

People-lover runs McDonald's publicity



JO LISTER

By MAGGIE HANNAH
Herald staff writer

A basic love of people is what keeps a public relations person going says Josephine Lister, public relations person for both the Georgetown and Milton McDonald's outlets and former program director for the Georgetown YM-YWCA.

"Basically I like people," Mrs. Lister says. "I'd have to or I'd go crazy. You'd never believe what people expect us to do for them." She rolls her eyes and it's easy to read between the lines. They seem to think McDonald's is made of money.

Taking the ideas people come to her with and throwing McDonald's resources behind them so they become a profitable project for both the group with the idea and McDonald's is a big part of Mrs. Lister's work. Dreaming up ways to enhance McDonald's image in the community is another part of it. Behind the scenes though, there is a third part. She is responsible for staff gatherings as well as training hostesses to fill some of her jobs in the store.

TWO STORES

"In the beginning when there was just the Georgetown store I could do things myself," she says. "But now that there's two stores I just can't get around everything. I have several girls trained now so they can look after the birthday parties, for instance, and the craft nights and fun nights. They're even beginning to look after some of the contests for me. I come up with the idea and get it organized. Then they actually look after it."

"I like to get the managers involved with things too. When there's a prize to be given out there's no reason why it should always be my face in the picture. I hate getting my picture taken. There's no reason why they can't do it."

Mrs. Lister says she had no training in public relations before she took her job two years ago. At least, nothing that seems relevant at first glance.

She was born in a small Yorkshire, England town where her father had his own bakery and confectionery business. She worked in a library and then in the trustee department of a bank. Her hobbies, however, involved Little Theatre and dancing school shows and pantomime. She took ballet, stage dancing and musical comedy routines so that she learned much of the behind-the-scenes machinations necessary to putting a performance together.

"Little Theatre was big in England when I was growing up," she says, "and we had good, constructive criticism. I enjoyed it and I was involved right up until we came to Canada. That's one of the things I always wanted to get into was the Little Theatre here. But I've just never made the time. You have to be pushed after you're away from it, you know."

CANADIAN SPOUSE

Mrs. Lister married her husband Wayne in England. He was born in Regina and went to England with his parents when he was eight.

"His father was English and they went over to visit and got caught in the war," she explains. "They never did get back. Wayne always wanted to come back. It was coming home for him."

The Listers arrived in Canada 14 years ago and went to Galt for a short while. They now live on the Fourth Line and Mr. Lister owns his own steel fabricating business in Georgetown. They have three children, a married daughter Stephanie, a daughter Joanne working in Georgetown and a son Jonathan who will attend university in the fall.

Mrs. Lister says she waited until her son was in school full time before she went back to work. She had however, become involved with the Y in Galt while she was living there and soon found herself caught up in the Georgetown, Y after she moved. It was from that her first job stemmed.

"I was on the Board of Directors of the Galt Y when we moved," she laughs, "and the way it happens with so many organizations they warned the Georgetown Y that I was coming. I was invited to join the Y board here and wound up as vice-president just before I joined the staff side of things."

She became the Georgetown, Y's program director in 1969 and was the only paid staff member at that time, apart from part-time secretary Thelma Dobson.

TINY OFFICE

In those days the Y was in a tiny office in the main building at Cedarvale and there was no place to hold courses except schools and church halls. Neither the recreation department nor the recreation committee existed at that time and the Y was solely responsible for the town's recreation.

Mrs. Lister says that was a time of much expansion in town with new houses in both the east end of the Delrex subdivision and Moore Park getting their first residents. A lot of these families were young and hadn't much money but they needed something to do. A lot of them coming in found there weren't the facilities here that they were accustomed to in Toronto and so the requests grew.

"A lot of these young families only had one car," she recalls, "and the husband took that one to work in the morning and left the wife stuck at home with the kids all day. There was no public transit so she was stuck with the kids driving her up the wall and there was a real need for recreation."

The need for inexpensive ways to get women out of the house resulted in courses with babysitting such as Ladies Take a Break, she says.

Facilities for courses were extremely difficult to find so that they "used every nook and cranny" they could find, Mrs. Lister says. The Board of Education wasn't as open then as it has been of late to letting courses be held in its buildings. The Georgetown High School gymnasium was about the only full size gym they could find with gymnastic equipment and a room under the Canada Trust offices was used for the Y Teens group. Church halls were all they had for daytime activities.

The only courses she remembers the Y having at that time were ladies keep fit and ladies take a break, gym courses for boys and girls, badminton and clay camps during the summer.

RAISE REVENUE

"I remember when we upped the dues for badminton to 35 cents a week from a quarter," she chuckles, and shakes her head. "It didn't go down well at all. People paid a quarter a week if they attended and we wanted to try and raise a little revenue from those fees but they weren't happy about it."

No one had much money so financial campaigns were always hard, she notes. The problems in that department stand her in good stead now she feels since she understands all too well the sort of difficulties clubs are in when they

come to her at McDonald's for help in fund raising projects.

"I know their problems from the other side too," she says, "because I've been there."

Day camp was a big thing during her early years with the Y since it was the only thing in town. No one had backyard pools as they do today, she says, and the indoor pool, of course, didn't exist. Children were bussed to Terra Colta daily for swimming.

Mrs. Lister left the Y in December 1976 to take up her present job.

"The Y was always interesting and I enjoyed it but as program director and then executive director I constantly had to be motivating everybody else. There were constant financial problems and a constant turnover of volunteers. After eight years I began to lose my enthusiasm. I felt it was time for a change."

WORTH NOTING

It is worth noting that while there were 27 YM-YWCA's in Canada when Mrs. Lister became executive director for Georgetown, only three of those groups gave the position to women.

Asked for highlights of her years with the Y Mrs. Lister couldn't come up with anything specific. She enjoyed teaching pre-school rhythmic but the children themselves were the fun part and specific funny incidents have been forgotten, she says.

Another project she enjoyed was the one-day workshop on communications, family law, death and rape.

"Death is a subject you tend to back off learning about," she says, "but we had to research it in order to present the workshop and I came out of it feeling better about the whole thing."

Rape was also an interesting subject to deal with, she says.

TWO FEELINGS

"There very definitely is two different feelings about rape," she says, "and no matter how understanding and compassionate a man is I don't think there's any way he can ever fully understand what it does to a woman."

That workshop had its lighter moments in retrospect, she says, because of her daily diary in which she listed meetings and daily work remind-

ers. "I realized I had to be very careful about where I left it laying around," she chuckles, "because I'd have a meeting on the workshop set up for 10 am, for example, but my diary would say '10 am - rape?' Now how would that look to anyone who didn't know what it was all about?"

Mrs. Lister met McDonald's franchise owner Richmond Chandler through the Y and began working for him in January 1977. It wasn't all ideas and office work, she smiles. She had to learn how to operate every position in the store including using the grill one Friday night when the high school was holding a dance.

It has had its interesting moments however, like when the CBC came in to film McHappy Day at their store when the place was already bedlam with customers and extra help and all the confusion attendant to such a big event.

Training or not Jo Lister is now far away from the solitude of an English library or the primness of an English bank.

Transferring land uses is owners' big worry

By LOBI TAYLOR
Herald staff writer

Land is a scarce commodity, and the major concern of landowners is its transfer from one use to another, Professor B.N.R. Richards told members of the Esqueving Landowners' Association Thursday.

Dr. Richards, professor in the Land Resources Science Department of the University of Guelph, spoke to the association and guests about land use, particularly as it relates to agriculture.

"I know I'm talking to people who are in the front line in concern about land use," Dr. Richards said. "I don't have to remind you, land is a scarce commodity."

Dr. Richards said in Canada, land use has not been related to the quality of the land. Class 1 land, which is the most fertile, is often used for deve-

lopment as opposed to agriculture, Dr. Richards said, because it presents fewer engineering problems than poorer quality land.

FALSE COMPLACENCY

"I think people have been lulled into a false sense of complacency about land in Canada," Dr. Richards said. There are 12 million acres of Class 1 land in Ontario, all of it located south of the Canadian Shield, he said, and this makes up 52 per cent of the Class 1 land in Canada. The Maritimes have no class 1 land, and Quebec has very little. The remaining 48 per cent is located mainly in the Prairies.

Because of a tendency to develop Class 1 land, farmers may find themselves pushed into farming lower quality land, Dr. Richards said. In such a case, twice as much land would be needed for the

same yield, resulting in increased land costs, increased capital costs for equipment and materials, and therefore food will cost more.

Agricultural land is also being reduced by the number of people buying small building lots in rural areas and building homes on them.

"People want to live in rural areas, and then they complain about the cost of food," Dr. Richards said. "We have a job in agriculture to explain why food prices are higher here than other countries."

On the other hand, he said, agriculture and farming should not claim all the quality land. If towns are to grow, and the only land available is Class 1 land, then that is a higher priority use, Dr. Richards said.

PRICE TAG

"I think as Canadians, what we have to ask ourselves is what is the price tag of being a Canadian?" Dr. Richards said. "We operate in a hostile climate. We have a viable agricultural system, and it costs more in Canada than it does in places with a more favorable climate."

"People are putting farmers in a real bind because they want to keep them on the land, but they don't want to pay Canadian food prices," Jack Martin said during the question and answer period following Dr. Richards' talk. "The consumer has said through the marketplace that he doesn't give a hoot about the farmer. I think the farmers will survive. I think the guy who's going to suffer is the city guy."

Otto Jehinek, Conservative candidate for the Halton riding told the meeting that shortly after he was married, he wanted to buy a lot in north Halton to build a home, but he couldn't buy a lot without "paying through the nose". The farmers were unable to even get a severance, he said.

"If the farmer can prove that the piece of property he wants to sever is unproductive, why doesn't he have the right to sever it...not for townhouses, but for beautiful homes," Mr. Jehinek asked.

Norval farmer Peter Branch said the region has all sorts of industrial development officers, urban planners and industrial strategies, and is spending \$35,000 on an industrial study.

"But what are they doing for agriculture?" he asked.

Dr. Richards said there is a need for a rural planner, as opposed to an urban planner, to assist in the integration of land use, and the University of Guelph has been studying the possibility of a course of study for rural planners.

Town reviews United Way plan

By PAUL DORSEY
Herald staff writer

Whatever agency is selected to organize the proposed region-wide United Way must take care not to interfere with the efforts of Halton's existing social service groups, Coun. Mike Armstrong warned Monday night.

Commenting on a brief circulated by the Burlington Social Planning Council, Coun. Armstrong complained to the town's general committee that the concept of establishing a regional United Way to co-ordinate fund-raising activities for local social groups and charities "seems to have gotten out of hand".

The government group or public agency chosen to organize the regional United Way, if it is indeed approved by all concerned, must "not lose sight of what our social agencies are," he said.

POMEROY AGREED

Mayor Pete Pomeroy agreed with Coun. Armstrong, but said that the collective concept has many advantages. After one joint meeting thus far with regional chairman Jack Rafus, he said, the mayors of Halton's four area municipalities are generally agreed that too many charity dollars are flowing out of the region.

Halton could raise much more money on a per capita basis for its social groups and charities if fund-raising efforts were co-ordinated, Mayor Pomeroy explained. Certain are-

reas of Halton, in particular, will benefit from a region-wide United Way, despite the disinterest being shown by some "splinter groups" which will prefer to continue their own individual fund-raising activities, he said.

Mayor Pomeroy added that a regional United Way is still "probably five years down the road," even if immediate support is demonstrated.

The issue was raised Monday night in response to the Burlington Social Planning Council's brief which expressed concern over the suggestion that the Council "is the appropriate body to carry out the organizing task".

NO MANDATE

"The... council has neither the mandate nor the resources to organize a Halton United Way," executive director Karen Hill explained in the brief. "The task is a vast one. After research to support the concept has been carried out, several years of full-time community organization work would be required."

Ms. Hill acknowledged that regional council's recent decision to have all grant requests forwarded to its attention rather than that of local municipalities is "seen as the first step toward a Halton United Way". The Burlington Social Planning Council, she reported, has publicly supported "a gradual move toward a federated United Way", since late 1977.

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