

BUSINESS

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TURNING UP THE HEAT: Rick Vaive from the Toronto Maple Leafs helps cook some burgers, and signed some autographs at M&M Meat Shop's 14th annual Charity BBQ Day to raise money for Crohn's and Colitis Foundation of Canada (CCFC) on Saturday, May 11. More than 333 M&M Meat Shops locations fired up their grills to raise \$1,025,000 — \$24,532.31 of that money was raised in Oakville and the surrounding locations. The event surpassed the goal of \$900,000 and the total represents the largest single gift ever donated to CCFC. All proceeds go to the CCFC. M&M Meat Shops has raised close to \$7 million for CCFC since the first Charity BBQ Day in 1989 and is CCFC's largest corporate sponsor.



Tyrel Featherstone • Special to the Oakville Beaver

Cliff's is a family affair

By Liz Campbell
SPECIAL TO THE
BEAVER

Twenty years ago, Cliff Carley ran a part-time repair business from his home while driving a transport truck for a company which was about to close its doors.

He looked around the rapidly growing town of Oakville and made a decision.

He would open his own lawn and garden equipment business.

"There was only one other sales and service store in the area and with so many new developments, I could see there would be a demand for more," he recalls.

Carley started in a small showroom on Speers Road, which quickly became too small for the emerging business.

Then he added another building, but after only nine years, that also became too small.

That was when the company moved to its present location on Morden Road.

Cliff's Lawn and Garden Equipment Ltd. may have started as a one-man operation, but as it approaches its 20th anniversary, it boasts a staff of 11 including Cliff's two sons, Steve and Dave, and his wife Hilka.

This truly is a family-run operation. Dave is general manager and Steve is in charge of financial operations. Hilka runs the office part-time and Cliff himself is still busy with sales.

The company offers everything from



Barrie Erskine • Oakville Beaver

In front, from left to right, Steve Carley, Hilka Carley, Cliff Carley, June Jones, Dave Carley. In back, from left to right, Peter Miskovic, Ken Biggs, Cody Finney, Tyler Williston, and Mark Dabek — all of whom make up the team at Cliff's Lawn & Garden Equipment Ltd.

the smallest lawn mower to large tractors with wide cutting deck such as would be used by contractors.

It also sells trimmers, edgers, chain saws and more; anything, in fact, that helps customers to maintain their lawn and garden.

And because Carley stands behind everything he sells, the business has grown dramatically.

"When you buy from a box store, you get it in a box," he explained.

"When you buy from us, it comes fully assembled, and we deliver it to your home and make sure you understand how to handle it."

Servicing what he sells is as important as the sale, said Carley.

He maintains a staff of four mechanics who know the equipment and can maintain it for customers.

Over the past 20 years, he's seen many changes. "When we first started out, 90 per cent of our sales were to homeowners," he said.

"Today, about 60 per cent is to commercial landscaping companies."

These days it seems, no one has the time to do their own maintenance. So they pay a company to do it for them.

Nonetheless, those that do

their own landscaping and grass cutting want good, reliable equipment with which to do it.

And they're looking for time-saving devices. Carley said he has seen a host of new products come onto the market which are more efficient and great time-savers.

Many are also environmentally friendly.

"Everything old is new again," said Carley.

"We're seeing a lot of the old style push mower in demand."

But he cautions, when buying one of these, look for a good one which has been designed to do the job efficiently or you'll be working much harder than you may like.

And what's in the future? Not retirement in the foreseeable future said Carley.

He's enjoying his work too much. And he's waiting to see what new technologies the next few years will bring. He's willing to make a couple of predictions.

"Solar powered mowers and maybe even a robot controlled mower might come along in the next ten years," he suggests. "I know they're working on those things."

And when the company does, you can bet you'll find it at the Morden Road showroom.

Patricia Lovett-Reid, CFP - "Wise & Wealthy Women"

Patricia Lovett-Reid, Vice President and Managing Director of TD Asset Management Inc., is a respected authority on wealth management and personal finance. Wealth determination, wealth accumulation and wealth protection are the three components that make for a wise and wealthy woman. So, whether you're just starting out or you're a more experienced investor, you'll benefit from Patricia's insight on how to successfully construct your long-term investment plans. Join Patricia as she provides you with the knowledge and confidence to build your future with a sound financial foundation.



Wise & Wealthy Women

Join us for a free investment seminar

Date: May 27, 2002
Time: 7:00 PM to 9:00 PM
Location: Holiday Inn Express
2525 Wycroft Road (Just of Bronte Rd.)
RSVP: 905-827-1107



Canada Trust

Showcase Milton

... more than a Home & Leisure Show!

Milton Memorial Arena, 77 Thompson Road (just south of Main St.)

Friday, May 24 - 10am to 9pm • Saturday, May 25 - 10am to 7pm • Sunday, May 26 - Noon to 5pm

A shopping show for home & garden, leisure, real estate, entertainment, fitness, cars, travel, insurance and more...

Plus Special Events & prizes!!

- Hourly Prize Draws
- WIN a Landscaping Package (Courtesy of Landscape Garten/Taylor Nursery)
- WIN a Fitness Package (Courtesy of Goodlife Fitness)
- Meet Miss Canada (Friday at the Goodlife Booth)
- FREE Seniors' Day Friday
- FREE Daycare Saturday and Sunday (Courtesy of Safe & Sound)
- \$2 Charity Hot Air Balloon Rides (Courtesy of McCuaig Insurance, weather permitting)
- Y108 Special Events Cruiser

WIN an all-inclusive trip-for-2 to Allegro Flamenco Bavaro in Punta Cana, Dominican Republic

(Courtesy of Travel Choice American Express Travel Services, some conditions apply)

For details call the Milton Chamber of Commerce at 905-878-0581