

Board of Trade enlists Stronach

Frank Stronach, chairman of the board of Magna International Inc., will be the guest speaker when the Markham Board of Trade meets Oct. 17.

The theme chosen for the board's 1984-85 dinner meetings is "Outstanding Success in Business" and Mr. Stronach will take his audience from the early stages of his business career through to the present.

Mr. Stronach's background is in tool and machine engineering. In 1957, he formed a tool and die company, Multimate Investments Ltd. Subsequently, this company expanded into production of automotive components.

It was in 1969 that Multimate Investments merged with Magna Electronics Corporation with Mr. Stronach as one of the controlling shareholders in Magna. In 1973, Magna Electronics Corporation was renamed Magna International Inc.

Frank Stronach became chairman of the board and chief executive officer of Magna in 1971. At this time Mr. Stronach introduced his management philosophy. It is based on the principle of employee equity participation which he strongly believes to be the key to business success.

The Wednesday, Oct. 17 dinner meeting being hosted by the Board of Trade will be held at the Parkway Hotel, Leslie St. and Highway 7. The time is 6.30 p.m. for cocktails and 7.30 p.m. for dinner. Tickets are \$25 per person (including wine) and can be obtained by calling the Board of Trade office at 474-0730.

Seneca to hold lecture in Markham

Seneca College's Continuing Education Division is offering a dinner and lecture at Melba's Restaurant, 48 Washington St. in Markham.

The lecture, entitled "Moving Away from the Superwoman Syndrome," includes discussions on saying no without guilt, assertiveness training, setting realistic goals and time management.

The guest speaker is Ken Penrose, counsellor and owner of a private consulting firm.

The program starts at 7 p.m. and cost for the dinner and lecture is \$25 per person. Advance registration is required. For more information call 491-5050 ext. 314.

Stouffville's Marvin Betz

Water, water everywhere

By MARC MASCIONI
Upon entering the office of Marvin Betz, one might get the impression that they were visiting a marine biologist in light of all the mounted fish on the walls.

But Mr. Betz deals in totally different waters than those his trophy fish came from. These waters, to be sure, would be far too chlorinated to support marine life, but they're great for recreation. That's because Marvin Betz is in the pool manufacturing business.

Betz Pools Ltd. of Stouffville is a family business that has been operating in this area for over 40 years. Run by the Betz brothers, Marvin and Keith, the company grew into its present area of specialization through a process of casting around in various waters, until they chanced upon their favorite spot.

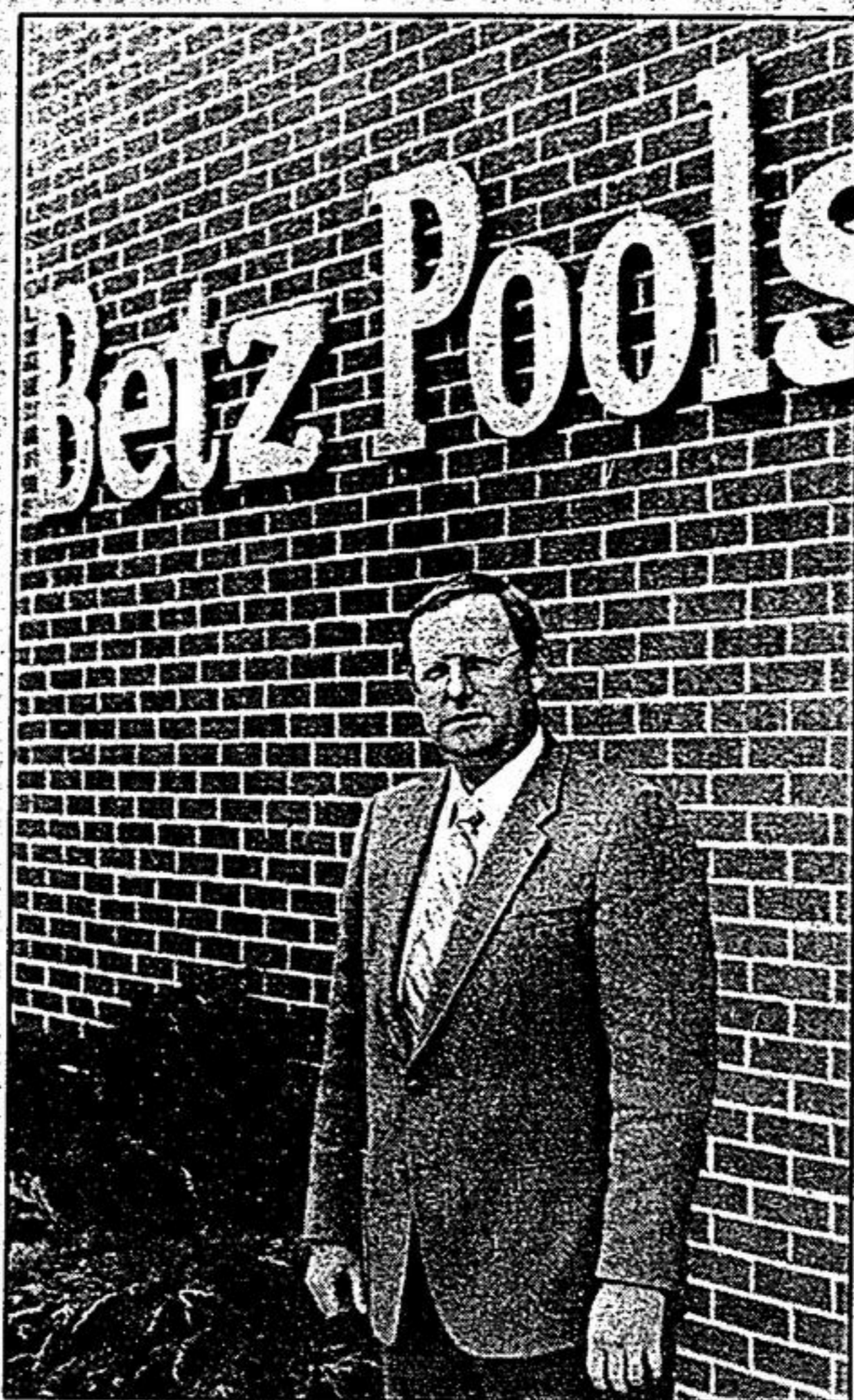
"When my father started the company over 40 years ago, we were building everything from curling rinks to bowling alleys," says Mr. Betz. "When my brother Keith and I got involved 20 years ago, we decided to concentrate exclusively on pools."

Their first pool was built on a farm in Etobicoke, nearly 40 years ago. Since then Betz has constructed pools all across the province, as well as places as far away as Nova Scotia and Newfoundland.

The company has an expected annual sales total of \$3 million and hires as many as 55 people in their peak season, including a number of high-school and university students.

When not in the peak season, Marvin Betz, an avid fisherman, takes an annual trip to Labrador after speckled trout.

In addition to a myriad of mounted fish, Mr. Betz's walls hold several team pictures and awards, a reminder of the important role the company plays in supporting amateur sports. They sponsor several teams in the area including a girl's baseball squad which wears the company name, and a Junior C hockey team — the Stouffville Clippers.



Stouffville's Marvin Betz is a man whose life seems to revolve around water. Mr. Betz, an avid sport fisherman, is the co-owner of Betz Pools Ltd.

— Marc Mascioni

Markham gets the ET treatment

By JULIETTE MOSS

ET wanted to go home, but for anyone who wants a clean home, call E.T. Home Care.

By combining their initials, Maggie Elliot and Chris Traill have come up with an interesting name for a service that is unique to Markham. E.T. Home Care provides home owners with surveillance, pet care and a complete home cleaning for anyone moving in or out of a residence.

The first objective of the company, that was formed in July, is to provide residents with care and surveillance for their home while they are out of town, or in the process of moving.

The service includes an initial check of all doors, windows, appliances and electrical circuits, plus a check of the customer's home every 48 hours. This is important as insurance companies will not insure a house that is not checked at least once every two days. All mail and flyers are collected and left for the owners or forwarded to their new address.

If the house is left empty, the company will install timer switches, drapes and lamps. The business does everything to maintain a lived-in appearance, thereby reducing the chance of the house being broken into or vandalized.

E.T. Home Care will also take care of pets while the owners are vacationing. The pet will be transported to a local kennel, then returned in time for the owner's arrival.

"Markham is a very transient community," said Maggie Elliot, co-founder of E.T. Home Care. "Companies are always transferring people in and out of the community."

Families are suddenly thrust into a new area, where they may not have wanted to move in the first place. The last thing they want to do is have to clean a new house," she said. "With one phone call to us, they can have the house cleaned top to bottom before they move in."

E.T. Home's service also includes those who want the home to have a final cleaning before they move out.

The initial cleaning includes vacuuming, polishing floors, surfaces, cupboards, kitchens, bathrooms, fireplace grates, and a security check of all the windows and doors.

For more information on E.T. Home Care's services call 474-HOME (4663).

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