

## Partners agree customer service is the key

Diversity and quality of workmanship are what have kept Georgetown Woodworks Ltd. afloat during the recession, according to owners Peter D. Conway and Ray Kerton. While their company was able to weather recent economic hardships, many similar businesses are not.

Established in 1985, Georgetown Woodworks is located on Armstrong Avenue in Georgetown and handles any type of carpentry and general millwork for local residents and businesses.

"We have never turned down a job, no matter how big or how small it was," said Mr. Conway, who has a degree in mechanical engineering from his homeland in Great Britain. "We will do everything from simply cutting a piece of lumber in half for a local resident to digging a hole, building the foundation of a home and installing cabinets and fixtures."

There are seven employees working for Georgetown Woodworks. Mr. Conway is in charge of all in-house manufacturing while Mr. Kerton is responsible for all outside construction. The two owners split their sales responsibilities.

Mr. Conway came to Canada and settled in Georgetown in 1975 and stated he has been through several recessions. He explained the carpentry and millwork industry was badly shaken up by the recent recession and that two such companies in Georgetown no longer exist. He feels the reason Georgetown Woodworks survived the recession was because of its diversity where other companies specialize.

The company handles a number of projects for both individuals and businesses. Some of the products manufactured for local residents include kitchen

cabinets, railings, stairs, and custom furniture. Industrial projects taken on by Georgetown Woodworks include display cabinets, store fixtures, and reception counters.

Mr. Conway explained that during the recession, the company has done little work for area contractors but has taken on a lot more industrial work.

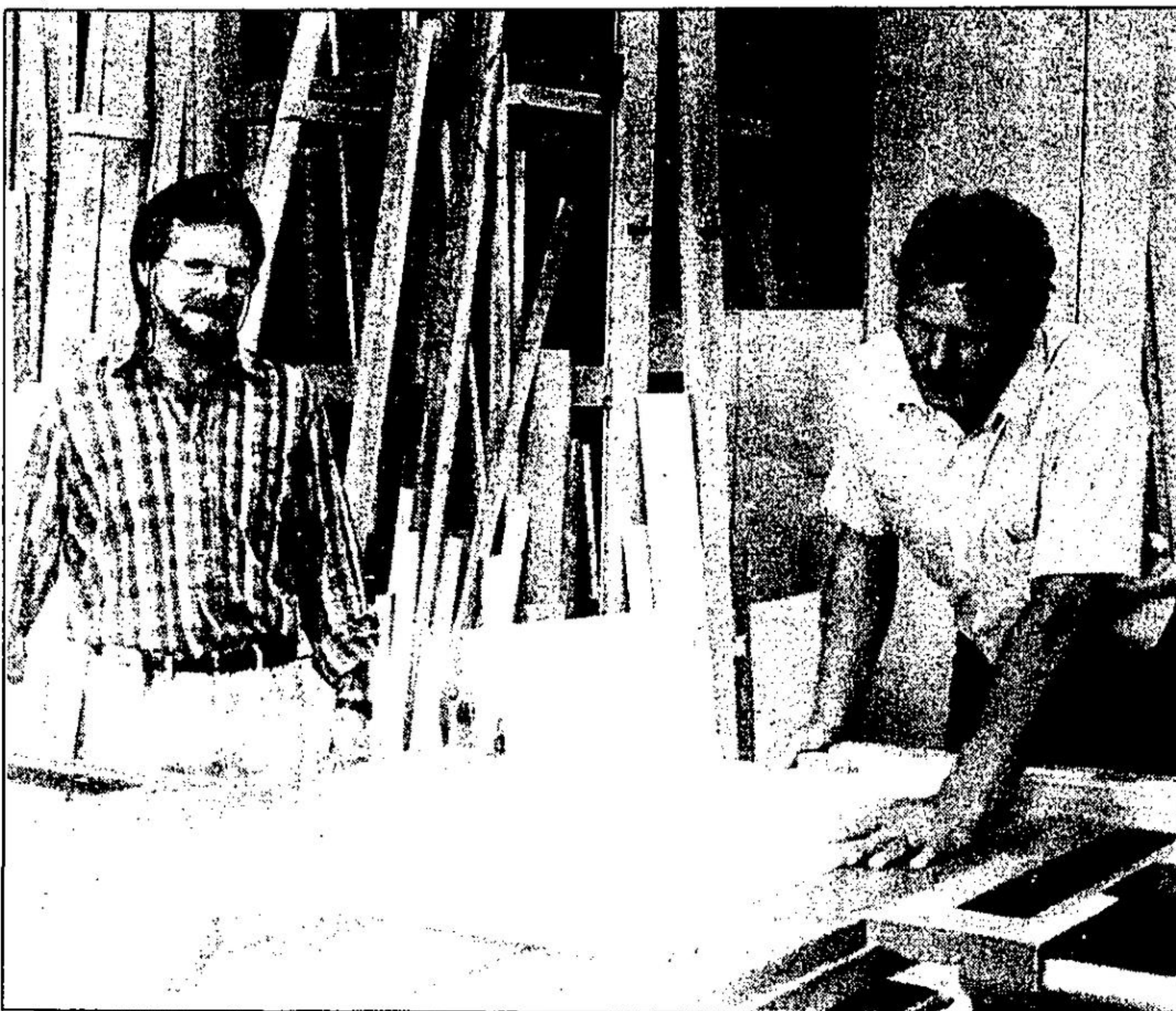
"Another reason we survived the recession is because we saw it coming. We were able to sit down before hand and plan a forecast of exactly what we would have to do and what we would have to change," said Mr. Conway.

Mr. Kerton and Mr. Conway have been neighbors in the Glen Williams area since 1975. Before opening their business in Georgetown, they worked out of their homes for a year and a half. They agree that it is rare to find an equally owned partnership between two people that lasts longer than a few years.

Mr. Kerton said they never had any plans to turn their company into a huge business and never had any interest in mass production. He explained that personalized, quality work along with repeat customers is what has made Georgetown Woodworks successful.

Mr. Conway said he does not think any new carpentry companies will be opening in the area in the near future - that it will take several months for the industry to significantly improve.

"Our main goal is to be here next year," stated Mr. Conway, when asked about future plans for his business. "I think this recession has taught that you have to keep a sharp pencil handy and plan things out in times of prosperity as well as a recession. The worst is definitely behind us though."



Georgetown Woodworks owners Ray Kerton (left) and Peter D. Conway are proud their company was able to survive during the recent recession. Established in 1985, this company is located on Armstrong Avenue in Georgetown and will take on any general millwork project for individuals or companies. Here, Mr. Kerton supervises Mr. Conway as he splits a piece of wood to begin a new project. (Herald photo)

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- **Kenneth R. Harrison Award**  
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- **Arts Alive Award for Visual Arts**
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- **Arts Alive Award for Literacy**  
— promoting literacy, creative writing and journalism.

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Closing date for nominations is September 15th, 1991

Presentations to be made October 19th, 1991

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Nominations can be picked up at the Herald or Shoppers Drug Mart. Completed nominations are to be submitted by September 15th to  
Arts Alive c/o the Herald  
45 Guelph St.  
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For more information contact Lois Fraser at 877-5545

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Awards Criteria chosen on:

- a) Personal artistic achievements
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