

# Those tasty ingredients are made right here in Georgetown

By MICHELLE ROUILLARD  
Herald Special

Have you ever wondered who supplies the shredded coconut which is found on top of many of the donuts and cookies you eat? Or, what about the peanuts which are used in many different products including many of Canada's favorite chocolate bars? The answer can be found right here in Georgetown at Smith and O'Flaherty Inc., located at 36 Armstrong Avenue.

In 1934, Smith and O'Flaherty was formed as a manufacturers representative of bakery and confectionery supplies in Montreal. From there, the company became a flavor supplier to the ice cream industry, and developed a market for frozen novelties. They then began to supply Canadian dairies with ice cream sandwich supplies, which marked the beginning of major expansion.

Smith and O'Flaherty relocated its principal manufacturing facili-

ty and head offices to Georgetown approximately five-and-a-half years ago. The move was necessary to better serve the business activity in Ontario and Western Canada.

The plant in Georgetown is involved in processing various types of nuts including peanuts and coconuts which are tailored to meet the customer's needs. An example of this would be shredded coconut which might go on top of various donuts and cookies. Also manufactured are flavors used in ice cream and fruit beverages. All of this manufacturing comes under the scrutiny of a quality control department, ensuring that all products are of first quality.

Betty Voigt, marketing and sales co-ordinator for Smith and O'Flaherty, feels that Georgetown is an ideal area for their business because "there is a lot of access to different areas we service." This includes the London and Kitchener area. Georgetown is also very

close to Hwy 401 which makes transportation much easier, she said.

Some of the best-known products within the ice cream industry include ice cream sandwiches, chipers, and snack and a half sandwiches. Smith and O'Flaherty develops the packaging and supplies all ingredients except for the ice cream, to Canada's dairy industry who, in turn, produce the finished products either under

their own name or Smith and O'Flaherty's trade name of Peter Penguin.

The company services dairies and bakeries from coast to coast and supply ingredients to Beatrice and Neilson's, just to name a few.

In addition to the products themselves, Smith and O'Flaherty has the capability to design and engineer the machinery required to manufacture these products.

When the company moved to

Georgetown, the majority of the new employees were hired from the area. Smith and O'Flaherty now employ 44 people in Georgetown from the local area.

The first 50 years have been good to the company, and the next 50 hold promises of more expansion and diversification, said Ms. Voigt. The company is actively engaged in developing export markets for its products, and will continue to strengthen the overall operation.

## Rising to new heights at Up, Up and Away

Up Up and Away is a business that you just knew was going to take off, once it got off the ground.

Trudy Thomas is the owner of Up Up and Away, a business that offers a wide range of balloons, gifts and novelties. Balloon arrangements are available in both helium-filled and regular "air" varieties. Rentals are also available and custom imprinting with such things as company logos can be done on balloons.

The business specializes in balloon art and design, and wedding and party decorations. Something new for Up Up and Away is a clown service for children's parties that can include a variety of outfits including top hat and tails, tuxedo, clown, gorilla (which is also a big hit for adult birthday parties) and a chicken (for get-well-soon wishes).

Up Up and Away even offers a delivery service to Georgetown and the surrounding areas.

Ms. Thomas' staff of five consists of Kelly Curtis, Pat Green, Robin Fitzpatrick, and Cindy Dawsoyar. In the store, they offer a personalized service, and each member of the staff works together to form an efficient team.

And each is friendly, energetic, and enthusiastic about her work.

"Each individual has their own unique personality, which is what I like in my staff," says Ms. Thomas.

Paper products, including plates and napkins are now in stock for even more of a party flavor for customers.

One thing Ms. Thomas attempts to maintain is an open mind in her

business. She says they never say "no" to an idea or a suggestion a customer would like to see them try.

"Business is a mirror of what you bring to it," is the motto Ms. Thomas goes by. "If you bring enthusiasm, energy, commitment, and unyielding determination, your business will be a shining reflection of what I call powered passion to succeed. I keep my eye on my goals, and we are going forward to the future."

Originally from Owen Sound, Ms. Thomas has a background in sales and customer service. She is a member of the board of directors of the Halton Hills Chamber of Commerce, and also a director with the downtown BIA.

Next month, Ms. Thomas will leave for Nashville, Tennessee to attend the National Association for Balloon Artists International Convention. She intends to take eight certified courses to apply towards a Masters Degree in Balloon Art and Design. The courses are being taught by the best people in the industry.

Ms. Thomas says there is a great deal more that can be accomplished in the industry.

"When a person will take the time to come into the store and compliment you on a job they saw we had done," she says, "it means we're doing something right. I'm very proud of what we do and I'm proud of Halton Hills and its people."

Up Up and Away is located at 90 Main St. South.



Trudy Thomas of Up Up and Away

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