

Disabled provide quality service

Only the wheelchair ramps that lead up to a two-storey office building in Sydney, Nova Scotia remind customers of the special nature of the management and staff of the Breton Business Centre.

Inside, telephones, voice paging equipment, typewriters and photocopiers are run by a quietly efficient staff.

Eilleen LeBlanc, who has scoliosis, is on the voice pager, her manner warm and businesslike.

"Yes, John," she assures a client, "we will use your private code number when Halifax calls. No problem, we're open 24 hours. Yes, we understand your need for security — we will hold the message off air for your call."

Assistant manager Sheila MacDonald has multiple sclerosis. She looks up from a large stack of typed envelopes, and smiles.

"Editing, typing, bookkeeping," she explains, "besides the telephone answering service and voice paging, we handle a lot of office support work. I like the challenge and meeting our customers. They come to us from businesses, service clubs, schools — groups from all over."

Breton Business Centre's office manager, Marcie Shwery-Stanley does not let her rheumatoid arthritis slow her down, either. "Professional and enthusiastic," she affirms, "that's how our staff operates. We want people to use our service because of our quality work, not because it's provided by the disabled."

"We have people here who, before joining us, had allowed their disabilities

to get them down. We won't take credit for their decision to overcome their problems, but now they have a purpose in life, pride in the service they offer. Most haven't missed a work shift with us since the first day they came on staff."

The Breton Business Centre is concentrating on two or three services at a time, and carefully training staff in needed skills. The service has been quickly making a name for itself since opening its doors last winter, aided by federal funding.

Confidence and motivation

"It is our sense of professional confidence," said Louis Kyte, born with muscular dystrophy, "the motivation to do the best job possible comes from within. To succeed, to be independent, is the greatest feeling in the world. It gets you up out of bed when a disability might offer a ready excuse to just roll over and go back to sleep."

With some 60 customers already subscribing to the TAS and voice paging services, Breton Business Centre is turning the same aggressive marketing techniques that got them these customers, to promoting its office support, typing, bookkeeping and photocopy services.

The centre is already producing finished consultant's reports, term papers, newsletters, brochures, annual reports, financial reports, tender proposals, forms and letters for various groups and businesses.

"We have had requests from regular customers to supply a number of services we had not before considered. Services such as bookkeeping. Also, because we are open round the clock, every day, we are looking into the possibility of working with established security firms to provide customers with business and residential alarm monitoring," said Ms. Shwery-Stanley. She adds that, "quality, service and customer satisfaction at competitive prices are the ingredients of our success. When you provide a solid, confidential service," she concludes, "you can offer the customer tailored services to fit the need".

Perhaps Louis Kyte best explains the success of the Breton Business Centre. "It means more to me — to all of us — that the business succeed. We want to provide a service that can't be beat. After all, it's ours."

(Article from Panorama, September 1982.)

Mitel gets nod from Japan

Mitel Corporation, a leading Canadian telecommunications manufacturer, has received official Japanese approval to sell its SX-20 private branch exchange product in Japan.

The company, located in Kanata, Ontario, has also signed a \$3-million contract with Pamco (a division of Pioneer Electronics Corporation), a national Japanese telecommunications distributor.

The approval was the first Canadian type for the Japanese interconnect market to be obtained from Japan's telephone and telegraph organization, NTT. On the strength of this approval, Mitel reported that it intended to initiate type approval applications for additional product lines as soon as possible.

Mitel will be one of eight Canadian companies displaying its products as part of an exhibition being presented by the Canadian Department of External Affairs in Tokyo this month.

While Canadian exports of manufactured goods are a small percentage of the more than \$4.5 billion exported to Japan last year, these manufactured goods exports rose 55 per cent in 1982 to more than \$167 million.

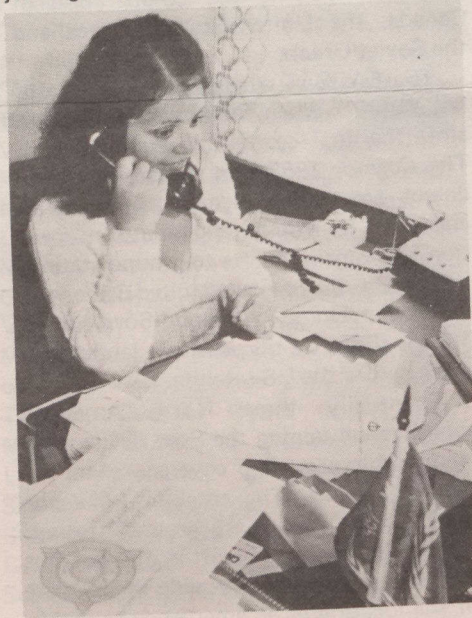
Oil exploration pact signed

The federal government has signed an agreement with Gulf Canada Resources Incorporated for oil and gas exploration in the West Beaufort Sea.

Gulf Canada, which will be the operator for the project, signed the agreement on behalf of 12 companies. The agreement has a five-year term and calls for \$200 million to be invested in drilling one well in an area of 398 391 hectares.

Under the terms of the agreement, \$10 million will be spent on northern-sourced goods and services and there is a general commitment for native and female employment and training.

The companies, in addition to Gulf Canada, represented in the agreement are: Amoco Canada Petroleum Company Limited; BP Exploration Canada Limited; Bow Valley Industries Limited; Canadian Superior Frontier Resources Limited; Dome Canada Limited; Dome Petroleum Limited; Mobil Oil Canada Limited; Petro-Canada Exploration Incorporated; Suncor Incorporated; TCPL Resources Limited; Ulster Petroleum Limited; and Union Oil Company of Canada Limited.



Panorama

Marcie Shwery-Stanley speaks with a client