

Inspiring People is Chamber Member's Longtime Dream

What do City Hall, Mickey's Barbershop, St. Joe's High School, and the Edmonton Chamber of Commerce all have in common? Don't know? Try this one: what do City Councillor Allan Bolstad, ex-Eskimo Tom Towns, and former MP/MLA Peter Elzinga all have hanging on their wall for inspiration?

The answer goes back twenty years, to when Chamber Member Ron Yakimishyn decided to follow his dream of inspiring and motivating people. That's when Yakimishyn designed and built a product called Framed Expressions, a series of 52 interchangeable thought-provoking quotations from some of the world's greatest humanitarians, scholars, and religious and political leaders, all reproduced on parchment paper and contained within a frame for hanging.

Since then, Yakimishyn, a colorful and successful entrepreneur on the Edmonton business scene, has kept his Framed Expressions dream alive. It hasn't always been easy. He's had to become a thriving realtor to pay the bills. But he's committed to Framed Expressions. "People have it in their lives, it inspires them," he says. "they get a lift. It changes the whole atmosphere, it increases productivity, self-awareness and self-esteem."

After 20 years of selling Framed Expressions, Yakimishyn isn't surprised that he frequently runs into his own product. "They have one in City Hall," he says, "And one in St. Joe's, my old high school—next to the principals office, where I used to sit and wait [for the principal] after I played hooky. That always makes me laugh."

Yakimishyn's interest in motivating people isn't limited to Framed Expressions. Another project is a children's educational and motivational program starring Peter the Positive Panda, a full-sized burgundy and white mascot.

"Little kids, they need to connect," Yakimishyn explains. "They see Peter the Positive Panda, they read a message such as 'I like what I see when I see me', and it makes them feel good." Peter's message is relayed through his coloring posters, at the special events he attends in a 1949 Ford school bus, and on his website peterthepositivepanda.com.

Yakimishyn regularly gets positive feedback on Framed Expressions. "People come up to me and say they see the product with this saying or that saying—that's because of the unique design, there's 52 of them and you change them every week, it works—it really inspires them. Today, I'm really excited about our website, framedexpressions.com, you can purchase our product on line. We've gone international; I think that's a success. That keeps me motivated".

For more information, contact Ron Yakimishyn at (780)433-3071