojcik knows business success is a step-by-step process.

Maybe that's why he named his business coaching and workshops company, Steps to Success.

It's the same thing with popular TV programs.

You have to take it one step at a time.

That's exactly what the host/producer of Rogers Television's newest show, In Business, is doing.

In Business is an "infotainment" program, says Wojcik, meaning: it will be chock full of features that should interest the business community all over the Region of Peel.

It will be different than all those talking head panel shows that currently glut the business TV airwaves, promises Wojcik.

"We want to be informative, entertaining and fast paced."

To that end, the hour-long show will be divided into a half-hour of features on what's new in technology, how businesses and business leaders got started in industry (including interviews with local business successes), plus reviews of the latest business books.

The second half of the program will be a live in-studio call-in, which also answers viewers' email.

Wojcik got the idea for the show after attending a Mississauga Board of Trade networking event, and took it to Rogers, where he joined with Patrick Corbett, the sponsorship co-ordinator, to make it happen.

Together, they lined up an impressive list of sponsors (BDC, Pallett Valo LLP, and Fleet Street Financial, to name three), and began planning for this month's first program.

The challenges of beginning a new program are many, but Wojcik is confident the show will become popular with the business community.

There will be some growing pains, says Wojcik, but the fact the show is partly live means the producers can respond to the latest business issues.

It's also timely with both the Canadian and U.S. populations heading to the polls both this month and next.



David Wojcik, host and producer of In Business, the new hour-long show on Rogers Television, is joined by show sponsors Raymond Mikkola of Pallett Valo LLP, and Marybeth Edge of BDC. Photo by Stephen Uhraney

The recent collapse of investment banks on Wall Street has increased the interest of the general public in economic matters.

It's the driving force behind both the election here and in the U.S.

Each month, In Business will have a special theme, including October, which focuses on Small Business Month.



HOTEL & CONFERENCE CENTRE BRAMPTON

BOOKING A MEETING OR CORPORATE EVENT?

PACKAGES FROM \$64.95/PP INCLUDES:

- Meeting Room Rental
- Breakfast, Lunch & Coffee Breaks
- Applicable Taxes and Gratuities

Let us make your next meeting or event a success! With 5,000 square feet of exquisite conference space, accommodating 10-500 people (room divides into 3 sections), and a complete in-house audio-visual system, offering the latest innovative technology, this is the perfect location to host your meeting or event.

With delicious international and ethnic cuisine, prepared by our Executive Chef, and a Catering & Special Events Team to customize and expertly manage your event, you will have extraordinary service and results.

IT'S THE MARRIOTT WAY™

For more information, please call 905-455-9000 or 905-366-5275 or email: sales-catering@courtyardmarriottbrampton.com

"Your Home Away From Home"



Comprehensive Meeting Packages From \$32.99 Per Person



Monte Carlo Inn Airport Suites

7035 Edwards Blvd.
(1Blk East Of Hwy 10 & Derry Rd.)
Tel: 905-564-8500
Toll Free 1-800-363-6400

Monte Carlo Inns



Luxurious Theme Suites



Delectable Cuisine

- Complimentary Breakfast With Morning Paper
- Free Wired and Wireless Highspeed Internet
- Executive Style Suites With Desk & Ergonomic Chair
- Customer Loyalty Program
- Airport Shuttle Service
- Fully Licenced Restaurant Bar & Grill
- Well Appointed Business Class Rooms From \$79.90
- Luxurious Jacuzzi Suites From \$119.90

Other Great Locations

Brampton Suites • **Vaughan Suites** • **Toronto Markham**
905-453-5200 1-866-664-9500 1-866-513-8100

Oakville Suites • **Toronto West**
1-877-849-9500 905-273-9500

Barrie Suites
(Hwy 400 & Dunlop St.) Coming Soon



www.montecarloinns.com
Central Reservations CAN / US 1-800-363-6400