

Tips on launching a business from two women who've done just that

Starting out's easy - success comes a little harder

By LORI TAYLOR
Herald staff writer

Almost anyone can start a business, but not everyone can make a success of it, Penniesworth owner Lynn Barnard told members of the University Women's Club Tuesday.



It takes an "enormous" emotional commitment, as well as time and finances, to run a business, Mrs. Barnard said. The failure rate of small businesses runs at about 50 per cent over a five-year period, she said.

Mrs. Barnard said, "I believe as much today in the concept of my business as I did four years ago," she said. Stamina is also important — "The hours you work are incredible" — and self-discipline.

"You have to be able to work without the immediate reward of a pay cheque," Mrs. Barnard said. "You have to be the kind of person who finds a reward in what you do."

She also suggested a businessman must be fairly objective about his or her own capabilities.

"You don't have to feel intimidated about this. You don't have to have all the characteristics I've mentioned here to succeed, but you'll

probably develop them as you go."

AWARE OF TRENDS
"If you're thinking about starting a business, try to be aware of the economic climate and trends," Mrs. Barnard said. "It has been a factor in the success of my business."

Market research is an important part of preparing to open a business, Mrs. Barnard said. Ask questions, like the type of market in the area, how big an area the business should draw on, the specific market the business is aiming for, the percentage of the market already taken by other businesses, and how other similar businesses are making out, she said.

Picking the right location is very important, and rent should not be the prime consideration, Mrs. Barnard said. Factors such as the layout and the need for a display window in some businesses should be considered. She also recommended examining the lease carefully to find out exactly what costs are included in the rent.

Mrs. Tanas reminded the audience that there are a lot of regulations governing small businesses, and said it pays to investigate them thoroughly before starting out.

POOR TIME
"Poor business management and poor time management are the big areas for failure in business," she said. "Controlling my time has been one of the biggest lessons I've learned."

"You must sit down and plan on paper, financially and everywhere else. You have to have goals to reach for and they have to be on paper."

Mrs. Tanas suggested having five-year, three-year, one-

year and daily plans, and reviewing them from time to time.

"Financial strains are often caused by lack of planning," she said. "Organization and procrastination are the biggest time wasters."

Planning should allow flexibility for the unexpected or for emergencies, Mrs. Tanas said. She also suggested allowing time for jobs that take longer than expected, and time to relax.

Mrs. Tanas recommended taking advantage of the Federal Business and Development Bank, which offers workshops, seminars and professional advice to businessmen.

She also commented on the complaint many women make about not being able to get financing from banks because they are women.

"If you go in well-prepared, self-confident and organized, there's no reason why you shouldn't get a loan," she said. "There's no difference between men and women in the

business world as far as I'm concerned."

Mrs. Tanas said she is just as excited about her business as she was when the first started doing typing for people in her home.

"Anyone who survives three years is doing something right," Mrs. Barnard said. "Lots of businesses fail in their first year."

"Remember, behind every successful woman is a surprised mother-in-law," Mrs. Tanas said.

Marg Tanas (left) of the Georgetown Secretarial Service, and Lynn Barnard, co-owner of Penniesworth on Main Street, show some of the resource material they recommend to anyone interested in starting their own business. They emphasized in a talk to the University Women's Club Tuesday that planning ahead is an important factor in starting and running a successful business.

(Herald photo)

Mrs. Tanas, director of the Georgetown Secretarial Service, spoke to the University Women's Club and members of the public interested in the why and whereof of starting a business. Marion Manning, owner of Toy Magic, was also to have been present, but was called out of town.

Persons looking to start their own business needs to have self-confidence and confidence in her idea for her business.

Mrs. Barnard, in partnership first with Carolyn Simmons, and now with Greta Hopkins, has operated Penniesworth in downtown Georgetown for four years. The store capitalizes on the trend for recycling by offering parents a chance to sell children's clothing and toys which have been outgrown, and to buy used clothing and toys in good condition.

Mrs. Tanas has operated the Secretarial Service for seven years, starting with a small operation out of her home, then expanding to include temporary and permanent placement services as well as office ser-

During the Second World War the Canadian Red Cross Society collected blood from volunteer donors nationwide to supply the Canadian Armed Forces with dried plasma. More than 2.5 million bottles of blood were processed. As a result the lives of many soldiers and war victims were saved on the battlefields and in the bombed cities of Europe and North Africa.

We are your local agent for

Allstate

and other fine companies

For further information on

- HOMEOWNER
- FARM
- COTTAGE
- AUTO

Call Hugh Hunter at
W. F. HUNTER
REAL ESTATE & INSURANCE
122 Guelph St., Georgetown
877-4441

COMMUTING TO TORONTO?

Move your office to Brampton and your time will be your own to make money at your desk instead of spending money in your car.

Call the owner:

John Ingle & Associates
Investment Company
24 Queen St. E. Suite 808
Brampton
456-2833

New Office Space Available From 300-4,000 Square Feet
Atrium Retail Space From 600-3,000 Square Feet. Ready For February Occupancy

THE QUEENS SQUARE BUILDING

24 QUEEN STREET EAST, BRAMPTON, ONTARIO

ROYAL CITY
Realty Limited

SOLD
877-5296

Now where else could you get a 3 bdrm. side-split with finished rec room and attached garage on a large pie shaped lot for this price? See this dandy with Gloria Eades 877-5296.

LOVELY 10 ACRES SOUTH OF BELFOUNTAIN
4 bedroom brick bungalow. Separate dining room. Walkout from living room. Double brick garage detached. Central air, mortgage rate 11%. This exciting home is in park-like setting. Listed \$215,000. Jim Calvert 877-5296. Res. 459-3445.

MODERN DAIRY FARM
This productive picturesque farm is located 30 min. north-west of Georgetown. Bungalow, swimming pool, bank barn, .3 silos, implement shed, 2 ponds, an overflowing creek. Great parcel of Ontario. Asking \$375,000. Call Gerry Rotzal 877-5296.

COUNTRY SPECIAL — 100 ACRES
North of Georgetown, corner farm with big frontage, never had severance. 75 acres workable, balance mixed bush, orchard, 2 bubbling springs and running creek. Very scenic property. Asking \$245,000. Call Gerry Rotzal 877-5296.

VILLAGE OF ROCKWOOD
Elegant 4 bedroom, 2 storey home on 132 x 132 lot with trees in front. This brand new home is regulated to latest codes and is just about ready for you to move in. Excellent financing. Asking \$86,900. Call Gerry Rotzal 877-5296.

TRY YOUR DOWNPAYMENT
On this very appealing 3 bedroom townhome with an assumable 10% mortgage. Many nice extras. Call Alice Pokluda 877-5296.

FOR SALE OR RENT
Snug 2 bedroom home with living room and kitchen. Franklin F.P. Attached garage. Well treed lot. Belfountain. Full price \$49,900 or \$400 per month. Gloria Eades 877-5296 Res. 1-519-927-3214.

CALEDON VILLAGE — \$49,900
Why rent when you could own this 4 bedroom, 2 storey on 1/2 acre, 2C mins. to Brampton. Don't let opportunity pass you by. Call Marg Parker 877-5296.

REDUCED TO \$86,900
Raised brick bungalow on 1/2 acre lot near Georgetown. Many extras. Call Alice Pokluda 877-5296.

3 ACRE HOBBY FARM
Centre of Action, 4 bedroom, 2 storey house, trout pond, swimming pool, shop or barn, fenced completely. Proposed building lots. Call Barbara McMullen 877-5296.

JIM CALVERT..... 459-3445
SUSAN CARRIER..... 877-7937
REG COOPER..... 877-9458

GLORIA EADES..... 519-927-3214
BARBARA McMULLEN..... 519-853-0581
MARG PARKER..... 519-833-0151

ALICE POKLUDA..... 877-0345
GERRY ROTZAL..... 877-3199

JOYCE SCOTT..... 878-1528
ALEX GLENN (MANAGER)..... 877-0542

WILLIAM ELLIS
REAL ESTATE LTD.
877-6917

MILLIONAIRES NEED NOT APPLY
Comfort and economy are yours in this cozy home. The major renovations are completed and only requires your finishing touches. Features a deep, deep lot fully fenced. Asking \$53,900.00. Call Rosalie Barker now!

ROCKWOOD DOLL HOUSE
Tough to beat this two bedroom gem for \$36,500.00. And what a lot! Mature trees with a cedar grove and fast flowing creek. Got the whole story by calling Don Sanderson.

LAND! LAND! LAND!
We have several good parcels of land available. Some wooded and ranging from 1 1/2 acres to 25 acres. If you are thinking country living — it all starts with the right land. Call Bill Ellis and get started now!

TERRA COTTA HORSE FARM
Big barn with box stalls, remodeled farm home and 23 rolling acres. Some exceptional mortgaging available and all for \$112,500.00. Call Betty Stokes to inspect this well located property.

YOU'LL NEVER REGRET BUYING QUALITY
This 2 1/2-acre wooded estate offers a home with quality touches everywhere — from high rating insulation to 200 amp. all copper electrical service. Besides all that, it is beautiful and elegant. If it's time to move up — Call Bill Ellis.

TRAFALGAR ROAD HORSE RANCH
32 rolling acres of grade land, a good big barn and a comfortable home. Only missing your family and horses. Call Betty Stokes to arrange the move.

A HALTON HEIRLOOM
This proud old farm home, restored here — updated there, sits amidst ten acres of newer and older trees. The trees give way to 30 more acres of rolling, rich farm land. A small barn, of course. Located off Trafalgar Road, near Finview. Call Betty Stokes for details.

GOT A BIG FAMILY?
And they are just hankering to do their own thing in the country. Then don't miss inspecting this big six bedroom home on ten acres just north of town. More information from Rosalie Barker.

The Gallery
AKERS - CLARK
REAL ESTATE LTD. - REALTOR
92 MAIN ST. S., GEORGETOWN 877-5211
Toronto Line 453-3911

"TWO HOUSE SOLD NAMES YOU CAN TRUST"

40' x 30' STEEL BUILDING INCLUDED
Start your own business on this picturesque 1 1/2 acres of rolling land. Immaculate 3 bedroom home with such exciting features as: very large rec. rm. with wet bar and woodburning stove, 2 baths, built-in dishwasher and more. The huge building has its own furnace, a 100 amp. service and thick cement floor.

WANT SOMETHING IN THE 80'S???
Then see this beautiful home with attached garage on a large fenced lot just steps to downtown. Excellent financing too.

GEORGETOWN CHARMER
\$56,900.00.
Just listed! Gorgeous aluminum bungalow on 200 foot lot in mature area. Features full basement, single car garage, sun porch, broadloom, bright cherry eat-in kitchen, some appliances. Call now.

CLOSE TO EVERYTHING...
Detached 3 bdrm. brick bungalow priced in the 50's. Ideal as a two family home.

HOME WITH 2 EXTRA BUILDING LOTS
RIGHT IN TOWN!
Located in the heart of Georgetown, this 3 bedroom aluminum home on a mature lot also has 2 building lots that make up the complete package. Asking \$89,900.00.

YOU BE THE JUDGE...
Come see this 3 bdrm. detached brick bungalow, good location, beautiful double lot. Priced in the mid 50's.

BUILD THAT DREAM HOME...
3 acres with good access. Only \$20,900.00.

DRIVE A LITTLE, SAVE A LOT...
Over 1900 sq. ft. of living space in this immaculate 3 bdrm. home on extra lot. Wood burning fireplace in the family room, walkout to deck off the Hollywood style kitchen, fully fenced rear yard. Freshly decorated and fully broadloomed, formal dining room.

4 LEVEL BACKSPLIT SEMI...
Only 5 years new. Beautiful size living room with walk-out & dining area. Mum will love the large kitchen, main floor den, beautiful finished rec. room. This is a must to see.

LOCATION? INCOME, AND THE PRICE IS RIGHT!
Super highway location with great potential. Reduced to sell! Income makes it possible for a positive investment!

THE PRICE IS RIGHT!
\$82,900. for this older home in good condition on huge double lot. Features 3 bedrooms, 2 baths, large first mortgage at 10% plus more.

Jim Akers BROKER 877-7551
John Clark BROKER 877-8884
Marg Clarke 877-2887

Hank Reinink 877-5101
Don Fenley 877-1797
Barbara Jennings 877-2143

Pearl Kerby 877-3342
Tom Robson 877-4670
Bob Macdonald 877-7490