



ElginCounty
Progressive by Nature

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Tourism Profile
This Holiday Season—Shop Elgin



THIS HOLIDAY SEASON #SHOPELGIN

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This Holiday Season avoid long lines and crowded parking lots by doing your shopping in the idyllic towns and villages of Elgin County. Shopping locally will save you time and give you the opportunity to purchase original, hand-crafted products while supporting small business.

The main streets of Elgin County's towns and villages are the perfect places to pick up gifts that are truly one-of-a-kind and are sure to please everyone on your list.

Explore quaint boutiques for trendy clothing and jewellery pieces, select fine local wines, pick up handcrafted home décor pieces, fresh flowers, natural skin

care products, hand-made pottery, homemade fudge, sweet local honey, artisan candles and more!

Deck the halls with a ceramic art sculpture or stained glass window or choose an expertly framed piece of art from one of Elgin's many galleries and studios.

A culinary gift is a perfect choice for that hard to buy for person. Help the chef in your life spice up their cooking with locally grown herbs or delicious jams, jellies and salad dressings.

For those that prefer to be catered to, try a gift certificate to one of Elgin's quality restaurants or bakeries that offer everything from delightfully sweet treats

to hearty country fare to fine dining opportunities – all using local ingredients.

A round of golf at one of Elgin's many courses or tickets to a live theatre performance are always appreciated gifts.

While you are out and about snap a photo of yourself at a local holiday open house, a photo of a product purchased at an Elgin County retailer, or a photo at a holiday event in the County and post it on Instagram with the hashtag #ShopElgin. Each week we'll randomly select an entry to win a gift certificate to a local business.

Shop Elgin this holiday season and wow everyone on your list. Find great gift ideas at www.elgintourist.com/shopping.

Business Profile

Butter Me Up Soap Company—Natural Charm



Everything about the Butter Me Up Soap Company in downtown Aylmer is charming. The shelves of this bright and airy country-style boutique are lined with colourful creations and the sweet scents of natural bath and beauty products waft through the air. The store is the perfect place to pick up a few

items for an indulgent home spa day or a gift for a friend or family member.

The shop sells a multitude of colourful bar soaps, hand and body lotions, body washes, natural makeups, bath bombs, baby products, men's products, shampoo bars, leave in conditioners, and aluminum free deodorants. These products come in a series of decadent scents that smell good enough to eat including French Vanilla Lavender, Lemongrass, Lemon and Lime, Pumpkin Latte, and Cranberry Apple to name just a few.

It is Owner/Operator Betty Teichroeb's philosophy that the earth provides more than enough ingredients to give us beautiful and healthy skin, without adding harsh and unnatural chemicals. She is committed to producing handmade luxury products





enticing scents with nourishing natural ingredients led her to start a business out of her home. Her clientele quickly grew making it necessary for her to find more space to make and sell her products.

Two years ago, Betty settled on her current location on Talbot Street in Aylmer. She is very connected to the Aylmer community and along with considerable help from her granddaughter, she works diligently to provide a product that makes her loyal customers happy. Betty is so dedicated to giving back to her community that each December she donates 10% of the proceeds from the store's sales to a different local elementary school.

For a preview of Butter Me Up Soap Company's products or to purchase products online visit www.buttermeupsoapcompany.com.

with only the finest natural ingredients. All bath and beauty products at Butter Me Up Soap Company are free of toxins, parabens, sulfates, chemicals, and artificial preservatives and are scented only with quality essential oils. Additionally, Betty's products use as little packaging as possible and are designed to be environmentally conscious.

After spending most of her career working in the restaurant industry, Betty decided she wanted to change directions. It was initially her daughter's interest in natural products that inspired her to try her hand at creating her own. The project began as a hobby but Betty's talent for creatively combining



Tourism Event 2018 London Wine & Food Show

Elgin County will be at the [London Wine & Food Show](#) in January alongside the Southwest Ontario Tourism Corporation. Elgin will be promoting the area's best restaurants and wineries at the event that runs from January 18—20, 2018 at the Metroland Media Agriplex in London.





In January 2018 Phil Mauer & Associates will celebrate 25 years in business. The company designs, prototypes, manufactures and sells returnable steel containers and racking for the automotive industry.

Owner Phil Mauer started the business in 1993 after the company he was working for in a similar industry closed. He used his expertise in mechanical engineering and business management to build an organization that now employs 134 people at two different locations. Most of the company's manufacturing is done out of a facility in Eden, a location that's proximity to the 401 corridor makes it easy to load trucks and ship the finished product into the North American market. A second location in Ingersoll does mainly repairs and retrofits of existing containers.

Phil Mauer & Associates works closely with clients in the automotive industry who are working towards vehicle launches. The design team works within a client's parameters to determine how the most automotive pieces can be fit into each container while still working ergonomically so that parts can

be easily loaded into containers and shipped to assembly plants. Phil Mauer & Associates guide the client through the design, prototype and manufacturing phases of a project and as a result the company's reputation for excellence has garnered it work with major players in the automotive industry including Ford, General Motors, BMW, Honda, Chrysler, and Toyota.

Phil gives back to the local business community by lending his business and manufacturing expertise to the Executive and Loans Committee of the Elgin Business Resource Centre and is now serving a two-year term as the President of the Elgin Business Resource Centre Board of Directors. After nearly 10 years on the board, he is still passionate about helping up and coming businesses and is pleased that his years working with many different players in the manufacturing industry have allowed him to bring a unique perspective to the table.

For more information about Phil Mauer & Associates and a list of products and services visit <https://www.philmauer.com/>.

Baby Octopi-A Labour of Love



Every baby is special and it was this universal truth that led Lisa Siemens on a journey that would see her start a wildly successful business, Baby Octopi, in just a few months' time.

Lisa has always had a special place in her heart for pregnant and parenting young women and for newborn babies. Her background in child and youth care, her time spent working overseas at an orphanage in the Ukraine, and her work at a pregnancy centre further instilled a passion for protecting those in vulnerable positions.

Lisa is the mother of three young boys herself and after having her children, she wanted a way to help support her family while staying home with her children. She wanted the control and flexibility of being her own boss while still being able to give back to organizations that support babies and young mothers. Lisa, with her graphic designer/photographer husband Eric by her side, began Baby Octopi as a way to spread the message that all children are precious regardless of their circumstances and to provide families with high

quality baby products at an affordable price.

Her first products and her business' name sakes are hand-crocheted baby octopi that she began to make out of her home in St. Thomas and sell to an online market. These toys were designed to act as a comfort to newborn babies by providing them with a tactile reminder of life inside their mothers' wombs. Each tentacle on the octopus is designed to mimic the shape and size of the umbilical cord that surrounds every baby as it grows in utero. Holding onto the octopus and feeling these tentacles helps a baby to feel at ease in a world where so much is new. With the purchase of each octopus Lisa makes a donation to an organization that supports babies locally and internationally.

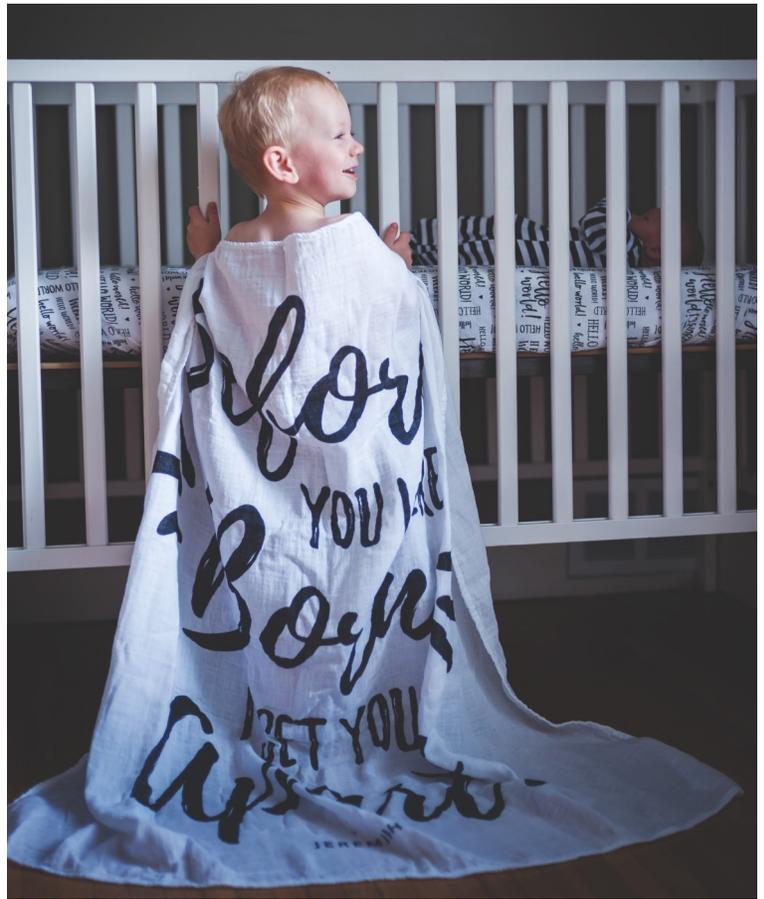
The product was an instant hit with parents and the demand became so high that Lisa was unable to fill the orders herself. It was at this moment that she realized that she had created something truly special and that she could help other young mothers by providing them with the opportunity to earn an income while staying at home with their children. Lisa now employs other stay at home mothers



by providing them with the opportunity to earn an income while staying at home with their children. She employs stay at home mothers across Elgin County who are skilled in sewing and crocheting to help her fill Baby Octopi's orders. These women are able to customize their work schedules to fit with their family lives.

Baby Octopi has expanded its product line to include organic cotton swaddle blankets imprinted with inspirational messages, newborn gowns in a variety of colours and patterns, stretch swaddle blankets, and newborn hats. All of these products use premium quality fabrics and are designed by Eric and Lisa to be modern and beautiful.

Baby Octopi products can be purchased online at <https://babyoctopi.com/> or at Cheeky Monkey in London Ontario.



Tourism Profile Lights On in Port Stanley



Visit 291 Selbourne St. Port Stanley from now until December 31, 2017 to see a dazzling display of Christmas Lights. Each Thursday through Sunday between 6 and 9 p.m. watch this house come alive with holiday cheer. Tune your radio to 99.9 FM to see and listen to the synchronized lights and music. All donations go to the Make A Wish Foundation of Southwestern Ontario and canned goods donations to the local food bank. For regular updates follow Port Stanley Christmas Lights on [Facebook](#).

Community Profile

Robson Storybook Raises \$40,000



Peter and Eleanor Robson's illustrated storybook, *Story Time Bear*, has raised over \$40,000 for the neonatal intensive care unit at the St. Thomas Elgin General Hospital (STEGH).

Eleanor has received requests to print a second edition of the book, a request that Eleanor is willing to entertain with a few slight changes to the content and a new charity to receive the proceeds.

The project began in 1990 when Peter decided to do an illustrated children's book about a bear and the adventures he has while he is dreaming. He created 25 original illustrations for the book and Eleanor and John Peowrie provided the words in the form of original poetry.

It wasn't until last year that the colourful book was finally printed and sold for \$20 a copy with 100 percent of the money raised donated to the hospital.

Eleanor and her stepson Steve were avid promoters of the initiative and enlisted local businesses to sell the books on behalf of the hospital. Books were purchased as gifts for friends and family and also donated to schools and libraries.



E- WASTE RECYCLING

E-Waste Drop-Off Bins

Now available at Belmont, Springfield, Southwold, Dutton and West Lorne branches!

Recycle & Support STEAM Learning

This program is available in partnership with the STEAM Centre & Green E-Recycling. *Proceeds from the recycling will go back to supporting programming at the STEAM Centre & items will be re-purposed when possible.

Items Eligible for Recycling

- Computer Mice
- Radios
- Keyboards
- Monitors
- Televisions
- Microwaves
- Cell phones
- Projectors
- DVD players
- Tablets
- Cameras
- Power cords
- Laptops & tablets*
- Computer Towers*
- Computer components
- Cord and cordless phones
- Gaming consoles and apparatus
- Receivers, modems, Ethernet switches & POEs
- Batteries (rechargeable and non-rechargeable)
- Small household appliances
- Printers, scanners & photocopiers
- APC Battery back-up Supply packs
- Stereos & sound equipment

**Data is cleared using degausser and a certificate is presented to the STEAM Centre to certify data destruction.*

