

# Entrepreneur aiming big for future

At the age of 17, Brent Hackett is already planning to become a rich man.

Brent recently became something of a celebrity after a Toronto television station featured him and his first attempt to become a captain of commerce.

He is in the business of importing marketing novelties such as rubber dragons and sheets of magnifying plastic.

But that's just the beginning. In a briefcase crammed with brochures from manufacturers around the world, Brent demonstrated a product which is a supervisor with a built-in, solar-powered radio with earphones. He has a host of other items like pens and personalized matchbooks which he intends to start marketing soon.

Currently he has the practical use of a display case at Maureen's Bakery and Food Store at 400 Main St. E., but he is already looking to much bigger things such as setting up his own mail-order marketing company across Canada.

It all began two years ago when some friends formed a rock band. Brent said he would

be the band's manager and he started looking into promotional items to publicize the group.

From that he discovered there was a large number of interesting products which were available but not sold. That was the germ of the idea which led him to pursue the field.

After registering his own company, Brent now is reviewing product lines for his expanded ventures. While an interview was being done with The Champion, a representative of a plastics firm arrived at Maureen's and tried to sell him on yet another product line.

"What I'd like to do is get into mail order," he said. "I'm looking at what is available from around the world," he said. Brent emphasizes his young age but is pleased with his accomplishments to date and said he feels that augers well for the future.

And who knows, maybe 20 years from now we won't be going to Maureen's to interview Brent, we'll be chauffer-driven down to King and Bay to meet with Mr. Hackett, the king of the Canadian mail order business.

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