



On the cover: the astonishing growth of Trade-Mark Industrial



JUKES FAMILY HAVE BEEN SHOWING THE WAY FOR FOUR GENERATIONS - PAGE 13

JULY/AUGUST 2015

EXCHANGE

SERVING WATERLOO REGION AND SURROUNDING BUSINESSES | VOLUME 32, NUMBER 7

EXCHANGE

PO Box 248, Waterloo ON N2J 4A4
Tel: 519-886-2831
editor@exchangemagazine.com

Publisher
Jon Rohr
jon.rohr@exchangemagazine.com

Editor
Paul Knowles
paul.knowles@exchangemagazine.com

Contributors
**Paul Knowles,
Jon Rohr,
Dave Schnarr,
Doug Dawdy**

Production
EBCLLP Creative

Photography
**Jon Rohr, Paul Knowles, Rob Currie,
Joe Martz, Joseph Bergel, Waterloo Region
Home Builders Association,
Toyota Motor Manufacturing Canada Inc.,
Guelph Municipal Holdings Inc., KPMG,
Jukes Family, JBP Photography,
CFFB**

Sponsorship/Branding
exchange.business@exchangemagazine.com

**READ &
RECYCLE
GIVE THIS
ISSUE TO A
COLLEAGUE**

EXCHANGE magazine is a regional business publication published by Exchange Business Communication Inc., CEO Jon Rohr. Eight issues per year are distributed to each company in Kitchener, Waterloo, Cambridge, Guelph, and area as determined by Canada Post Business Postal Walks. **Subscriptions are available for \$85.43. Send cheque or money order to Exchange, PO Box 248, Waterloo ON N2J 4A4. Attn: Circulation Department.** Back issues are available for \$12.00 per copy. Phone: (519) 886-0298 x 301. ISSN 0824-45 Copyright, 2014. No part of this magazine may be reproduced without written permission from the publisher.

CONTENTS

COVER STORY

**Not Just a “Mom & Pop”
Operation18**

BY PAUL KNOWLES

The Straus family's Trade-Mark Industrial has experienced amazing growth

FEATURE STORY

Making a Difference30

BY PAUL KNOWLES

Women who care... and contribute



THIRD VOISIN GENERATION MAKES THEIR MARK - PAGE 12



100 WATERLOO WOMEN WHO CARE PAGE 30

FAMILY BUSINESS: RE-MAKING HISTORY



Steve, left and Frank Voisin at 8 Queen

It's a project that is absolutely packed full of historic resonance. The building is historic, and a repository of generations of nostalgia. The new owners have a 70-year family history in Waterloo Region. And the entire undertaking is one part of the ongoing, dynamic, historic redevelopment of the cores of Kitchener and Waterloo.

The building? Generations of Kitchener shoppers knew it as Goudies Department Store, located at 8 Queen Street North, the original home of the business before it grew to reach King Street (that addition now houses TheMuseum, which is unaffected by the redevelopment).

The redevelopers? Frank and Steve Voisin, sons of Greg Voisin of Boardwalk and Sunrise Centre fame, and grandsons of veteran KW developer Frank Voisin, who launched his development business 70 years ago.

The brothers – Steve is President of Brick by Brick Developments, and Frank is President of Voisin Capital – began working toward the purchase of the 40,000 square foot building from owner Abraham Mathew, last fall. Mathew, who owns and operates a thriving religious art studio, will continue to operate his business in the high-ceiling basement of 8 Queen. The sale closed June 1.

The Voisin brothers both work with their father, Greg, in many of his projects, and have also collaborated with partners on other endeavors, but Steve says this is the first time the two have been sole partners in a venture.

Frank told Exchange that the building was irresistible. “This is where it's all happening,” he said, referring to the core area of Kitchener. “This is the centre of the universe, right now.” He believes that “this is the end” of the 30-year decline in downtown Kitchener – the very situation that put Goudies out of business.

The building – which the partners say is in amazingly good shape, bottom to top – was constructed in 1925. Relics of that era are still at 8 Queen today – including a large safe, locked tight since Goudies closed in 1988. No one knows what, if anything, is locked inside, and Steve says it will be opened sometime this summer.

The building is full of historic details – beautiful hardwood floors and wooden ceilings, panel-and-glass offices that were the headquarters for Mr. Goudie, as well as perhaps the last operating vintage freight elevator in downtown Kitchener.

History will be honoured – the brothers intend to pay tribute to the Goudie family with historic articles and memorabilia put on display throughout the building – but modern style will also be embraced. The building is currently two-and-a-half storeys. The top floor was two-thirds completed by the Goudies, and a wooden floor extended out toward Queen Street and then covered by a flat roof. The Voisins are going to complete the building with a dramatic, glass structure. The roof of the third storey will then house the largest roof-top patio in the region, says Frank.

The redeveloped building will include office space on the second and third floors, and retail or hospitality opportunities on the first floor, which will include a mezzanine.

“There's going to be more and more demand for retail and commercial space,” says Frank, from the kind of companies that are attracted to restored, historic buildings with the kind of unique details found at the former Goudies.

Frank has lived in Europe, and sees the cores of Kitchener and Waterloo about to transform into vibrant city centres like those in European cities. He points to the number of “highly skilled people who are going to be living in the core,” because of all the influx of digital businesses, and the coming of Light Rail Transit.

Steve notes, as well, that while the LRT will create transportation alternatives, 8 Queen is within moments of a lot of covered automobile parking – in fact, the walkway from a covered parking lot at Duke and Ontario, to TheMuseum, is a corridor right through the centre of their building, which will give access to 8 Queen.

Steve is very excited about the partnership with his brother. He says, “It is great working with my brother on this project; Frank brings his financial and legal expertise and I bring my construction background. Together we feel we can contribute something of value that the community can be proud of and continue our family's long history as developers in the Region.” – Paul Knowles

SIGN-MAKERS THROUGH FOUR GENERATIONS

When you listen to Paul Jukes, it seems as though things have come full circle for the four-generation Kitchener company, “Signs by Jukes”. It was founded by Paul's great-grandfather, Reuben (Rube) Jukes, an artist, one-time vaudeville strong man and entrepreneur. Rube brought a passion for art to his trade; today, after generations of technological innovation in the sign-making business, his great-grandson is interested in combining artistic skills with technology.

This is the 75th anniversary of the founding of Signs by Jukes. Reuben passed away in 1959, at age 71, but his successors – his son, Don, Don's son, Lee, and Lee's son, Paul, sat down with Exchange magazine to talk about 75 years in business. Today, Don is retired, while Lee serves as President and Paul, as VP.

Rube's descendants delight in telling stories about the man. Lee recalls, “He fought in the first war; he was gassed, was in an infirmary in England, after the war, he joined a vaudeville troupe across the US and Canada, as a strong man, and as an artist – he did the backdrops for the stage performances.”

One of his stunts involved carrying a grand piano across the stage, on his back, while two girls played the instrument. Rube also pulled busses and trucks up hills – with his teeth.

You get the impression Lee is understating the case when he says, “He was quite a character.”

Reuben brought his artistic talents to a trade, first working with a KW signpainting firm, and then starting his own businesses in partnership with another painter. He launched out on his own, in 1940, in a building beside his home on Onward Avenue. Don joined the company as a full time staff member in 1947. The company moved to its present location on Whitney Place in 1958.

Don recalls that, like the other sign painters of the era, Rube truly saw himself as an artist, painting landscapes and other works of art, and selling them from time to time. “Some guys were really artists, but they didn't make money painting pictures... that was the case with my Dad. He taught art lessons in our building on Onward. He had an art gallery upstairs in the house.

“During the first world war, he made 150 paintings right on the battlefield. Our family still has them. He sent them home to his mother. He was acting illegally... he was supposed to be an artist working for the government.”

Don also paints, although he claims he is not as talented as his father was.

Lee does not attempt artistic endeavors (“I did the spraying and the screen printing and the installation”) but Paul has caught the bug, convinced in that let-



Founder Reuben Jukes

Photo courtesy Jukes Family