

New PR director Challinor selling GST Tory priority

By NORMAN NELSON

With the federal Tories floundering in the latest popularity polls, some people might compare John Challinor's new position with that of a publicist for the Titanic.

Recently elected as vice president of communications of the Oakville-Milton Federal Progressive Conservative Association, the Milton resident, however, adamantly believes it's much too early to jump ship.

"There's three years left in the (federal Conservative) mandate. The

prime minister and the cabinet have had to make some tough decisions to turn this country around from an economic standpoint. And that includes restructuring the tax legislation," he said, in reference to the controversial General Sales Tax (GST) slated to come into effect at the beginning of next year.

Mr. Challinor, who runs his own public relations company, said the government can't make decisions based on "the ebb and flow of the polls."

As happened with free trade, he predicts that once the initiative is seen to have a positive impact, the doomsayers will be proved wrong and the "government's standing will improve."

The whole premise for the GST, he said, is simple: "It's a replacement tax."

The GST, which will tack a seven per cent increase on a wide range of goods and services, is designed to replace a 13.5 per cent tax currently placed on a much narrower range of manufactured goods, and Mr. Challinor thinks that's fair.

"We're evolving from a manufacturing to a service-based economy. Because of that you can't expect the decreasing manufacturing base to carry the load as it did before. The service sector has to contribute."

While the message may be simple, he concedes the federal Tories have been doing a "poor job" at conveying it — something the local riding association promises to change.

At its annual election of officers earlier this month, Tom Sanci, who again received the nod as riding president, promised the group does not intend to hibernate "between election writs, as has typically been the tendency among riding associations of all stripes."

"The decisions facing our government about this country's future are such that we must be active and participate in the dialogue," remarked the Oakville custom home builder.

Joining Mr. Sanci and Mr. Challinor on the 1990 association executive are vice presidents John Ford and Tish Green, secretary Sean Morley, treasurer Shavak Madon and past

president Jack Lewis.

The association's Milton area presidents are Ken Hassard in Milton West, Bernie Swain in Milton East and Dick Haas in Milton Trafalgar.

Oakville area presidents include Jim Bertin, Gary Carr, Bill Logan, Terence Young, Steve Allen, Morley Salmon, Lionel Kilburn and Steven Brophy.

Milk money juices up program

Proceeds from milk and juice programs at local schools will help to build an expanded Children's Assessment and Treatment Centre (CATC) in Halton.

The existing facility, as the name suggests, provides assessment and treatment for children with emotional disorders. Founded in 1974, the CATC helps children from the ages of 3 to 16, on an out-patient basis. CATC provides individual therapy, or group sessions including the whole family.

Starting out in Joseph Brant Hospital in Burlington, CATC eventually grew too large and moved its base of operations to Lakeshore Public School. Again it is time to move as the Centre continues to expand.

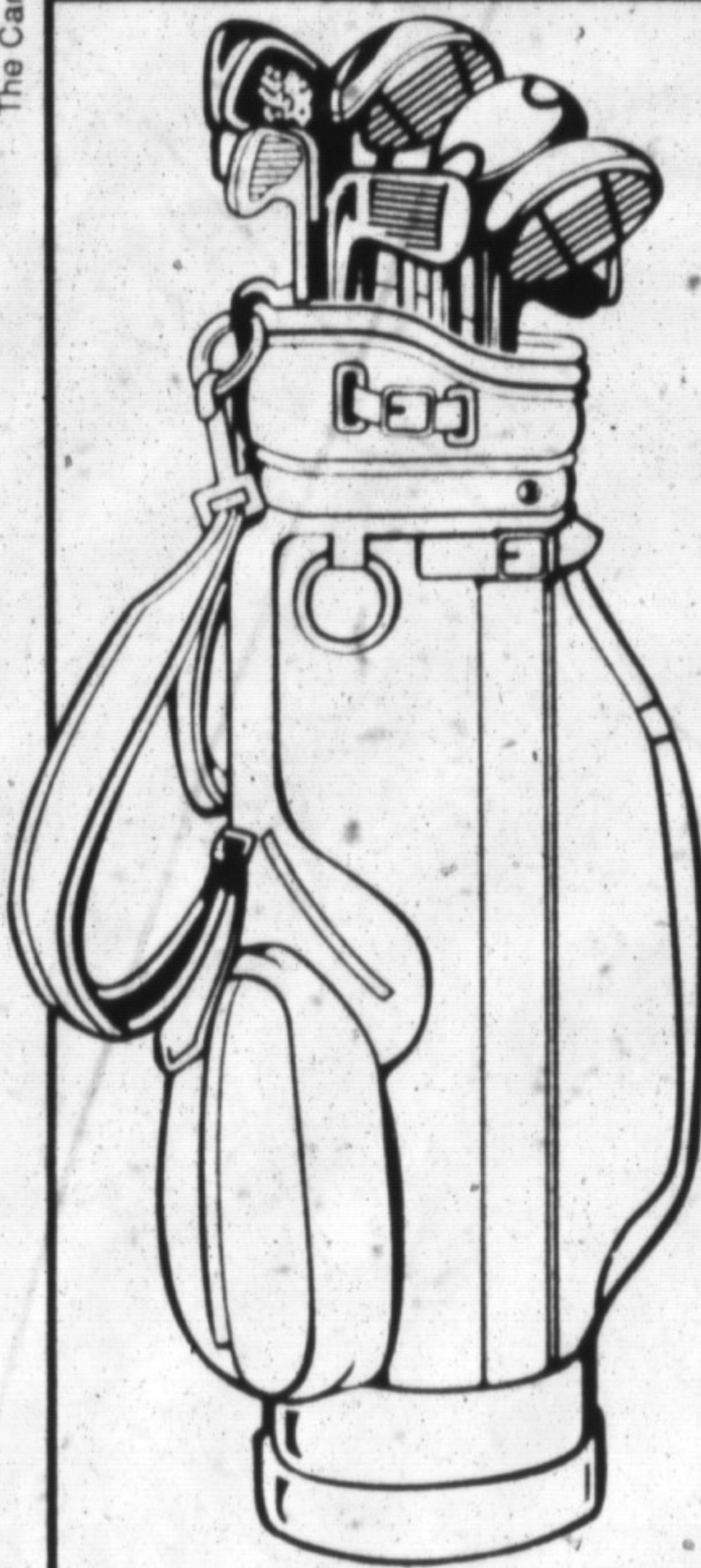
The movement this time won't be

into previously occupied quarters. The CATC is planning a new building. A site has not been finalized yet, but the project has been 80 per cent funded by the Ministry of Community and Social Services.

In an effort to raise the remaining 20 per cent, the CATC has run a series of fund raising projects, the latest of which is called "Build Help for Kids Week". It took place during Education Week (April 22-28), and many of the local schools donated a week's proceeds from a milk or juice program.

With enlarged quarters, CATC will be able to provide more extensive assistance to many more children.

CATC has a Milton office. For more information or to set up an appointment call 875-2575.



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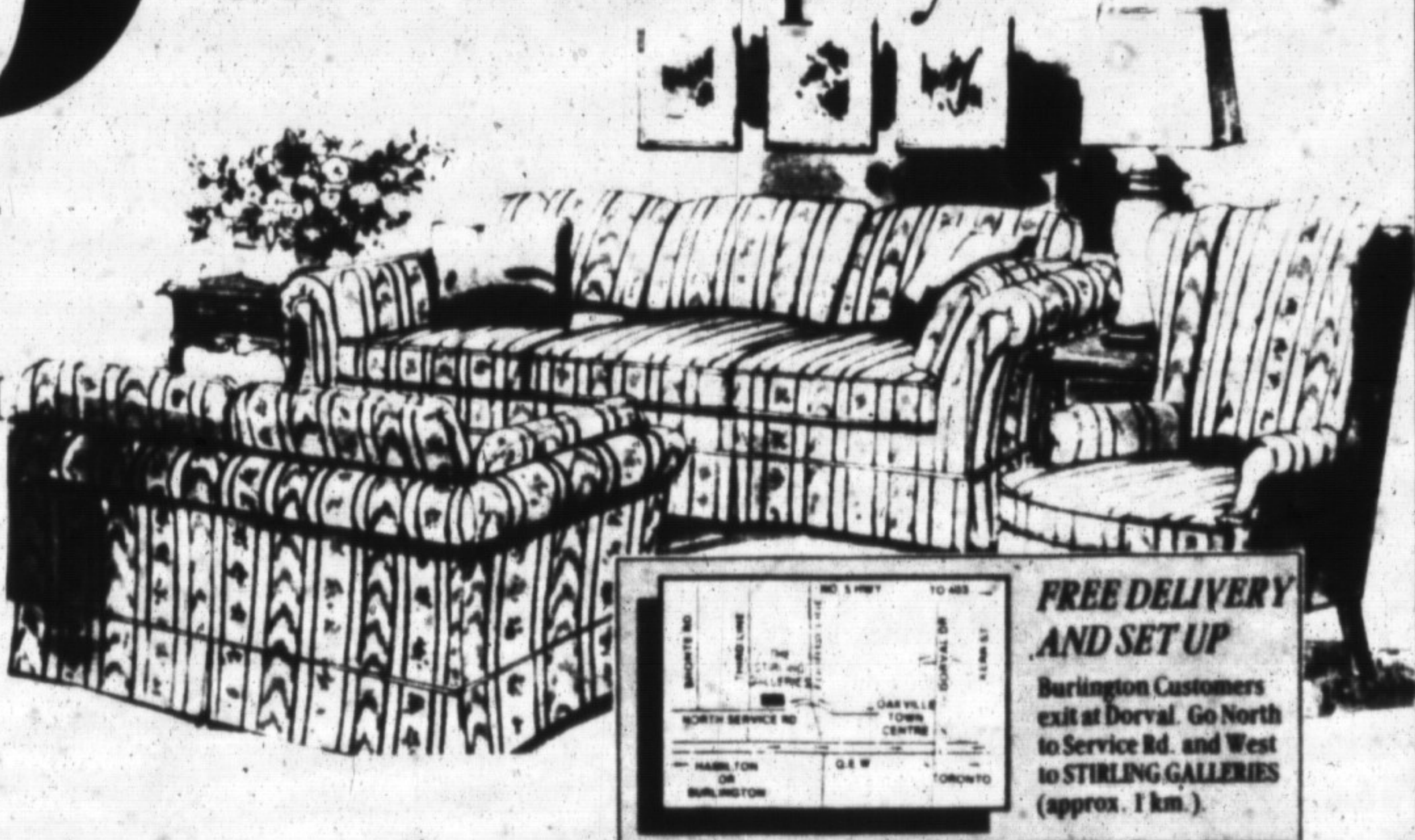
Photo by JOHN WARREN

Blitz is on

The Salvation Army flag flying at town hall indicates blitz night is on its way. The door-to-door canvass for the Red Shield Appeal is set for next Monday (May 7). Officially kicking off the fundraiser are from left Mayor Gord Krantz; Salvation Army captain George Patterson, public relations officer; Royal Canadian Legion member George St. Cyr and Beth Stainston, Salvation Army publicity chairman for Oakville and Milton.

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