



7 **TOURISM:** A new concept sports memorabilia bar and grill has opened in LaSalle.



7 **RELOCATION:** An area wood trim manufacturer breaks ground on a new site near Leamington.



9 **HE SAID/SHE SAID:** The news and views of area executives on business issues of the day.

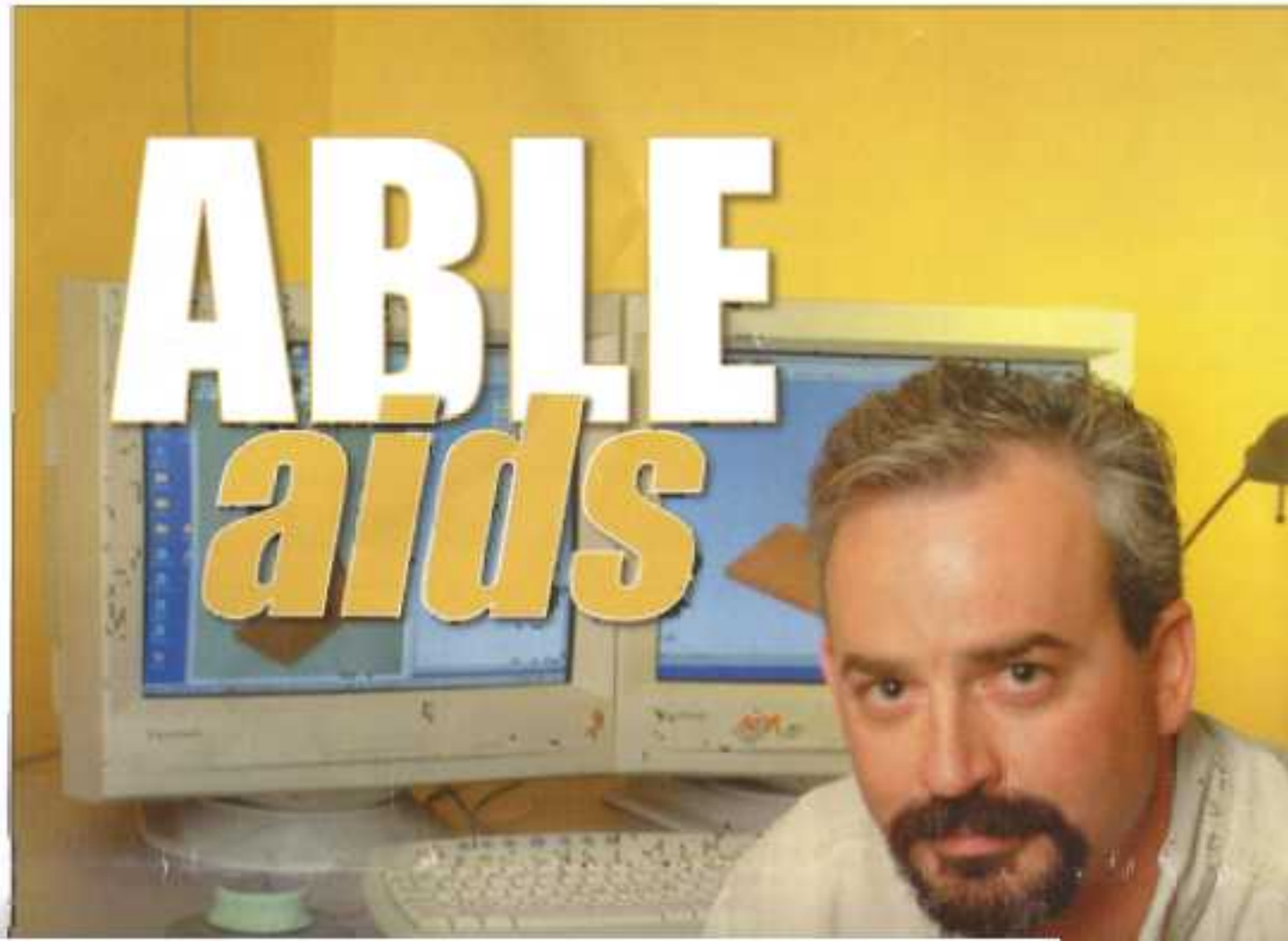


16 **CORPORATISM:** Dale Dauten says mediocrity is a natural state of organization.

Windsor Business

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WINDSOR'S FOREMOST BUSINESS NEWS PUBLICATION



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COVER STORY



David Radlin, president of Synexus Design Group Inc., volunteers with the Tetra Society of North America in designing devices to aid people with disabilities.

BY CATHERINE A. COCCHIO

Measuring success by the number of satisfied clients rather than by monetary return, the local chapter of the **Tetra Society of North America** considers its Windsor chapter a great investment despite a growing shortage of volunteers.

"Right now we're desperately in need of new recruits. There were five volunteers when I started working for Tetra about two-and-a-half years ago. Now we're down to only one," said Sharon Lumsden, Tetra Windsor spokesperson.

A registered non-profit organization founded 23 years ago by Vancouver quadriplegic Sam Sullivan, Tetra matches clients with significant disabilities to technically skilled professionals. They in turn attempt to improve quality of life by making, modifying or designing assis-

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Engineers and technicians needed to work with special needs devices

CONTINUED FROM PAGE 1

tive devices not otherwise available to the client.

"Tetra's goal is not to compete with what is for sale commercially, but to bridge the gap, one on one. Ideally, we would like to encourage engineering students to do term projects producing devices for Tetra clients. Any therapists or OT's would be great to have as volunteers, because they understand the disabilities," said Eric Molendyk, programs manager of the Canadian Tetra Society.

Hamilton's Tetra chapter worked with **McMaster University** engineering students to propose designs for assistive devices for clients who needed help using digital cameras, activating controls for a windshield wiper in a vehicle, opening a mailbox in an apartment building, and fishing.

"Students eagerly embraced

these projects and developed a number of ideas and prototypes that clients of the Tetra Society of North America have put to use," said Robert Fleisig, course lecturer at McMaster University.

Locally, the **University of Windsor** human kinetics faculty has a notice board posting opportunities for student volunteers. "Keen students are aware of the value of volunteer work, and I'd be happy to try to encourage students in the fall," said Dr. Marliese Kimmerle, a professor of human kinetics.

"What I would value are other people to collaborate with," said David Radlin, president of **Synexus Design Group Inc.** and a Tetra Windsor volunteer. As a Tetra volunteer, Radlin designed a leather holster attachment for a wheelchair to hold an automatic apartment door opener, customized tools to help a woman apply make up, and crafted a fixture to help the cus-

tomian in Brian Masse's constituency office tie garbage bags.

"Because of this simple little thing, she was able to keep her job as a custodian and contribute," he said.

"I used to work for the **Association for Persons with Physical Disabilities** doing accommodations on the worksite. Sometimes the simplest modifications or creation of devices lead to improved efficiency from the worker, and less potential accidents, and gives more empowerment to do their job independently," said Brian Masse, Windsor West MP.

"There's a lengthy list of people who need assistance. Volunteers don't need to be able to provide a full package of making a product from start to finish. A lot of the projects are just little gizmos. Tetra isn't looking for money, just time. Time is a valuable commodity," said Radlin. **WB**



Local retailers waiting for NFL license rights

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long-standing business relationships, many local merchants will be taking their cue from the city's host committee, headed by Mayor Eddie Francis.

Its board of directors include Jack Jorgensen of **Advance Business Systems**, John Omstead of **Family Tradition Foods**, Paul Twigg of **Lazare's Furs**, Linda Smith of the **Chamber of Commerce** and Rob McCarthy of **Labatt Breweries of Canada**. The committee's event/operators action team includes Larry Horwitz of the **Downtown Windsor BIA** and local promoter Ken Brandes.

Judith Veresuk, the BIA's executive director, said there is already a commitment to have official banners on downtown light poles. "I know for a fact the NFL Super Bowl Committee has come out and assessed all of our light poles," she said. "That was

one of the things we would be getting for that investment." Hotel room blocks have been set aside and several city facilities like the Cleary International Centre have been reserved.

There will be a summit of Windsor-area officials likely in early June to discuss how the city will proceed with business tie-ins. Veresuk said while there has been interest shown by downtown retailers, they are awaiting the host committee for direction, the thinking being "whatever we do would be a lot more effective if we would be all coordinated."

She added a key answer retailers want is how to sell official products. "We need to figure out how to get those licensed items over here."

She anticipates local restaurants and bars will be on side with special promotions leading up to the big game on February 5, "offering specials, perhaps." **WB**