

## SPOTLIGHT ON BUSINESS



Schomberg, Ontario, Canada

Ronda, Linda, Mark and Bruce Jessop

JULY 2015

*The Jessop Family celebrated 60 years in business in 2014. As well as being a dedicated member of the business community, the family has always been involved in the King Community, volunteering and participating in such organizations as the Schomberg Agricultural Society, the Schomberg Horticultural Society, the Lions Club, and the local Curling Club.*

## The People

Clarence and Mildred Jessop moved to Schomberg in 1947. Clarence began the family business with a stock truck, hauling coal and livestock. When oil replaced coal as fuel for heating, he purchased a fuel oil truck to deliver White Rose fuels. In 1954, needing space to service the trucks, he opened C.W. Jessop Auto Repair with two full-service bays, leasing the property now owned by Petro Canada, on the west side of Hwy 27 just north of Main Street. Mildred Jessop looked after the bookkeeping and administration. They also owned and serviced the trucks used to deliver fruits and vegetables from Hardy Farms across Ontario. On the day of Hurricane Hazel, C.W. Jessop Ltd. was officially registered as a business.

In 1968, more room was needed to service the trucks. The property directly across the highway was purchased, and the business was moved to its current location, with three service bays. At that time, C.W. Jessop Ltd. included a Shell (previously White Rose Fuels) Gas Bar, fuel oil delivery service, parts department, and repair shop. Clarence's three sons, took on more responsibility in the business. Bruce, a volunteer firefighter for 28+ years and chief for 18 years, was trained as a mechanic and serviced all models of vehicles. Bill continued with the trucking function, and Bob operated the gas pumps. Clarence got involved in local politics as Ward 4 Councillor from 1977 until he was elected Mayor in the 1980 election, serving three terms in that position.

In 1997, the business was registered as Jessop's Auto Repairs Ltd., with Bruce and his wife, Linda, as sole proprietors. The Shell Gas Bar was closed a few years later. Linda took over the bookings and administrative tasks. Their sons, David, Michael and Mark, worked at the shop during the school summer break.

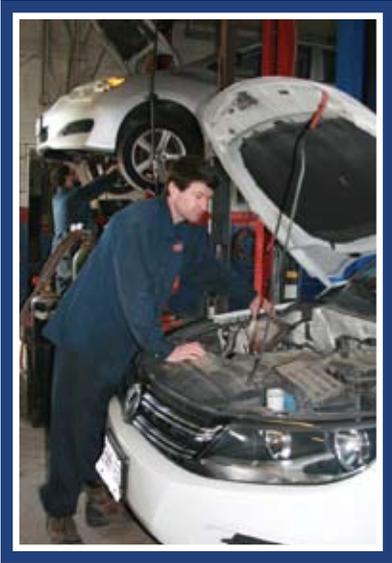
Mark took over from his late father, Bruce, and is the third generation Jessop in the shop, operating the business with his wife, Ronda. He started going to the shop with his dad at a young age. Licensed as an automotive technician for 18 years, Mark has had over 30 years experience in the industry.

Ronda, a seventh-generation resident of Schomberg, joined the team as an employee 6 years ago. She married Mark, and they now have three children (a 3½-year-old and twins), and a successful full-time business operation. Mark's mother, Linda, continues to be involved, helping with administrative tasks.

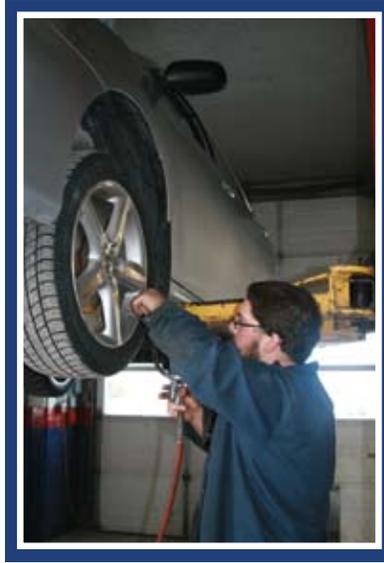
Two other employees also work in the shop. Dino Savoia lives in Nobleton, is originally from Woodbridge, and has been a licensed automotive technician for over 20 years, working at Jessop's since July 30 of 2013. Wesley McClelland, having taken automotive technical training at school, has been apprenticing with the business since June of 2013, and lives in Newmarket.

*Prosperous, innovative businesses that adapt to change from generation to generation contribute to a sustainable King.*

## *Jessop's Auto Repairs Ltd.*



*Mark Jessop, Owner*



*Wesley McClelland, Apprentice*



*Dino Savoia,  
Licensed Automotive Technician*

## The Product

Jessop's Auto Repairs Ltd. provides services for the repair, maintenance, and regular operation checks for all makes and models of cars, as well as trucks up to a one-ton load capacity. Services for small engine maintenance are also available. Safety inspections for horse trailers, towing vehicles, landscaping trailers, company business vehicles, and used cars changing ownership are offered.

In the Parts Department, most dealer parts are available for pick-up within a day. The business also carries parts for farm equipment and property maintenance equipment. The owners have built collaborative working partnerships, for services like emission testing, with providers in the local area, which allows them to offer 'one-stop' service for the Jessop's customer.

Because of its location, Schomberg residents drop off their vehicles for service and often walk home, to return when the service is complete.

## The Performance

Technology plays a key role in the industry. Shop equipment is regularly upgraded to further ensure high quality service on vehicles brought in for maintenance. The new data base, installed in January of 2015, has made it easier to manage information to better meet the needs of customers.

Regular training for staff offers opportunities to see new products, and be trained through the suppliers. It also creates an opportunity to network with other technicians to share information about best practices in the industry.

The business has grown significantly over the years, with most advertising done through 'word-of-mouth', as there is no better promotion than that of a satisfied customer.

A very loyal customer base has been built up over the years. Although most of the clients come from Schomberg and the local King area,

other customers come from municipalities such as Palgrave, Keswick, Bracebridge, Orillia, and Brampton, to have their vehicles serviced. Mark and his team stand behind the quality of work, offering warranties/guarantees on service and parts.

Sixty years in business, having begun with one truck delivering coal and livestock and evolving into a well-established auto service provider, is a testament to the success and sustainability of Jessop's Auto Repair Ltd.



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