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BUSINESS

New Brampton board of trade president takes the helm July 1

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Beefing up membership, greater advocacy work and enhancing his organization's technical capabilities are top priorities for Charles Waud, incoming Brampton Board of Trade (BBOT) president.

Waud, of Brampton-based software company WaudWare, will assume his new role on July 1.

He takes over from Carman McClelland, who will be the BBOT's immediate past president.

"This is a great honour," said Waud who will serve as president for a one-year term. "I am really excited. There

is great history at the board and the people (involved with the organization) are an amazing group. I hope to learn a lot and get a lot of things done."

Waud has served the BBOT in a number of roles since joining in 2000.

For instance, he's been involved with the board's finance and policy committees and initiatives geared to Brampton's multi-cultural business community.

He counts his involvement with the annual Santa Claus parade among his favorite endeavours with the board.

As president, Waud said he wants



CHARLES WAUD

the same technology can be used to streamline the board's daily operations.

to enhance BBOT operations using computer technology he developed.

His company, WaudWare, deals in software geared to the produce industry

The software can take care of billing and accounting and keep on top of the board membership.

"With my computer background I think I can offer a lot in that respect," Waud continued.

Waud said it is important for the board to keep up with its advocacy work.

To that end, the organization will continue supporting the expansion of Brampton city hall and the redevelopment of Peel Memorial Hospital.

In addition, the new president said he would like to see the BBOT solicit more feedback from local businesses so "the board can focus its attention on things the members want."

It is also crucial for Brampton's leading business organization to continue to attract new membership, he said. "These are all important initiatives," Waud said.

As president of WaudWare for 20 years, Waud brings a great deal of business experience to the position. Gary Collins, BBOT CEO, described Waud as "dynamic."

"He (Waud) is full of energy and very engaging," Collins told *The Guardian*. The BBOT is also in the process of naming a new governing council. In addition to Waud, the board recently elected two new members and re-elected three members to the organization's executive body.