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A Monthly Newsletter

FROM THE PRESIDENT...



MICHAEL BOURGON


The crush at the door. Recently, Forbes Magazine, (yes that Forbes) released an edition expounding on the qualities of the world's greatest city in which to live and do business. That city was Toronto and, in expansion to that through, the Greater Toronto Area as a whole. A subsequent story in another business journal also suggested that Vancouver, along with Toronto, were also at the top of that list.

- Not since 1967 have we seen such a global love affair with Canada. As we look back at the years subsequent to 1967, we saw extraordinary fiscal performance in Canada. Can we expect the same? No, we can expect a whole lot more! Why? Let's look at a few facts.
- Canadian interest rates have not been this low in over 40 years. This is not only good news for those borrowing but also those investing (see economics 101). Low interest rates inspire both corporate and consumer spending and have led to one of the greatest Canadian bond markets in years.
- A concentrated attack on government spending and deficit reduction have attracted global investors. Public sector spending leads not to enhanced quality of life for its citizens but, rather, a mortgage on its' children's futures. This also has a credible affect on Canadian bond markets.
- A strong dollar. Even with occasional volatility (yes, it did go beneath .74 cents earlier this week) the dollar looks like the idol of the international marketplace. We could see a dollar as high as .77 cents US early in 1997. A strong dollar should lead, again, to Bank of Canada interest rate cuts (see point one).
- Enhanced productivity of the native work force. Canada is fast becoming a leader of knowledge workers versus manual labour. We are making great strides in the direction of supporting a knowledge worker environment. Quality of lifestyle, ease of access to infrastructure and significant technological tool availability are already here. There is not a day that goes by where I hear of another knowledge based business in Milton that has grown through a significant discovery, contract or joint venture agreement. We are the future.

Milton, with a focused look to the needs of the future, is prime for expansion and growth and Milton business will be the beneficiary of these opportunities. My hope is that our political leaders will be more vested in their readings of Echo, Beck and Naisbett than in the political section of the Toronto Sun. With a little patience, optimism and hope we can confidently say, "Milton, the best is yet to come!"

N.B. This is my last column as president of the Milton Chamber of Commerce. I would like to thank the Canadian Champion for the opportunity that the Chamber has grasped to be able to deliver its' message across the community as a whole. The Milton business community is and excellent place to make a living, create a future and nurture a vision. Many thanks to all who have helped this community grow and I shall look forward to working with you all in the future for the betterment of this great Town. All the best to you all and yours over the upcoming holiday season.

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The Milton Chamber of Commerce is an active partner in this program. **SHOP LOCALLY THIS CHRISTMAS!**

Market Memories Cookbook

Help us celebrate the 25th Anniversary of the Milton Farmers' Market... we invite you to contribute family recipes and short stories about your memories of the market over the years for our "Market Memories Cookbook" to be created for the 25th Anniversary celebrations! (send to Milton Chamber of Commerce, P.O. Box 52, Milton, L9T 2Y3 or fax 878-4972)

EXECUTIVE DIRECTOR REPORT

SANDY MARTIN

December, for me, is a month of reflection! It is at this time that I look back over all the accomplishments of the previous twelve months and reflect on how we were able to achieve them. And the answer is simple, through the efforts of people! All of the individuals who volunteer their time to make Milton a better place to live and make a living. All the people who support our weekly Farmers' Market. All the people who nominate individuals and businesses for our Community Awards. All the people who attend our political meetings including the Mayor's Breakfast; the M.P.P. Roundtables; the special sessions on the GTA reform and discussions on development charge. All the people who visit our community and spend a little time and money locally. All the members who support our programs.

There are a few individuals that I would like to single out for special thanks because they make my job easier and more rewarding, so here goes:

* Corey Zanatta - Administrative Assistant - without Corey's effort our programs/events and the daily operation of the chamber would grind to a halt....Thanks

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