

Warehouse and distributors

Book titles hot off the press



Debbie Coleman operates the conveyor belt and shipping computer at the Georgetown Book Warehouse.



Rose Farnsworth checks boxes of books at the Georgetown Book Warehouse.

By CHERYL MOODER
Herald Staff

Imagine truckloads of the newest best sellers hot off the press and shelves of favored book titles. At the Georgetown Book Warehouse located at 34 Armstrong Avenue fantasy becomes reality. Books from printers across Canada and the United States arrive by the tractor trailer load to the book distribution warehouse.

"It is not unusual to have three tractor trailer loads of one title," said Lois Fraser, manager and director of the Georgetown Book Warehouse. "Any book sold in Canada comes here."

The titles then are broken down to smaller orders. "Two to this guy, three to that one - that is what we are doing," said Mrs. Fraser.

The distribution company services book stores such as Coles and W.H. Smith as well as supermarkets and corner stores in Hamilton, Toronto and Kitchener-Waterloo.

Seven out of 15 paperback bestsellers and four out of 15 hardcover bestsellers come from the Georgetown warehouse, the manager said. The warehouse often has to co-ordinate the distribution of titles to meet a television listing when the book/movie is shown on the tube.

Books are interesting, Mrs. Fraser said. "That is why it is never boring."

With approximately 400 books arriving, Mrs. Fraser said, "there is always a new title each month."

Georgetown Book Warehouse was founded by John Elliott in 1968 and is currently being managed by his two daughters.

The company began distributing mass market paperbacks in 1965 with its first client, Fawcett Books.

Georgetown Book Warehouse is currently nationwide distributors for Avon Books, Berkeley Publishing Group, Putnam Publishing Group, Warner Books, Child's Play, Weber Systems, New Rider Publishing, Ventana Press and Childcraft.

In 1977 a 50,000 sq. ft. facility at Armstrong Avenue was designed and built specifically for book distribution.

There are eight electric automatic docks as well as two drive-in doors. The abundance of docks and a separate new release area help maintain quick turnaround times.

The warehouse is dominated by female employees unlike any other business.

One hundred per cent of the management and supervisor positions are women, Mrs. Fraser said, although that is not by design.

The company promotes from within and since the hours of work - nine to three - make the job ideal for

homemakers returning to the job force, these are the people offered higher ranking jobs.

There are approximately 60 on staff, most of whom are part-time, working five hour days or weekends.

Georgetown Book Warehouse is really three businesses under one roof.

Since 1968 the company has operated Elliott Custom Brokers as well as a bonded warehouse where goods are examined by Canada Customs.

"A lot of people are discovering smaller ports like Georgetown are faster to clear," said Mrs. Fraser.

The customs procedures and building security are enforced by RCMP officers. In 1988 the customs rules and regulations changed making the role of the Georgetown customs broker important.

"It is mostly Americans who deal with us," the manager said. They come to the Georgetown company and have the whole thing customs clearance to a bonded warehouse.

The government issued a licence making the Georgetown terminal a place where goods can be examined and cleared.

The fact that Georgetown does have a customs broker and bonded warehouse under one roof means faster clearance time compared with airport clearance, Mrs. Fraser said.

Goods can be cleared in 15 minutes, the manager said, which is virtually unheard of.

Many American transports drive off the highway and come to Georgetown rather than get off in Mississauga or Toronto. "Speed is the name of the game," Mrs. Fraser said. This is one important service the customs broker offers to people.

"This has been a year of huge changes for us," Mrs. Fraser said. The Georgetown book terminal added a new computer system and completely re-racked the warehouse.

It was a lot to do all at once, the manager said, but in this business if you are not thinking ahead you get lost in the shuffle.

For the first time ever in 1988 the company will be distributing something other than books. They have taken on distributing May Barron's Educational Series Child Craft which will be offered to day care centres.

As well as time goes on the distributing terminal will get more and more into hardcover books, the manager said.

It is an exciting, dynamic type of business, Mrs. Fraser said. At times it may be frustrating but the company and batch of loyal employees do a great job.

Zavitz Technology has the circuits

By CHERYL MOODER
Herald Staff

Whatever your circuit board needs, Zavitz Technology Inc. in Georgetown can handle it. The manufacturing division of the company at 18 Todd Road specializes in printed board assembly.

In 1983 Zavitz Technology bought out RDS Manufacturing Co. in Georgetown which had been owned and operated by Alan Rogers for 10 to 15 years.

The manufacturing division in Georgetown sells more to industrial users where the volumes are much smaller than consumer markets, said Colin Maguire, general manager of the Zavitz Georgetown division.

"What we offer is two things," said Mr. Maguire. To smaller companies which have the software and technology but do not have the volume to justify setting up their own manufacturing facility, Zavitz Manufacturing Division will assemble their boards.

Zavitz also sub-contracts to companies which have their own in-house product assembly but sometimes can not handle the volume. They go through peaks and valleys, Mr. Maguire said, and sub-contract their work when they are busy.

The company also has a small product line of its own manufacturing, a line of batch washers used for cleaning printed circuit boards after they have been wave sintered.

Zavitz used to manufacture printed circuit boards, which have no components, and then assemble them, Mr. Maguire said.

Sometimes the company will just assemble the board while the customer supplies the components while other times the customer may ask for Zavitz to supply the components and assemble the board.

Every board is customized, Mr. Maguire said. There is no such thing as a standard board.

Every type of board has a different level of complexity - easy, moderate and difficult - depending on the number and type of components, Mr. Maguire said. Certain components are easier to put on than others and less time consuming.

Pricing is based on the amount of time it takes to assemble a board plus the number of people involved in the assembly.

In the future the company will no longer manufacture the printed circuit boards but just do the assembly.

A new type of assembly known as surface mount assembly will be added to the regular type of assembly.



Colin Maguire is the general manager of Zavitz Technology Ltd. in Georgetown.

With surface mount there are no holes in the board for the components. Instead a sticky or tacky paste is put on the board and the components are placed on top.

Surface mount assembly is what a lot of companies are moving towards, Mr. Maguire said. It has a high growth potential. Other types of assembly done at the manufacturing division include hand soldering where each hole where the components are tied down are soldered by hand.

With wave sintering the circuit board goes over a machine and the whole board is sintered in the same time it takes to do one hole by hand.

The volume must be sufficient to use wave sintering. "It is not worth it to do a few boards," Mr. Maguire said.

Having offices in Montreal, Ottawa, the Toronto area and Georgetown creates a large customer base for Zavitz Technology.

Georgetown customers are mainly from the industrial centres such as Kitchener-Waterloo, Burlington and other southern Ontario cities.

"I think anywhere in the Toronto area we have customers," Mr. Maguire said.

Some customers are continual while others may not use Zavitz's services for a month or two depending on their needs.

The Georgetown company has 14 full-time employees who keep the assembly lines humming.

Family business

300 fences installed in 1987

By DIAHANN NADEAU
Herald Special

George Waldrum decided to start his own company after 20 years of working for someone else. Empire Fence Ltd. was incorporated in 1982 and George has never looked back.

It is essentially a family business, with Mr. Waldrum's two sons and his daughter working with him. There are about 14 employees when summer, the best season for fences, hits its stride. This winter has been something of an anomaly; the lack of snow has allowed for more installations than usual. Empire Fence is not a manufacturer of fences. The staple of the business is

installation, although they do sell retail as well. In 1987 the company sold and installed nearly 300 fences. This was a 20 per cent increase over 1986. George believes that 1988 will be even better.

The price of the fences and installation varies greatly, from \$200 for a private sale, to \$50,000 for a housing or condominium project. Sixty per cent of the business is industrial, 40 per cent is private. The company does most of its private sales and installations here in Halton Hills and neighboring communities. Industrial installations range all over southern Ontario. Mr. Waldrum installed a fence at the

Bruce Nuclear power plant in Kinkardine, his most distant installation. When asked if the job made him nervous he replied, "No, it didn't bother me a bit." Mr. Waldrum clearly has more faith in nuclear energy than most people do.

The company has installed fences in various municipalities in and around Toronto. Ontario Hydro is a valued customer. The fences come in all varieties: chain link, wood, wrought iron, and everything in between. "No job is too big or too small," says Mr. Waldrum. He also feels that his company has an invaluable asset to offer - a wealth of experience. George himself has been in the business 25 years, his construction supervisor 20, and his son Sam 12.

Mr. Waldrum has been a Georgetown resident for 20 years

and he is 'very happy' to be in his own business. Part of his commitment to the industry is his membership in the Canadian Fence Industry Association. He has been president of the Association, president of the Ontario chapter of the Association, and is currently on the Board of Governors of the group. He is also the Chief Instructor for the brand new Apprenticeship Program. He has had his first apprentices this past year. The Association is hoping that an Ontario college will become involved with the project.

The future is promising for Empire Fence Ltd. and George Waldrum is looking forward to a booming business this summer. He takes pride in the quality of his work and believes that his business owes its success to quality and experience, two essentials of industry.

Farmers voice concerns

Ontario farmers are upset that the provincial government will not increase legislation to protect slow moving vehicles on highways.

"We're asking that the slow moving vehicle sign be given some importance," says Farm Safety Association executive member George Underwood.

Presently, farm vehicles travelling highways are required to hang a slow moving vehicle sign on the vehicle, five feet above ground level.

The Farm Safety Association wants to see maximum speed of 40 km be imposed on vehicles carrying the sign and that the sign be for the sole use of slow moving farm vehicles.

The symbol, a red triangle with a black and orange reflective border, is showing up to mark fenceposts, mailboxes and other highway dangers. Misuse of the sign takes away from its effectiveness on the highway, said Mr. Underwood.

"We want it to become a symbol like the flashing blue light on top of a snowplow," said Mr. Underwood. "Everybody recognizes that symbol."

It's been a six-year struggle to have legislation change, and advocates are afraid they haven't made much progress. The Farm Safety Association, a 15-year-old organization governed by Ontario farmers and financed by the Workman's Compensation Board, recently received a letter from the Ontario government rejecting their concerns, stating there's no proof changing speed limits and regulating the sign's usage would improve vehicle safety.



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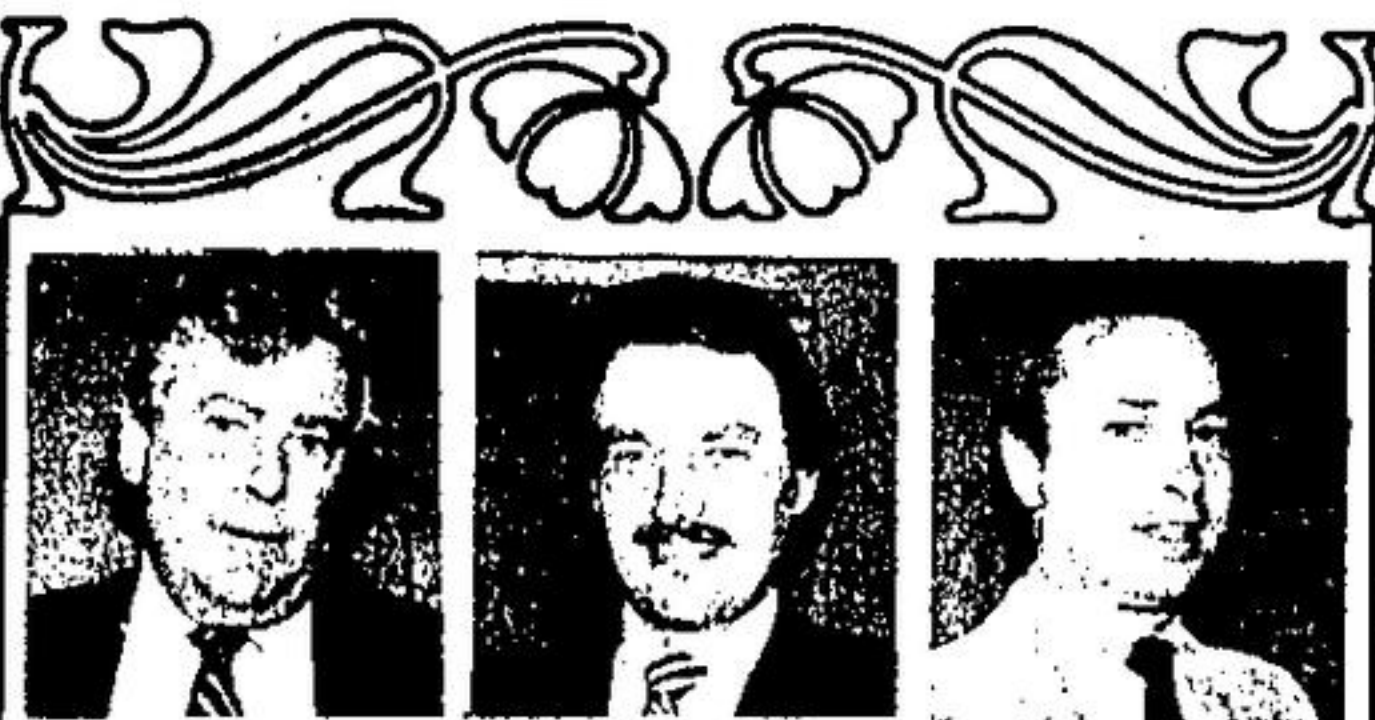
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