

Balloon business is flying high

Trudy Thomas started her own business over four years ago in her garage. It has since grown enough to warrant its own store on Main Street in downtown Georgetown.

Trudy Thomas is the proud owner of Up, Up and Away Balloons, an establishment that deals primarily in balloons for weddings, parties, and other special occasions.

"It all started when I was sit-



Graduate

Congratulations to Jennifer Megan Henwood on achieving the degree of Honours Bachelor of Arts and Science with Distinction from McMaster University, Hamilton. Jennifer was awarded the prize in Gerontology and has been accepted into the MBA program at McMaster with speciality in Health Service Management, Co-op. Best wishes from proud parents Andrew and Gayle Henwood and sister, Pamela.

ting in a hospital waiting room when I saw a balloon bouquet being delivered and I thought Wow. I could do so much more with that, so I did."

Mrs. Thomas, who is originally from Owen Sound, has lived in Georgetown for over seven years. Before she took to the balloon field she worked in the customer service division of Monroe Auto Parts for nine-and-a-half years.

Unlike other hopeful entrepreneurs, she didn't have to go to a bank to get her starting capital for her business. Mrs. Thomas used her own money to get Up, Up and Away off the ground. As it turns out, Mrs. Thomas has made a very wise investment with her money and it promises to pay off nicely in the future.

Although it seems that Mrs. Thomas has had an easy time getting her business started, she has had her share of difficulties. Not the least of which was trying to educate people on what could really be done with balloons. Give 24 hours to Trudy and her wonderful staff and they could whip together an incredible balloon sculpture, that is to say they would actually build something out of balloons. Some of the balloons sculptures they have done in the past include a miniature Eiffel Tower, and a giant dragonfly. They even make balloon flowers, where a normal, uninflated balloon is stretched over a wire frame and painted to make it look like a real flower.

But even with the problems and successes of the past out of the way, ups and downs still occur in the business, said Mrs. Thomas.

Art Effects a joint venture

By MARK TUFFORD
The Herald

Two years ago Barry Bell owned and ran Bell Glass, a franchise company based out of Toronto. Keith Felton ran a book binding and restoration company in Georgetown. It was at this time that the both of them decided to go into business together. Art Effects was born.

Art Effects is an art gallery and framing centre.

Both Mr. Bell and Mr. Felton have experience in this area that was gathered from their past professions. They decided to base the store in Georgetown and not in a larger community because it was

closer to home and there was also nothing like it in Georgetown or any of the surrounding areas. They both used their own money to start the business and utilized a program called The New Ventures Loan for people who wish to start a business.

The two admit that getting started wasn't very easy. Their main problem in the beginning stages was letting people know that they were in town.

After the word got out that there was a new art store in town people started going to it to check it out, and ever since they have been doing a booming business, they both agreed. Even the recession couldn't slow their business down.

Mr. Bell and Mr. Felton are absolutely delighted with what they are doing. "The possibilities are phenomenal," said Felton. "As soon as this recession is over we might expand to other communities."

Right now however, the two are content with where they are. Mr. Bell runs his glass business and Mr. Felton is happy keeping Art Effects afloat. There shouldn't be any problem in that area, everyone needs something to hang on a wall somewhere in their house.

BASF Canada streamlines system

To better meet customer needs, BASF Canada Inc. announced it is streamlining its animal nutrition and feed premix delivery system in Quebec, forming a new technical services department, and more than doubling its field sales team.

Lloyd R. Curtis, business director of the Fine Chemicals Department of BASF, said the new technical services department will be based at the company's headquarters in Toronto. In addition, he said BASF's expanded seven member sales team will provide improved customer services.

Curtis said BASF's new distribution system in Quebec will be in place before September 1. The new network replaces a former distribution warehouse near Chambly with new distribution points strategically located near BASF's animal nutrition and premix customers

throughout Quebec.

"Our goal is to become even more responsive to our customers and their increasingly sophisticated technical needs," Curtis said. "The positive steps we are taking reflect our commitment to our customers."

Besides today's announcement, BASF recently modernized its premix facility in Georgetown, Ontario. The \$1.15 million modernization included installation of a

computer-operated mixing system to assure consistent product quality.

"With our improvements to the Georgetown facility," Curtis said, "Our customers can be absolutely certain that they are receiving premixes exactly to nutritionists' specifications."

The Fine Chemicals Department of BASF Canada Inc., based in Toronto, provides a wide range of animal health products to Canadian agriculture.

Moonlight Madness upcoming

The downtown Business Improvement Area (B.I.A.) will be holding another Moonlight Madness, Aug. 16 from 6:00 p.m. to 11:00 p.m.

Moonlight Madness involves most of the stores in the downtown Georgetown area.

The event will feature a corn roast, Twisty the Clown, the much more.

There will also be a food pyramid built in Penniesworth to benefit the Love in Christ food bank.

Between 7:00 and 9:00 p.m. there will be a Paint-A-Thon for all who wish to enter. Prizes will be determined at a later date.

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