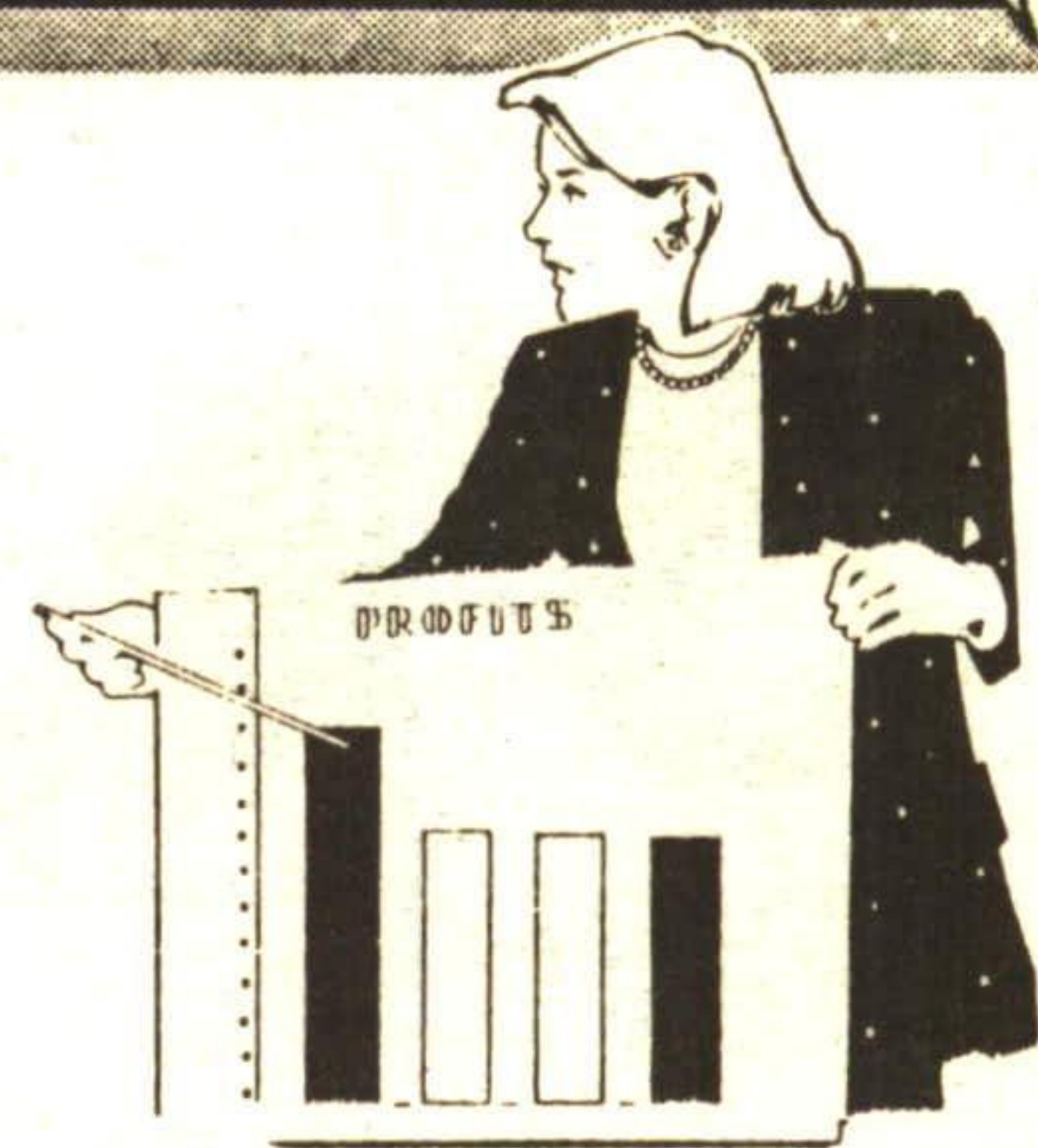




# WOMEN IN BUSINESS



## Doreen Bergsma

Doreen Bergsma opened My Hometown Country Crafts on Main St. in Georgetown, November '92, and expanded it a year later.

"I grew up in Georgetown, this is my hometown," Doreen says. In fact, her store is in the same location as the family's business, Bergsma Paint and Wallpaper, when it was started by her parents 26 years ago. Doreen says she grew up in a retail atmosphere, but she wanted to get into something different from paint and wallpaper.

DOREEN BERGSMA

"I always liked dealing with people and I like crafts.

There was no country craft store in Georgetown, people had to go out of town or even to the United States to get country crafts, so I decided to open this store here," she says.

Doreen sells a wide variety of craft and home decorating items, as well as wool sweaters, Christmas items and Lang calendars, currently a popular item. She has a line of furniture, like Deacon's benches, tables, and entertainment centres, which can be custom painted. Doreen does custom blocking on shelves and milk jugs, which puts the pattern of ivy and other decorations on them.

She sells plaques, with sayings which can be personalized to include the person's name. It takes seven to 10 days for most custom orders, and service in the store is excellent. "I tell people, if you don't see it here, don't be afraid to ask. It can be made to your liking or ordered in," she says.

**My Hometown**  
Country Accents

61 & 65 Main Street South  
Downtown Georgetown  
**873-6894**



## Lora Greene

Insurance is usually the last thing people think of...but it's the first priority on Lora Greene's mind. Owner of State Farm Insurance in the Moore Park Plaza, Lora's been pointing people in the right direction for seven years.

"Most people realize they need insurance," says Lora, "and it's my job to make sure they get the right kind."

Lora helps people by safeguarding them. She regularly does family insurance checkups to insure that people have got the right coverage. By making sure they have enough and not too much, Lora and her staff keep their clients happy.

LORA GREENE

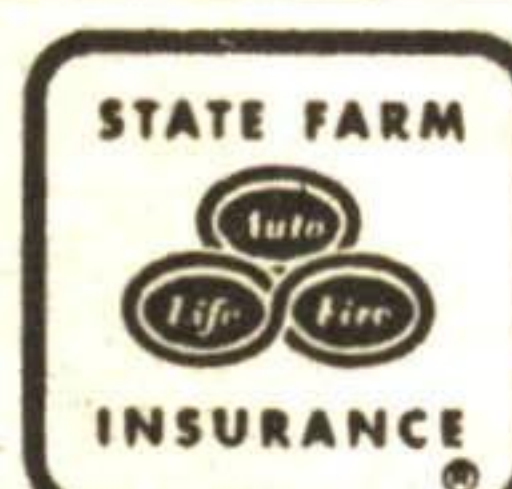
Lora remembers building clientele as the hardest part of starting her business. Once she had accomplished that, the rest of the way was easy.

Lora's background includes Mohawk College, where she majored in insurance. After spending two years with an Oakville Insurance firm, she decided to go on her own.

Now her full-time staff includes Charlene Boyd and Sandi Whitwell. Lora sees her business as an aid.

"I make people aware of what they need," she says, "since many people would rather avoid thinking about insurance."

And her motto says it all, "It's always better to be safe than sorry."



**LORA GREENE, A.I.I.C.**  
72 Main St. N., Moore Park Plaza  
**873-1615**

*Like a good neighbor, State Farm is there.*



## Pat Hatch

When Pat Hatch found herself suddenly unemployed and facing the prospect of looking for a position in a depressed job market she turned the obstacle into an opportunity and struck out on her own.

"I decided to become an entrepreneur. That was the beginning of Personal Secretarial Services," says Pat.

An Acton resident, Pat has now been in business for four years and has no intentions of retiring.

Personal Secretarial Services provides a wide range of office needs including the preparing and processing of proposals, manuals, letters, resumes and essays and more.

PAT HATCH

Hatch says they can process any job that requires a computer and printer. "We guarantee complete confidentiality and most times can provide same day service," adds Pat.

"In the near future we will be offering execu-suites, offices on a rental basis that will be ideal for the business person who perhaps works from home but occasionally needs an office environment," says Pat. "We will also provide secretarial services for the suites along with boardroom facilities."

Focusing on professional service with a personal touch, Pat concentrates on producing high quality work and first class customer service. Pat takes her client responsibility seriously and ensures that the final product is up to her high standards. "I enjoy knowing I've made someone's day easier."



**Personal Secretarial Services**  
Tel: (905) 873-8240  
Fax: (905) 873-8239

**Pat Hatch**  
360 Guelph St.,  
Unit 51A  
Georgetown, Ont.



## Betty McTague

Betty McTague, a chiropodist with a practice in Mount Forest, is now offering her services from an office in her home in Halton Hills.

Betty, who has been a chiropodist since 1983, provides preventative and palliative care for her patients' feet. She is a foot care specialist.

Betty says the average pair of feet take a pounding each day, and it is important to take care of them because foot problems can lead to other problems such as knee and lower back pain.

BETTY MCTAGUE

Some common foot problems that Betty treats her patients for include calluses and corns, ingrown toenails, bunions, hammer toe, heel spurs and sore heels and plantar warts. While proper foot care is important for everyone it is essential for those suffering from rheumatoid arthritis and diabetes.

"Due to a diabetics impaired circulation they have a loss of sensation in their feet," says Betty. "They need to physically examine their feet regularly and it is very important for them to come in and have their feet checked twice a year."

Betty's main role in working with her patients who have rheumatoid arthritis is to make them as comfortable as possible.

Before becoming a chiropodist, Betty was a pedorthotist. Due to that background Betty makes custom made orthotics for many of their patients.

**BETTY E. MCTAGUE** (905)  
**CHIPODIST** **702-0111**  
GEORGETOWN



## Linda Patton

Linda Patton is a natural with animals, but she's also an expert with people.

If you drop in to Ruffin's Pet Centre on Guelph Street, she'll greet you with a smile, take plenty of time to answer your questions, and she likes to share a laugh or two as well.

Every morning she's in the store early to feed the fish, birds, hamsters, rats, gerbils, guinea pigs, and rabbits, plus a tarantula and some lizards too. (What do they eat? Crickets!) She chats happily with each of them as she works along the cages and tanks, remarking on their health and checking for new offspring.

LINDA PATTON

If you're looking for a pet, Linda can provide housing, food, accessories, books, and plenty of advice, so you don't go home and say "Now what?" There's a wide range of products for every kind of pet and wild birds too, and she's happy to do special orders.

Trained to work in a medical library, she eventually decided she'd rather run her own business, in her own hometown, working with her lifelong love, animals. Her three children often come in to help look after the animals and stock the store, something they enjoy doing, just like Mom.

Linda is happy talking to groups of school children, showing them around the store. "This is the job people dream of having," she says. "I love it."



**140 Guelph St.**  
(Next to Georgetown Fruit Market)  
**GEORGETOWN 873-0933**

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