

At McDonald's

Cohon does it all for his business

McDonald's Restaurants has been so successful because "we take the hamburger business more seriously than anybody else," George Cohon said at a Markham Board of Trade dinner last week.

But the president of McDonald's Canada showed that being serious can also be fun. Mr. Cohon made his point forcibly before a record board of Trade dinner crowd. Laced with humorous anecdotes his speech included a running commentary with a member of the audience he called "Harvey."

A surprise visit by Ronald McDonald part-way through his speech and an unexpected presentation of a cheque for \$5,000 to the Markham Stouffville Hospital demonstrated that timing and showmanship are also integral to McDonald's success.

Referring to how he got started, he called himself a 29-year-old lawyer, with no clients, when Mr. Cohon came to Toronto from the United States and opened the first McDonald's in Toronto.

His empire has grown to 500 stores grossing \$880 million per year. McDonald's has 50,000 employees and is the "largest employer of young people in the country."

His formula for success involves sticking to "the basics of our business," and working harder than his competitors.

The emphasis on quality, cleanliness, service and value has worked well, Mr. Cohon said.

He noted that Board of Trade members could have "saved a lot of money," by ordering from McDonald's rather than the \$25 dinner he called a "pressed McNugget."

The concern for quality is a prime importance, he said: "If we don't deliver what we promise, we lose customers," he said.

He described how a decision was made some years ago to close head office for one day a year and send employees into the stores to work in order to "let the workers know you care about them."

That evolved into McHappy Day where prominent community people work in the restaurants for one day. He noted that \$3 million has been raised so far on McHappy days.

Mr. Cohon said that large corporations "have a duty" to make contributions to community projects because "we get all of our profits from the community."

He also talked about Ronald McDonald house projects in various Canadian cities. These are residences where families can stay when obtaining cancer treatment for their children.

As for the future, Mr. Cohon said that McDonald's hopes to open in Russia and other communist countries and the firm recently signed a deal with the United States Navy to open 300 restaurants on naval bases.

New locations are also being found on large highways like 401 and 400 and in Toronto subway stations.

"We haven't even scratched the surface," as far as new locations go, Mr. Cohon said.

Near the end of his speech, Ronald McDonald made an appearance along with a crew of youthful McDonald's employees who distributed goodie bags to the Board of Trade members.

Mr. Cohon had intended to visit the Markham McDonald's prior to the meeting, but was delayed when he stopped at another location in Toronto; found it was very busy, and wound up cleaning tables.

The next dinner meeting will be held Thursday, March 21 when the guest speaker will be Bob Black of Black's Cameras.

CJ's offers mixed cuisine

You can't tell by the name, but CJ's Restaurant actually offers a combination of Canadian and Chinese dishes, says owner Lillian Jin.

Located just north of the 16th Ave. on Hwy 48, CJ's used to be a truck stop. But since Christmas, Mrs. Jin and her husband Caou have tried to rid themselves of the image.

The 60-seat restaurant opens at 6 a.m. on weekdays and serves mainly Canadian dishes until dinner when the focus shifts to Chinese cuisine.

In addition to Mr. Jin, the restaurant also has a Canadian and Chinese cook. CJ's closes at 9 p.m. Monday through Thursday, 11 p.m. on Fridays and Saturdays and 8 p.m. on Sundays.



Matt Stam, past president of the Markham Rotary Club, presents Michael Butcher, president of the Markham Stouffville Hospital with a cheque for \$10,000 at a recent Rotary Club meeting. The hospital fund now stands at approximately \$4.8 million. — Don Bernard

The Town of Markham

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TAX BILLING

Your interim tax bills were mailed on February 15th, 1985 with payments due on the following dates:

FIRST PAYMENT IS DUE
ON MARCH 22, 1985
SECOND PAYMENT IS DUE
ON JUNE 21, 1985

If you have not received your tax bill please contact the Treasurer's office (477-7000) immediately.

If you have received your tax bill but your payments are made through your mortgage company, will you kindly forward this tax bill to them for payment promptly.

We trust you will appreciate the courtesy of this reminder notice, since if you did not receive your bill, you are still responsible for payment of taxes plus the interest added for late payment.

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The first phase of the Highway 401 Freeway Traffic Management System will become operational in the late 1980's. It will extend from Highway 427 to Highway 404/Don Valley Parkway.

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TUESDAY, MARCH 5, 1985
9:30 A.M. - 9:30 P.M.
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MONDAY, MARCH 4, 1985
9:30 A.M. - 9:30 P.M.
SCARBOROUGH TOWN CENTRE

SATURDAY, MARCH 9, 1985
9:30 A.M. - 6:00 P.M.
SQUARE ONE SHOPPING CENTRE

MONDAY, MARCH 11, 1985
9:30 A.M. - 9:00 P.M.
CLOVERDALE MALL



For further information, please contact:
Mike Young, P.Eng. or
Mike Delsey, P.Eng.
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