

Industry '80 provides a forum for local industries, people

"The whole idea of Industry '80 started on the premise that we have large and small manufacturers in town. Since the small ones don't have the capability for a large sales force to go out and market their products, The Rotary Club decided to give them that chance," said Rotarian Rex Heslop, one of the coordinating committee for Industry '80. The trade show, starting tomorrow (Thursday).

The trade show which will take over Gordon Alcott arena for three days May 15, 16 and 17, has over 70 booths lined up where manufactures will display their products.

Rev. Peter Barrow, Rotary president and member of the trade show committee, suggested the show would let the people in town and area as far as Guelph, Oakville and Brampton

know what industries and services for industry are available here.

Heslop described it as the first forum where industry will be presented to itself and to the Region so there can be exchanges

amongst themselves for trading purposes and for employment opportunities.

"Hopefully the smaller industry will find they can supply the larger one, and perhaps faster and at lower cost, since transportation costs would be cut," commented Heslop.

Both men said they were surprised to find many residents have no idea of the number and types of industry in town, and felt this would be an opportunity for the public as well as discover their own town.

The Rotary's aim is to make this a professional show comparable with any in much larger communities. To that end Panex has been hired to set up booths and dis-

plays, and professional sign painters and photographers used.

Rotary exchange students Marilyn Thorne, Barbara Treviranus, and Jenny Inglis will act as hostesses for the show, and both Acton and Georgetown high school students did their bit by addressing over 4000 envelopes for mailing to industries and business people all over Halton.

The grade 12 and 13 high school students from both schools will be bused to the trade show Friday morning to give them an understanding of industries and future employment needs.

The trade show will be officially opened at 12 noon Thursday by Hon. Robert Elgie, Minister of

Labor. Dignitaries from the town, region and province will be on hand and Georgetown high school band will brighten up the activities.

Later in the afternoon Bill Marshall, Halton Business Development Officer, will take the group of industrial and commercial brokers on a tour of existing industries and of possible industrial sites.

Friday evening in Alcott hall upstairs, John Keeling of the Federal Business Development Bank will hold a seminar on financial planning and sources of funds.

Halton Regional Police are taking part in the show since it happens to coincide with Police Week.

"Regional Development Officer Marshall has given a great deal of support," said Heslop, "and it's probably the first time he's had the chance to do something on a large scale in the north end of Halton."

The Rotary Club itself will have a booth displaying a model of the library cultural centre. They will sell badges saying "I support the library-cultural centre". All proceeds from the show will go to the centre.

Thanks to Rotarian Rich Eastwood, visitors will not carry brochures around in a bulging shopping bag as they do at many such fairs. Rotarians will hand out cartons shaped like a brief case and with a handle.

Eastwood, senior vice president of marketing and sales for Select Car-

ton Services Ltd, is providing the mock-briefcase. Eastwood is also responsible for the layout and installation of the Rotary booth.

The trade show committee consists of Norm Bigg, Peter Barrow, Bob Simpson, Rex Heslop, Bob Gougeon, Rich Eastwood and Fred Long. The bulk of the administration work has been done by Marilyn Sunnucks.

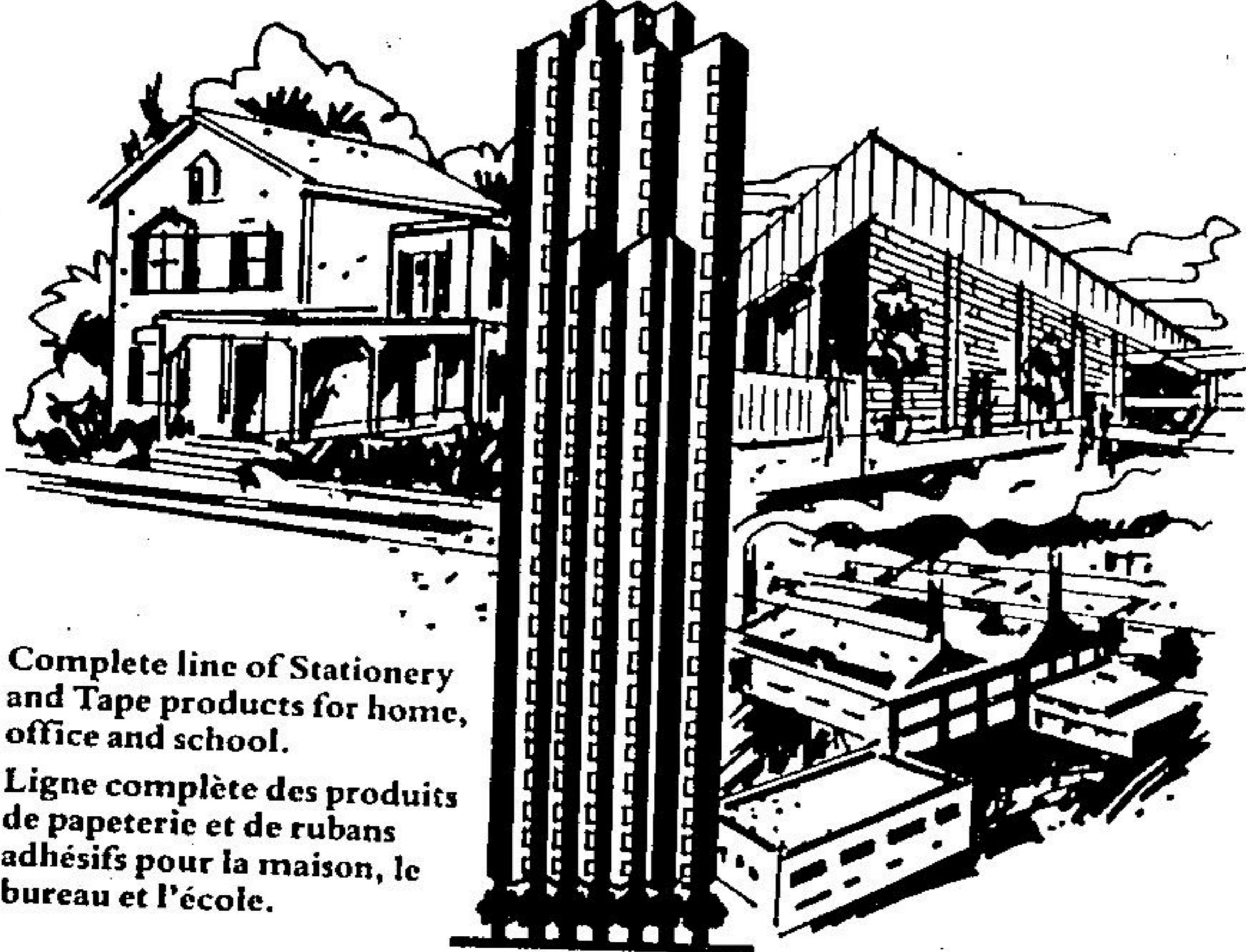
Heslop describes this year as a big one for Rotary. "It's the first year for Industry '80, the 25th year for Georgetown Rotary Club and the 75th year for Rotary International."

It's appropriate that Rotary whose symbol is the wheel, and was started as a means of bringing businessmen together should help smooth the wheels of industry in town.

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