

# New bank post helps seniors stretch their savings

By LISA TALLYN

The Canadian Imperial Bank of Commerce on Main St. is one of three branches in the province participating in a pilot project designed to help senior citizens get the most from their money.

Rose Harrison, former long-time Milton councillor and champion of senior citizen rights, has been appointed to fill the position of special bank representative for senior citizens.

Two other bank employees have

taken over similar posts in Bank of Commerce branches in Oakville and Burlington.

"It will be our job to give seniors honest, unbiased information about their banking," said Mrs. Harrison. "They shouldn't be leaving money

sitting in accounts."

Mrs. Harrison is already well-linked with Milton's senior community. She was a strong supporter on municipal council of the seniors centre, and is a member of the Senior Citizens' Advisory Commit-

tee. She will also be a regular contributor in a newspaper geared to seniors, *Connection 55 Plus*, to be published by The Champion quarterly.

Mrs. Harrison, and the other senior representatives, are part of the bank's concentration on customer service.

Mrs. Harrison says the downtown branch is ideal for launching such a



Photo by JOHN WARREN

Former town councillor Rose Harrison is helping seniors with their money matters in a new position at the Canadian Imperial Bank of Commerce.

project because of the number of senior citizens who bank there.

"It is a very important market for banks," said Mrs. Harrison, who was formerly current accounts supervisor.

She explained that many seniors let their money sit in saving and chequing accounts, which may not be providing them with the best interest rates available.

Some seniors may have a great deal of money on hand after they sell their homes. Mrs. Harrison says many of them need every penny they can get from their investments to cover increasing rents.

Since her appointment was announced she has participated in several training sessions with the other representatives.

She has become familiar with the various investments available through the bank including Guaranteed Investment Certificates, term deposits, Retirement Income Funds, and Registered Savings Plans.

Her training will continue on a regular basis.

"They like their privacy, and I'm sure they'll like the fact that there is someone there looking after their business. If they get worried, or they have a problem there is someone there who they can talk to."

"Seniors like to be independent, it's important to them. They have to be able to trust someone."

Since she started in her new position Mrs. Harrison has had good response from the seniors she has spoken to.

As well as meeting in her office, she plans to organize several seminars throughout the year to be held at the library or Milton Senior's Recreation Centre.

## Chamber plans Sale of the Decade

Everybody likes a sale. They know that at the Milton Chamber of Commerce.

This year the chamber's big promotional event will be "Milton's Sale of the Decade," hopefully a chance for bargain hunters to pick up quality merchandise at rock-bottom prices.

The sale will be held Friday April 28, from noon to 9 p.m., and Saturday April 29 from 9 a.m. to 9 p.m. Vendors must be Milton businesses at the retail, wholesale or manufacturing level.

Booths at the John Tonelli Sports Centre will be on a first come, first served basis. They go on sale at the chamber office (878-0581) Feb. 7.

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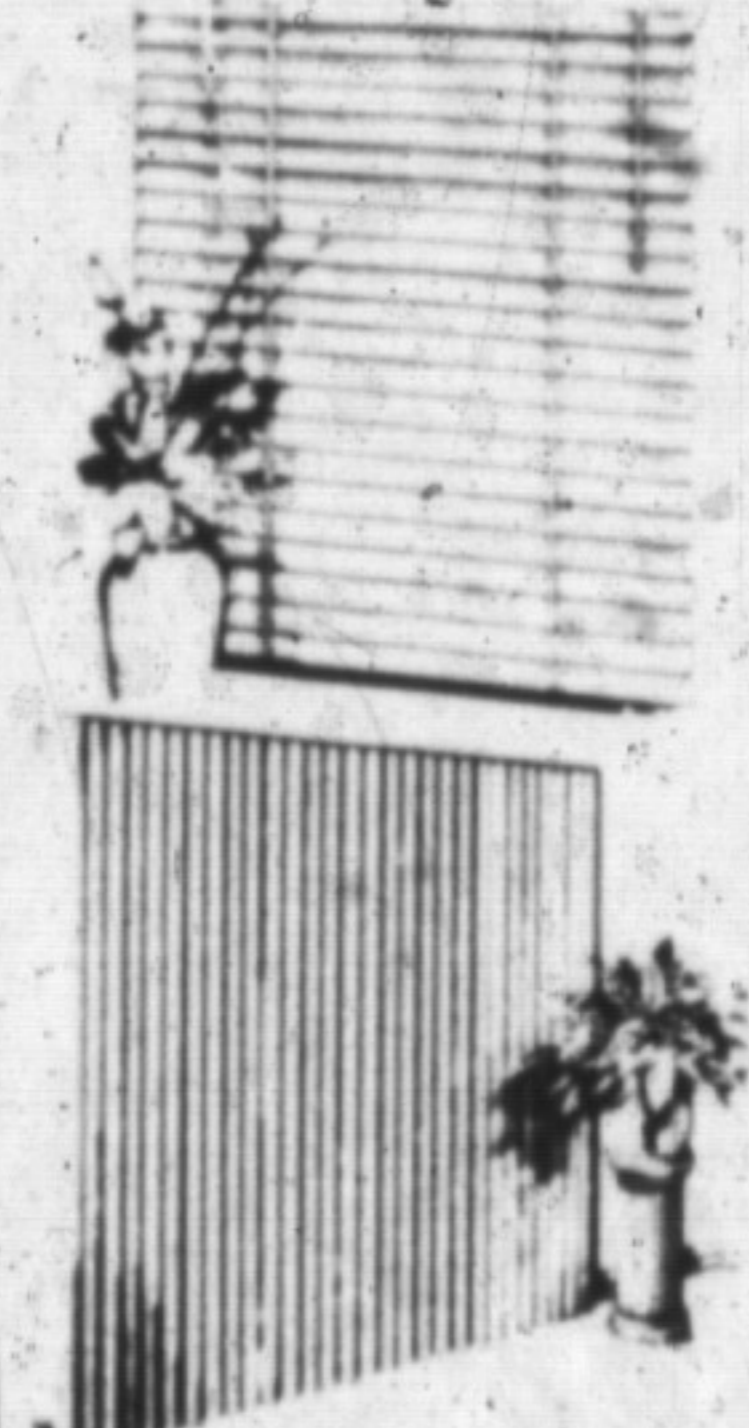
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