

Glenn wires his hometown for internet service

You don't have to leave home to get help in setting up and running your website.

Glenn Jackson is the owner of Panorama Internet Publishing which designed and operates the town's official website, as well as Stouffville Online, the community directory and tourism guide supported by the local Chamber of Commerce, which is home to *Stouffville This Month*. Mr. Jackson has also recently established a site devoted to business, *stouffville.biz*, in partnership with Claudiu Popa, and has set up websites for a number of local companies and organizations.

When he went to Trent University in 1990, he had no thoughts of an IT career. He graduated with a Bachelor of Science degree in geography, and met his future wife, Trish Robinson, while

studying at Trent. "Then I went to York (University) and spent three years doing my Master's degree."

In 1996, while he was still at York, he spent the summer in the Venezuelan Andes "and I came back with a whole package of rocks in my backpack. It took two guys to lift it and (customs) still didn't ask me why it was so heavy."

Despite his love of geography and geology, however, he began to consider a different career path when he realized the importance of technology to the 1990s economy. With more and more companies going online, there was a growing need for design and technical support specialists, and many businesses lacked the expertise or staff to create and run their own website.

"Although I didn't have a vast background in computers, I knew more than

most people, because we were using the Internet when I was at York and a few of us dabbled with it in our spare time," recalled Mr. Jackson. While he was still attending university, he landed a summer job with a mining company in Toronto, where he spent much of his time updating the company website, honing his Internet and computer skills in the process.

It was a chance conversation with his wife's friend and former boss, who was looking for help with her company's website, that led to the establishment of his present business, which he runs from his Stouffville home. "It's fun, it's neat, it's marketing and promotion and I really enjoy it," he said.

Panorama was registered as a company in January 1998 and "has snowballed from there." The company pro-

vides website design and development for small and mid-sized businesses, non-profit organizations and individuals. Local clients include Money Concepts, Lindy's Floral Boutique and Flanagan's Folk Art.

Although most of his business comes from outside town, particularly from the Markham and Richmond Hill areas, Mr. Jackson loves working with local companies and organizations such as Stouffville Spirit and the Community Policing Centre. He is also well aware that many people are uncomfortable with technology, and has a rare gift for explaining things in the kind of everyday language that even diehard technophobes can understand.

For more information, visit www.panorama-publishing.com or call 905-640-5990.

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