

Credit River Boat Co. has flourished in Norval since 1956

Bill Pomeroy has been running the Credit River Boat Company in Norval since 1956. His father Ray started the business, building wooden boats as a hobby. Bill took over and ran the business in earnest, and they built wooden boats until 1964. Then fibreglass boats began to take over, and they stopped building; fibreglass 'is more of a production line type of boat.' Since 1964 Mr. Pomeroy has been selling and repairing power boats.

Located on the Credit River in Norval, the Credit River Boat Co. is often unnoticed by locals. However, Mr. Pomeroy sells across Canada. He has delivered boats to Newfoundland, Halifax, Regina, Sault Ste. Marie, and Sudbury. Most of the business centres on Toronto, Muskoka, and the Kawartha. The company is an active participant in boat shows and often finds their out-of-province clients through these. They sell mostly the Doral line of boats, and are one of Doral's largest dealers, selling in the top three for some years now.

Marjorie Pomeroy, Bill's wife, takes care of the office. They have a sales manager, Bruce Halladay, who has been there for five years, and a service manager, Richard Schultz, who has worked with them for 10 years. In addition, there are two permanent staff in the service department, with more during the busy season.

Mr. Pomeroy sells power boats from 16 feet up, and Scott canoes as well. Besides Doral, he handles Crestliner, and KMV, a Norwegian fishing boat. He has Mercury outboards, Yamaha, and Mercury Cruiser stern drives. He can also store 150 boats, of up to 35 feet, sail or powered.

Mr. Pomeroy himself no longer owns a boat. Instead, he has a lake amphibian airplane and that oc-

cupies his time outside the business. He finds he spends a lot of time on boats anyway, delivering them and showing owners how to run them. The boating season is of course his busiest season, and he had little time to do his own boating. He often flies to do work appraisals.

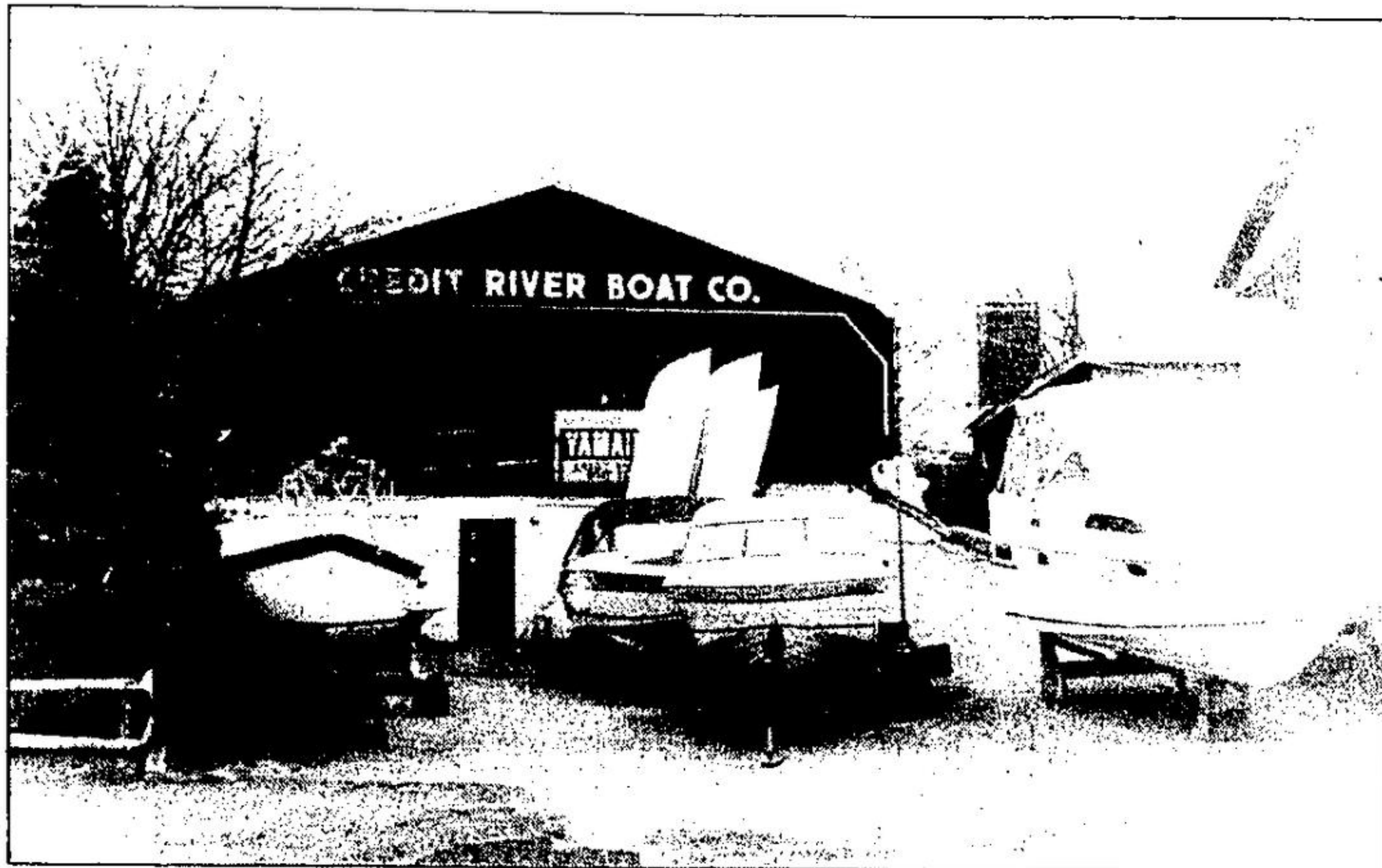
Customers spend anywhere from \$2,000 to \$100,000 on boats in his store. Buyers fall generally into two types: 'the married, established family man who has a cottage, and the older, well established guy whose family is gone and he wants luxury - a 30 ft. cruiser.' However, 'buying a boat is a family affair, and women are more active in buying and boating than they used to be,' he said.

Sailboats are in a slump these days, and Mr. Pomeroy finds that power boats are benefiting from the decline. 'Sailing is so complicated, and it takes a long time to rig a sailboat. A busy executive in downtown Toronto wants to get out on the water fast; a power boat allows him or her to spend a lot more time on the water, and still entertain on the boat,' he said.

'Motorboats are not as expensive to operate as some people might think; you can operate a 25, 26 ft. cruiser at moderate speed for \$6-\$7 an hour worth of fuel.'

Another factor in boat buying has been the increased price of land. 'People can't afford cottages anymore and instead they're buying large cruisers for \$100,000, which is a lot cheaper than a cottage these days. You don't have to cut grass or paint the place. And Ontario has an excellent water system.'

Despite being 'off the beaten path,' Mr. Pomeroy sells about 100 boats a year. The Credit River Boat Company is one of the oldest in the Ontario marine business.



Club 2000: a lot of "glitter and energy"

Patrons of the new Club 2000 in Norval will notice a few things different about the place from the days when the building was known as the Riviera.

While there'll certainly be reminders of the original dance hall built over 20 years ago, there will be plenty more that's different.

'It's going to have a lot of glitter and a lot of energy,' said Club 2000 general manager John Fisher during a recent tour of the revamped entertainment centre. 'We're going to offer the whole package. A nightclub, a fitness centre and nice surroundings out of the city.'

The operators of Club 2000 hope to offer what they believe will soon be the hottest nightclub and entertainment ticket in the area. 'We expect to become Ontario's premier nightclub,' says host Ray DeSouza, a Norval native and former member of the Georgetown Jr. B Gemini hockey club. 'We feel we're in a prime location.'

Club 2000 owner Albert Euteneier hopes to see his plans come to fruition on May 5 when the nightclub will host its gala grand opening, an event which is apparently already sold out.

New York artist Ivan Pavlou has been working hard to ensure the club's unique atmosphere reflects its invigorating high energy theme. Bold freehand murals adorn the walls of the club and mirror and glass everywhere gives a sense of sparkle and depth.

The complete nightclub will be able to handle upwards of 1000 patrons and will feature live bands playing top 40 pop-rock sounds. The club plans to highlight its marquee with some of the entertain-

ment industry's hottest names.

Mr. Fisher says the building's acoustics have drawn rave reviews from visiting recording label soundmen and it will help offset a dynamic sound system. A spectacular light show is in the works and a video system will allow patrons to see themselves on a huge screen above the stage while they dance on the club's immense main dance floor.

Mr. Pavlou is also in the process of setting up an entertaining and power-packed dance review.

Patrons can be seated downstairs in the main bar which will be served by a stand-up bar, a shooter bar and a main bar spanning over 50 feet in length.

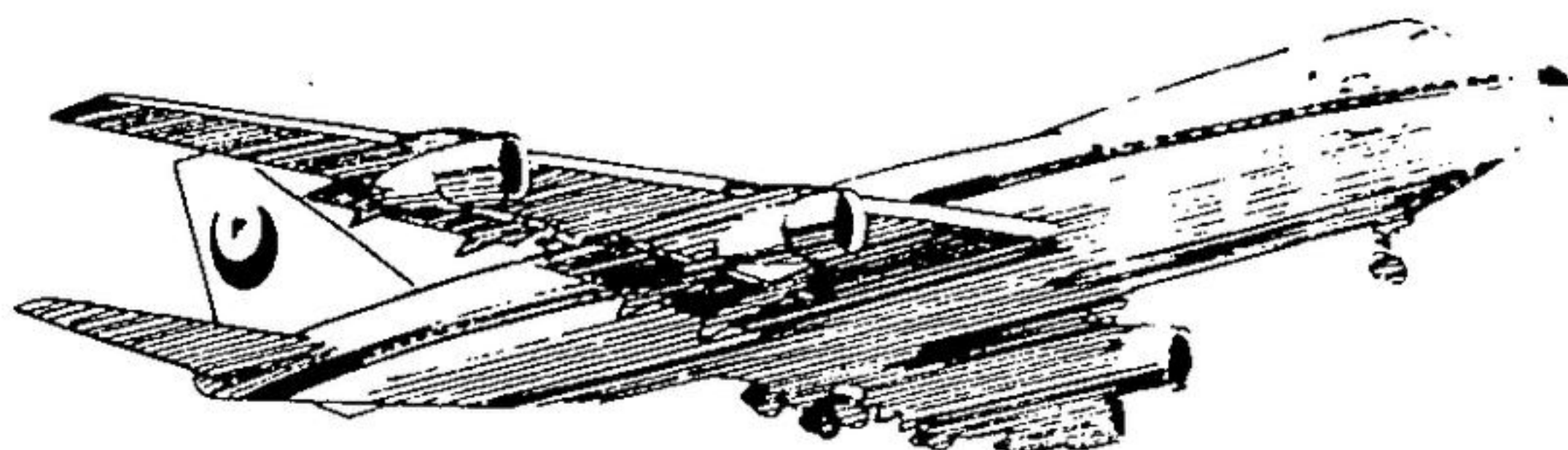
A VIP lounge upstairs will provide an ideal atmosphere for socializing and all patrons can enjoy a wide array of finger foods and bar snacks during the evening.

Fitness will also be a top priority at Club 2000 with the spanking new Riverside Spa offering aerobic exercise classes, indoor and outdoor pool, martial arts classes, weight training equipment, whirlpool, sauna and squash. An outdoor patio and adjoining lounge will offer cool drinks and relaxation.

With the nightclub humming by May 5 and the health club soon to follow, Club 2000 will not rest on its laurels. Plans are already in the works for further development of the property with a view to the future.

Club 2000 would eventually like to offer its visitors a complete weekend getaway and entertainment package right in the midst of the pleasant surroundings of Norval.

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