

Queen's Park

by
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Simcoe East

Staying competitive in today's fast changing world is difficult for businesses and communities. Technology, trade patterns and consumer demand are constantly changing, making it more difficult for anyone to be truly in step with the times.

Ontario Government is active with business and communities to encourage greater attention to change and to new opportunities.

For example, thanks to a request from the

Barrie Chamber of Commerce, experts from the Ontario Robotics Centre in Peterborough will be available for consultation by local business at the Barrie Holiday Inn, November 21 and 22.

This event, called "Tech Talk" by its organizers, will allow local manufacturers to book time, free of charge, to speak individually with a productivity improvement specialist about their own specific needs.

Goal of "Tech Talk" is to acquaint

manufacturers from across Simcoe County with the range of advanced manufacturing engineering services offered by the Ontario Robotics Centre.

For more information, and to book time with one of the engineering experts, call the Robotics Centre in Peterborough at (705) 876-1611 and ask for information about the Barrie "Tech Talk".

In a related field, Ontario's Ministry of Tourism and Recreation has created a one day seminar called "Profiting From Market Research" that gives participants a practical training in fundamental research techniques.

More and more it is becoming apparent that good market research will result in a sound tourism project. While the seminar only gives a general grounding in the subject, it encourages a more business-like approach to the job of attracting tourist dollars.

For example, just take a look in the October edition of Canadian business. There is an article on excellence in Canadian industry is a story about Ernst Leitz (Canada) Limited of Midland.

This company makes reflex cameras that are popular with amateurs and professionals the world over - even in Japan, a world leader in photographic equipment!

Leitz's product leader is the Leica M4-P 35 millimeter camera. Next time you're in a camera store take a look at one. You'll be handling top flight photographic technology made right here in Simcoe County!

Career Week plans for MSS now in gear

by PAUL SANDERSON

Although most schools use the official Ontario Career Week (Nov. 5-11) to help students choose a profession, Midland Secondary School teaching staff have decided to condense those career guidance activities into one day, Thursday, Dec. 13.

Bill Barnett, head of guidance at MSS, explains how students will not be shortchanged by the new plans.

Instead of an hour each day of special activities over a week, the school will devote an entire day to career choice activities.

In December, speakers from 12 different career categories will each deliver 30 minute talks. The students will be free to attend any three seminars of their choice.

Barnett says, the hospital services speaker, for example, will not discuss just doctors and nurses. The students will learn about all related careers, like administration, maintenance, custodial, therapy, food preparation, in each career grouping.

When speakers have finished, MSS staff and students will have time to wander among career displays throughout the school.

With exams approaching on Nov. 26, the Career Week shift at MSS is consistent with the school's policy of concentrating on studies before exams.

In the two weeks prior to exams out-of-school events like sports are limited, and no class trips are scheduled.

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