

# Independent Shorts

- Mass registration for Summer Swim Lessons takes place tomorrow (Saturday, June 18) from 9:00 am until 11:00 am at the Pyramid Centre. Find a schedule online by clicking "Activities and Sports" at [townofstmarys.com/en/recreation-and-culture/Recreation-and-Leisure.aspx](http://townofstmarys.com/en/recreation-and-culture/Recreation-and-Leisure.aspx). For more information, contact Guest Services at 519-284-2160 or [prccsr@town.stmarys.on.ca](mailto:prccsr@town.stmarys.on.ca). For private lessons, call Andrea Slade at 519-284-2340 ex. 623.
- Pickleball is the fastest growing sport in North America. A Pickleball clinic will take place at the Friendship Centre in St. Marys on Monday, June 20. Over 60 seniors are expected to participate, and three sessions will be held, beginning at 10:00 am and running until 4:30 pm. The instructor, Paul Leeder, was recently featured on CTV for his involvement in Pickleball. Leeder has won medals in Canada and the U.S. in both single and double play. For more information, contact Senior Services Program Coordinator Vanessa De Groot at 519-284-2340 ex. 621.
- Registration is now open for volunteers and exhibitors for the 6th Annual Evan's Touch The Truck, which will return to Milt Dunnell Field in St. Marys on Sept. 10, from 10:00 am to 2:00 pm. Those interested in chipping in can also donate to draws and the auction, or sponsor a special activity for the day, such as the "art car," the "little drivers zone," the "kids craft zone," and others. Over the past 5 years the fun-filled annual event has raised over \$40,000 for Childcan, a London-based charity that helps local families battling childhood cancer. For more information, find Evan's Touch the Truck on Facebook.

# Business of the Week

## Go To Geeks



By Dan Rankin

Our Business of the Week is Go To Geeks, your local destination for a wide range of tech services, owned by P.J. Gorton of St. Marys.

Gorton said his love for working with computers began at a young age. "I was just obsessed with computers," he said. "Sometimes I would break the computer and then I would have to fix it before my mom got home."

He started his tech services business "back in high school, without realizing I was starting it."

"It was because family, close friends and other relatives needed help with their computers," he said. "Then their friends needed help, and their friends needed help and, eventually, it turned into a business."

Today, he offers a wide range of tech support for

individuals and businesses. On the individual side, he said his most common calls are for virus removal and other troubleshooting. "I also do a little bit of training, for seniors who need some tips in running their Facebook pages, to help keep them in touch with their relatives and stuff like that," he added.

Probably the biggest job Gorton does for local businesses is web management. The services he offers include website design, web hosting, the creation of a custom domain name and custom email addresses, social media management and search engine optimization. These services are provided on a monthly basis at different price points he compares to different cell phone plans. "The biggest difference in the plans is how much developer time

you get on a monthly basis to update things and change things around," he said. Prices range from the Basic package, for \$25 per month, to the Ultimate, for \$80 per month.

He can also provide remote support for businesses' tech assets, do network support, and help back up data.

Another avenue Gorton has gone down with his tech expertise is offering digital signage designs for businesses. Rather than using paper or poster board to advertise their products and services, digital signage lets restaurants, health spas, and a wide range of other retail stores advertise in store with digital clips and photos on a TV screen. Gorton said Go To Geeks sells Android players needed to run the signage, and they also design and animate "engaging videos" for their clients.

Gorton said that, from his work in digital signage,

"Stonetown TV" also came into being. Patrons of Bob Smibert's Fitness Studio, the Sunset Diner, Glo Hair Salon and the Flooring and Paint Store will recognize the Stonetown TV monitors, which Gorton described as "like a newspaper on a TV." On his network of Stonetown TVs, he shows "interesting videos from around the world and local content from the community," he said.

"We're still looking to put more TVs in more places," he said. "We actually just got another TV, so, we'll be putting it up somewhere soon. We just need to find the right place for it."

To contact Go To Geeks about their many tech services, or inquire about getting digital signage or Stonetown TV in your business, call or text Gorton at 519-301-8174, or email [info@GoToGeeks.ca](mailto:info@GoToGeeks.ca). For more information, go to [GoToGeeks.ca](http://GoToGeeks.ca).

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