

# Retailers must focus on consumer if they're to survive, says expert

By ANGELA BLACKBURN  
The Champion

Retailers must return to traditional values of customer service if they're to survive, a Toronto marketing expert told a general meeting of over two dozen Milton Downtown Business Improvement Area (BIA) members last week.

In tough times, downtowns are fighting the same battle as large marketplaces. "There's only one approach and that's a marketing approach. It's consumer-oriented because the one person that makes your business successful is the consumer," said marketing consultant Roy Bergerson, who has had 25 years experience with the Eatons and works with Toronto BIAS.

The BIA members had come to hear an expert on what makes downtowns work before finalizing details of a new long-term BIA plan to improve Milton's downtown.

## Town approached by big retailers

/ page 15

The Streetscape Improvement Project, as the five-year plan is called, should be released later this month. Its details include short and long term strategies to spruce up, raise the profile of, and increase customer numbers in the downtown.

Before speaking, Mr. Bergerson strolled through downtown Milton and found the stores look and feel very friendly. He advised downtown merchants to maintain and improve upon that.

He was extolling the virtues — and value — of customer service and looked to companies like Walmart, noting its competitiveness in the customer service area.

"In the retail industry we have to

re-learn the attitude of customer service," he said. He used as an example a story of a Walmart employee assisting someone with car trouble when the store was closed. He said that was an "attitude", one that could win a customer for life.

"Anyone who comes anywhere near you must walk away feeling great," Mr. Bergerson said, advising BIA members to become problem solvers for customers, and to put their best people on the front line.

The expert said a shoe retailer should know the shoe trade but must also be a consumer relations expert.

"We go about it backwards and to learn about the elusive consumer is a retailer's most trying challenge," he noted.

Retailers should like their work. "The retail community has become very, very demanding and the payback at times is marginal," he said.

"The world did change dramatically. I started to notice some of that change 15 to 18 years ago. The customer and retailer started to change. The friendliness I grew up with began to disappear," he said.

Mr. Bergerson said the world has experienced a realignment, not recession.

"We went from a false position to a real position. Where we're at now is where we're going to be. What we see now is the real world."

Consumers too have changed. Today they get excited about different things.

"Many consumers are walking around mad at everyone," said Mr. Bergerson, listing politicians and taxes as sources of frustration.

"The consumer is in turmoil • see RETAILING on page 15

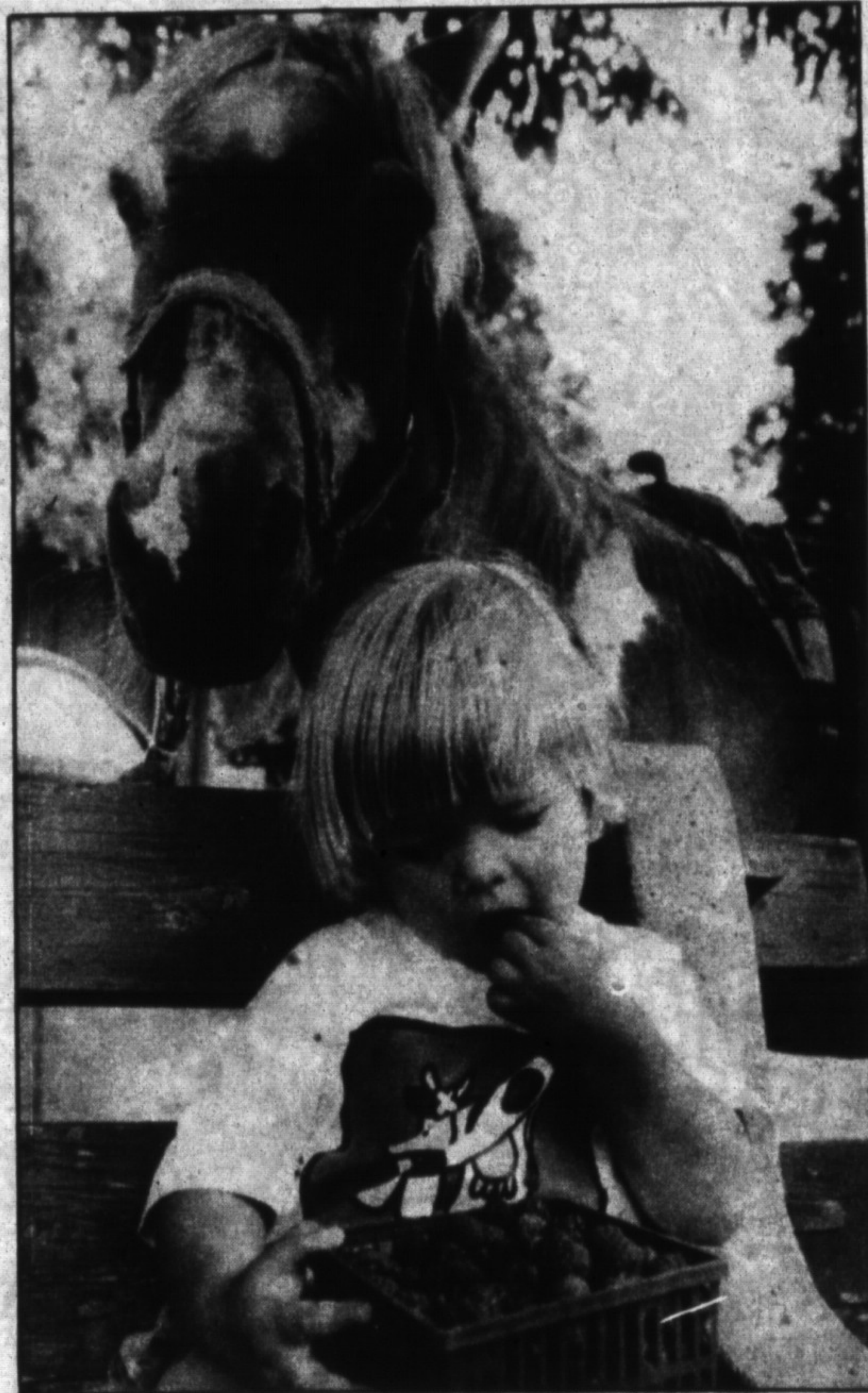


Photo by GRAHAM PAINE

## A new friend

Two-year-old Danielle Kelton found she had a new friend in "Patches" the pony, as the youngster sampled some of her favourite berries, red raspberries, while out with mom and dad for an afternoon of raspberry picking at Andrews Scenic Acres.



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# THE CORPORATION OF THE TOWN OF MILTON



878-7211

### ENVIRONMENTAL ASSESSMENT

**Bell School Line 14th Sideroad to Steeles Avenue**

#### NOTICE OF COMPLETION OF ENVIRONMENTAL STUDY REPORT

As a requirement under the Class Environmental Assessment for Municipal Road Projects, the Town of Milton hereby notifies all interested individuals and parties that the Environmental Study Report (ESR) for the above-mentioned project has been completed. Subject to the comments received as a result of this Notice and the receipt of other approvals as necessary, the Town of Milton will proceed with the construction of the above-mentioned project.

The study recommendations is to reconstruct Bell School Line from 200 m south of 14th Sideroad to Steeles Avenue to a rural 2 lane roadway along the unopened road allowance. As part of this project, 14th Sideroad will be reconstructed with modifications to the horizontal and vertical alignment.

We welcome public comments on the ESR which is available for review at the following location and time:

Town of Milton  
Clerk's Office  
Victoria Park Square  
43 Brown Street  
Milton, Ontario  
Hours: 8:30 a.m. to 4:30 p.m.

Town of Milton  
Victoria Park Square  
43 Brown Street  
Milton, Ontario  
C/O J. Matthews  
Town Engineer  
(905) 878-7211

If concerns regarding this project cannot be resolved in discussion with the municipality, a person may request that the Minister of Environment and Energy "bump-up" this project to an individual environmental assessment. "Bump-up" requests must be received by the Minister at the address below within 30 calendar days of this Notice. If there are no concerns expressed by August 26th, 1994, the Town of Milton will proceed with the construction as presented in the ESR.

A copy of the "bump-up" request shall be forwarded to the Town Engineer.

The Honourable  
Minister of Environment and Energy  
135 St. Clair Avenue, 15th Floor  
Toronto, Ontario  
M4V 1P5

### COMMUNITY OPEN HOUSE

#### ROTARY PARK UPGRADES

The Town of Milton is planning to upgrade Rotary Park with respect to the following:

- (i) building upgrades
- (ii) tennis court upgrades
- (iii) fencing upgrades
- (iv) access improvements
- (v) replacement of wading pool

The Community Open House will be an informal meeting and has been arranged in order to provide an opportunity for interested citizens and groups to drop in at their convenience, review findings to date and provide comments to representatives from the Town.

The Open House is scheduled for:

**Wednesday, August 10, 1994**  
4:00 p.m. - 8:00 p.m.  
Committee Room, Milton Town Hall  
Victoria Park Square, Milton

If you have any question, or are unable to attend and wish to provide comments, please contact:

Jennifer Reynolds, Director of Leisure Services  
Town of Milton  
P.O. Box 1005  
Milton, Ontario L9T 4B6  
(905) 878-7211 (Ext. 180)

### NOTICE

Due to mechanical difficulties Rotary Park Pool and Wading Pool will be closed until further notice. Please watch for an update in Friday's paper. Recreation swims have been added to the Milton Leisure Centre.

**\* Monday: All Ages - Leisure Pool only**  
2:30 - 4:30 p.m.

**Tuesday: All Ages - Both Pools**  
2:00 - 4:00 p.m.

**\* Wednesday: All Ages - Both Pools**  
2:30 - 4:30 p.m.

**Thursday: All Ages - Both Pools**  
2:00 - 4:00 p.m.

**\* Friday: All Ages - Both Pools**  
2:30 - 4:30 p.m.

**\* Saturday: All Ages - Both Pools**  
1:30 - 3:30 p.m.

\* means added Recreational Swims

### DEPARTMENT OF LEISURE SERVICES

#### PART TIME EMPLOYMENT OPPORTUNITIES

The Department of Leisure Services is accepting applications for the following part-time positions to join our centre service delivery team:

**FITNESS CLASS INSTRUCTORS:**  
responsible for the delivery of a wide variety of fitness classes for all ages and abilities.

**QUALIFICATIONS:**

- \* F.O.L.P. Basic or equivalent
- \* Current C.P.R. and First Aid certification
- \* Specialized training (Step, Pre/Post Natal, Youth etc.) an asset
- \* Previous teaching experience required.

**WEIGHT ROOM SUPERVISOR/FITNESS APPRAISER:**  
responsible for supervising the fitness room and providing assistance as necessary, conducting fitness assessments on a pre-scheduled basis.

**QUALIFICATIONS:**

- \* Fitness Appraiser (S.T.F.A. or C.F.A.) designation
- \* Degree/Diploma in Physical Education/Kinesiology or Fitness Leadership preferred
- \* Current C.P.R. and First Aid certification
- \* Experience in weight training program development in a fitness centre setting

Interested applicants should submit resumes to the address noted below on or before August 17, 1994.

Town of Milton  
Department of Leisure Services  
P.O. Box 1005  
Milton, Ontario  
L9T 4B6

Attn: C. Camazzola


### Summer 1994 Concert-in-the-Park Series

*The best Place to Be!*

Date: August 7  
Time: 2:00 pm  
Location: Victoria Park

**FREE ADMISSION**  
Bring your lawn chair and enjoy an afternoon in the park!

The Playford Players, of Burlington, are an instrumental duo featuring Roland Packer on hammer dulcimer and Philip Corke on guitar. Together they blend folk, jazz and pop to create a unique sound that is totally their own. The Playford Players music has been described as "absolutely delightful...exuberant and spontaneous-sounding...lifting music that sets the toes - and the soul - tapping" (Oakville Today)



Presented to you by the Department of Leisure Services, and the Canadian and American Recording Industries Music Performance Trust Fund as administered by the Hamilton Musician's Guild.