

# 2008 ANNUAL SPRING HOPE FOOD DRIVE

*Thank You to Our Sponsors and Volunteers!*



BE PART OF SOMETHING BIG!

## 2008 ANNUAL SPRING HOPE



ON TUESDAY, April 8th, 2008  
6:30 to 9:00 P.M.

**Volunteers will be canvassing for food donations  
which will be given to the local food bank.**

**Please help those in need by generously donating canned  
goods, non-perishable items and packaged foods when the  
volunteers canvass your home.**



**TOGETHER WE CAN MAKE A DIFFERENCE!**

**Spring HOPE Food Drive 2008 -  
Guinness Book of World  
Records - over 262,000 lbs of  
food collected !!**

Hi Henry:

I can't tell you how much I appreciate your offer to help us pick up food on the 9th of April. We have so many buildings participating that it's already turning into an absolutely daunting task.

GORDON HOY  
Director of Operations  
Daily Bread Food Bank

I wanted to thank all of your companies, volunteer drivers and helpers for your hard work and support to collect food from over 700 apartment complexes across the GTA over the past 24-hours. It was certainly a tremendous effort by all participants and was amazing to see the teamwork and dedication to help fight hunger and make a difference.

POSTER: Printed by Bench Strength Mail Associates past 5 years  
Specifications: Size: 17" x 11" Quantity: 22,000 Colour: 4/0 100lb. A.Q coated glossy

***For the past 5 years Bench Strength Mail Associates is proud to be  
volunteer and sponsor for the Spring Hope Food Drive.  
Henry TSE, President***

## DEPLOYMENT HISTORY

### HENRY TSE, Advertising & Marketing Consultant

(905)886-4674

#### BUSINESS BACKGROUND

Over fifteen years of sales and training experience as a consultant to the small business community. Over ten years in business operations and management experience.

#### MAJOR CLIENTS (Past – Present)

Canada Post Corporation, Ontario Business Promotion Association, Business Development Centre, George Brown College, North York Library, Ontario Hydro, Markham Self [Help Centre](#), [Scarborough Self Help Centre](#), [Canadian Small Business Institute](#)

#### SKILLS & QUALIFICATIONS

- Excellent communication and interpersonal skills
- Extensive experience in dealing with major national and local corporate and government clients
- Excellent analytical, logistics and problem solving skills
- Convincing presentation skills and ability to persuade people through to action
- Good team leader and motivator

#### AREAS OF KNOWLEDGE/EXPERTISE

- Business management and operations
- Business start-ups
- Marketing & sales management
- [Import/export trade consulting](#)
- Strategic business planning & market analysis
- Using the Internet and other current technologies to promote marketing efforts
- Public relations and industry liaison
- Marketing research & analysis
- Strategic business forecasting and development, financial analysis and planning
- Contract negotiations
- Human resources management, motivation & training

#### SELECTED ACCOMPLISHMENTS

- Top Admail Sales Associate in 1999; deposited 12,037,430 pcs. of Unaddressed Admail Generating \$846,544.
- Top Admail Sales Associate in 1999/2000,2001
- Last business seminar in Calgary & Edmonton was attended by more than 1,600
- Personally placed over \$2,500,000 sales for a major client
- Helped a client generate over \$500,000 extra sales from existing clients
- Manufacturer's Agent: market a new product that generated \$1,000,000 sales in its first year, personally producing more than \$100,000 of those sales
- Exhibited in more than 100 business trade shows since 1983, across North America
- Generated over \$100,000 sales in Internet training and web page advertising

### HENRY TSE, Consultant/Trainer

(905)886-4674

#### EDUCATION

1987 ONTARIO SECURITIES COMMISSION

Mutual Funds Course

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Mutual Funds Course

1983 SENECA COLLEGE OF APPLIED ARTS & TECHNOLOGY  
Licensing Agents Course (Ontario Real Estate Association)

1979 - 1982 CENTENNIAL COLLEGE OF APPLIED ARTS & TECHNOLOGY  
Business Administration

#### PROFESSIONAL DEVELOPMENT

Blueprint for Success in Your Own Business

Invest for Success

Success in Mail Order

Success in Real Estate

Financial Planning

Import/Export

Assertiveness & Sales Training

Sales Training

Personal Development

Body Language

#### DEPLOYMENT HISTORY

BENCH-STRENGTH MAIL ASSOCIATES

March 2001 - Present

CANADA POST CORPORATION

July 1997 – February 2001

Admail Marketing Specialist

CANADIAN SMALL BUSINESS INSTITUTE

Nov 1983 – May 1997

Trainer/Consultant

GUTHY-RENKER INTERNET

Mar 1996 - Dec 1996

Canadian Marketing Co-ordinator

UNIGLOBE TRAVEL (Eastern Canada)

Sept 1994 - Nov 1995

Franchise Licensing Advisor

CHARLES J. GIVENS ORGANIZATION OF CANADA INC.

Oct 1991 - Aug 1994

Manager of Logistics and Scheduling

Supervisor of Seminar Managers and Sales Co-ordinators

MICROMEDIA LIMITED

Apr 1990 - Oct 1991

Information Officer

Project Leader

#### SCOPE OF RESPONSIBILITIES

Sales Management, Operations & Administration

- Organised and managed a sales organisation in all market segments, with concentration in financial, real estate and small business seminars

HENRY TSE, Consultant/Trainer

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#### SCOPE OF RESPONSIBILITIES cont'd.

- Formulated objectives, business plan and programs that resulted in the optimisation of the existing customer base and the penetration of new market opportunities
- Effected sales growth of up to 500% for clients
- Helped research and develop market strategies to open markets for new products and to

- Directed sales growth of up to 500% for clients
- Helped research and develop market strategies to open markets for new products and to investigate product feasibility
- Assessed and reviewed business plans for start-up and existing businesses, including reviews of marketing, finance and operations

#### Marketing & Corporate Communications

- Developed marketing plans and advertising strategies that derived from market analysis and were specifically targeted at market segments
- Supervised the editorial development, design and production of corporate publications
- Compiled and analysed market intelligence, research data and internal performance indicators for presentation to clients, business development committees and management boards.

#### Human Resources Management

- Directed staff of sales, service and administrative employees
- Supervised all levels of management, sales and administrative staff, inclusive of hiring and termination, training and motivation
- Effectively delegated responsibilities, upgraded employee calibre through training and development to ensure growth of their knowledge and performance
- Promote and maintain team spirit within the company as well as ensuring a high level of staff morale

#### PAST PROFESSIONAL AFFILIATIONS

##### Vaughan Chamber of Commerce

- The Board of Trade of Metropolitan Toronto
- The Markham Board of Trade
- The Ontario Business Promotion Association
- Toronto Mandarin Lions Club

#### REFERENCES

Upon Request – see attached