



Real Estate / Business

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Wednesday, June 5, 1985

Markham student video-proofs homes for your protection

By STEVE HOUSTON
 Staff Reporter

Your home ought to be in pictures. At least that's what 20-year-old Roger Kortschot, a young Markham resident who has started his own business of video-proofing homes, thinks. He said it's a good idea to have your home video proofed so all of your possessions can be documented on video tape should something happen such as a theft or fire.

"With video you have over 100 pictures just from scanning across a room," Mr. Kortschot said. "It's a good tool for insurance claims."

The idea came to him a few months ago while still in his first year of a computer science course at the University of Toronto. He then applied for a student loan through the Student Venture Capital program and received \$2,000 to start his company called Video File.

With the money he invested in "top of the line" video equipment and set out

with his idea. He said he's had "a fantastic response" and has already sold the idea to many homeowners in the Markham area.

"I'm just getting started now but things are really looking good," he noted. "In explaining the process involved in video proofing a home, Mr. Kortschot pointed out many of the items within a home that people tend to either forget or overlook when making an insurance claim."

He said that when he enters a house with his equipment, everything from shoes in the front hall to clothing and draperies are documented on tape.

"This way it makes everything more clear cut and lessens the confusion and aggravation after (a theft or fire)," he concluded.

He added that in a drawer in one client's house he found calculators and camera equipment, items the client had forgotten about but still had some value.

With the items documented, he said a claim for that particular client would be more valuable and would be honored by insurance companies.

"I'm working as a third party, as an observer," he noted. "That lends credibility when it comes down to insurance claims."

Along with the video proofing idea, Mr. Kortschot said he has started doing weddings as well. He said that he is willing to "do anything" that will bring in the business for Video File.

A wedding he recently did was "interesting to do" and added that although it was his first, it came off without a hitch.

"I was a little apprehensive at first but it went well so I'm a bit more confident now," he said.

He filmed part of the wedding rehearsal, then did the bride and groom individually before the wedding and sequences at both the ceremony and reception.

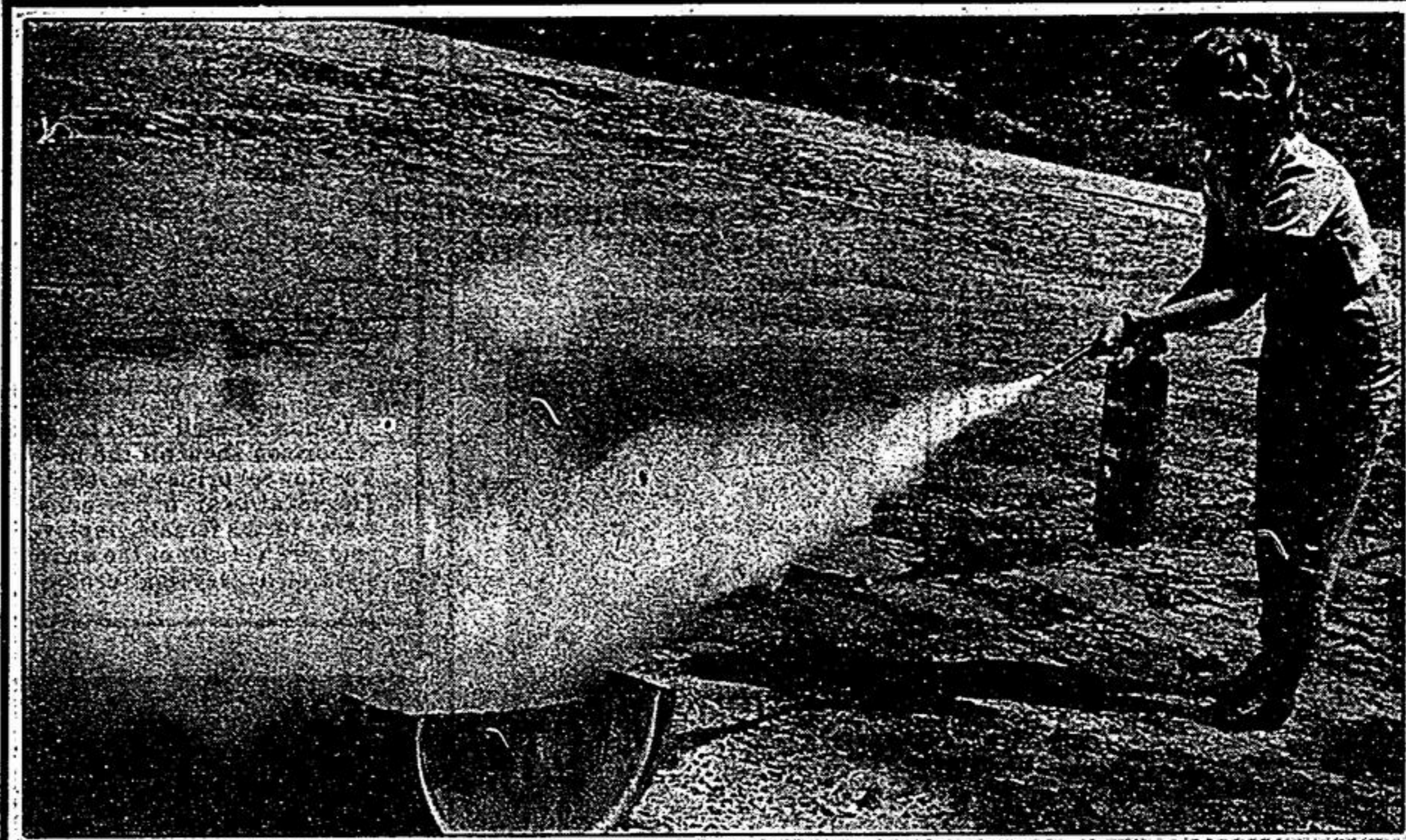
He pointed out one sequence where the wedding photographer had the bridal party setting up for different shots. As the photographer moved in and out of the viewfinder, the video captured the expressions of members in the party as they composed themselves for the picture, then relaxed with exhalations of breath after the flash went off.

"You can capture the spirit and mood of a wedding," he said of the video. "I wouldn't recommend it over photos but it certainly is a great addition."

And it's always something nice to look back on," he added.

For now, Mr. Kortschot's plans for the summer are simple. He hopes to do enough business so he can at least pay back his venture loan and would even like to continue part time when he returns to school in the fall.

"There are still a lot of new areas opening up with video," he said.



Fire extinguished

Bonnie Graziano takes a shot at extinguishing a chemical fire in an oil barrel filled with water. The exercise was part of the fire extinguisher training program put on by the Industrial Accident Prevention Association at Emerson Electric in Markham. Employees of several Markham firms attended the course last Thursday.

Employees of several Markham firms attended the course last Thursday.

Paula Crowell



MARK KORTSCHOT
He video proofs homes

Geac president predicts information revolution

By DON ATANASOFF
 News Editor

If Canada is going to retain its standard of living and continue to grow, then it must accelerate the shift from a manufacturing to an information-based society.

That was just part of the message that Charles Williams, the president and chief executive officer of the Geac Computer Corporation Ltd., delivered at the Markham Board of Trade's recent dinner meeting at the Bayview Golf and Country Club.

While Mr. Williams told of Geac's remarkable rise in the computer industry from \$700,000 in sales in 1974 to the \$61.4 million revenue producer it became by the end of 1984, he also said that the future depends on the information revolution.

"The world is moving inex-

orably from an industrial based to an information society," said Mr. Williams. "Canada must be a part of that information society if we are to retain our high standard of living, and hundreds of companies like Geac, need encouragement and development if that process is to take place."

Mr. Williams urged that the capital gains tax be eliminated for the creators of new Canadian enterprise, that special tax-based incentives be provided for export sales, that all levels of government provide support in signing contracts with Canadian companies, and improve the investment climate for risk oriented people. (Some of Mr. Williams' concerns were addressed in the recent Federal budget.)

Although Mr. Williams sug-

gestions may encourage business to develop and expand in the future, few such tax breaks existed when Geac began operations.

Geac was formed in 1971 by Bob Isserstedt and Gus German, both of whom had worked for large corporations. Both men dreamed of putting some new ideas for the application of existing technology, so they decided to put their ideas to use and formed Geac.

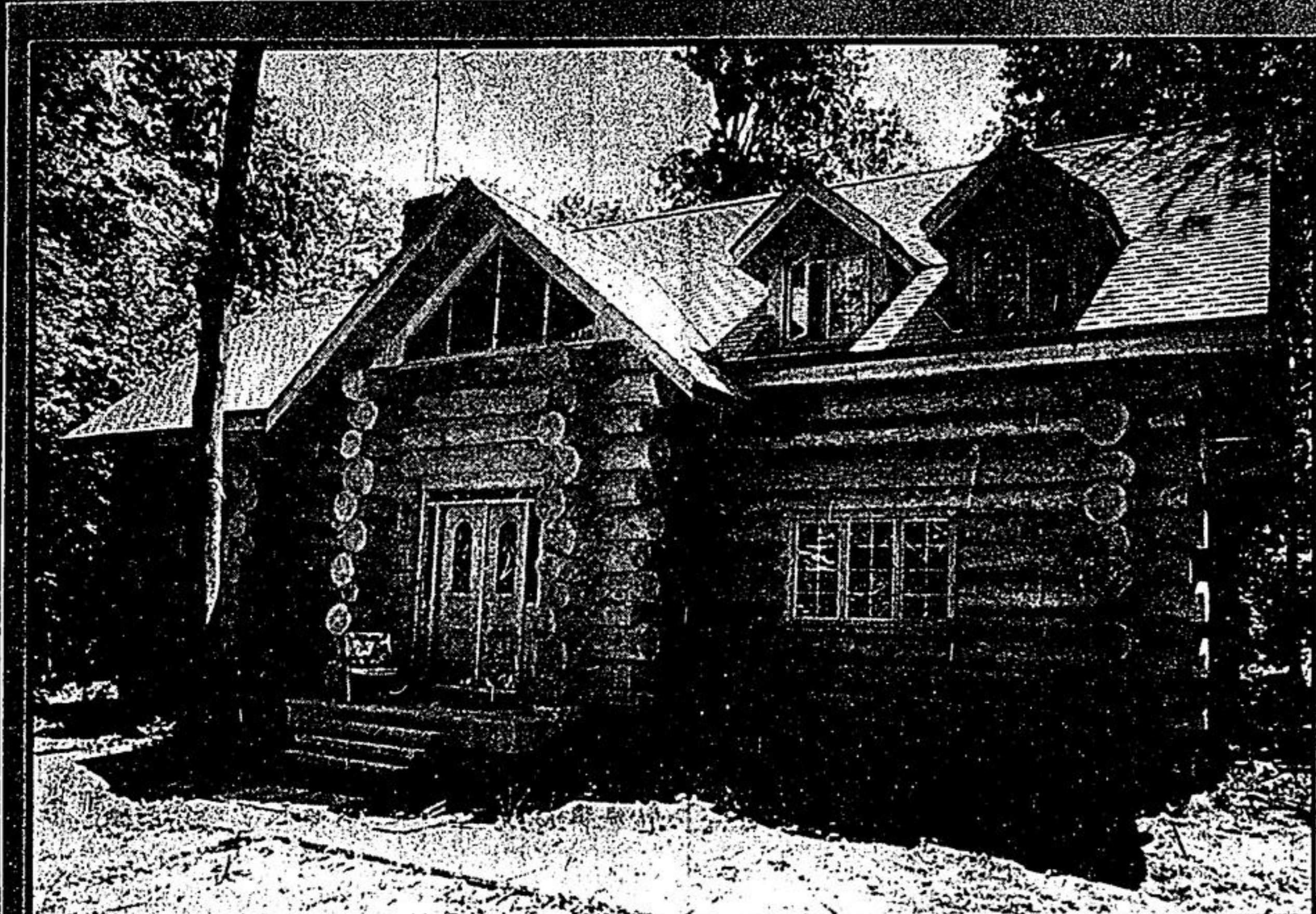
"The company's initial paid up capital was \$50 — \$25 contributed by each," said Mr. Williams. "To this day, Bob accuses Gus of claiming his contribution back on his expense account."

The two principals had a business philosophy — total solutions to data processing problems at a known cost. What it meant was the Geac,

unlike other major computer companies, would provide the hardware, write the applicable software, install the communication facilities and provide the operating personnel — all at a fixed contract price.

In order to foster their dream, the new partnership went out on a limb with an innovative approach to financing. They received up-front payment from customers who believed in the company, extraordinary payment terms from suppliers, conversion of overdue payment accounts into loans, a \$50,000 loan from the Canadian Development Corporation, and a line of credit from a chartered bank that extended from \$10,000 to \$50,000 by the summer of 1974.

(See MONEY, RE-2)



Home of the Week

A log cabin in Stouffville

An unusual home — loaded with extras — is our Home of the Week.

Located in the middle of a hardwood forest off St. John's Sideroad, just west of McCowan Road in Whitechurch, Stouffville, the home is an amalgam of old-time values and modern conveniences.

Constructed of giant logs, which form both the inside and outside walls, the home includes 10.5 acres of forested land and has an asking price of \$29,000.

The entrance consists of two antique doors with stained glass windows around them. The hall leads to a multitude of rooms on various levels. The kitchen is large with a breakfast nook with an island work counter, fireplace and large pantry cupboard.

All the conveniences are here, built-in fridge, oven, counter top stove, Jennair BBQ, microwave, dish washer, a blue Kohler sink, ceramic floor and counter, and walkout to the back porch cedar deck.

There is also a dining room off the kitchen, which also has sliding glass doors to the patio.

The living room has a cathedral ceiling with a skylight, a floor-to-ceiling brick fireplace, and lots of windows. Also on the main floor is a study and a two-piece bathroom.

Upstairs the master bedroom has a walkout to a balcony and an extra wall closet. There are two other bedrooms, one of which has an area overlooking the living room. The upstairs bathroom has two sinks with porcelain fixtures, large ceramic shower stall with mirrored front, a large jacuzzi bath and a skylight.

The home also has a recreation room with finished hardwood, a fieldstone fireplace and bar. There is a cold room and a laundry room and partially finished basement.

The house has a water softener, central vacuum, air conditioning, humidifier and forced air electric furnace.

The home is listed with Howard S. Lee, Realtor at the Unionville office. The agents are Cathleen Garcone and Debbie Jefferson and they can be reached by calling 294-2223 or 887-5177.

Home, situated on 10.5 acres of land near Stouffville, has an asking price of \$29,000.

