

S/U

# New manager comes to Stouffville Scotiabank

By BRUCE STAPLEY  
Jan Van Barneveld, the Netherlands-born father of four who assumed the manager's position at the Stouffville Bank of Nova Scotia March 17, is a much-travelled banker.  
First hired by the bank in 1973, Van Barneveld has held posts in Sarnia, London, St. Thomas in Ontario, Red Deer and Stettler in Alberta, and in Hamilton, Windsor and Brantford, Ontario.  
"We were in Brantford three and a half years," he says. "We actually put down some roots there."  
"My wife has literally sacrificed her career for mine," he says of the frequent moves. "She's always been very supportive. And the kids have adopted their parents' attitude, in that every move has meant a promotion."  
Van Barneveld, or Barney as his employees have taken to addressing him, toiled as a car salesman, an air conditioner and furnace installation man, and an Olivetti sales rep before deciding that banking was for him.  
"I enjoy it," says the man who has held just about every possible

position a bank branch has to offer. "Banking is a service industry, with products to market. With around 70 different banks across the country, it's a very competitive business, so the personal touch is important."  
Van Barneveld feels Stouffville is ideal for being able to employ that personal touch he prefers. "I love the small-town atmosphere here. The people I have encountered portray that small-town attitude."  
And while he has had many customers tell him they like the relatively small and cosy Main Street West branch outlet, he says the time has come to expand the branch. "We're looking to expand by about 700 square feet, perhaps as soon as this summer. As it is now, we're bumping into each other all the time."  
Van Barneveld's initial introduction to Stouffville, however, was a little unsettling due to the real estate boom that has driven house prices up.


"I sold my house in Brantford for \$155,000 and I thought I did well. When I came to Stouffville, I told the agent I wouldn't mind upgrading, going as high as \$200,000. She just laughed."  
The Van Barnevelds wound up buying a house in Uxbridge and are living at the Maples of Ballantrae until their home is completed.  
Van Barneveld's personal assessment of the current economic climate in Ontario is one of cautious optimism.  
"Sure, interest rates are high, but the housing market is an area where we all have to exercise caution," he said. "We're all awaiting the effects of Wilson's budget in southern Ontario."  
Van Barneveld says he's happy to be in Stouffville, as opposed to a big city branch.  
"In Toronto, there is more 'card' banking," he said. "Here, people like to come into the bank and deal with a person. I prefer that."

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