

Survival found in export sales



LARRY THIBAULT

Continued from page A1

for years now," Mr. Thibault said. "Now we have to try harder and be smarter to reach the 'magic' of a quality product: no rejects or recalls, a growing reputation, a reduced inventory and a good workforce attitude.

In addition to dispensing with the hard-driving, "my-way-or-the-high-way" manager, in favor of a more open worker-employer relationship, the CMA says there are other things which Canadian firms must do to grow and survive.

A report from the European Management Forum, a research institute based in Europe, indicates that Canadian firms are reluctant to explore export markets. In a survey of ten western nations, Canada ranks last in the average annual growth of foreign trade.

But the CMA, among whose members are some of the country's largest corporations as well as very small firms, says Canadian firms must sell more abroad, leaving the shelter of domestic markets which may have been protected by special tariffs.

TECHNOLOGICAL CHANGE

In the "global village", Mr. Thibault said, technology is extremely important and could determine which companies make it internationally and which flounder as markets are gobbed up by fewer, but more aggressive businesses.

Some jobs, he acknowledged will become obsolete with technological change-overs. However, the demand for many types of technological developments, from computers to sophisticated robotics, is opening other career opportunities, he argued. By companies, increasing productivity - and governments turning more funds into research and development, firms will be able to invest more in new

technology.

There must also be new ways of thinking when it comes to financial management, Mr. Thibault said. The CMA says that high interest rates of 1980 and 1981 have taught businesses the dangers of debt-financing.

The solution is to build equity, while shrinking debt. In addition, Canada should do what it can to attract investment, rather than scare it off, especially as new sources of money are increasingly hard to find and the competition for it becomes extremely fierce. In budget preparation, business departments will have to take inflation more into account, indicating "real income after inflation" figures. Tax departments, the CMA says, must know how to use an increasingly complex corporate tax system to their firms' advantage.

Meanwhile, Mr. Thibault said, governments must back away from policy-making which interferes with trade and investment.

"Recently," Mr. Thibault commented, "governments have been strongly centralized to the point where they tend to do their own thing."

Such things as the aggressiveness of the National Energy Policy and the Foreign Investment Review Agency (FIRA), "proved disruptive", Mr. Thibault said.

"But during the recession, government became more sensitive to the views of manufacturers," he said. "The manufacturers, government realized, are the people who will create jobs."

"Now there's a lot more concern with the efforts of business to improve productivity."

The last budget presented by federal finance minister Marc Lalonde in April, contained elements which pleased the CMA, Mr. Thibault said, because it improved the climate for investment in general.

SMALLER FIRMS HAVE ROLE

There is room in the "global village for small and large firms", Mr. Thibault said, but some roles may change. Larger firms, with more resources will probably get a larger share of certain international markets.

Smaller firms will continue to serve local markets, or because of their flexibility, move quietly into areas not easily handled by larger firms which may need more time to re-tool and make other adjustments.

For smaller firms, he said, "there's room for somebody who's smart and quick."

While there are dramatic changes foreseen, the future of manufacturing in Canada remains "demanding, challenging and exciting", Mr. Thibault said.

Survival will depend on the right combination of sound marketing and human resources management, training and research, and sound financial practice.

Juveniles responsible for most break-ins

By ANIPEDERIAN
Herald Staff Writer

In 1982, one-fifth of the businesses in Halton Hills were broken into.

In five years time, at this rate, every business will have been broken into at least once, unless a stop is put to the break-ins, Halton regional police crime prevention officer Bob Ustrzycki said Tuesday night.

Speaking to about 27 local businessmen attending the Georgetown Chamber of Commerce-Halton regional police sponsored seminar on crime prevention, Const. Ustrzycki said break-ins are a bigger problem in town than vandalism.

EASY TARGET

What is a thief looking for? An easy target, constituted by poor security and improper lighting.

The majority of break-ins are by juveniles 14 to 21 years old, and very seldom by adults, Const. Ustrzycki said.

The thefts happen after closing hours when nobody's around. Darkness is the perfect cover for them, cutting down on criminals' visibility, he said.

GOOD LIGHTING

"The more they can be seen, the less they'll hang around your place and will move elsewhere," Const. Ustrzycki said, recommending ample lighting inside and outside business establishments, including above rear doors and alleyway windows. Lighting also helps officers see around buildings more easily on their nightly checks.

He said merchants should be trying to discourage criminals from coming to their premises by increasing the security of their building with quality locks.

"You have to try and increase the amount of time needed for them to break into your business," Const. Ustrzycki said. "Look at your locks, some just need a credit card to let in a thief in a matter of seconds."

Other locks, a thief can put a pipe wrench to them and pull the whole locking device out, he said. Dead-bolt locks with a one-inch throw were recommended as the most secure. The time required to tackle them will discourage a thief from his mission.

Windows are the most vulnerable part of any business establishment and most can be secured for 25 cents, Const. Ustrzycki told his attentive audience.

WINDOW BARS

He said windows facing onto alleyways on the back of the property, not visible to clients should be barred.

"Bars on your windows? They don't look

that great, sure, but do you need to keep the alleyway pretty?" Const. Ustrzycki said.

For businesses with safes, he suggested bolting the safe to the floor.

"Why not keep the safe visible?" he said. "Thieves don't want to work on it right by the illuminated front window, visible to everybody."

Thieves want to get in as easily as they can and out as fast as possible. Some operate on the "smash and grab" principle, which makes building a security room with a solid core door and three deadbolt locks a good idea for thwarting them.

Const. Ustrzycki suggested putting one deadbolt lock on the top, one on the bottom and one on the side of the security

room. To make it simple to lock up nights, he said valuable machines should be kept on casters so that they can easily be rolled into the security room.

As the seminar turned to alarms, buyers were told to check out the quality of the equipment and make sure it's Underwriters Laboratories of Canada (ULC) approved. That means it's been extensively tested.

Alarm buyers should also make sure there's a central monitoring system staffed seven days a week ready to alert police when the alarm rings.

Businesses are encouraged to join Operation President, a police program which marks valuables in a business with a registered number. This

SUMMER SAVINGS SALE

STOREWIDE REDUCTIONS

ALL SUMMER STOCK MUST BE SOLD

20% OFF REG. PRICES

ON ALL SUMMER GOODS

PLUS FURTHER REDUCTIONS OF

25% OFF

30% OFF

50% OFF

ON SELECTED SUMMER INVENTORY

Tellers' Cage

"The Ladies' Fashion Place in Downtown Georgetown"

90 Main Street South - 877-0822

Including:

- Bathing Suits
- Cover-Ups
- Dresses
- Shorts
- Separates
- Sleepwear

Shots hit barn as students play

Two out-of-town men were charged with careless use of a firearm this weekend when the lives of 60 children were endangered.

Three rifles and ammunition were seized from a residence to the east of Halton Riding Stable at 1470 Steeles Avenue Friday.

The barn and a mobile home at the stable were peppered with shots from the rear of the home next door while children who'd booked the premises for the day played in the area and used the pool, Halton regional police said. Fortunately, nobody was hurt.

Called to the scene at 3:30 p.m. Friday, seven police officers sealed off the neighboring residence and searched it at 7 p.m. The two accused had fled the area prior to police sealing it off, Staff Sgt. Les Graham said.

The two men, 17 and 20 years of age, surrendered to police Saturday at 10:30 p.m. The 20-year old

Meadowvale man is the son of the woman living east of the stable.

Staff Sgt. Les Graham said the woman was absent at the time of the shooting. He said police were unaware of any dispute between the neighbors.

The two men appear in Milton provincial court Aug. 15.

Late harvest

Extend your supply of fresh garden vegetables this summer by planting a second crop of carrots, beets, beans and lettuce in late June for a late August harvest.

Need police

If the Montenegrin Cultural Society hires off-duty police, town council won't object to the province granting the group a special occasion liquor license July 17.

The group plans to hold a picnic for a few hundred people at the Canadian-Yugoslavian Brotherhood property south of Acton on Highway 25.

There were no complaints about noise from nearby residents during a larger celebration July 3, bylaw enforcement officer Jack Lusty told council in a report Monday night; but he advised that future celebrations include paid off-duty police officers.

Brotherhood rep Nic Cajic told council he didn't think it necessary to hire policemen for the July 17 event, but council insisted that at least one police officer be retained.

He said that the police department insists on two for any event policed by off-duty officers.

Council also said it would not endorse liquor permits for two other occasions planned this summer and that Mr. Cajic would have to apply for each separately.

BULK MEATS

Paul's Motto:
"If I won't put it on my table - I won't sell it!"

No. 1 Sliced Layer BACON \$3.51 kg. 11 lb./5 kg. ctn. \$17.49		BULK MEATS, 1/4 Pounder BURGERS 55 g. 48 per ctn. \$17.05	
Bulk WENERS 12 lb./132 ctn. \$10.80/ctn. 8¢ ea.		SWISS OR MINUTE STEAKS Approx. 9-11 lb. \$5.64 kg. 256 lb.	
YORK FANCY GRADE VEGGIES			
5 lb. CELERY \$2.82	5 lb. PEAS \$3.19	5 lb. CORN \$3.49	5 lb. MIXED VEGGIES \$3.25
5 lb. Diced GREEN PEPPER \$3.66	5 lb. SQUASH \$2.31	5 lb. CAULIFLOWER \$4.75	10 lb. Battered MUSHROOMS \$19.38
5 lb. YELLOW WAX BEANS \$3.31	5 lb. PEAS & CARROTS \$2.81		
5 lb. DICED TURNIPS \$1.94			
5 lb. BROCCOLI \$4.50			
10 lb. ctn., Battered ONION RINGS \$11.00			
5 lb. BRUSSEL SPROUTS \$3.99			

29 Armstrong Ave. (Unit 3)
Georgetown 877-6432 (Beside Halton Furniture Refinishing)
SUMMER HOURS: Mon.-Fri. 8 a.m. - 4 p.m. CLOSED SATURDAY CASH 'N CARRY

Glidden

Factory

SALE!

EXTERIOR ACRYLIC LATEX

\$19.99

GALLON*
Reg. 28.95

EXTERIOR LATEX ENAMEL

\$24.99

GALLON*
Reg. 31.95

GEORGETOWN DECORATING CENTRE

*** Georgetown Market Place ***
877-1872 SERVING THE DECORATING NEEDS OF HALTON HILLS FOR OVER 15 YEARS 877-4193