

Woman's touch makes Board of Trade grow

By CAMERON RENTON
Business Reporter

Great contacts in the community and incredible dedication have gone a long way for Mississauga's Lois Gibson. In a matter of years she's turned the flailing Board of Trade into a viable business.

In August 1979, Gibson became executive director of the Mississauga Board of Trade, a non-profit organization that had a paltry membership of 500. Today, because of the hard work and good business sense of Gib-



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son, the Board of Trade boasts 1,700 members.

"We've come a long way," she says. "but we've got a long way to go. In 10 years, we want to see 3,000 members and complete dining facilities (for our functions)."

For Gibson, the success of the Board of Trade lies in her willingness to dedicate herself fully to her responsibilities.

"I thrive on hard work and meeting deadlines," she said. "We're always jumping from one thing to the next, a golf tournament in July, the President's Dinner in October, where we honor the businessman of the year. Then there's the Annual Dinner in December. And our monthly luncheons are usually attended by more than 2,000."

The Board of Trade, funded mainly by members' dues, employs four people and provides members with an opportunity to meet one another to exchange business views. It has a 17-member board of directors and attempts to provide businesses with contacts and answers to any questions they may have.

The secret of Gibson's success in her role at the Board of Trade?

"Hard work and dedication," she begins in reply. "A good education. And getting involved in the community. Once you get to know everybody and they get to know you, you've got a chance to get a good job because they know what you can do."

Gibson has a long history of community work. She was president of the Mississauga Hospital Auxiliary and was the political campaign manager for Gerry Townsend and Alex Jupp (who won the Mississauga North riding in the 1979 federal election).