

Open for business at Georgetown Decorating Centre in



Taking part in the annual Pioneer Days celebrations.



Celebrating their first decade in business in 1978.

Autohaus Georgetown

New owners find 'best of both worlds'

Owners of European import cars will be happy to know there is a place in Georgetown that will attend to their service and restoration needs.

Conrad Buy and his wife, Shannon, now own and operate Georgetown Autohaus at the corner of Guelph Street and Mountainview Road, and are quickly whipping things into

Mr. Buy has worked in the European import car market since 1972, and has been with a number of prominent dealerships in the Toronto area, in sales.

When the opportunity was presented for them to take the. Volkswagen dealership in Georgetown, they gladly stepped in.

Mr. Buy met Basil Kutter about 10 years ago, when the two were involved with racing at Shannonville. He says the two of them "hit it off right away," and have kept in touch since.

Mr. Kutter operated both the Volkswagen and Honda dealerships, but called Mr. Buy in August to say he was selling the Volkswagen operation. The two were able to come to terms, and now operate independently, but as "close next door

neighbors." Georgetown Autohaus specializes in all-make leasing, with particular strength in the import market. To complement the full range of Volkswagen products on the lot now, Mr. Buy expects to bring their somewhat depleted supply of used cars up to a reasonable number in a

short time. Ken Law who has worked with the dealership for five years, remains as service department manager, while Norm Armstrong, who spent four years with Brampton Volkswagen is sales manager. Mrs. Buy handles accounting as the office manager.

Mr. Buy says they want to main-tain a strong versatility in their service capabilities, particularly on import cars.

Currently, Mr. and Mrs. Buy and their two children live in Markham, but will move to Georgetown June 1. Mr. Buy sees Georgetown as "the best of both worlds.

"I think there are two things we liked about Georgetown," he says. "On one side, it's a smaller town. I worked downtown (Toronto) for 10 years, and it was a grind down there. There's a much nicer work atmosphere here. But the potential for business down the road is tremen-dous, with such a good location."

Tourism group members named

Haiton Region has set up an advisory committee to capitalize on what it calls Ontario's fastest growing industry - tourism.

The Region established the criteria for the committee in January and now 13 members have been appointed.

The committee will consist of one member from each of Halton's four municipalities as selected by local councils, seven tourist-oriented business representatives and two

Regional councillors. The seven members at large of the committee include Steve Dawkins of the Olde Hide House, Tom Chudleigh of Chudleigh's farm, Hilary Sadler, a consultant, Susan Malcolm of the Royal Botanical Gardens, Norm Richards of the Ministry of Natural

Resources - provincial parks and recreational areas branch, David Neilsen of the Holiday Inn and Murray Hance of radio station FM 108.

The town recently appointed Chamber of Commerce Secretary Doing Penrice as the Halton Hills representative on the committee.

Regional councillors Pam Sheldon Fand Militan's Brad Clements are the female of the committee.

tousellors on the committee.



Conrad and Shannon Buy are the owners of Georgetown Autohaus, which recently opened as the new

Volkswagen dealership. (Herald

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KIWANIS CLUB OF GEORGETOWN



Georgetown Decorating Centre, located in the owner George Bergama, his wife Shirley, and their Georgetown Market Place plaza, is celebrating its 20th children Jeff, Arlene, Doreen and Yvonne. Missing is anniversary. Standing in the newly renovated store are son Peter.

Georgetown Decorating celebrates 20th

Business changes with the times

Twenty years ago, changing the interior of a house meant merely covering the walls.

But today, with people taking more pride in their homes, it has become a matter of redecorating. and Georgetown Decorating Centre has definitely kept pace with the changing needs of consumers.

Celebrating their 20th anniversary in business, owners George and Shirley Bergsma have marked the occasion - fittingly - with a redecorating project of their own. The store front has been changed, and the back of the building has been pushed back to provide more floor space. A new wallpaper selection counter has been installed for greater customer convenience, and the interior has been completely redecorated.

Georgetown Decorating Centre has been located at the Georgetown Market Place for about seven years, after previously operating on Mill Street, and later, on Main Street.

Arriving from Holland in 1953, Mr. Bergsma worked in the painting and decorating of homes, which gave him a good background for going into the retail business. Some of the store's customers

have been coming to Georgetown Decorating Centre since it first opened, either for advice, or to buy the products for redecorating. "In this type of business, people want to buy, knowing the facts,"

says Mr. Bergsma. "Painting is not one of the best-liked jobs, so people want to make sure it's done right." Aside from the regular clientele who have been relying on Georgetown Decorating Centre for many years, there are also the new faces to the community who want to

redo a new home to their personal

"In the decorating business, we well. find this is usually the first store people go to, even before they move," says Mr. Bergsma.

Decorating trends seem to go in recurring cycles, according to Mr. Bergsma, and through the years he has seen many changes in the quality of various products, and par-ticularly in paints, themselves. "In paints, there have been so

many lines added..." he says. "At one time there was the basic flat and gloss. Now, there are four different finishes in between." Some people have a tendency to

take paint for granted, and underestimate the effect redecorating can have.

"People sometimes say it's expensive when they come in to buy paint, when it's maybe \$30 a gallon," says Mr. Bergsma. "But for that amount, you can actually change the whole look of a room. Psychologically, the color of a room can have a lot of effect on people." One of the keys to the success of

Georgetown Decorating Centre, according to Mr. Bergama, has been the reliable staff at the store. Many people will remember Marg

Helliwell, a longtime employee who recently retired, but still helps out around the store from time to time. Tom Schenk was another longtime employee, who was well-liked by

customers. After earning his stripes In the business, he went on to a different sort of redecorating job - that of landscaping. But today, Georgetown

Decorating Centre is a family-run business in the truest sense of the

Mrs. Bergsma helps in the over all

quite a bit of time as a consultant, as

The oldest of the Bergamas' five children, 21-year-old Jeff, manages

their expansion store in Milton. The next oldest, Arlene, also looks after customers, and recently could be seen chipping in on the renovation project at the store. On top of this, she does the bookkeeping.

Peter is a high school student, but also serves as the store's maintenance man. Whenever anything has to be fixed, he's there,

says Mr. Bergsma. The two youngest children, Doreen and Yvonne, also pitch in to help with the family business wherever they can.

Mr. and Mrs. Bergsma can rely on the experts for some direction, when helping people to decide the best was to redecorate. Seminars that are available can chart trends in terms of color, as much as three years in

The Bergsmas have watched trends go from psychedelic to traditional, and evolve toward the current contemporary way of thinking.

But regardless of what any experts say, they still have to satisfy the customers and deal with them in a reliable fashion.

Looking ahead, Mr. Bergama says Georgetown Decorating Centre will continue to provide their customers with the service they've come to appreciate over the last 20 years, which remains paramount.

"In business, you can never stand still," says Mr. Bergsma. "You always have to look ahead. There's always that desire to expand, but we don't want to go into a chain.

"We have to keep the service. That is Number One." operation of the store, and spends

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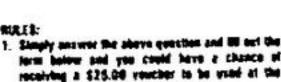
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