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with **Terry O'Reilly**

QUESTIONS

By Jonathan Vickers



Terry O'Reilly is President & CEO of Pricedex Software, a high-tech company headquartered in Brockville, serving global automotive parts manufacturers located across North America, Europe and Asia.

Terry and his wife of over 30 years, Catherine are often seen around town at community and social events. You will find out the O'Reilly's and their extended family enjoy summer and winter seasons with outdoor activities.

The O'Reilly's and their company, Pricedex, are active supporters of a large number of community causes, including economic development, immigration, amateur sports, education, and the lively arts. This year, Terry is Campaign Chair of the United Way Leeds & Grenville. Terry is also a Canada 125 medal recipient, and most recently, a recipient of the Queen's Diamond Jubilee Award.



LH: Is Brockville your original hometown?

TJ: No, I am a heart & soul Brockvillian by choice.

LH: What are your fondest memories growing up?

TJ: Too many to list, but they would certainly include all the activities arising from a backyard hockey rink in the winter and a small family cottage at Georgian Bay, called 'Kilkenny'.

LH: What do you consider to be your greatest academic achievement?

TJ: Well my absolute greatest academic achievement was getting out of high school alive. Back then, nothing seemed as important as girls and cars.

LH: What was the career path upon which you were focused when you first started out?

TJ: I had a knack for the legal world and worked for a number of years within the framework of law in a capacity that might now be considered a 'Super-Paralegal'. I was involved exclusively in matters of serious civil and criminal litigation, doing

witness and trial preparations, and I was blessed with the great privilege of doing this for some of the top barristers in Ontario, including the famous Arthur Maloney, G. Arthur Martin, Bud Shapiro, Roy McMurtry, Murray Herman and others.

LH: Any lessons from that first job you can relate to now (successes or failures)?

TJ: Perhaps one of the most important lessons, though, would be that; for the most part, good decisions are well-informed decisions. Whether it is a pivotal decision or a sensitive negotiation, getting the best possible grip on the relevant facts and factors before launching on to a position has benefitted me time and time again.

LH: What does the President & CEO of an international software company do?

TJ: My job is very broad and diverse. I think, at the top of the list of what I do, is to set, and try to exemplify the moral and ethical compass for the corporate culture of the company. Also, I carry the ultimate financial responsibility for the company, and I represent us within industry organizations. I believe in

'Servant Leadership'. Accordingly, much of what I do is dictated by what is going on in various parts of the company, and what others indicate they need from me. I am also involved at certain stages of the negotiation of larger contracts & arrangements.

LH: What is the best part of your job?

TJ: Well, first, I'm the guy who signs the bonus cheques, so it's great to be able to reward the loyal, talented people who have been doing their best for us. The second, I guess, is that I am often the one to whom people speak in public encounters about our good contributions to the community. It makes me proud of our people and the company for what we 'know' we do to try to help our area be a good place to live and play.

LH: We understand Pricedex relocated to Brockville from Kanata. How did Pricedex Corporate Headquarters?

TJ: In 1999, during the heart of the 'Tech Industry Boom'. Newbridge Networks, our landlord in the Kanata Research Park, was acquired by Alcatel, which wanted to do its own manufacturing. Suddenly, instead

of surplus space, there was a high demand for space by Alcatel, so we had to move. With space in Ottawa hard to come by, we began to look at property in Kemptville, Cornwall, Brockville and others. At that time, The City of Brockville's Dave Paul made it very clear that we were wanted in the Brockville area, and tried to assist us, in every possible way, to facilitate the decision and the relocation. We have been pleased, - no - 'delighted' with that decision ever since.

LH: The community knows you as a strong advocate and supporter, and you have served on a number of local boards in the past including the Mayor's Vision 20/20 Task Force, and the St. Lawrence College Board of Governors, amongst others. This year you have taken on the role of Chair of 2014 United Way Campaign in Leeds & Grenville. Why is that important to you?

TJ: There are 3 reasons why it is an honour for me to be selected to Chair the campaign this year; 1) the United Way management and staff in our area are consummate professionals at what they do. 2) I can't think of any charity contribution one could make that could cover as many needed bases as the United Way does; and 3) What the United Way does here, through its Member Agencies makes this area a better community for all of us, because it touches so many people with a periodic or chronic special need, and who might, otherwise, fall between the cracks into deeper gloom or tragedy, and it tries to improve their quality of life.

Our Company is a huge supporter and is why it was the twelfth year that we staged the Pricedex 8-Ball Challenge for United Way, which is separate and apart from the actual campaign.

LH: We understand that Pricedex is involved with other community causes that benefit from your involvement. Would you like to expand on this?

TJ: Yes, we do support many other community causes, and a few of them in very special ways or at special levels. A few years ago, Peter Dunn came to us believing the Brockville Arts Centre was in peril of being mothballed, and he asked us for support. Realizing the genuine jeopardy, we committed to substantially more than Peter had asked for at that time, because we felt the Arts Centre was a very

important community amenity. We have stuck with it since, and it's nice to be a part of a great community success story.

A second example of special 'targeted' support' for Pricedex is 'Palliative Care'. This is an area of social structure and social conscience in our community which receives no support from the senior levels of government. Yet, once again, is such an important part of our social fabric that we actually care for the dying and try to allow them to engage this mystery of death with dignity

A last example is St. Lawrence College. We support the Music & Theatre Performance program, because the College was striving to become a leader in this area. and because it also has the direct community benefit of exposing our theatre-going public to professional quality productions.

LH: Now for the more personal stuff: How did you meet your wife?

TJ: I had been visiting a fellow-entertainer, Claude Jones, in an upscale lounge in Toronto; we were by the door, saying our good-byes when Catherine walked in with a friend. My colleague immediately introduced us and said: "Well, Terry you can't leave now, 'Cathy' has just arrived. I don't think I called her 'Cathy' again after that night. We were married a couple of years later and, for her wedding present, Claude wrote a beautiful instrumental melody, which he titled simply: 'Cathy'.

LH: What first attracted you to Catherine?

TJ: Well, initially, her natural beauty, ease to smile and her obvious fitness (Catherine had been an accomplished athlete.) But these things were only introductory charms. Before long we began to talk about family ties and other underlying values, and I correctly assessed that this was a very well-adjusted young woman, with strong feelings of love and loyalty for her family. She seemed to have a very good, balanced outlook, a woman of good principles.

LH: You are a very public figure in our community. What do you and your family do in your private time?

TJ: While many only see me in very sober and serious-minded situations, I actually really like having fun. Our private time depends very much upon the time of year. We try to ski every week-end in winter. In the summer, we spend almost every

week-end on our boat on the St. Lawrence River. We also spend time with family, our grandchildren and especially our eldest grandson, who both skis and goes boating with us. We travel periodically and, last year took a three-week trip to various parts of southern Africa, which may be the pinnacle for us to date.

LH: You and your wife, Catherine, seem to be an incredibly active couple outdoors. were either of you sports-minded in your youth?

TJ: I played a lot of hockey as a young lad, eventually playing junior hockey in Western Canada, and later coaching in minor hockey. Later in life I became a certified Little League Umpire. In 1994 I was the lone Canadian selected to serve in the Senior Little League World Series.

Catherine was a leading hurdler in the years before we met. She has a record; set at the Canadian Indoor Games that will likely never be broken. Catherine has the distinction of being the last record-setter for her distance in hurdles, prior to the distances being re-set to metric.

LH: If you could have dinner with 3 people, alive or dead, who would they be and why?

TJ: While I hold deep admiration for the spirits of such personages as Winston Churchill and John F. Kennedy, they pretty much shared publicly their wisdom and principles. So, I will fall back on things somewhat more personal, and in the 'not available' category.

1) Mom 2) Dad 3) Eldest son, Justin. Because I have never stopped missing them and appreciating them for all they were to me.

LH: What is your 'Favourite Guilty Pleasure'?

TJ: Chinese Food Lunch with my Pricedex colleagues on Fridays.

LH: What about your favourite pastime?

TJ: I have mentioned skiing and boating, which includes swimming, snorkelling, sea-doo-ing, etc. but, as to a straight pastime, I love Sudoku puzzles. They require deductive reasoning, often two or three layers deep, so I find them good mental exercise.



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LH: We understand you were recently ‘outed’ as an outstanding vocalist (Terry has appeared on stage at the Arts Centre in Brockville and has performed for charity on a number of occasions. After his performance on the Palliative Care Telethon, he was nicknamed “Terry Publé” by Mayor Henderson). Where did this hidden talent come from?

TJ: Well, although we never had a piano or anything like that when I was growing up, there was always music around home. It started to capture me then. Later, I learned to play a Hammond Chord Organ that brought me back into singing more frequently again. Friends urged me to give it a go professionally and I did. So, for a number of years I played and sang in upscale dining rooms and intimate lounges in the Toronto area. When I returned to more mainstream business pursuits, I continued to perform on rare occasions over the years. It remains a very special part of who I am and I do still get ‘stage fright’; once I get into it I do thoroughly enjoy it.

LH: You are known as a person who always delivers “The Straight Goods” in any situation. So, to put you on the spot, is there a particular trait in people which puts a ‘burr under your saddle’?

TJ: When people give evasive answers to direct questions.

LH: If you could change one thing about yourself, what would it would be?

TJ: There are actually two big ones. One would be to actually be as self-confident as people think I am, and, Jonathan, it would be nice to know if I will ever mature.

LH: What is the best part about “LIVING HERE?”

TJ: Our local areas, have a beautiful and charming combination of small-town simplicity and urban sophistication. But, with all of our amenities, our community is small enough that each of us will probably be ‘seen’ to be pretty close to who and what we really are best and the nicest they can be. This is an exceptionally generous community and, for the most part, we find the people in this community interesting, invigorating and friendly. .