

# Hurononia Financial Forum

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## TRW: Expansion in Penetang

by David Muir

One of the Northern Huronia's employers is expanding.

TRW Vehicle Safety Systems Inc., the umbrella title given to all of TRW's operations in the area, employs over 1,200 people. This includes the extruded metal and trim plant of the Decor Products Division, as well as the Vehicle Safety Systems Ltd., producing automotive seat belts.

In 1987 Bob Varga, Director of Canadian Operations for Vehicle Safety Systems Ltd., announced a multi-million dollar expansion of their Penetanguishene facility. More warehousing space and the centralization of the office space will be two of the advantages of the larger operation. As TRW continues to grow, their requirement for new employees may increase as well.

In 1984, TRW bought the Midland and Penetanguishene operations of the Firestone Tire and Rubber Company. In 1969, Firestone had opened the Penetanguishene plant as part of their growth following the acquisition of Hamill Manufacturing. Hamill had been responsible for cultivating seat belt business with Ford and General Motors. TRW maintains that business to this day.

The Midland operations had their roots in a company called Canadian Nameplate, formed by Gordon Moss in 1934. Moss moved his Toronto base to Midland in the mid 1950s. This was when the current Bay Street plant opened. In 1965 he bought Bay Street Trim and Accessories on Fourth Street.

Hamill came into the picture in 1966, when it purchased both Midland plants. By 1969 Firestone owned the two Midland operations and the Penetanguishene facility. TRW bought and maintained all three.

The Midland-Penetang facilities are the centre of manufacturing and assembly activities for TRW's occupant restraint business with General Motors. The Decor Products Division is the leading supplier of picture frames to Canada, and also supplies to the appliance industry. This includes many different extruded aluminum shapes, like refrigerator door handles. In 1988 Decor became involved in the seat belt business by manufacturing the aluminum tracks used in motorized passive restraint systems.

Competition in the safety restraint business is keen. The U.S. automakers' current trend is to reduce the number of suppliers they deal with. But Bob Varga explains TRW's advantage: "We supply fully integrated systems." That means that they not only supply the seat belts and airbags, but also the sensors and the diagnostics - everything it takes to install the systems.

Airbags are once again taking off. After a U.S. government order to make them mandatory was rescinded at the end of the 1970's, demand was virtually eliminated. But in 1985, as part of their overall investment in their newly acquired North American seat belt division, TRW re-activated the airbag technology.

By combining with two companies, TRW is now able to supply the entire airbag system, and not just the hardware. TRW purchased Technar Inc., an industry leader in crash sensor and diagnostic technology, in 1986. In the next year, they formed Sabag Inc. in a joint Canadian venture, to produce the gas generant used to inflate the airbags.

This exciting new technology is just part of the growth which TRW, the huge multinational corporation, is experiencing. In

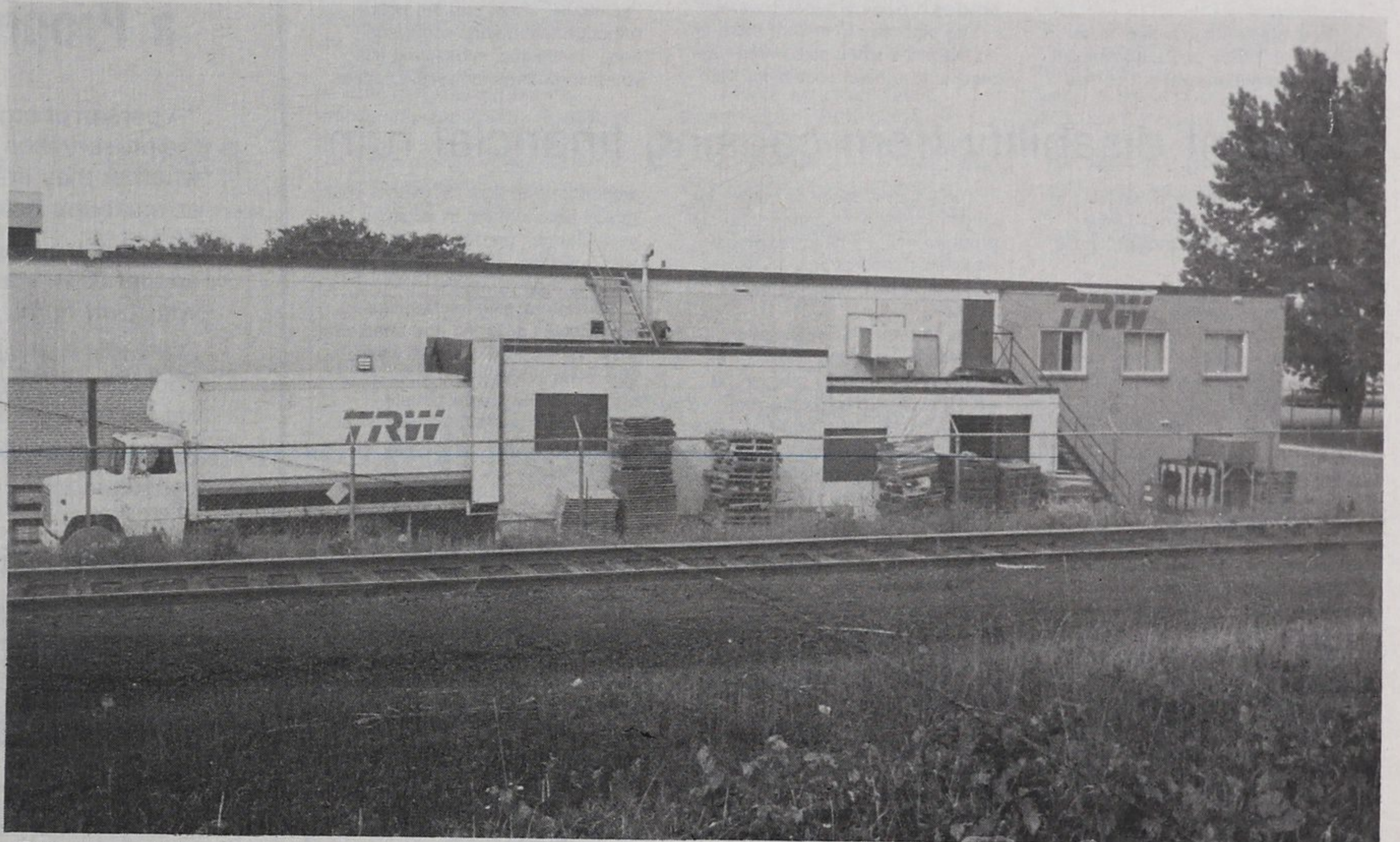
1983 worldwide sales in U.S. dollars exceeded \$5.5 billion, last year that figure topped \$6.8 billion. Although the numbers for the Canadian Vehicle Safety Systems subsidiary are not reported separately, it is safe to say that area businesses and residents can only benefit from TRW's

presence in our community.

Tangible evidence of this support comes in the form of donations made to such places as the Huronia District Hospital, Big Brothers and Sisters, Canadian Cancer Society, and the Salvation Army.

Bob Varga confidently states, in relation

to the Penetanguishene expansion, "The genuinely shows that we're quite serious about what our long term position is here." The groundbreaking last month was one more step toward solidifying TRW's ties with Penetanguishene and the surrounding area.



### Other side of tracks

TRW's Bay Street, Midland, location currently houses some of their manufacturing and most of the offices. When the Penetanguishene expansion is com-

pleted, all the office space will be centralized. TRW is planning an open house in the fall to show off their facilities to the community.

## Seminar teaches self improvement

by David Muir

The mythical phoenix rose from the ashes. In a similar way, people are learning to overcome their fears and apprehensions with the Phoenix seminars.

Back in 1981, a man named Brian Tracy held the first of these seminars in front of seven people. Now, just under seven years later, Tracy has disclosed his formulae for success to over one hundred thousand people.

The Phoenix Seminar on the Psychology of Achievement is a two day affair, which deals with the professional and personal aspects of gaining success in life.

Tracy, 44, says, "There's an enormous demand for personal achievement. (This is) the most powerful decade in the history of mankind and people are hungry for knowledge and they're seeking it out."

He has done extensive research in many areas of social science, and has travelled through more than eighty countries. In all the time he has spent doing this, the one thing that impressed him most was: **successful people everywhere act the same.**

Because of this, Tracy can impart the knowledge he has gained to others. Of course, it happens that he is a natural teacher, and has been highly praised for his captivating speaking style. But he says, "there are certain laws of success. If you live by them, it's not hard to be successful."

The need for everyone to be informed

about their hidden potential can be expressed in a simple analogy. Imagine that you have acquired a very sophisticated computer, with no manual to explain its operation. Through trial and error you may be able to use it, but it might take a whole lifetime to learn to use it to its full benefit.

By analogy, the Phoenix seminar acts as the manual for human beings. The first

part delves into the psychology of people. It talks about the fears we may have. Fears of failure, rejection, and embarrassment act to some degree in all of us.

The second part of the seminar is the key. This is where technique for overcoming these fears are taught. The negative habits we have acquired are replaced with positive ones. *Cont'd. on pg. 16*

### Advice on home-owners insurance

A home is the biggest purchase most people ever make, yet many don't have enough insurance to protect their investment. They either don't have enough coverage, or they don't have the right coverage. *See page 12*

### Registered retirement income funds

A couple of years ago the federal government changed the rules governing RRIFs. It has resulted in the RRIF now providing advantages which significantly outweigh those offered by an annuity. *See page 13*

### Rawlinson-Ryder are moving experts

Providing complete service or expert advice, this Midland company is making moves in the area and across the continent. *See page 14*

### Budget for computer training

One of the most important hidden costs when buying a new computer is the cost of training your staff. *See page 13*



### Weighing car finance options

New car options don't begin and end at your dealer's showroom these days — they also extend to how you'll pay for your new car. *See page 15*

### Considering disability insurance

The chance of you becoming disabled is 10 times greater than the chance of your house catching fire. Although you probably have insurance on your house, have you arranged for disability insurance to protect your financial future? *See page 12*