His business style is to delegate responsibility "so each of our senior programmers handles all aspects of working with our clients."

Everyone has different clients, he said.

But Moore handles most of the work for Wilson Sports.

"I still come in early every morning and do the programming required for Wilson. The rest of the day, I am setting direction for the business, whether it be deciding on new business opportunities or new equipment requirements," he said.

Moore's decisions regarding business opportunities have been on the money. Over the past three decades, he has guided his company through tumultuous changes in the computer industry.

"When I started my business in 1974, all computers used punch cards. Today, there is no such thing as punch cards," he said.

In his first five years in business, Moore sold time sharing on his computers to companies who couldn't afford their own.

"This meant that punch cards were slowly being replaced by on-line access to powerful mini-computers at Quinte Computer Services," he said.

His business focus changed when the personal computer became more affordable for people.

"We started our third business in 1985 to develop and sell software for personal computers installed at our clients' locations. This still accounts for 20 per cent of our overall business," said Moore.

In 1999, Moore changed his business focus again and began selling business services using the Internet, such as e-commerce, business-to-business systems and transactional processing. This is what now accounts for 80 per cent of his overall business.

"This is so important to our future that we formed a separate company to focus on this new opportunity," Moore said.

The company is called QSCOnline. And he hired his son, Jamie, to run it.

"We're building software programs that companies can run on the Internet, from their own office, from a remote office across Canada or the world," Jamie Moore said.

"This is the way of the future," he added. "It brings in a lot of cost efficiencies because companies can use our programs wherever they may be."

Moore explained more than 20 lending companies from across the country operate the firm's software via the Internet "so that they don't need their own servers or need to pay long distance charges."

He said the company has embarked on a major project to rewrite all its software over the past 29 years to operate over the Internet using the newest graphical technologies.

Moore, who previously ran his own consulting business specializing in network planning and installation, said he enjoys a good working relationship with his father.

"My office is two doors down from my dad but it could be hours before we see each other," he said.

Another son, David Moore, joined the company last October as senior web architect.

Jim Moore said it's exciting to have both sons working in the family business.

"I kind of semi-retired two years ago but it's so much fun working with my two sons on all these new business applications, that I have come back to work full time," he said.