

# City data firm high-flier after 2 months

By SID RODAWAY  
Times Staff Writer

Inventing a business risking all to make it work is perhaps the toughest challenge for the would-be entrepreneur. Terry Field is one man who didn't want to blow it. After seven years of study and refinement, he founded The Field Corporation of Consumer Assistance Incorporated, with headquarters at 3500 Cawthra Rd. After two months, the company has 50 employees and there are predictions it will employ 450 within a year. The name of the company does little to explain what it does. "I suppose you could say we're like a computerized dating service between

businesses," Field told The Times. But even that tongue-in-cheek line needs explanation. "We are a computerized information service," Field says. The company brings customers into fast contact with suppliers in virtually every area of business, from soup and nuts to real estate. The money is made by selling space to suppliers in Field's computerized card file. Getting listed costs a company \$400. All relevant data is included in the file and is updated in many cases on a monthly basis as to availability of stock or real estate. This information is then given, free of

charge, to other companies in search of a supplier. **Wasted Time** The secret to the success of the idea, according to Field, is the extraordinary amount of time spent by buyers and salesmen in dancing around the basic issue of buying and selling. "As much as 90 per cent of sales time is spent in socializing," he says. He says that when one company finds itself in need of a new product and service it can waste weeks in comparison-shopping for the best product at the best price. That's where the Field comes in. Of course, the quality of the service

and its inevitable success or failure will rely on Field's ability to draw suppliers into his computer bank. For that reason, 32 of the 50 people on staff are sales representatives. Their target for the end of the year is 8,500 contract listings. "We offer a demand-filling role and the idea for this company has become stronger over the years. "The large number of new business failures in Canada can be blamed partly on the time lost in research and tracking down clients and suppliers." Field's father, Herbert, is helping out with sales-motivation advice. "This is a unique business because we don't just bring a potential client and supplier

together; we do it when the buyer is ready to buy. The time wasted in salesmanship is minimized." Herbert Field explains that their updated listings will contain an enormous amount of technical data about the company, its products and the current stock on hand at the beginning of each month. This data includes credit information and requirements, product prices, quality comparison charts, names of company executives and technical product specifications.

## Real Estate

The firm will also handle industrial real estate listings and carry out the

necessary location-finding research for interested companies. This relocation service offers firms, which are moving or just starting out, possible site locations, complete with a comprehensive market research on each site. "The object is to eliminate guesswork and offer business people the opportunity of making sound, well-informed decisions, rather than relying on educated guesses," Terry Field says. "We work by virtually shopping around for those suppliers who can best meet our customers' needs in terms of product, service and supply."

# Business

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## Garbage is the medium

By JOHN STEWART  
Times Staff Writer

Ecolad Corp. is promoting garbage advertising in Mississauga and they're proud of it. The Windsor-based firm is providing sturdy aluminum litter containers to the city free of charge, in return for the right to sell four panels of advertising, one on each side of the basket. The company convinced the city in January, 1977 to try an experiment to allow them to put up to 100 baskets in the municipality. So far, about 15 have been installed, mostly in Port Credit and Cooksville. Ecolad's name comes from the "ecology ad panels" which the company installs. Roger Awad, vice-president of the firm, calls his company's program a benefit to all involved. "It provides free litter containers for the municipality, which saves tax dollars," he states. "It provides advertisers with a unique low-cost outdoor display and it creates jobs because we hire local people to sell the advertising." Companies, mostly local, pay about \$20 to \$25 per month for the advertising panels, mounted on the sides

of the litter container, which Awad points out "is not gaudy." Ecolad stands to make up to \$16,000 per month in rent if the 200 baskets it hopes to provide are eventually distributed throughout the city. It also has contracts with shopping malls. Within the next month, Sheridan Mall on Erin Mills Parkway will join the program. The municipality or the mall management are responsible for dumping the units, but Ecolad hires local students to wash them periodically. Ecolad also sponsors an educational program which accompanies its advertising campaign. A talking litter box, Ricky Receptacle, visits local schools to tell youngsters about the benefits of curbing pollution by using receptacles like himself. Ricky could be in some Mississauga schools as early as this fall. So far "there have been no problems whatsoever," according to Awad. The business community seems to be accepting the idea and no one has questioned the appropriateness of the advertising.



Roger Awad, vice-president of Ecolad Corporation, shows off Ricky Receptacle. The firm is providing the aluminum litter containers to the city free in return for the right to sell advertising panels.

## Whitehall unveils Group of Seven this Saturday



Jackpine

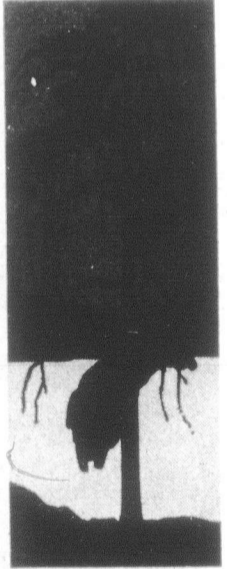
Whitehall Homes, part of Whitehall Development Corp. Ltd., brings a new dimension to homes here with their new detached luxury entries. The Group of Seven Collection. There are five models, their names based on Tom Thomson paintings, ranging in price from \$89,000 to \$96,000. The homes are situated on 40-foot lots. The same homes situated on 50-foot lots cost approximately \$3,000 more. Wildflowers, Jackpine, Tamarack, Autumn Birches and Sugar Bush are the model names. Thirty-five homes have been built along Folkway Drive, which is west of Erin Mills Parkway and north of Burnhamthorpe Road.

The Group of Seven development is having its official opening on Saturday, July 8. The site is open to the public from 11 a.m. to 6 p.m. on the weekend and noon to 9 p.m. during the week. The Group of Seven Collection was conceived for those with an appreciation for the finer things which life has to offer. It offers bold new architectural design interpretations, with such features as soaring volume ceilings, interior balconies, floating fireplaces, skylights, stained-glass windows and a sunken livingroom. "It was a marketing approach to name a

development after such a prestigious group of Canadian painters," says Gary Coates, vice-president of marketing for Whitehall. "The name implies the maintaining of high standards and it appeals to a sophisticated buyer — one who would appreciate our workmanship and the Group of Seven's artwork." Coates says the designs are unique in Canadian housing developments. "Our homes are very innovative in their designs," he says. "They are very different and challenging — somewhat like the works The Group of Seven produced." Coates says the leaded stained-glass windows are based on concepts from

Tom Thomson paintings. "We couldn't re-create the whole canvas in stained glass," Coates says. "We hired a guy, who has done Gordon Lightfoot's windows and is well known in Toronto for his work, to do a section of each painting on the windows." The homes include a paved driveway, concrete patio and sidewalk, fully sodded yards, brick, double-glazed windows, sliding glass patio doors, air conditioning, wood-burning fireplaces with heat circulator, garage, wall-to-wall broadloom, smoke detector, exhaust-hood fan for oven and double laundry tubs in the basement.

The Jackpine, situated on a 40-foot lot, costs \$92,900. With a second mortgage, a minimum down payment of \$9,300 is required. The first mortgage is approximately \$65,500 and the second mortgage is approximately \$18,100. Taxes are \$85 per month. The total carrying charge is \$778 per month. A combined income of \$38,000 is necessary. Without a second mortgage, a down-payment of \$27,400 is required. A combined income of \$28,000 to \$30,500 is necessary to handle the monthly carrying charge of \$677, which includes principle, interest and taxes.



## Honda dealership has everything going for it

By JOHN CHALLINOR  
Times Staff Writer

The number of new businesses, particularly automobile dealerships, that have everything going for them before they even open their doors to the public are few and far between. Mississauga Honda looks like it is one of the few. Situated in one of the best designed automotive buildings in Canada, headed by the former marketing director of Canadian Honda; staffed by experienced salesmen and a chief mechanic from Japan; and being the only Honda dealership in a city of 300,000, how can this business lose? But, most important of all, the product this dealer is selling just happens to be the top-selling auto import in Canada. Approximately 60,000 Hondas were driven off dealership lots in 1977.

"I think we will become one of the largest dealerships in Canada," says Mississauga Honda president Koji Handa. "We opened in early April and we are doing a very good business." Handa, former vice-president of marketing for Honda in Japan and marketing director of Canadian Honda, returned to Canada in 1976 after a brief stint in Japan to take up this project. He originally came to Canada in 1974 — the year of Honda's introduction in this country. Handa started from scratch upon his return in 1976 and immediately set out to develop the dealership of his dreams. "This is his baby," one salesman said about Handa's project. Negotiations were carried out with Cadillac-Fairview, who built the building and own the land

at the Erin Mills location, Canadian Honda, and the Canadian Imperial Bank of Commerce.

The building bears a strong resemblance to the Toronto Eaton Centre — and it should. Both structures were designed, built and are owned by the same group — Cadillac-Fairview.

The sales staff is headed by Gary Veal, Mississauga Honda's new sales manager and formerly a

lease manager of a large General Motors dealership in Toronto. "We are trying to be a

community-oriented and service-oriented dealership," says Veal, who has been in the car business for 12 years. "Erin Mills is still new. Mississauga is the best city in North America. We have come in to grow with Mississauga and this community."

Veal says the reception has been excellent so far from the Erin Mills community. Mississauga Honda has become involved in the community by supporting minor soccer and baseball.

"We have had 700 service customers and 200 buyers of our product since April 3," Veal says.

"We are service conscious and want to build customer allegiance to this dealership."

Former racing mechanic of Honda RSC (Japan factory racing team), Tom Urushibata heads a 12-bay service centre.

He is aided by service manager Peter Bone, formerly district service manager of Canadian Honda, and parts manager Allan Pearson, former parts manager at a large Toronto Honda dealership.

"The small car is here to stay," Veal says. "The Honda is environmentally oriented, consumer-oriented and is very practical."



As part of its grand opening, Mississauga Honda has put together this special car — the Mississauga Honda Accord. It has a black and gold paint job as well as every conceivable option. From left, Koji Handa, president of Mississauga Honda; Mike Caltsoumis, construction

superintendent, Cadillac-Fairview; Mike Pratt, manager of the Lakeshore-Stavebank branch of the Canadian Imperial Bank of Commerce; Tony Ivanysyn, Central Zone manager of Canadian Honda; and Gary Veal, sales manager, Mississauga Honda.

