

## Family ties in the automotive business

Driving to Toronto to pick up car parts with her young son secure in his car seat, Donna Coulter wouldn't have imagined herself nearly 20 years later as businesswoman of the year.



**DONNA COULTER**

Starting in business with her husband Norm, Donna has been involved in everything from sales to service station maintenance and gas bar duty. Today she is secretary-treasurer of Northend Nissan.

What she calls her "basic automotive training" came from a stint at her father Allan Clements' dealership. Donna's brother George now operates Clements Motors, a situation which causes no animosity among the siblings.

"The family is really compatible. We have a good business relationship," explained Donna.

The roots of Northend Nissan extend down Martin St. to the corner at Steeles Ave. Norm and a partner opened Northend City Service 23 years ago as a gas and service station. In

May of 1969 a Datsun dealership was included in the enterprise.

Norm is a mechanic by trade and although he has a large staff today, still likes to get into the grease in the garage. It isn't unusual for him to help at the gas bar either.

One would expect the owner of Northend Nissan, a facility the Coulters designed at built in 1973, to be decked in suit and tie. But this just isn't Norm, according to Donna.

He works late Monday nights and Donna hangs in for a 10 or 12-hour day as well. "When I'm working here I'm with my family," she said.

Their son Gary, who is studying computers at Sheridan College, works part-time at the dealership and Gulf gas bar. Frances, his sister, is carrying on the family tradition by working toward a degree in automotive marketing at an American college.

"The core of our business is good service," Donna contends.

The business grows every year, according to the lady who looks after the Northend purse. She credits building a relationship with new customers for the success she and Norm have enjoyed.

Something which doesn't bring in the money but pays dividends in "good feelings"

## Community Award Businesswoman

Donna Coulter

is supporting the community. Northend sponsors sports teams and provides promotional gifts to groups like the Lions Club and the local Scouting organization.

The businesswoman said, "It is good to go on T-ball day and present the kids with their crests. They know there are people in the community who care about them."

Contributing to such organizations is as important to the business as the groups are to the town, Donna suggested. Financial support is backed by active involvement in the community.

For the past five years Donna has organized a successful fund raising event for The Centre in the form of a flea market. A member of the board of directors, Donna has been involved with this facility and its programs since its inception.

Donna will bow out of the annual fund raising event this year as the timing conflicts with her daughter's graduation and some other commitments. This will mean the basement at Northend won't be used as a drop-off point for flea market donations as it has in the past. It is not hard to detect Donna regrets having to give it up this year.

Last year her name and organizational and promotional skills were associated with the Milton United Way. Donna was campaign chairman during the organization's most successful fund raising attempt. The 1984 campaign goal of \$85,500 was exceeded by nearly \$20,000.

Donna is one of the directors on the 12-member board, which means she has "adopted" two of the 24 United Way sponsored agencies. One of these is not surprisingly The Centre and the other is the Big Brothers.

Although she was campaign chairman, Donna played the part of canvasser as well. She went door-to-door seeking funds in her own neighbourhood at Hornby for three nights.

These activities along with her association with business in Milton made Donna a stand-out among the nominations for the award given to an individual involved in a local business. The thought of this didn't enter Donna's mind even when Chamber representatives arrived at Northend Nissan last week with the letter which acknowledged her as Businesswoman of the Year.

She thought her membership fees were due until she read the letter. Donna admits she is seldom speechless, but the honour of the recognition left her in that state.

## Volunteer effort

### Recognition extends to many

Although the figures reflect a successful campaign it is not the bottom line which has made the Organization of the Year successful.

The United Way of Milton is a "people organization" according to past board president Ernie Taylor. It has a volunteer board of directors and a team of more than 300 canvassers who took part in the fund raising drive last fall.

Mr. Taylor termed the Chamber's recognition of the United Way "fantastic" and said the award adds to the organization's credibility. He recently stepped down from his position as head of the board, one which he held during the United Way's first target hitting campaign. Today he wears a new hat as campaign chairman for 1985.

The 1984 campaign exceeded the \$85,500 goal. The final total was not announced until last week as contributions made by residents working out of town through payroll deductions had not been tabulated. The total of \$104,865 represents a 90 per cent increase over the 1983 campaign.

The three-year-old organization helps support 24 agencies which serve Milton residents. These agencies and the role of the United Way in the community have become more known in the community since the first campaign in 1982.

"It's like a lot of things. You don't know about it until there is personal contact or a personal need. Something has to happen to open their eyes," suggested the campaign chairman.

The efforts of canvassers and organizers opened the eyes of Miltonians and their pocketbooks. A telethon broadcast on Halton Cable 4 and a display at Milton Mall added to the efforts of door-to-door canvassers to promote the United Way.

"The whole town has never really been canvassed it has basically been the old area."

## Community Award Organization

United Way

People forget how big the town has become," Mr. Taylor said.

With allotting 20 calls per person there should be 500 canvassers if the entire town is to be reached. Last year there were more than 300.

The key traits in a volunteer are willingness and commitment, according to Mr. Taylor. He was one of the more unwilling types when he was approached by the first United Way campaign chairman Gus Goutouski.

The current chairman was finally convinced to canvass in the rural area of Campbellville where he lives. He couldn't picture himself knocking on doors and asking for money but after the first house, the image wasn't as vague. He has canvassed each year since and may again this October, at least in the business community.

Plans are already underway for the 1985 campaign and the goal will be set as soon as the various agencies submit their budgets for 1986. The funds raised last year will be spent this year by the 24 agencies.

"What we were talking about in '82 and '83 came together last year. We've been told you have to figure on five years to become established," Mr. Taylor explained.

As the new campaign chairman he realizes every year is a new challenge even for those organizations which have existed for as many as 30 years. During the next few months the foundations for October's campaign will be laid and volunteer canvassers will be sought.

**DR. R.N. STROHAN**  
Optometrist  
143 Main St. E.  
Milton  
878-5882  
9 a.m. to 5 p.m.  
Wednesday  
9 a.m. to 8 p.m.

## \*\*\*IMPORTANT NOTICE\*\*\*

We wish to draw your attention to the following information: Due to a manufacturing defect, we are recalling our mastercraft 2-piece propane torch kit that may have been purchased after December 1, 1984. The unit in question has a blue propane cylinder with manufacturer's number RC780 on the label. For safety reasons this kit should be returned to your local Canadian Tire Store. A replacement or credit will be issued for your returned unit.



Use your card or get 5% cash bonus coupon

Southwest Corner of Hwy. 25 & 401

Milton

Phone 878-2349

## CARRIERS WANTED TO DELIVER THE CHAMPION

MAIN ST.  
(Adult Carrier)  
MILTON HEIGHTS CR.



PHONE  
**878-2341**

ASK FOR THE  
CIRCULATION DEPT.

# A serious performance machine.

## At a realistic price. New Dodge Lancer.

It is a new law of motion. One that strikes the balance between luxury and performance. It is a concept that has been put to the test in an

incredibly demanding development program. Engineered to be a driver's car, Lancer is light and agile with front wheel drive. It holds the road with a performance suspension system, with nitrogen charged shocks and struts.

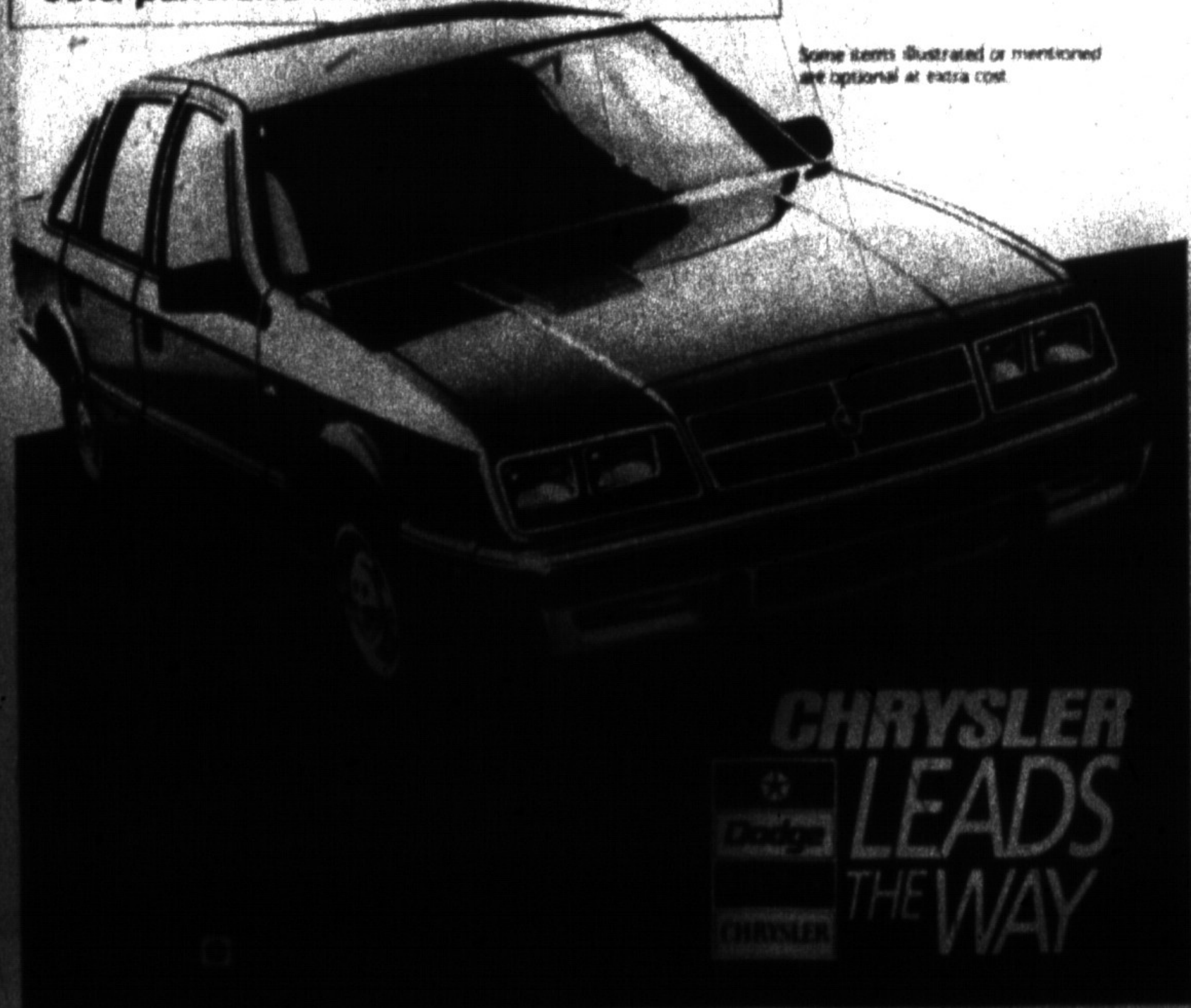
Lancer's engine is an electronically fuel injected 2.2 litre with a five speed transmission. It gives you power that is smooth, precise and efficient.

And there's a new wrinkle to the optional turbo: overboost. Chrysler engineers allow the turbo charger to overboost with maximum output in a controlled cycle. That takes power and torque right to the limit for a specific period to optimize turbo output.

The new Dodge Lancer is luxuriously designed, highly engineered and rigorously tested. At half the price of Audi 5000 and BMW 528e, it is the benchmark for performance.

### BEST BUILT, BEST BACKED!

Based on percent of recalls for 1982 and 1983, model years for cars designed and built in North America. Chrysler backs every car it builds for 5 years or 80,000 km on engine and powertrain and outer panel anti-corrosion. See dealer for details.



Some items illustrated or mentioned are optional at extra cost.

CHRYSLER  
LEADS  
THE WAY

INTRODUCING DODGE LANCER

SEMI-ANNUAL

# Half Price

FINAL 4 DAYS  
SALE ENDS JAN. 26<sup>TH</sup>

IN-STOCK WALLPAPER SALE

**St Clair** The paint and paper people

MILTON MALL

878-2629

Mon.-Fri. — 10:00 to 9:30  
Sat. — 9:30 to 6:00