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Friday, November 19, 1982

Business development officer says Halton firms are missing the boat

## New region man promotes exports



TONIGHT'S THE NIGHT

The guys and dolls at Georgetown and District High School open their musical production of "Guys and Dolls" tonight at the John Elliott Theatre. The raucous step back into the "dirty thirties" starts, among others, Debbie Sunnucks as the pouty exotic leader of the Hot Box Dolls. The gala production, on which students, costume makers and director Yvonne Oldaker have been working for almost three months, is

scheduled to run tonight, tomorrow night and a matinee Sunday as well as next Friday and Saturday nights. Tickets are available at the Elliott Theatre box office after school, and at Kentner's Dairy Bar, Col-Craft, Penickworth and Oxbow Books. But, hurry, they're going fast! (Herald photo by Chris Asgaard)

Burlington resident Peter Bush has been hired as Halton region's second business development office, in charge of encouraging area industries to explore export markets.

Mr. Bush, 41, holds an honours bachelor of arts degree in business studies and economics from the University of Sheffield and joins the region's business development office after stepping down as marketing manager of Tridon International, a manufacturer and exporter of "original equipment" auto parts.

He has held marketing and sales management positions with Sherwin Williams, Stanley Works and ICI Ltd. in England.

While business development officer Brent Kearse is responsible for drawing new industries to Halton (suggesting suitable locations for them in the region's industrial land inventory), Mr. Bush will help existing businesses discover new, out-of-country markets to increase revenue and corporate growth.

Halton business development director Matt Fischer told a recent meeting of the finance and administration committee that export markets are going largely un-

noticed by area businesses, either because they are ignorant of the potential for new revenue or are afraid to get involved.

There is plenty of information available about export markets, he added, but companies often don't have the time to know how to deal with it. Mr. Fischer said part of the new officer's duties will be to help businesses use the information.

"I'm convinced that there is a need (for a new officer)," he told the committee. The pay-back will be there in job creation alone."

Regional council agreed to hire the officer last week, but not before the issue, like other business development proposals before it, was discussed at length by the finance committee. While regionalized efforts to promote business development are generally strongly supported by Milton and Halton Hills councillors, expenditures in the department are dealt with more reluctantly by some south Halton reps.

Burlington already has a business development office of its own and, like neighboring Oakville, is centrally located to mar-

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## Elliott Theatre stage alight with 'Guys and Dolls' 'n' all that jazz

Georgetown District High School's theatre club sees the culmination of three months' work tonight (Friday) when the curtain rises on "Guys and Dolls", the Broadway hit musical, at the John

By JEFF EDWARD and NORM SHIELDS  
 Herald School Correspondents

Elliott Theatre. The show's been a perennial hit with North American audiences and is sure to pull in a good crowd. It should be a great success. Having spoken to one of

the actors, we discovered that not only is it fun to watch the play, it's also fun to rehearse it.

"The play's coming along great," the same actor commented. "It should be one of the school's best."

Tickets are still available for all five performances: tonight and tomorrow, and again Nov. 26 and 27, at 7:30 p.m., and this Sunday at 2 p.m.

For the music-minded audience members, "Guys and Dolls" features Latin American jazz, pop, blues and something called "Hotbox cutie". Music teacher Ralph Urzel is musical director for the play, originally scored by Frank Loesser.

Director is Mrs. Oldaker, producer Joan Silk and art director Mr. Ridley; all three are GDHS

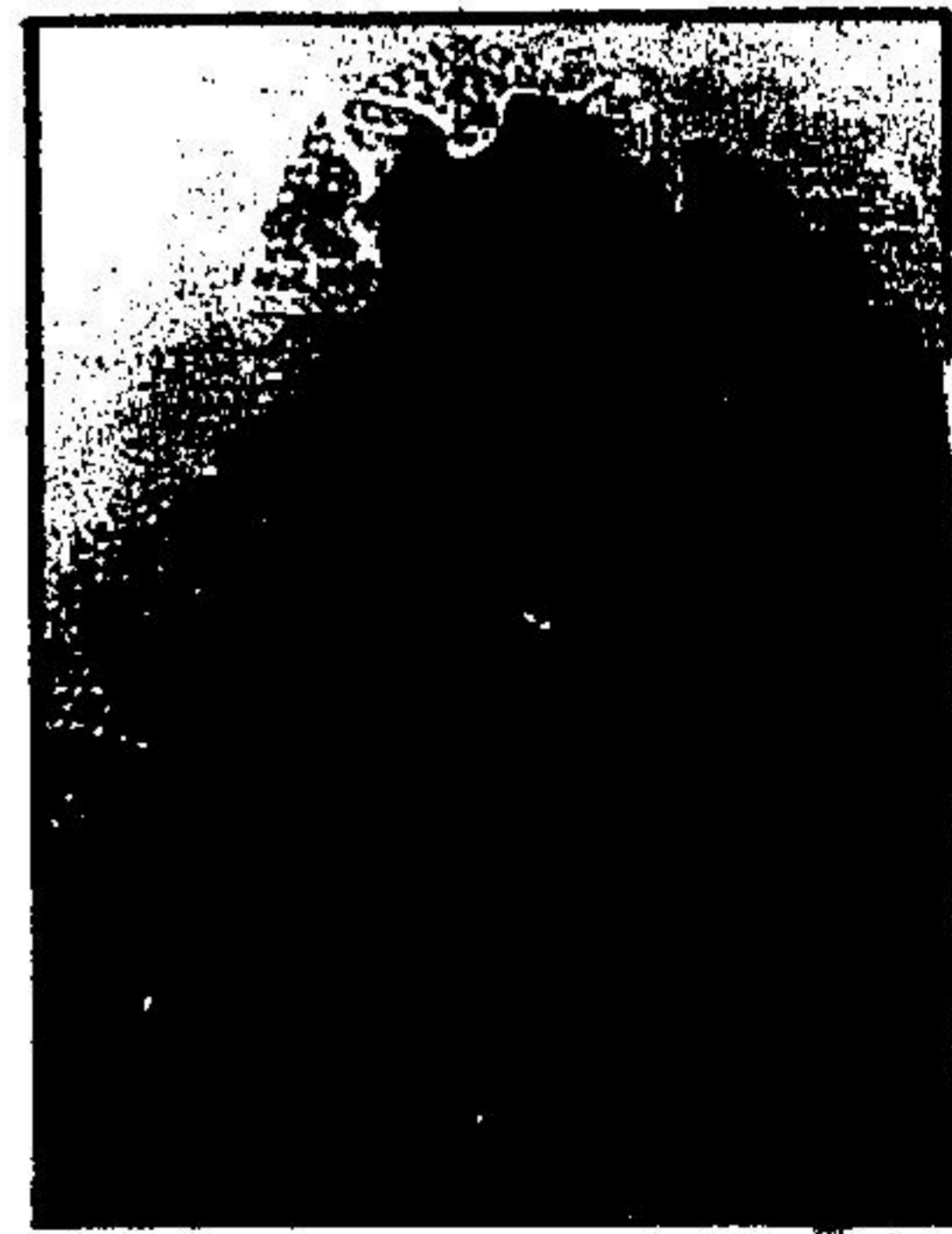
staff members. "Guys and Dolls" tells the story of a group of people struggling to keep a floating crap game alive. One locates a garage they can use, but first he has to pay the owner \$1,000. The gambling becomes rampant.

GDHS' production involves 50 students: 25 on-stage and 25 backstage.

Cast in the main roles are Ann McDonald as Sarah, Rod Cook as Nathan, Bill Marchant as Sky and Debbie Sunnucks as Adelaide.

Tickets cost \$4 per adult, \$3 per student and \$2 for children and senior citizens. They're available at Col-Craft, Oxbow Books and all cast members.

The show begins at 7:30 tonight. We hope to see you all there!



JUST A DAME

Green ruffles and red curls make actor Roo Hunt quite a charmer. Playing "The Dame" in the Georgetown Little Theatre's Christmas pantomime "Hickey Dickory Dock", Mr. Hunt will be swishing his frocks onto the John Elliott Stage Dec. 10, 11 and 12. See story, page 5.

(Herald photo)

**What day is it tomorrow, kids?**

Georgetown youngsters won't need any reminders, but just in case their parents forgot, tomorrow (Saturday) brings the annual Lions Club Santa Claus parade to town. Floats and bands will be lining up on St. Clair Avenue adjacent to the Debrax Marketplace through the lunch hour ready for a 1:30 p.m. start. The parade heads down Guelph Street to Maple Avenue, then turns left to proceed past Holy Cross Church, then right on Main Street. The parade ends at James Street downtown, at which point Santa Claus himself will dismount from his sleight and join the young fans gathered around his waiting throne inside the B-Way Store. Don't miss the fun, all courtesy the Lions Club of Georgetown.