



Photo by JOHN WARREN

### Teachers on 'cue

Bill McKeown and Andy Chevallier, teachers at W. I. Dick Middle School, manned the barbecue at the school's annual picnic held recently.

### Says chamber speaker

## Businesses can remain strong in weak economy

By KAREN SMITH

A falling economy doesn't have to mean your business will take a nose dive as well, said a top business speaker in Milton last week.

"The economy that you control is your own economy," Bill Gibson told members of the local business community at a Milton Chamber of Commerce seminar Friday.

Offering some advice on how to boost your business in any economy, Mr. Gibson said business owners must be "opportunity oriented."

"Sometimes it's not that we need customers," he explained at Halton Hills Place. "It's that we need to be more innovative with them. Identify what has to be done and do it. It's creativity that will make it happen."

But a business will never become a great success without competent, reliable service, said Mr. Gibson. He suggested staff should be taught how to handle every possible situation.

"The whole area of customer service is absolutely invaluable," said the entertaining speaker.

But the most important factor in running a successful business, he

added, is the "ability to make good decisions."

President of a marketing and communications company in Vancouver, Mr. Gibson has spoken to more than 600,000 people and has had experience with hundreds of businesses from construction to daycare.

He said he believes individual business owners and their staff cannot afford to spend time and energy worrying about world issues such as the economy, competition or decline in industry sales.

"We have individual businesses and departments to run. Our only concern must be to out-produce ourselves and increase business here and now with the resources on hand."

An acclaimed audio author and writer of several business books, Mr. Gibson has organized business owner development programs in more than 30 centres across Canada.

He visited Milton in part to promote the program which may be organized in town with the help of the Milton Chamber of Commerce and a local bank.

## Outgoing environment minister praises 'forward looking' hikers

By KEN LAMB

### Special to The Champion

Just eight days before stepping down as Ontario's environment minister, Jim Bradley spoke to the 28th annual meeting of the Bruce Trail Association Saturday at the Bayrischer-Hof in Milton.

He said he withdrew from most of his speaking engagements following the Liberals' stunning Sept. 6 election defeat.

However, he wanted to keep his date with the hiking group because he recognized its helpful role in setting environmental policy.

"It has not always been popular to be an environmentalist," he said.

"Some years ago they were known as 'eco nuts', or worse. Today environmentalists are recognized as forward-looking people."

"Environmental protection depends on public participation. It's a big wheel with room for many shoulders."

The St. Catharines MPP, soon to occupy the opposition benches at Queen's Park, praised the work of the Bruce Trail organization.

Its membership of about 8,000 supporters contributes approximately 75,000 hours of work a year to maintain the trail, he said.

The walking trail generally follows the Niagara Escarpment from

Queenston to Tobermory at the northern tip of the Bruce Peninsula — a distance of more than 730 km.

Locally, it passes through Hilton Falls, Kelso, Crawford Lake and Mount Nemo conservation areas and some privately owned land. The route is identified by white rectangles (blazes) painted on trees.

At the Saturday meeting, Mr. Bradley was presented with a hand-crafted walking stick by association executive director Doug Robertson.

Local participation in the conference included a tour of historic

Milton led by Jim Dills and the writer, members of the Milton Historical Society.

Public relations consultant Roy Downs of Milton presided over the photographic competition panel.

Mike Webb of the Toronto Hiking Club was re-elected president of the Bruce Trail Association.

He stressed the need for fundraising to buy land and ensure the best route for the permanent trail.

He also emphasized the need for continued co-operation with the Niagara Escarpment Commission.

## A matter of better meetings

Making Meetings Matter is the purpose, as well as the title of a one day seminar at St. Paul's United Church, Milton on Saturday, Oct. 13 from 9 a.m. to 3 p.m.

A St. Paul's community program, the objective is to encourage effective use of the time individuals and organizations spend in meetings.

It will be of interest to service club presidents, vice-presidents, chairs of committees, boards; to people in their work or in the leisure field.

Ann Fleming, the seminar leader, will focus on learning to understand your leadership style, developing your skills in planning and conducting meetings, setting agendas, insuring follow up and motivating your club or committee members.

Ms Fleming is the chair, division of communication, United Church of Canada and has broad experience to share.

Advance registration is \$8. Registration at the door, depending on accommodation, is \$10. Lunch will be available at \$4. Early registration is recommended.

For information contact Jim Dills 878-6061 or the church 878-8895.

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