



BRYAN FOLSOM

aspMEDIA a show stopper

By Matthew Sittler

There's no need to keep your business a secret any longer.

Thanks to an enterprising company that's looking to branch out further in Muskoka, small and medium-sized business needs are being transformed through a variety of cutting edge tools that broadcast your message to the world.

aspMEDIA more than meets the cost-effective demand for marketing

solutions that are proven to surpass traditional avenues of marketing support.

What began with simple, effective design work for trade show use five years ago, has grown into a multi-discipline service bureau for asp-MEDIA owners Bryan Folsom and his wife Jeanette.

From print design to eye popping multi-media presentations, the duo
See aspMEDIA - p3.

Dura's future uncertain

Bracebridge named third most costly plant to operate

By Dale Peacock

Dura Automotive's Bracebridge plant's employment woes continue.

A recent *Globe and Mail* story reported that CAW officials fear more Dura plants will close fol-

lowing the company's announcement of the Brantford facility closing in June of 2007.

The concern is based on the company's list of those facilities which are the most expensive to operate. The Brantford plant, which employs approximately 120 people manufactures gearshifts and other assemblies.

It was number one on the list with the Bracebridge operation.
See DURA - p. 2

Special 12 page section on Weismiller's 100th

Benjamin Moore
The Colour Experts

Wilson's THE PAINT STORE

789-8551

90 Howland Drive
HUNTSVILLE

"Across from Wal-Mart"



Popular fitness club changes ownership

Dorothy Slocum sells to enthused newcomer, Andre Bourque.

See p. 3

Business professional women mark 60 years of service

see p. 14

macs@work

Helping people who choose Macintosh
@ work @ home @ school @ play



(705) 789-6600
jamie@macs-at-work.com

Authorized Reseller

NORTH COUNTRY BUSINESS

June 2006

Muskoka's Business Newspaper Since 1997



NO HANDS: Maurice Rosemeyer shows how relaxing operating a boat can be using his invention, the Body Use Motion steering kit. North Country Business first reported Rosemeyer's invention in 2004. He is now set to manufacture the product.

Inventor to produce BUM Steer

Hands-free steering kit to sell for \$250

By Dale Peacock

Maurice Rosemeyer has all of the requisite traits of an inventor.

He's curious, he looks at the world a little differently than most of us, he's hard working and he's capital 'T' tenacious.

This Baysville innovator has patented a hands-free steering kit for small craft, with the whimsical name of the BUM Steer.

The unit works on small boats fitted with a transom mounted electric or gas motor up to 7 h.p. Body Use Motion (BUM) steering utilizes the human posterior to steer the boat in the desired direction by rotating the seat.

The BUM Steer is a clever concept that is very focussed on safety. Rosemeyer is a retired flight test engineer who has been refining his product for a period of four years. Many of the safety features are a reflection of that aeronautical background, and include such things as dual stops on the seat swivel.

Asked how much he has invested in his product, Rosemeyer smiles and skirts the issue. He does allow that the patent process alone cost \$15,000 so far and will require further funds based on the improvements he's made since the original patent was filed.

The idea, which is simple in the manner of all good ideas, came to Rosemeyer as a result of personal experience.

Twisting around to steer a small fishing boat, he winced at the dis-

See MADE - p. 2.

Darryl McCullough REALTOR BROKER

ROYAL LEPAGE

Lakes of Muskoka, Brokerage

Muskoka Scene.com

SERVICES AVAILABLE - SINCE 1972

Exclusive & MLS Listings	Exchange
Workouts	Due Diligence
Build-To-Suit	Buyer Brokerage
Asset Management	Leasing
Arbitration	Creative Formulas
Value Enhancement	Highest & Best Use

Office: (705) 645-5257 ext. 402
darryl.mccullough@sympatico.ca