

Umax Resources works for you

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Staff Writer

WOODSTOCK — Barry Williamson wants to help small businesses reach their potential.

"It's important to recognize that small business drives our economy."
— *Barry Williamson*

The Woodstock-based industrial consultant formed the agency Umax Resources last September. Williamson draws upon a wealth of knowledge and experience after a career spanning two decades in manufacturing in southwestern Ontario.

"It's important to recognize that small business drives our economy," he said. "Manufacturing in Ontario is becoming more and more important."

Williamson uses his practical and theoretical background to provide professional

expertise. He holds a BA in economics from York University and a business administration and purchasing certification from Ryerson University. Williamson has worked in manufacturing, plastics, paper and woodworking plants in Brampton, Mississauga, Vaughn and Brantford. He sees an opportunity to use his skills to help small business owners.

"My background is in plant and operations management," he said. "I have an objective viewpoint and the experience to offer customized solutions that will fit the circumstance."

Umax Resources offers a variety of services, including situation analysis, process analysis, performance evaluations, labour relations, customer service, training and development and succession planning. The agency's web site offers a concise overview of its vision, principles and services at www.umaxresources.com.

One area Williamson plans to expand is staffing. He hopes to create a service that would link small businesses in the Woodstock area with skilled, part-time labour. There are many retired or semi-retired people in the commu-

nity who could assist smaller operations with short-term labour needs, said Williamson.

"Instead of companies hiring temporary labour, my thinking is they could call to get an experienced person who would need very little training," he said.

When filling a business' staffing requirements, Williamson would create a pool of skilled people and ensure at least two people could fill a job specification.

With many years of experience, Williamson has seen the ups and downs of the business cycle. He is optimistic about the current economy and sees Woodstock as well-situated to be the hub for southwestern Ontario.

"The element now is global competition," he said. "Companies have to draw on expertise to be able to survive. It's no longer just a North American phenomenon, it's global."

Sometimes, companies mistakenly think they have to go to Toronto or a big consulting firm to get quality service, said Williamson.

"The fact that I'm local is positive," he said. "What makes me different is that I



Barry Williamson

offer a diverse professional services portfolio. If I can't supply the solution, then I can supply the resources to bring in the solution for clients."