

OfficeToday

FEBRUARY 2019
Helping Business Succeed in the Digital Age

Welcome to the February issue of the Office Today newsletter, we have some hand picked stories for you that perhaps cater to your inner entrepreneur, how to save money on printer ink and we take a visit down memory lane in our marketing tips posting with Albert Lasker one of the early pioneers in advertising. We are doing a poll on our website ([click here](#)) on the best comfort foods for stress. Enjoy

MANAGEMENT

The Life and Times of a Serial Entrepreneur Naveen Seth

The dreams of coming to Canada and starting a new life is part of this story, thirty years after he arrived in Canada from India barely able to speak English, Naveen Seth traces the roots of his thriving business career to lessons his father taught him when he was a teenager. Seth, CEO and owner of the rapidly growing La Prep chain of bistro-style restaurants, was 15 years old when he began helping his father out after school at the successful textile company he ran in Punjab, India. [Read More](#)

DIGITAL LITERACY

Latest Tips for Microsoft Excel in Office 365

Excel's power comes from its simplicity. At its core, Excel is three things: cells of data laid out in rows and columns, a powerful calculation engine, and a set of tools for working with the data. The result is an incredibly flexible app that hundreds of millions of people use daily in a wide variety of jobs and industries around the world. With the power of AI (artificial intelligence), Excel continues to improve and help you be more efficient and productive. [Read More](#)

OFFICE PRODUCTS SHOWCASE



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OFFICE TECHNOLOGY

Let's help keep electronic waste from growing with the Epson Workforce ST 4000 All in One printer

With all the talk about the digital office, the office printer will not be on the endangered species list anytime soon. If you have ever experienced dealing with a government agency like the court system they are still very much into paper and lots of it. The Epson Workforce ST-4000 is a 4-in-1 (Print Copy/Scan/Fax) office device...[Read More](#)

HOW TO INCREASE YOUR MARKETING ROI

Top Ten Mistakes In Advertising #2 – Plan Your Campaign Timing Carefully

As we saw in article number one, Testing remains front and centre the most important, powerful and effective thing you can do to help your advertising. Regardless of the budget, the message, or the media placement you make. Testing Is Advertising. You need to test and test and keep testing because there is going to be an opportunity for improvement, however modest, in each and every ad. Those cumulative changes can be absolute gold showing you what your customers want and need, and are prepared to put their hand up for. [Read More](#)



OFFICE PRODUCTS SHOWCASE

The Stand-up Office Station



THE HEALTHY OFFICE

The Newfound Power of Employees: The Coming Rebellion

There is a Trojan Horse parked inside your organization, loaded with all of your employees and waiting for the moment to attack. Ignore the Trojan Horse and you'll find yourself in a maelstrom that has the ability and desire to take you down. Every organization is now being confronted with the reality of newly found power among employees. [Read More](#)



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