

Client satisfaction is Peter Saxon's goal

Peter Saxon describes his self taught business as "the kind of thing one tries to find in life. It excites you."

Head and founder of Peeter Saxon Presentations, Mr. Saxon started his thriving business innocently enough. At a party he and his wife Celia gave, Mr. Saxon took pictures of his guests, and tape recordings of their voices. He put the two together for his first slide tape presentation.

Naturally he had to give another party to show off his work, and took pictures and recordings again. Another party followed, and so on, before he got fairly good at making the programs.

While working as a salesman for Allied Chemical in 1966, he did his first professional show. He decided to do a program on his selling territory. The company saw it and asked him to do more, which he did for two years. He eventually quit his job and went into business for himself.

Getting his audience feeling as if they are part of the message and involved in what they are seeing is his main objective. Mr. Saxon says if one of his programs is stopped half way through, the message will be destroyed, "because they are designed to be watched from beginning to end. It would ruin it to stop it."

Mr. Saxon's clients do not always know what they want. It is his job to interpret what that person wants as opposed to what the audience wants to hear. He then in turn has to motivate the audience.

When clients contact Mr. Saxon to make a presentation, they in turn play it for their own clients and customers. A certain elevator company, for whom Mr. Saxon has worked several times, has programs made about their product, and in turn show it to other companies who are shopping for the lifts.

"It is a very effective way of communicating," Mr. Saxon says, and is much cheaper than movies.

When he is working for a client, the Acton resident likes to get insight into his present job. Working for the elevator company, he would ride one for hours. For a recent pork presentation, he visited a pig farm.

Mr. Saxon also likes to keep his client informed of each step he is making. He wants the customer to feel as much a part of the finished product as he can. Each angle, each picture, everything is discussed with the client, making sure everyone is satisfied. They work hand in hand through the making of the program.

Candid conversations are a format he uses frequently. He feels this is a unique method and does not think it is used in any other audio visual com-

An average program takes about eight weeks from beginning to end. At one time Peeter Saxon Presentations usually is working on three to six programs. Each one entails 15 to 35 hours of recording conversations taking him all over North America. Customers in Edmonton, Vancouver, New York and other major cities keep him hopping also.

Some of his clients include: the Addiction Research Foundation; the Four Seasons Hotels Ltd.; T. Eaton Co. Ltd.; Appleby College; Halton Region; National Sewer and Pipe Ltd.; the Ontario Pork Marketing Board; Toyota (Forklift).

One program he did in 1974 for the Etobicoke Parks and Recreation Services recently won two Canadian Awards in the National Parks and Recreation Association Audio-Visual Contest. His work won out over presentations from all over Canada and continued on to the NRPA national convention in Boston last September. Mr. Saxon himself has never entered



PETER SAXON, head of Peeter Saxon Presentations, had his worked judged the best in North America. A slide/sound presentation Mr. Saxon created two years ago for the Etobicoke Parks and Recreation department won the Canadian portion of the Spirit of '76 and advanced to win the overall competition in Boston last month.

any of his own work, as he feels he is not in the business for that kind of glory, but for customer satisfaction.

For the wide variety of subjects he undertakes to do programs on, Mr. Saxon says, he must adapt himself to each situation, and he is able to pick out certain areas of a product which matter. He is trying to condition his clients' clients into engaging the product shown.

It was while doing a presentation on Halton County for the Plowing Match that Mr. Saxon discovered North Halton and decided to make his home here. He and his family have just moved their home from Knox Ave. to Churchill Road S.

His equipment is not elaborate. Two Nikon cameras, various professional tape recording devices, slide-sound projectors, tapes and film are essentially what he does all his work with. "I only have the basic equipment because that is all you need," he claims.

His job takes him away from his family for days at a time, and when he is in town he spends hours at the office assembling sound

Peter Saxon is creator of winner

An Acton man's work has gained North America-wide recognition while he himself fades into the background.

Peter Saxon, of Peeter Saxon Presentations, two years ago was asked by the Etobicoke Parks and Recreation Department to put together a slide-sound presentation showing the borough's community groups how to organize and use their leisure time and the services available to them through the recreation department.

This summer, that program was sent to Calgary where it won the Canadian portion of the Spirit of '76 audio-visual contest. Sponsored by the National Parks and Recreation Association with this victory under its belt, the show automatically

continued on to Boston for the North American portion. Here, it again won first prize, and the Etobicoke Parks and Recreation department was awarded the WAVE award by the Recreation Association. The entry was praised for being sophisticated, and showing the people, service, aims and objectives of Canadian parks and recreation, and was also praised for its technical and artistic aspects.

The recreation staff was praised for their fine work in putting the program together.

This slide presentation was shown at Acton fair in the recreation department booth. Mr. Saxon received word of the win last week. His offices are on Mill St., where he conducts business for companies all over the continent.



Legion

Notes

by John McHugh

I would be very remiss if I didn't congratulate those Comrades who so ably decorated the store window, which is graciously donated by Miss Elma Braida for Remembrance Day each year. The Legion appreciates this gesture so very much, Elma, and on behalf of the President of the Branch please accept our gratitude and sincere thanks. To the comrades who once again, did a superb job a very special thank you from the whole Branch.

I would like to correct an error of mine which appeared in last week's edition, namely the date of the annual Christmas party for the Golden Age Club at the Legion. It will be held on Tuesday, November 30 at the Branch. I apologize for this error and hope that this correction will make amends.

Practices Practice for the Branch choir "The Choralliers" are continuing on a regular basis, Sunday afternoon at 1 p.m. at the Legion. Attendance has been very gratifying and our congenial conductor Comrade Ted Hansen is pleased, so keep up the good work, fellas!

Last month winners of the Legion Minor Sports 50-50 draw were Mrs. Laura McEachern and Edward Thatcher. Will McEachern sold the winning tickets.

On Saturday, Nov. 13 at 1 p.m. the Ladies' Auxiliary are holding a mixed euchre tournament at the Legion. Pick your own partners and you can purchase the entry fee from any Ladies' Auxiliary member or from the Branch Steward. Everyone is welcome.

Sick list The following comrades are on the Branch sick list, at this time, Frank Langly, Jim McKnight, Robert Code, Roy Swann and Christine Stephenson. We all hope for their quick recovery.

This week's dart scores are as follows: Team 1-15 pts., 2-14, 3-15, 4-12, 5-14, 6-13, 7-13, 8-13, 9-14, 10-12,

Mayor Hill coming home

"I'm coming home to Georgetown tomorrow (Wednesday)," Mayor Tom Hill said on the phone, Tuesday afternoon from his room at Toronto Western Hospital. He said he would be in Georgetown hospital for about a week and then go home to Glen Williams. He said his foot is "really good," and sounded his old self again.

Dairy Food Festival courses in November

Six Women's Institute Branches in Halton District recently had representatives attend a Leaders' Training School at Ligny Hall. The topic was "Dairy Foods" covering milk and all its related products.

The course was led by Mrs. Beverley Brook, Foods and Nutrition Specialist with the Home Economics Branch of the Ontario Ministry of Agriculture and Food. Information covered the voices of dairy products, and uses of many products. Recipes featured were Fantastic Fruit Dressing, Colorful Soup Bake, Butter Roll-Ups, Yogurt Cheese Tarte, and Cool Lemon Mold. Instructions for making ice cream were included.

The course was led by Mrs. Beverley Brook, Foods and Nutrition Specialist with the Home Economics Branch of the Ontario Ministry of Agriculture and Food. Information covered the voices of dairy products, and uses of many products. Recipes featured were Fantastic Fruit Dressing, Colorful Soup Bake, Butter Roll-Ups, Yogurt Cheese Tarte, and Cool Lemon Mold. Instructions for making ice cream were included.

I WOULD LIKE TO OBTAIN INFORMATION ON:

- Personal Loans
- Charge
- Personal Chequing Accounts
- Cash Builder
- Business Improvement Loans
- Term Deposits
- Other
- Personal Service Plan
- No-Charge Chequing
- Premium Savings Accounts
- Safety Deposit Boxes
- Mortgages
- Registered Retirement Savings Plan and Home Ownership

NAME: _____
 ADDRESS: _____
 TELEPHONE: _____
 The Best Day and Time to Phone Is -
 DAY TIME AM. PM.

• Should You Wish To Discuss Your Financial Matters, We'd Like To Help!

• Complete The Above Information Sheet And Forward It To Us. We Will Arrange A Suitable Appointment For You.

If you need us—We're here!

TORONTO-DOMINION BANK
 28 MILL ST. AT WILLOW ST. • ACTON • 853-0370

ROXY THEATRE MILTON

878-3272 878-3208
 Wed. 10 Thu. 11 Fri. 12 Sat. 13
 Sat. Matinee 2 p.m.

THE OUTLAW JOSEY WALES
 ...an army of one.
 CLINT EASTWOOD
 SUN. 14 MON. 15 TUE. 16

SUN. 14 MON. 15 TUE. 16

In search of Noah's Ark
 The Greatest Discovery of Our Time
 SHOWTIMES
 Sun.—1.30 p.m., 3.30 p.m., 7 p.m., 9 p.m.
 Mon. and Tues. 7 p.m., 9 p.m.
 Adult \$2.75 Students \$2.00 Children \$1.00

Wed. 17 Thu. 18 Fri. 19 Sat. 20

TILDEN
 ANDREW MURRAY MOTORS
 45 Mountview Road N. 877-4944 GEORGETOWN

NO MONEY DOWN - NO PAYMENTS TILL FEB. '77

3 ROOMS OF FINE FURNITURE
 ALL THIS ~ BEDROOM SUITE, 5 PIECE KITCHEN SUITE, CHESTERFIELD SUITE, LIVING ROOM LAMPS, BEDROOM LAMPS, COFFEE & END TABLES.
 AS LOW AS... **699⁵⁰**
 ALSO INCLUDES AN AM-FM RECEIVER 8 TRACK TAPE DECK & 2 SPEAKERS FREE LOCAL DELIVERY

Open Daily 10-9 Sat. 10-6 878-2373 ★ 826-5371

FARMER JACKS
 HWY. 25 1 MILE NORTH OF 401

Auto Insurance
 RATES INCREASING?
 CALL:
ALLSTATE — 824-2350
 ALSO LIFE, HOME, BUSINESS

HALTON DAIRY PRINCESS Applications
 REQUESTED FROM YOUNG SINGLE LADIES 17 TO 26 YEARS OLD WHO RESIDE ON DAIRY FARMS—FOR HALTON COMPETITION. APPLICATION DEADLINE NOV. 20. FOR DETAILS CONTACT HORACE BLYTH 853-0229.

LOVELL BROS. MEAT MARKET
 • RED BRAND BEEF •
 Tender **BLADE & SHORT RIB ROASTS 99¢ lb.**
 Lean **SHOULDER ROAST 95¢ lb.**
 Choice Prime Boneless **\$1.79 lb.**
 RIB ROAST Bone In **\$1.29 lb.**
 Extra Lean Boneless **BRISKET POINT \$1.39 lb.**
 Lean **STEWING BEEF \$1.29 lb.**
 Fresh **SMALL LINK SAUSAGE 95¢ lb.**
 Maple Leaf 1 lb. Pkg. **SLICED SIDE BACON \$1.49**
LEAN GROUND BEEF \$9.95
 10 lb. Freezer Pac
LOVELL BROS. MODERN MEAT MARKET
 77 Mill St. E. 853-2240