Peter Marks changes his career to join Addiction Research Foundation

Peter Marks is a 'people' person. This is why four months ago he forsook a successful career in business management and engineering sales to become a fulltime community consultant for the Addiction Research Foundation.

Having worked for the Foundation for four years on a part-time basis, he is now savoring the great personal satisfaction to be derived from contributing his time and talents to the betterment of others on a full-time basis.

At present, his days are filled with personal and family counselling particularly as related to drug and alcohol problems, and to establishing a regional program for the Addiction Research Foundation in Halton Hills.

Enthusiasm

by the Foundation especially in the field of rehabilitation of alcoholics. Although drug addiction receives more publicity, he hastens to point out that 30 per cent of addiction problems are alcohol-related rather than drug-re-

To illustrate his point, he tells you that it is estimated that three per cent of any given population are chronic alcoholies and another three per cent are problem drinkers. The actions of each affect the lives of at least four other people, more often than not adversely, so it is conceivable that in Acton alone 1,600 individuals may be directly or indirectly affected by this social problem which is often joked about or accepted re-

On behalf of the Foundation and with the assistance of the He speaks enthusiastically management training and of the work being carried out development branch of

Sheridan College, Mr. Marks is currently involved in con-



PETER MARKS is now a full-time employee of the Addiction Research Foundation.

seminars. These assist management and union officials in preparing management assistance programs which will enhance the social and emotional welfare of workers.

Recently, such a seminar was held in Georgetown at the North Halton Golf and Country Club. Every industry in North Halton having 20 or more employees was invited to send representaties and the response was overwhelming. Costly

ducting industrial consultant

As Peter Marks points out. management and union officials now realize that it costs three times what he is paid to keep an employee on the payroll who has social or emotional problems, particularly alcohol related ones. His production is low, he often 'goofs off' and retraining him for a job with which he is better able to cope is often expensive and takes a lot of time. Once identified and rehabiliteated, however, such an employee may be worth 214 times more than he was before...an encouraging fact.

The rehabilitation program usually prescribed by the foundation requires that the employee be taken out of his job setting for three weeks to a month during which time he participates in a live-in program either in Peel or in ters-Donwoods, Lakeshore

program is comprised of family counselling and such activities as relaxing workshops. At the end of the period, the alcoholic emerges survival. However he does not have to sink or swim alone. Group or individual counselling is readily available to him and the efforts of the counsellors are reinforced by those of the public health

of his life in Acton, Peter Marks is naturally motivated to work for a better way of life for Halton Hills residents. Consequently he was a natural choice for chairman of the steering committee of the new Multi-Service Center at its inception.

Co-ordination This centre, correctly called the Acton Community Services Centre, has evoked citizen response from all over Halton. A strong proponent of regional government, Mr. Marks sees one of its principal functions as being the coordination of social support services already available within the region and of

volunteer efforts. There is, he feels, a very high level of service being provided by professionals in Acton at present. However, those in distress often do not know where to turn to gain the requisite professional or 8 May Street. This live-in help. By going to the centre,

Band Hall

DINNER MEETING

6.00 per person

* GUEST SPEAKER *

Julian Reed, M.P.P.

All Proceeds to Community Betterment

the client has already solved his initial problem. There an assessment and evaluation of shops and confidence work- his case is made. He is told what services are available to him and if he so desires, the with a fifty-fifty chance of initial meeting with the correct specialist can be ar-

Most of those working for the center, though, will undoubtedly be generalists, says Mr. Marks. They will be the volunteers who visit shutins or carry them meals on Because he has lived most wheels; drive the disabled or provide assistance to the professionals in any one of a dozen ways.

Yes, he says, the centre is now in operation. It is being used by professionals for counselling although it is still in the preliminary funding stages. The territory it serves

has no geographic boundaries, he adds. If a person has a problem and presents himself at the centre, located In the Acton 'Y', he will be looked after.

What of Peter Marks himself? He is a self-effacing Individual who, though proud of his home at 163 Tidey Avenue, his attractive wife Joanne and his three charming children Gareth, Greg and Lenh, reserves his enthuslasm for people in general, their needs and aspirutions That is why, try as you may, you will have difficulty in getting him to talk about him-

self. Mention people and their problems and you'll get an immediate response; mention Peter Marks and you get a quiet smile and a change of sunquest vacations INCKNIL HKULKY'S . TRANSAM HI TIXULELE ALI *H DAY'S LETTINE WILLYMAN XIATKSLAT THE AMBASSADOR BEACH

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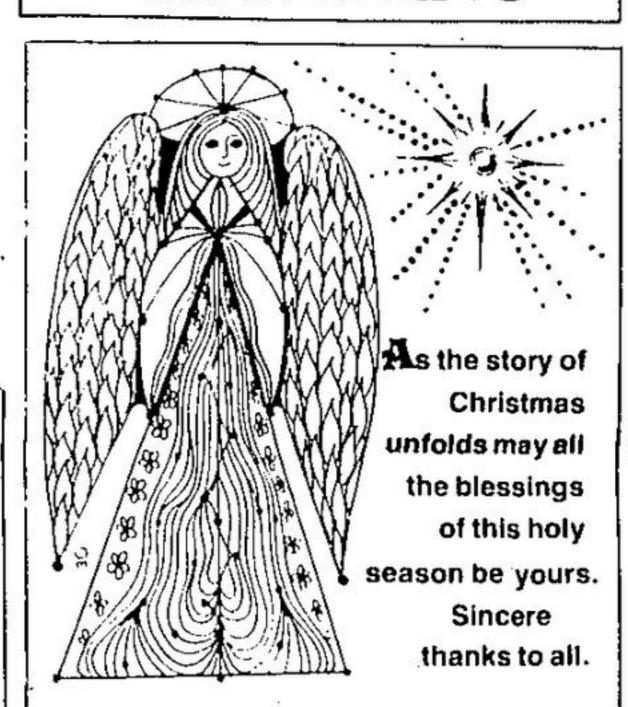
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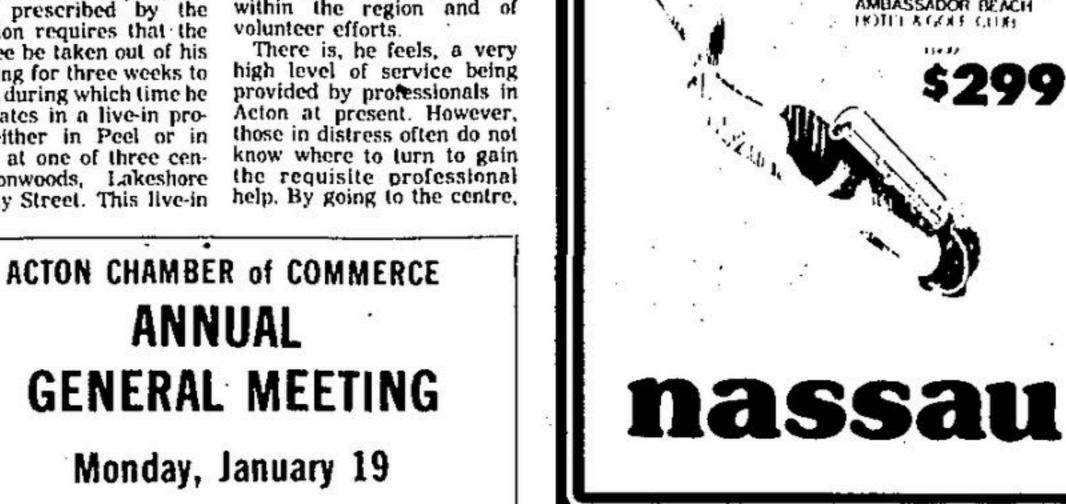
friends. To you all . . .

thanks and Merry Christmas!

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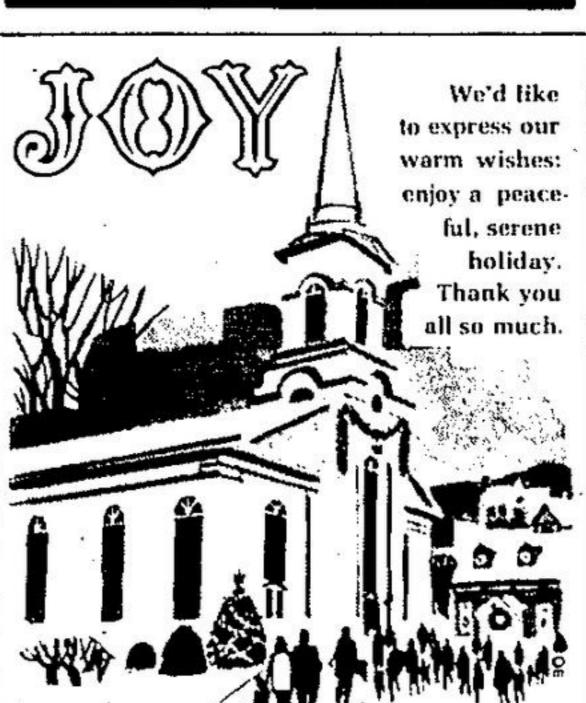
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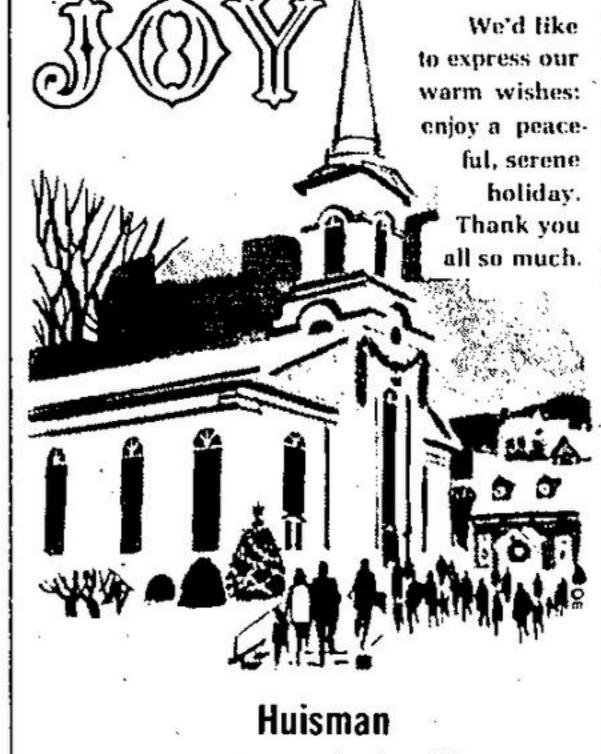
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Treenery and glitter, turkey and treats, love and laughter, that's what holidays are made of. Hope your Christmas is the best!

MANAGEMENT AND STAFF

STATION HOTEL

ROCKING HORSE played for the successful evening at Rockwood town hall when many enjoyed dancing -- all to the benefit of the Ability Fund.

DELIGHTED TO have their picture taken at the Rockwood Nursery School Christmas party are, back row left to right, Michael Kinnon, Catherine Kinnon, Heather Reid, Cassie Mogelin, Lana Lamkin, and

Kirsten Alderson. Front row from left to right are Andrea Turowski,

visitor Drew, Pam Osborne and Michelle Rockola.

Red-nosed reindeer tradition

That reindeer is becoming a tradition

Once upon a time there was a reindeer with a built-inflash-light bulb for a none You know, Rudolph, the red nosed reindeer. From a small beginning in 1938 the little animal with the built-in beacon has become as familiar as Humpty Dumpty and Cinderella to youngsters every

First invented as a sales giveaway promotion for Montgomery Ward by Robert L. May, Rudolph was featured in many free booklets before he became associated with Christmas.

Songwriter Johnny Marks liked the title "Rudolph the Red Nosed Reindeer," so he wrote a song about it. He was so sure he had a success that he started his own publishing company using "Rudolph" as his first release. Gene Autry made the initial recording. and that one record sold 2,000,000 copies.

Last year, there were 16 different recordings of the song for sale ranging from boogie-woogie by Sugar Chile Robinson to Bing Crosby, and cowboy singers.

SANTAKLAUSEN Christmas is the most important festival of the year in Austria, but Saint Nicholas (Santaklausen), the patron saint of the children, appears on Dec. 6. Santaklausen is accompanied by the devil and demands that the children tell of their bad deeds, as well as their good ones. After the children promise to be good, Santaklausen rewards them with candies, fruits and nuts.



Here's o whole sleigh full of happy wishes, from us to you . . . with our sincere thanks for your layal friendship.



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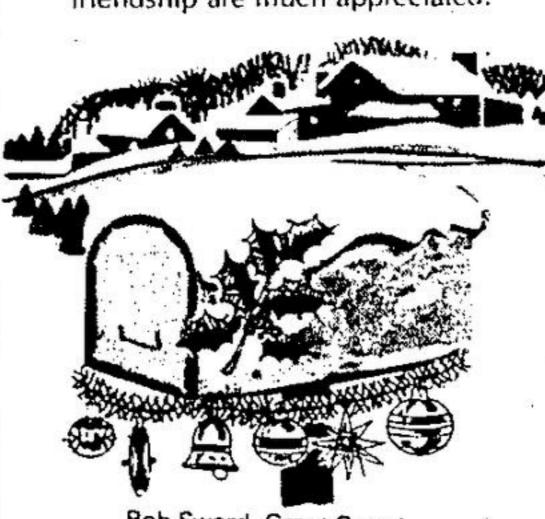
Let joy enter your hearth and home.

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Here's hoping you have a wonderful holiday. Your loyal patronage and kind friendship are much appreciated.



Bob Sword, Grant Speed, Mona Milne, Don Robertson, Barry Shorthill

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