

# Internet firm far from hitting rocks

BY HANNELORE VOLPE  
Staff Writer

Panorama, the Internet publishing company developed by Stouffville's Glenn Jackson, probably started because of all those rocks.

Mr. Jackson was chosen as this year's young entrepreneur of the year at the Whitchurch-Stouffville Chamber of Commerce business achievement awards for the home-based business he's grown over the past eight years.

He became fascinated with the possibilities of the Internet while working on his masters degree in geology at York University in the early 1990s. The Internet was the new kid on the block; there were no classes to take to find out more about it. As he began surfing the net for his research on rock formations, he "started seeing what this new, cool thing was".

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Teaching himself, Mr. Jackson soon got part-time jobs, designing websites, including one for a mining company, and "one thing led to another".

Soon after, he formed Panorama Internet Publishing and still works out of his own home. Business grew so much he ran out of the one commodity many successful businesspeople are lacking — time.

He found himself having to contract out jobs to cope with his own work as well as doing advertising, accounting and other administrative tasks. His wife, Trish, joined



**GLENN JACKSON:** Stouffville man became interested in the Internet while studying geology.

him in the business a couple of years ago to divide up the workload.

About 40 to 45 per cent of Panorama's business is from the Whitchurch-Stouffville area, the rest is from the Greater Toronto Area and farther afield.

He's designed the Town of Whitchurch-Stouffville web-pages for the past five years, the website for the Stouffville Spirit Jr. A Hockey Club as well as for local merchants and businesses. In 1999, he started Stouffville Online, Stouffville's first on-line directory.

The company offers personalized service. Mr. Jackson learns everything he can about the client's company first before designing the most suitable website for them, whether it be one page or several hundred.

Stouffville is well-situated for his business, Mr. Jackson said.

It's close enough for him to attend meetings in Toronto and Mississauga and just far away enough from the technology hubs of Richmond Hill and Markham.

*Panorama Internet Publishing can be reached at 905-640-5990 or going to [www.panorama-publishing.com](http://www.panorama-publishing.com)*

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