



Business development manager Bill Marshall has the responsibility of promoting Halton. However, he has found the task of having the four municipalities within the region ready for promotion is much work.

**Marshall says**

## Trade show fantastic idea

The three day industrial show, May 15, 16, and 17 at Gordon Alcott arena is a fantastic idea and long overdue in Halton Hills, according to William Marshall, director for the Halton Department of Business Development.

The Rotary sponsored trade show will focus attention on local industry and will benefit both industry and the public, says Marshall.

Industry is much alive in Halton Hills. Over the past few years many new industries have chosen this area for manufacturing.

The key advantage to settling in Halton Hills is the easy access to different modes of transportation. Serviced by two railways, close to the airport and easy access to Highways 401 and 7 are all key factors.

The second aspect which makes the area attractive is the labor force says Marshall. "You have a good supply of experienced people and skilled labour," he said.

Although there is a great deal of room for industry in Acton, Marshall estimates there are now only about 30 or 40 acres of serviced, industrial land left in Georgetown, now ready to use. Land in Acton is reasonable in price and also enjoys the transportation advantages, he said.

The Region will be carrying out a study hopefully to be completed by 1981 which will identify the spots available for industry in Halton Hills. Marshall says this study takes a top priority with the Region.

## Blueprint for industrial expansion

According to William Marshall, Halton's Director of Business Development, 1979 was a milestone in the completion of a Draft Economic Strategy for Halton Region with particular emphasis on the years 1980-86, a period of time that will see the population increase by at least 46,300 to 286,550. This strategy, which is being reviewed by the area municipalities, contains the following elements to provide for creation of at least 20,870 new jobs by 1986:

1. Give first priority to creation of investment in manufacturing: (7370 new jobs).
2. Give secondary priority to creation of investment and jobs in the higher order of service operations;
3. Encourage development of the three transportation corridors in Halton Region to enable each to achieve its maximum potential in coming decades;
4. Place primary attention on the promotion of the existing business sector in Halton;
5. Concentrate promotion of new investment, in the short term, on domestic markets (in particular the market within 166 kilometres) and in the longer term, on developing investor awareness of Halton in the United States and Europe;
6. Encourage investment of all types which would be compatible with municipal zoning bylaws but target promotion to identified growth industries; and
7. Attract and support small manufacturing firms.

Steps will also be taken to identify and service new industrial land in the Georgetown urban area to equip it to meet job creation targets.

The Department of Business Development is ready to assist you in bringing new investment to Halton. Call us at 827-2151.

# Business, press need not be at odds — editor

by James P. Cannon

There is little question that newspapers are paying a lot more attention to business these days than they did a few years ago.

For many years, business news was relegated to the back pages of daily newspapers, buried along with the obituaries and classified ads and considered by most editors to be not as interesting either. Those days are over, at least on the good newspapers.

Business is private enterprise, but it is not private in the sense that your business isn't anybody else's business. Business in this country is dominated by large, publicly held corporations. What those corporations

do has a vital impact on the lives of our readers—on their jobs, incomes, home towns, and futures.

Business today is licensed, regulated, audited, inspected, overseen but not overlooked by every level of government, not to mention consumer groups, environmental groups, labor unions, do-good organizations, private watchdogs and public inspectors. You may not like it, but that is the way it is today, and that is not likely to change in the future.

The press is not going to go away and leave you alone, no matter how much you might wish for that. As long as you are doing business with the public, dealing with the

government, operating plants or offices in the community, the local newspaper is going to want to know what you are up to, and why.

Some business people seem unable to understand this or to deal with it.

There are barriers of misunderstanding, distrust, suspicion and sometimes downright hostility between the press and business.

Much of the problem, it seems to me, stems from the attitudes of business people toward the press. An interesting insight into these attitudes was given in a project sponsored last year by General Motors Corp. The GM Intercollegiate Business Understanding

program asked journalism students at 18 universities and colleges to examine the relationship of business and the media.

One of the participating colleges was Drake University. The Drake team discovered that, while journalists believe they are unbiased against business, the business community is fairly seething with complaints about the press. To some business people, the antagonism boils down to this—business builds up; the media tear down.

Comments from business people paint a picture of journalists as voyeurs, preoccupied with the keyhole of corporate

boardrooms; as yellow journalists bent on destroying capitalism and the free market; as villains, out to tarnish the reputation of business; at the very least as uneducated schoolboys who inflict damage not out of maliciousness but out of ignorance.

Business' litany of complaints about the media include: (1) the negativism of much of what the media report; (2) the media's failure to provide a more balanced account of business and economic news; (3) incompetence of reporters; and (4) the liberalism of journalists. The charges

The most serious charge (Continued on page 15)

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