

Georgetown student plans to 'Net success on Web

BY JAMIE HARRISON

The Georgetown Gemini

Brett Gillett is in the process of doing something most can only dream about—carving a career out of a hobby and doing a fine job of it.

The 23-year-old Carlton University Urban Planning student opened 2nd Sun Electronic Publishing after taking about six months to lay the ground work. 2nd Sun deals in designing Web pages for the Internet, marketed toward small and medium sized businesses who want to get on the 'Net but are not familiar with the technology and how to use it.

"I think that Canadian companies have a lot to offer. We're marketing ourselves toward local small and medium sized businesses that offer unique products," Gillett said. "We're also working on our own projects right now, showing our technology on the 'Net."

In addition to word of mouth advertising and some

planned conventional ads, Gillett and his partner, Lee Martin, are also acutely aware that by getting their company's name known on-line, the Internet is direct advertising to an estimated 40 million customers daily in North America.

"Imagine the potential of a small business in Georgetown being able to hit over 40 million Internet users every day," Gillett said.

Starting up 2nd Sun was the result of years of interest in computers and their potential, as well as a job Gillett held while at school in Ottawa. While he was working he saw how he would be able to do the same thing, specifically orienting it to clients in the Georgetown area.

"This came about as a long standing project," Gillett said, adding, "I've always been a computer nut, going back to fooling around on old Vic 20's and Commodore 64's."

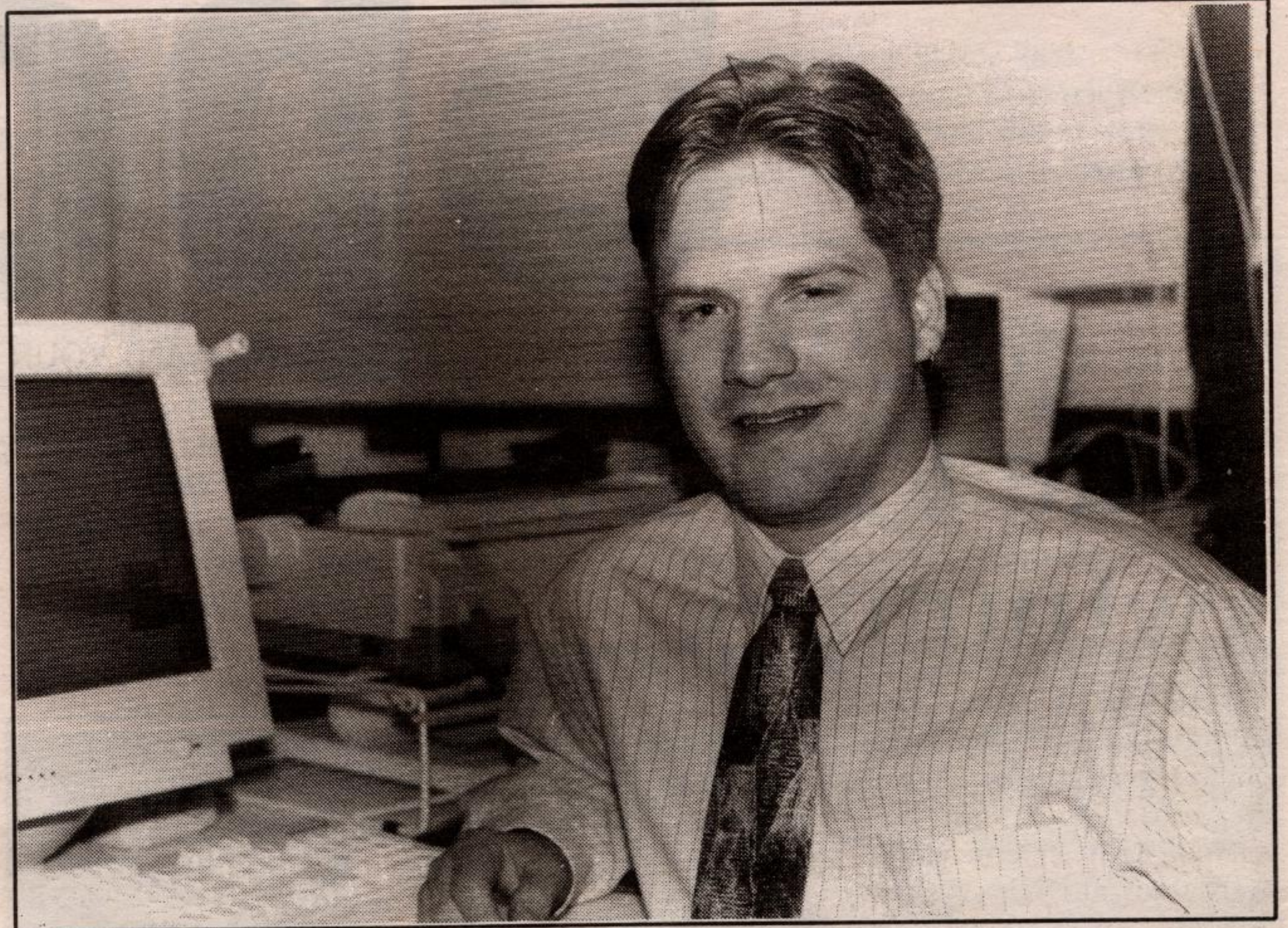
As Georgetown and the rest of the nation try to shake

off the remaining effects of the recession, Gillett sees this type of work as an opportunity to young people to turn the work world on it's ear, enabling otherwise skilled students who might find themselves blocked out of jobs due to lack of experience to turn 'Net experience into a career.

"I guess I'm on the tail end of Generation X, so I know what it's like, but I do think it's a stereotype. A lot of young people have good ideas. I think it's our turn. People have this knowledge of something which is now a necessity. I think it has empowered our generation, this thing we once thought of as only a toy."

Gillett's first major client is a book publisher from St. Catharines who has decided to post everything from new book and author information on the 'Net to allowing customers to place orders.

The fact that technology is expanding at such a fast rate



WEB OF SUCCESS! Brett Gillett is poised to determine the future of technological communications. The Stewarttown university student has recently started up his own business, 2nd Sun Electronic Publishing. (Jamie Harrison photo)

doesn't phase Gillett. For him technology means more work and a greater chance of suc-

cess for his new venture.

This is good news to Gillett. "To me this isn't even

work; sitting in front of this monitor that you love to sit in from of."

Student jobs filled

BY JAMIE HARRISON

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After a summer of finding jobs for others, Matt Thompson is losing his.

Thompson, a university student, is readying to close up shop at the Canada Employment Centre for Students on Friday, and looking forward to a couple of weeks to prepare before heading back to the wild climes of university life. But before he does that, he can reflect on a summer well spent ensuring Georgetown's student population has been gainfully employed through the auspices of the centre.

Despite the lingering effects of the recession, the

Centre actually ended the summer with a surplus of jobs, citing a fill rate of 294 in 335 positions, which is down from last year.

Thompson also said that the 'new' economy will force students to become more flexible, taking a series of odd jobs or short term jobs instead of planning on just one that would take them through the summer months.

"Students want to work but they have to be flexible. I definitely think the program is working. There is a definite need in a town like Georgetown," Thompson said.

The Canada Employment Centre for Students closes Friday.

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