

Everybody's talking

Strong economy sparks interest

BY CYNTHIA MACKENZIE
Guest Column

With over three hundred lakes and a quality of life that is second to none; a growing and vibrant economy that forecasters predict will continue to prosper for the foreseeable future; a community that is continuing to diversify from its former dependency on the mineral industry to one that has developed a worldwide reputation as a leader in health, mining supplies and services, and technology, and that is evolving to become a centre of innovation and applied research in several fields; as the capital of Northern Ontario, Greater Sudbury is a city that everyone is talking about.

And we're not resting on our laurels. Greater Sudbury has exciting plans afoot that will bear fruit in the months and years of come. For example, our city council has commissioned citizens' panels to research and undertake feasibility studies for the creation of a performing arts centre and the genesis of an arts and entertainment district in downtown Sudbury and as well as the development of a multi-use recreational complex. Within the next few months, council will be determining the future of both of these projects.

Another group of dedicated volunteers are pursuing the potential creation of a school of architecture in Sudbury. If it were to occur, this would be the first school of architecture to open in Canada in 30 years and would serve to attract an inflow of creative thinkers and ideas into our community. It is suggested the inaugural class could begin their studies as early as September 2009.

Other major initiatives continue to impact the community in very positive ways. The opening of the Northern Ontario School of Medicine and the development of the Centre for Excellence in Mining Innovation and the Vale Inco Living with Lakes Centre at Laurentian University, a new Institute of Applied Trades and Technology located on campus at College Boreal, the expansion of NORCAT and the development of a sustainable energy centre at Cambrian College, and the development of a health cluster panel to research and pursue opportunities related to pharmacology and genetics, to name only a few.

The Greater Sudbury Chamber of Commerce is at the forefront of many of these and other projects that impact our community as we are the recognized voice of business for the Sudbury area. We are much sought after to lend our expertise on a variety of community committees including the mayor's task forces on Municipal Mining Revenues, the Performing Arts Centre, and the Healthy Communities Advisory Panel, the Sudbury and Manitoulin Workforce Partnerships Board, the Greater Sudbury Development Corp., the Roundtable on Physician Recruitment and Retention, and the Employment Insurance Board of Referees to name a handful.

The chamber is a committed advocate on behalf of its members' interests and in recent months has lobbied for the establishment of a passport issuing office in Greater Sudbury, the creation of a customs facility to serve the Sudbury Airport, the extension of the flow through shares for a further three years to benefit the mining and prospecting industries, drawing attention to workforce shortages and providing international students the opportunity to work for in Canada for two years following graduation regardless of the school attended, and pursuing a poverty reduction strategy

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for Greater Sudbury. Our dedicated volunteers are the lifeblood of our organization and are steadfast in building a community that supports free enterprise and values an enhanced quality of life.

Greater Sudbury has much to be proud of in its 125 year history and we can be assured that as we continue to grow and prosper our economic future will continue to shine brightly.

■ Cynthia MacKenzie is chair of the Greater Sudbury Chamber of Commerce.



THE SUDBURY STAR

The Real Canadian Superstore is one of the many new stores that have opened in Greater Sudbury over the past few years. It's part of the reason why people are talking about Greater Sudbury, chamber president Cynthia MacKenzie says.



Working as a Team
On your well being!

In October 2007, Christopher Binks and Angele Carriere opened Advantage Physiotherapy and Sports Injury Clinic.

Their mission was to provide the best orthopedic physiotherapy in the city thanks to a diverse group of treatment options and a focus on individualized manual therapy.

Binks, a graduate of both Laurentian University and the University of Western Ontario, and Carriere, born and raised in Sudbury and a graduate of the University of Ottawa, decided that after many years of practicing outpatient orthopedics, they were going out on their own.

In 2007, their dream became a reality and Advantage Physiotherapy and Sports Injury Clinic opened for business.

Believing the focus of treatment should be finding the root of the problem, not just treating the symptoms, success is managed through a four-part system that Carriere and Binks have adopted.

Through manual therapy, exercise, electric modalities such as low-intensity lasers, as well as acupuncture, Advantage Physiotherapy is able to treat injuries ranging from chronic pain and acute sports injuries.

Advantage Physiotherapy has, and continues to provide, onsite physiotherapy services for community sporting events and programs, including all of the Cambrian College's varsity games and tournaments.

"I am very excited to help our community alleviate their pain and achieve a higher level of function and mobility," Carriere says.

The physiotherapists spend as much time with each patient as possible, to the point they limit their intake of patients to

ensure proper care.

In addition to Carriere and Binks, Advantage Physiotherapy is also home to Chrystal Prosperi, who attained her Masters in Physical Therapy from the University of Toronto.

Lisa Chartrand, a Certified Kinesiologist, completes the clinical team, ensuring a diverse approach to patient-focused care.

Thanks to their growing team of professionals, Advantage Physiotherapy has been able to extend their hours and they are now offering evening appointments. The clinic is open between 7:30 am to 7:30 pm, with treatment times available on Saturdays.

The clinical team works together to provide a wide variety of services and they use the most up-to-date treatments to ensure their clients are performing to their best ability.

"We work hard to ensure treatment plans and assessments are modern, accurate and client specific," Binks says.

The most common ailments treated at the clinic include spinal injuries, sports-related injuries, shoulder injuries and trauma as a result of motor vehicle accidents.

In addition, the team at Advantage Physiotherapy have stepped out of the typical orthopedic patient profile to offer treatment options for pre/post-natal dysfunction, TMJ associated disorders, headaches and dizziness.

Other services include performing functional capacity evaluations, fitting for custom orthotics, ergonomic assessments, gait and running analysis and community lectures.

When you make an appointment with Advantage

Physiotherapy and Sports Injury Clinic, you can expect to undergo a detailed analysis, beginning with a broad assessment and several scans. You'll have your posture checked, as well as your neural structures, your spine and neighbouring joints. The clinical team will then customize a treatment plan specifically for you, to get you back on track as soon as possible.

Physiotherapy services are covered by virtually all extended benefit packages.

The caring and qualified staff at Advantage Physiotherapy and Sports Injury Clinic believe a treatment regime is dependent upon a balance between early intervention, the skill of the clinician, an accurate diagnosis, a variety of treatment techniques and a positive environment.

Advantage Physiotherapy is located at 6-428 Westmount Avenue. You can make an appointment by calling 566-7200.

Our Clinical Team works together to provide:

- Individualized Manual Therapy (Assessment and Treatment)
- One to One "Hands on Care"
- Acupuncture (Certification through the Acupuncture Foundation of Canada Institute)
- Functional Capacity Evaluations
- Post-Employment screening/Testing (Certified Kinesiologist)
- Biomechanical Assessment of Gait, Running and Functional Movement
- Ergonomic Assessments (Certified Kinesiologist)
- Therapeutic Products (Custom Orthotics, TENS Units, Pillows and Braces)
- Sports Therapy
- In-services and Seminars
- Onsite training for all sports
- Active Release Therapy
- Assessment and Treatment of Motor Vehicle Accident related injuries
- Assessment and Treatment of Temporomandibular Dysfunctions



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Our Mission...Your Wellness
www.missionwellness.ca

Low Intensity Laser Therapy by MissionWellness offered in the Clinic.

Low Intensity Laser Therapy

"LILT is one of the most underutilized pain management options available today. Once incorporated by our patients, it is typically one of the most appreciated treatments based on its tolerability and cumulative efficacy. The BioFlex system presents a comprehensive, easy to incorporate approach to introducing low intensity laser therapeutics to patients with pain."

Robert Bonakdar, M.D.
Director of Integrative Pain Management, Scripps Center for Integrative Medicine
La Jolla, CA

428 Westmount Ave.
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Bilingual Services Available

Clinic Hours:
Mon-Wed-Fri 7:30-5:00
Tues-Thurs 7:30-7:30
Saturdays 8:00-12:00