

Milton Means **Business**

ReserveAmerica just keeps on growing

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Ironically, Mr. Kirkham was the company's second full-time employee when he came on board in 1988.

Today, 1,100 people draw a paycheck from ReserveAmerica. While most of them toil in the U.S., 40 employees work out of the Milton office. And early this year, that will double to 80.

Advertising the openings has triggered a flood of interest. For 40 new positions, 1,400 resumes have been received, said Mr. Kirkham.

The beauty of the business is that it stays afloat no matter what the economy does.

"We're in the best of both worlds," said Mr. Kirkham. "We don't care if there's an upturn or a downturn."

Good economy adds up

The reason is simple — because the company deals with government, a good economy means they'll have more to spend.

But an economic downturn means fewer high-end vacations and more families turning to good old-fashioned camping trips.

Today, business comes through ReserveAmerica's three call centres and point of purchase outlets.

About 20 per cent of business rolls in through the Internet.

"Consumer interest in the Internet has continued to increase at a breakneck speed," said Mr. Kirkham.

Made the list

Keeping up with that interest helped ReserveAmerica make the top 100 InformationWeek list.

And making that list shows the business is headed in the right direction, said Mr. Kirkham.

"To have a publication of this magnitude recognize our efforts and be included among a list of such highly prestigious organizations confirms that this company's vision and the strategies we're employing to achieve our goals are well placed."

The company is so entrenched in the U.S. market that many of its customers don't realize they're Canadian. But there are no intentions to relocate south of the border, assured Mr. Kirkham.

"We're proud to be part of this area," he said firmly. "It's a part of our vision. We think this is a great coun-

try and a great area."

While most of the senior positions in the Milton office have been filled, others, such as an entry-level webmaster position, are still open.

Interested applicants can e-mail their resumes to

Seminar looks at question of incorporation

At one time, only sizable companies went in for incorporation.

But these days many small business owners are inking an Inc. behind their company name.

But is the bottom line gain worth the time and cost involved in being incorporated?

Finding out can be both simple and affordable thanks to the 'Access to Professionals' program offered by the Halton Region Business Development Centre (HRBDC).

The new program is designed to provide a helping hand to professionals in the start-up phase of their business.

A \$20 administration fee will buy the small business owner a 45-minute consultation with a Halton-area lawyer or accountant.

The program will take place on the second Tuesday of each month, kicking off today at the HRBDC, 1151 Bronte Rd., in Oakville.

Bob White from the Business Advisory Associates, answers accounting questions. And Tanya Leedale, from O'Connor MacLeod, tackles the legal side of business start-ups.

All professionals in the program donate their time. Incorporating a company won't magically turn a struggling business into a triumphant success. But in the event of losses, it can limit the liability of shareholders to the capital they've invested in the company.

To register for the 'Access to Professionals' program, call the HRBDC at 825-6300.

humanresources@ReserveAmerica.com or fax it to 875-2612. A list of job openings is available by looking up www.reserveamerica.com/employment.

Check out our **Lifestyles** section this **Friday** and our **Arts and Entertainment** section the **following Friday**.

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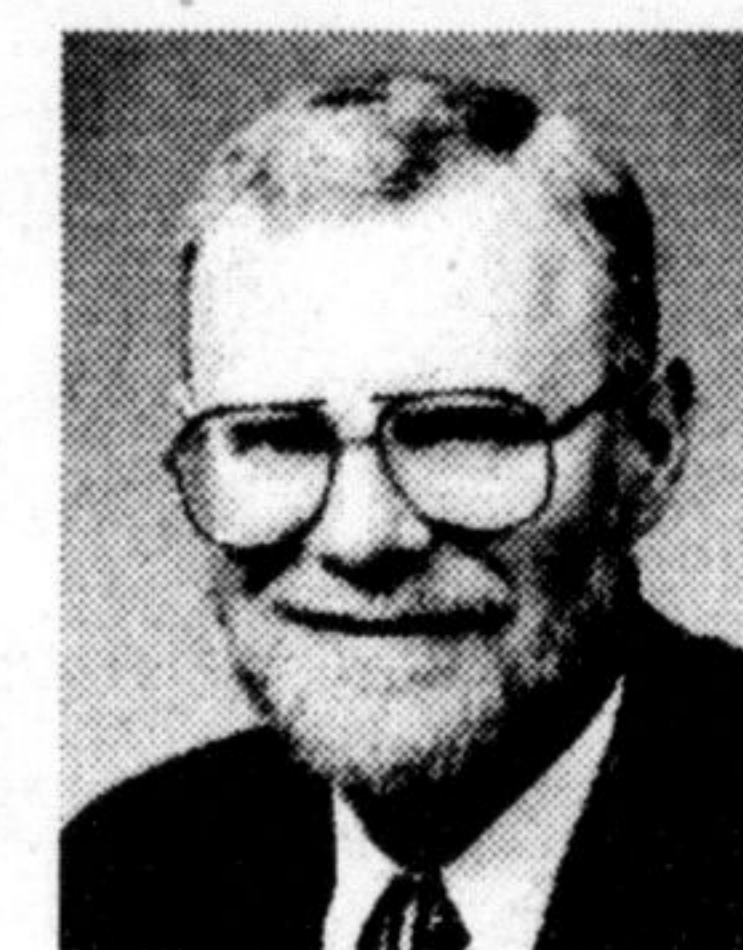
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INVESTING FOR THE MILLENNIUM



Bob Reid, CFP

The deadline to make your 1999 contribution is only a few weeks away. Will you take advantage of one of the few tax breaks available to you? An RRSP can be the foundation for a comfortable and secure retirement. More importantly, will you make your own investment decisions? - and hope you made the right choice. Or will you seek the advice and counsel of a professional planner? - someone who can advise you now on the alternatives and guide you towards a successful retirement plan.

THIS IS NOT ABOUT THE FUTURE

In this space over the next several weeks I will discuss various strategies regarding RRSP investing. I hope the information will help you. The topics include dollar-cost averaging, borrowing your contribution, market volatility, asset allocation and labor-sponsored funds. If you miss any, please ask me for a reprint.

IT'S ABOUT IMPROVING YOUR FUTURE

Did you know that my office is equipped to provide you with an RSP loan, usually with instant approval?

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THE INVESTMENT CENTRE

Rockwool adding on out west

Rockwool's factory family has gotten a little bigger.

The international parts assembly conglomerate, which owns Milton's Roxul Inc., recently completely a takeover of Enertek Products International's stone wool factory in Grand Forks, British Columbia.

The west coast factory will be the parent company's second production facility in North America.

It will be integrated into Roxul Inc., under the name Roxul (West). The Canadian subsidiary is part of the Rockwool Group's Lapinus division responsible for market development in North America, East Asia and Benelux.

The acquisition doesn't influence the goals and expectations to growth and earnings outlined in the group's annual report and half-year report, a spokesman said.

The Rockwool Group now has 21 factories in Europe and North America — with more than 7,500 employees in total.

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