

Business aid group sets up in Halton

Many people, for one reason or other, have decided to operate a small business. These enterprises have become essential to the economy of the nation. Statistics published during the last few months indicate that over 200,000 small businesses will be started in Canada during the year. A number of these small businesses will join the 7,000 presently being operated in the Region of Halton.

The small business is considered to be of such great importance to the region that a group of retired senior executives have banded together to offer their experience, ability and skill in business to help with the many problems that confront the entrepreneur.

The group is comprised of executives with a background in organization,

marketing, accounting, personnel, financing, costing, manufacturing, product development, retail sales, inventory control and general business management.

A small business entrepreneur cannot be an expert in all aspects of business nor can his operation afford the luxury of having employees experienced in every field as can large corporations. Professional consultants may be too expensive for many small businesses and frequently not the kind that consultants accept.

One problem of the entrepreneur is not having skilled and experienced people who can act as a sounding board for ideas, challenge his proposals, suggest alternatives, review the business planning and make sure research has been practical and complete.

The Halton Small Business Advisory Group operates collectively: the business person makes an appointment; outlines the problem and several members are assembled to meet with the entrepreneur each with a background in business related to the problem and the small business; problems and planning are examined; and in most cases a solution and direction is developed.

Consultations will take place at the Regional Municipality of Halton, Administration Building, 1151 Bronte Road, Oakville.

The Halton Small Business Advisory Group offers several essential forms of help for new businesses, existing business, businesses being planned and troubled businesses.

- Business advice derived from the management skills of the group.
- The group will assist you to plan your new enterprise or strengthen your present business.
- The group will assist with financial planning, preparing proper presentation for financing and direct clients to sources of financing, (the group is not a financial organization nor do they provide capital).
- The group offers expertise in marketing, sales, promotions and advertising.
- Information related to government small business programs.
- Several members of the group offer years of manufacturing experience.
- The service is confidential.
- Practical advice for the operation of small business.

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Halton club helps businesses export

Breakfast is no longer just coffee and doughnuts for some area businessmen and women. It is the time when they make the most important deals of their day.

Once a month on a Wednesday morning at 8.15 a.m., the Halton Export Club meets informally around a table for breakfast and discussions on international trade. Talking deals, swapping business cards, or listening to guest speakers, the Export Club members not only do business in a personalized and direct way but they learn more about the world of exporting.

That is the primary objective of the Export Club, said Peter Bush, business development officer for Halton Region and the founder of the Halton club.

"It is an information club which provides a network of knowledge and awareness of international business practices to assist companies to begin exporting or expansion," Bush said.

There are 125 members who have registered on the club's roster since its introduction in January, he said. Usually about 35 to 40 men and women come to each meeting which changes its venue every month to give business people in towns such as Acton and Georgetown a chance to attend.

There were five or six new faces at the last meeting held in Georgetown. One of them was Bob Rowe, technical sales representative for Pultrusions Canada Limited. His company which makes structural fibre glass components is just getting started in the export market.

Rowe attended the Export Club meeting to gather information from experts on such exporting problems as rules and regulations through customs or overseas banking procedures. There are a lot of pitfalls that can befall a company in international trade that are not common in domestic markets, he said.

According to Jack Vandenberg, president of Trav-L-Cold in Oakville and guest speaker, overcoming hurdles in exporting, preparation and information on exporting is essential. Everything from filling out customs papers to the frustration of getting government grants must be investigated thoroughly before exporting can be a successful venture.

"Do the preliminaries now because mistakes could cost you a bundle afterwards," Rowe said when commenting on his company's exporting plans.

Other businessmen and women at the Georgetown meeting included persons exporting everything from barbecues to leather goods as well as export consultants, financing experts, and government officials.

The number of deals contracted have increased dramatically among the participating members, Bush said. Several businesses have also made incredible cost savings by using alternate supply routes recommended by a coffee mate.

"It is the sharing of experiences and learning from others' mistakes which is valuable," Bush said.

No wonder Export Clubs have been cropping up all over Ontario since the first one opened in July, 1982. There are more opening this year in the western provinces.

Bush emphasizes that the Export Club is not a lobbyist group to peddle governments for better export legislation. It is neutral territory, he said, where everyone whether businessman or government official can eat breakfast and exchange information.

Membership in the Halton Export Club is free. For more information on the club and its next meeting call Peter Bush, 827-2151 or the Halton Hills promotion officer, Allan Hall, of Frank Heller and Co., 853-1850.



Jack Vandenberg, the President of Trav-L-Cold was the guest speaker at July's Export Club meeting. He designed an insulated container for transporting frozen foods without the need for refrigerated trucks and is now exporting his invention to the United States. Seated with Vandenberg (right) is Export Club's founder, Peter Bush.

New agency gives workshops

Are you considering reentering the workforce now that your family has grown up? Have you been recently laid off? Are you anxious about beginning your job search?

If you have answered yes to these questions then a series of workshops presented by R. P. Career Development could help you. Regaining your Confidence, Creative Job Search Techniques, Interview Skills, and Motivation are the topics which are being presented in the Georgetown Cultural Centre beginning September 13.

R. P. Career Development is an agency which has been established to assist those who are in the process of looking for work,

because it is widely recognised that unemployment has far reaching psychological effects. Individual counselling is also available whereby advice will be given on a personal basis related to your job search techniques.

The general public and various companies and businesses are invited to take advantage of workshops. Many companies are becoming sensitive to the needs of their employees therefore R. P. Career Development will go into the companies and present workshops.

If further information is required related to any programme that is offered please call 519-827-5718.