

Business Outlook

Customers key in Capital facelift

Space - the final frontier. One of the remaining fields for Capital Ford to conquer was to build an expanded facility for its staff and customers.

In June the entire dealership was demolished except for the garage bays.

In the fall, construction was completed and the Ford dealership on Guelph Street in Georgetown took on an entirely new look.

There was creative freedom for staff, luxurious furniture and a new waiting room for the public, and a showroom that tripled in size.

Instructions were given to the architects to have the building designed with the customer in mind, said President and General Manager, John Perli.

The dealership currently employs 22 staff, but with a bigger facility, that number could soon increase by 4, said Mr. Perli.

There are now seven offices for salesmen, a lunchroom for employees, a new phone system to handle calls easier and a completely revised service reception area.

The service parts area is new, which includes a recent on-line computer system which can readily locate parts from across Canada.

In the garage bays the equipment has been expanded and upgraded. One example is that a "flex-bay" has been installed which can hoist a car at different levels, making adjustments easier.



TEAM CAPITAL FORD-Happy in their new headquarters, some of the staff at Capital Ford Ltd. on Guelph Street are seen here (left to right) Craig Ross, President and General Manager John Perli, Bob Davies, Lester Hogan, Jim Critchell and Sandra Hook. During

the summer, the dealership added new space for customers and staff. Improvements were made to the showroom, garage bays, waiting room reception area and much more. (Herald photo)

Other improvements in the building include air conditioning, even for the staff parts department and landscaping out front.

Davis visits Halton as forum guest

Former Ontario Premier William Davis will be the keynote speaker at a skills training forum for Halton and Peel industries at the Burlington Holiday Inn March 4.

"Our Future is Training" will be presented by the Halton and Peel Industries Training Advisory Committee (HAPITAC), in co-operation with Sheridan College.

HAPITAC provides up-to-date skills training for Halton and Peel employers and residents through a variety of in-class and on-site training programs delivered by Sheridan. The forum will allow industry participants to examine their specific training needs and concerns through moderated group discussions and presentations.

Davis' keynote address will highlight the importance of federal and provincial government training programs to local industries.

The forum will be held from 8 a.m. - 4 p.m. Registration fee is \$30 per person, which includes lunch.

To register, call Sheridan College Government Relations (Oakville Campus) at 823-9730, ext. 359, by Feb. 20.

Improving memory means using tricks

Let me see, now. What was I just going to do?

Oh, yes — look into the problem of memory-improvement. It can be a make-or-buy factor in a business career.

There are all kinds of tricks (if you can only remember them), many of which involve replacing words with images that help to recall the words.

But perhaps the simplest and best technique of all is this one, as described by Bill Palmer in CN's magazine, *Movin'*:

"If you really want to remember something, always give it your full attention whether it is someone's name, or a speech, or a report you are reading."

Here are some of Palmer's other suggested techniques of memory improvement:

—Use a watch with an alarm, to remind you of appointments. Don't forget to set it.

—If snow is forecast for tomorrow, put your rubbers by the door now.

—Have a bulletin board of some kind, and attach to it anything you receive that requires an answer.

—As a reminder to make a telephone call at a certain time, put a note on the telephone, now, with the number to call. And set the alarm.

—Carry a notepad or pocket diary and make notes to yourself. Don't lose it. You can also use it as a temporary place for ideas to enter later into your office-desk diary.

—Make a habit of referring to that diary at the start of each day's work.

—Put things back in the same place, every time.

—For some people, a large wall calendar works best, since it provides a kind of month-at-a-glance reference that is always in view.

—If you can't remember a name, try going through the alphabet. When you reach a certain letter, it often triggers your recollection of the name.

"Sometimes, the best technique is to consciously forget about it," Palmer says.

"Often your subconscious will present you with the answer later."

Concentration and memory are skills that can be acquired and sharpened just as other skills are. A "bad" memory may only be a selective memory.

In the case of a chronically poor memory, the factor that's lacking

may be motivation.

"For the manager, that means realizing that being an expert on

VINCENT EGAN



On Business

company products is, in the eyes of the boss, a positive quality," Palmer points out.

"That may mean promotion or a raise. Surely that should be motivating."

Here are other tips that can be applied in business:

—If you are reading a report and you want to retain the contents, try doing so at intervals rather than all at once. Begin concentrating on one section, later reviewing that section and moving on to the next. After a break, review both sections briefly and proceed to the third.

—Although you are usually learning small packets of information, try to organize it all into a whole, by association.

—Suppose you are introduced to four or five people at once, and you realize that you can't remember all their names. Choose one or two to concentrate upon instead. Later, you may again meet the others, and you can add them to your remembered list then.

—Making a speech? Practise it aloud, and you will remember it better.

DENTURE THERAPY CLINIC

A.W. TRENTON, D.T.

18 CHURCH STREET
GEORGETOWN

ACROSS FROM LIBRARY
AND CULTURAL CENTRE

877-2359

Don't Forget Food To Go 873-1603

HOURS:
Mon. to Sat. 11 a.m. - 1 a.m.
Sun. 12 Noon - 11 p.m.

Market Place Plaza	
MONDAY	TUESDAY
O'Toole's Supreme 8 oz. New York \$5.95	Jumbo Wings Low Price of — 15¢ Your choice of Sauce.
O'Toole's Supreme Combo 6 oz. New York and Wings \$7.95	Fistful of Fingers \$4.95
<p>All Entrees Include: Choice of French Fries, Baked Potato or Rice With Vegetable Of The Day.</p> <p>Three Daily Luncheon Specials Hot or Cold Two Cold Specials - Guaranteed 15 Min. or Free!</p> <p>Tender Chicken Deep Fried Golden Brown & Served With Homecut Fries & Choice of Sauce.</p>	
WEDNESDAY	THURSDAY
O'Toole's Salutes The Ladies Ladies are given a complimentary gift along with a Chance To Win the services of a Chauffeur Driven Limousine with all the fringe benefits.	Atlantic City Getaway Draw! Need to Getaway? We will give it to you FREE! We will give it to you FREE! Come All... you could be going to Atlantic City courtesy of Atlantic City Getaway.
SAT. & SUN. KIDS UNDER 6 EAT FREE WHEN ACCOMPANED WITH ADULT MEAL.	