

BUSINESS VIEW

Saskatoon and District Chamber of Commerce

A BOUQUET TO THE CITY; A BEEF TO THE PROVINCE

... 15,000 jobs lost – we need better!

First the Bouquet ...

The City Council of the City of Saskatoon is to be congratulated for taking the leadership in Saskatchewan on the thorny issue of property assessment. The politics of blame have dominated this technical but important issue for our province. At various times respective groups have blamed each other, including SUMA, SARM, SAMA, the Government of Saskatchewan, SSTA, the City Mayors, or bureaucrats. Each of these organizations or institutions have heretofore been acrimonious in blaming others in the delay to bring Saskatchewan's assessment methodology into the 20th century. Yes, the 20th century.

As an aside: Do acronym and acrimonious have the same root word? Finally, with the leadership of Saskatoon City Council and their administrative team, we have broken from the "who can we blame" pack to do what is right. The City of Saskatoon is doing what it can to build a property tax assessment system in Saskatoon that is accurate and equitable despite the constraints imposed on the City by other agencies and governments.

This is leadership at its rarest, but most dignified form. Few ticker tape parades will be held, and we suspect that our Councillors and City Management will be chastised by the rest of the acronym group who have heretofore aggressively avoided their role in developing a property tax assessment system worthy of the public's trust.

With property taxes generating more revenue than the provincial sales tax and corporate capital tax combined, public trust in the assessment system is fundamental to

securing investment from the business community and generating the faith of all citizens that investing in a home in Saskatchewan is a wise thing to do.

Can we now be optimistic that the rest of the acronyms will, finally after 37 years of procrastination, do their part? Let's hope so.

Leadership is too often a thankless task. Thank you City of Saskatoon.

Now the Beef ...

For Saskatoon to truly be a city of opportunity, the job creation rate should be near that of our number of annual graduates about – 8,000 in Saskatoon. In our best job creation year, 1997, we created 3,000 jobs. We simply must do better!

While work needs to be done on productivity gains at the municipal and school board level, your Chamber has made significant progress with the city on property taxes regarding their tax policy. Provincial policies relating to education prop-

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JANUARY 2002

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A VIEW FROM OUR
PRESIDENT
Dave Dutchak



Happy New Year to all the Members of the Saskatoon & District Chamber of Commerce.

2002 is the 1st year of our '3 Year Strategic Plan'. This is a clear map for the purpose, success and focus of the Saskatoon & District Chamber of Commerce. Our Mission is '**Building the Best Business Climate in Canada**', our 'Vision' is creating a '**City of Opportunity**.' We will need your help in creating a City of Opportunity to achieve this goal. We also need your help on our committees to achieve our Strategic Plan. Please join our Team. Our children and generations to come will see what we achieved to make Saskatoon a city of opportunity.

As well, if you are interested in joining the Chamber Team as a member of the Board of Directors, please consider as in the coming months we will be holding elections.

Creating a 'World Class' initiative is going to be so important with the Canadian Light Source, Synchrotron. A world Class Entertainment Centre will be important to create a 'City of Opportunity' for the work force of today and the future.

A new World Class Centre with a Casino could allow for 25% of the revenue to stay right here in our community to address our needs locally. Through a C.D.C. (Community Development Corporation) initiative we can help these revenues remain in the community.

On behalf of the Board of Directors and the Executives, have a great year and please consider joining our team to help create a 'City of Opportunity'.

Happy New Year!

REMEDIES FOR CANADA'S
AGRICULTURAL HEART

Food for Thought -
A Feel-Good Look at Farming

by C.M. (Red) Williams, PAg

In my small corner of the world I have the privilege of associating with many business and farm leaders who are committed to turning the rural economy around. It is not surprising that the solutions are varied and sometimes in conflict. Was it otherwise, we would have figured out the answers long ago. Suggestions for potential new or expanded production and processing opportunities are plentiful, but not so obvious is the future role of the basic cereals and oilseeds sector.

For the foreseeable future the production of cereals and oilseeds will dominate in terms of acres committed. It is also reasonable to assume that farming strategies will include more pulses and other specialized crops, but also expanding acres per farm, as has been the approach since first settlement. The seemingly inevitable narrowing of profit margins squeezed between the long-term decline in world grain prices and increasing costs of farm inputs leaves little room for production risks that are an ever-present factor. The dependence on exporting unprocessed commodities has for many decades determined that rural populations will decline and the cost of maintaining the infrastructure of roads, hospitals and schools will increasingly fall to the urban tax payer.



C.M. (Red) Williams

Without changes the future pattern is clear – fewer schools, hospitals, service centres, and a limited major road and rail system. With farmer owned systems of marketing identity preserved varieties, best-in-the world products, further processing, and integration of livestock until they represent more than 50% of farm gate income, the alternative is clear as well. The best scenario is still based on cereals and oilseeds production, but with a difference thought process.

MARKET VALUE ASSESSMENT

Continued from Page 1

erty tax loads, and problems with the property assessment system as well as the labour legislative environment of our province have stifled the ability of other sectors of the Saskatchewan economy to offset losses of agricultural employment in Saskatchewan.

The Saskatoon and District Chamber of Commerce has completed major research backgrounders on education property tax loads, labour legislation options, and small business corporate taxes. These studies were developed to find ways to stimulate faster investment and job growth in our city, region and province.

Even with institutional productivity gains in the municipal education, health and provincial government systems, we must quickly broaden the tax base of Saskatoon and Saskatchewan to sustain public services. There needs to be a greater sense of urgency concerning finding ways to stimulate growth and investment across the province.

The leaders of all provincial political parties have stated their support for accelerated growth. The true commitment of these parties will be reflected by their interest in pursuing initiatives like the options your Chamber is supporting. Stay tuned!

Serving Saskatchewan Natural Gas Consumers Since 1987



Suite 101
2366 Avenue C North
Saskatoon, Sask. S7L 5X5

Phone (306) 934-2411
Fax (306) 934-2440
Email: ceg.energy@sk.sympatico.ca

BUSINESS VIEW

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NEW CHAMBER BOARD MEMBERS

The Chamber Board of Directors has appointed Ted Farr and Jack Brodsky to fill the spots left vacant recently. Jack Vicq has excused himself from the Board due to his new duties with the provincial government. **Thank you, Jack, for all your hard work.** In addition, Connie Schmidt recently resigned for health reasons. **Get well soon, Connie, and thank you for your enthusiasm and commitment.**

Ted is new to Saskatoon and is the Station Manager and Director of News Talk Programming for Rawlco Radio on 650AM CKOM News Talk Radio.

Jack has deep roots in our community, and is currently the Governor for the Saskatoon Blades Hockey Club. Jack's family has owned this local team since 1976.

These appointments are effective immediately, and will expire during our Annual General Meeting and Board election in May.

MEMBERS IN THE NEWS ...

Lifeline Safety Instructors Inc.'s main offices recently moved to its Safety Training Centre at 2319 Millar Avenue. The new location offers high quality Occupational Health & Safety training courses.

Patricia Katz of **Optimus Consulting** has launched a free weekly e-newsletter called 'PAUSE - The Voice of Sanity in a Speed Crazy World.' To add a touch of sanity to your week, subscribe via the link from Katz's website at www.patkatz.com.

To include your business announcements in Business View, please contact our office.

Saskatoon and District Chamber of Commerce - Board of Directors

President



Dave Dutchak
M.D. Ambulance

1st Vice-President



Lester Lafond
Lafond Financial Inc.

2nd Vice-President



Laura Small
Women Entrepreneurs
of Saskatchewan

Finance



Myrna Berwick
Hergott Duval Stack
& Partners

Past President



Patrick Pitka
Hitachi Canadian
Industries Ltd.

AIR SERVICES UPDATE

The good news ...

In response to rapidly growing customer demand for its low fare Tango service, Air Canada announced the addition of three new destinations to its Tango network. Effective April 1, daily Tango service will commence between Regina / Saskatoon-Toronto and Thunder Bay-Toronto, with tickets available for sale immediately. All Tango fares are available with no minimum stay and no advance purchase requirement.

In addition, effective June 17, Tango's existing service on high demand routes will be expanded to accommodate increased traffic during the busy summer travel season. For summer 2002, Tango will offer over 290 departures per week, with a fleet of nine aircraft including six Airbus 320 aircraft currently in operation.

Tango by Air Canada, a separately branded service of Air Canada, commenced operations November 1, 2001. Tango now offers service through its Toronto hub to Vancouver, Edmonton, Calgary, Regina, Saskatoon, Thunder Bay, Winnipeg, Ottawa, Montreal, Halifax and St. John's.

The bad news ...

The Federal Government recently announced the implementation of a new air security surcharge. The \$12 fee – \$24 for a round-trip flight within Canada – far exceeds the \$2.50 fee charged to air travellers in the U.S.

The surcharge, implemented in response to the events of September 11th, is expected to raise \$500 Million in Canada annually and \$12 Million annually in Saskatoon. This amount exceeds the entire annual budget for the Saskatoon Airport. The U.S. expects to raise \$900 Million, in an air travel market 20 times the Canadian market.

Chambers of Commerce from across Canada are concerned over the amount of the new fee, and are working on your behalf on this issue.

CRITICAL TELECOM EXECUTES DISTRIBUTION AGREEMENT IN U.S.

Critical Telecom, a leading developer of broadband technologies, announced it has executed a distribution agreement for its FiberLINK product with Telecomm and Computer Marketing Inc. (TCM), of Alpharetta, GA. TCM currently has a customer base of 600 service providers including the Regional Bell Operating Companies, the major Competitive Local Exchange Companies and a large number of telecomm products for 20 years and specializes in providing direct sales into their customer base.

"FiberLINK will enable our customers to deliver full rate Asymmetric Digital Subscriber Line (ADSL) 12 kilometres from the central office. FiberLINK also allows service providers to offer broadband services to more subscribers with their existing infrastructure" said Herb Stover, President and CEO, TCM.

"We are very excited about working with TCM given their experience with telecommunications service providers in the U.S. The relationship will generate significant benefits to both companies," said Dan Byron, Director Marketing and Business Development, Critical Telecom.

FiberLINK enables service providers to extend the reach of full rate ADSL 12 km from the central office and can be deployed in existing serving area cabinets. With FiberLINK, service providers do not have to deploy costly environmental cabinets, worry about rights of way, availability of space or height restrictions, as would be the case when deploying a remote DSLAM solution. The FiberLINK solution keeps the power hungry DSLAM in the central office converting the ADSL data stream from electrical to an optical signal and then multiplexing the signal onto a fiber pair. FiberLINK provides gigabit ethernet transport from the central office to the serving area cabinet enabling each subscriber full rate ADSL.

Saskatoon and District Chamber of Commerce - Board of Directors

Executive

Executive



Dan Anderson
MacPherson Leslie
& Tyerman



Al Scholz, PAg
Excel
Telecommunications



Jack Brodsky
Saskatoon Blades
Hockey Club



Ted Farr
Rawlco
Communications



Doug Finnie
Canadian
Western Bank



Ron B. Kocsis
Kocsis Transport
Ltd.



ATHENA®

Call for Nominations

THE SABEX Awards

ATHENA® Award

GENERAL INFORMATION

The Saskatoon Achievement in Business Excellence (SABEX) Awards are open to all private sector (non-governmental), for profit, enterprises based in Saskatoon and district, whether large or small. The Strategic Alliance Award is open to any partnership between such an enterprise and a charitable organization. A company may submit its own application or may approve their nomination by a third party. All nominations are submitted to an independent panel of judges for review and selection.

The business may be entered in a maximum of TWO of the following SABEX categories: Growth and Expansion, New Business Venture, Innovation, New Product, Marketing, Exports, Customer Service, Community Involvement, and Strategic Alliance. In addition to the 2 general categories, a company may enter their firm for consideration in the Business of the Year category. A company does not have to enter any of the general categories to be eligible for Business of the Year.(A nomination form must be completed.)

The Saskatoon and District Chamber of Commerce and Women Entrepreneurs of Saskatchewan Inc., will present the prestigious ATHENA® Award to an individual in our community who has attained and personified the highest level of professional excellence in her/his business or profession, has devoted time and energy to the community in a meaningful way, and most especially, has opened doors of leadership opportunity for women.

DEADLINE FOR NOMINATIONS IS 12 NOON, MARCH 15, 2002

Nomination forms are available from:

Saskatoon and District Chamber of Commerce
345 3rd Avenue South
Saskatoon, SK. S7K 1M6
Phone: 244-2151

Women Entrepreneurs of Saskatchewan Inc.
112 - 2100 8th Street East
Saskatoon SK. S7H 0V1
Phone: 477-7173

If you have any questions regarding the application process,
please contact Denise Winslow or Kent Smith-Windsor @ 244-2151.

Saskatoon and District Chamber of Commerce - Board of Directors



Ken McDonough
Interim Executive
Services



Alison Renny
U of S - College
of Commerce



Asit Sarkar
U of S -
International



Brian Taylor
Deloitte & Touche



Arlene Wiks
CIBC



Ken Wood
Saskatchewan
Place

Aboriginal Opportunities ...

Chair: Lester Lafond, Lafond Financial

The Committee has recently agreed to work more closely with the Saskatoon Regional Economic Development Authority, combining Aboriginal committees and their efforts. Committee energy is currently focusing on promotion of the Saskatoon Aboriginal Employment and Business Opportunities (SAEBO) Partnership, and its new website: www.aboriginaljobs.com.

Agribusiness Development ...

Chair: Joanne Thompson, Deloitte & Touche

The Committee recently heard from Lionel LaBelle, chair of the Saskatchewan Agrivision Corp. Hibernia Strategy Task Force, who provided an overview of the ethanol industry. The Task Force is presenting 'The Real World of Ethanol' conference to be held January 30, 2002 at the Saskatoon Inn.

Business Education ...

Chair: Asit Sarkar, U of S International

The Committee is currently undergoing a transformation, and will now be known as the Knowledge Industry Committee. The new mandate will be to work towards the promotion and sustainability of Saskatoon as a centre of excellence in delivering a diverse and innovative set of learning programs with full participation of public and private sector organizations.

Celebrate Success ...

Chair: Laura Small, Women Entrepreneurs of Saskatchewan Inc.

The Committee is currently focusing its efforts on planning the SABEX gala event for May 14, 2002 at the

Centennial Auditorium. Nominations are now being accepted for SABEX Awards in a variety of categories, as well as the Athena® Award.

Future Opportunities ...

Chair: Ken Wood, Saskatchewan Place

The Committee is planning to continue its corporate visitation program, going out into the business community to listen to their issues, concerns, as well as 'thanking them for doing business in Saskatoon.' The Committee is also looking at unveiling a few new initiatives – details to follow.

Government Affairs ...

Co-Chairs: Brian Taylor, Deloitte & Touche LLP

Ken McDonough, Interim Executive Services

The Committee will meet later this month to go over the Chamber's new strategic plan and look for areas where the committee can contribute. A number of projects are currently being considered by the committee for their attention.

Health Opportunities ...

Chair: Dave Dutchak, M.D. Ambulance

The Committee is busily making plans for next fall's 3rd Annual 2020 Health Vision Conference to follow on the success of last November's event. The group is planning to lead a group of local business people to Rochester, MN in March to see first hand the merits of models such as the Mayo Clinic and Medical Alley.

Transportation ...

Chair: David Spearin, Logistics Marketing Services

The Committee is committed to studying transportation issues facing Saskatoon and district businesses.

Saskatoon and District Chamber of Commerce - Committee Chairs

Aboriginal Opportunities



Lester Lafond
Lafond
Financial

Agribusiness Development



Joanne
Thompson
Deloitte & Touche

Business Education



Asit Sarkar
U of S-
International

Celebrating Success



Laura Small
Women
Entrepreneurs

Future Opportunities



Ken Wood
Saskatchewan
Place

Government Affairs



Co-Chair
Ken McDonough
Interim Executive
Services

Health Opportunities



Dave Dutchak
MD Ambulance

Transportation



David Spearin
Logistics
Marketing Serv.

**"Chamber on Business"
Breakfasts / Luncheons**

David Dodge

Governor, Bank of Canada
Tuesday, January 29th, 2002
The Radisson Hotel
Breakfast
Registration 7:30 am

Elwin Hermanson

Saskatchewan Party,
Leader of the Opposition
Tuesday, February 12th, 2002
The Saskatoon Inn
Registration 11:30 am

John Hopkins

Regina Chamber of Commerce
Thursday, February 28th, 2002
"The Regina Casino Experience"
Hotel - tba ... Registration 11:30 am

Peter MacKinnon

President, University of Saskatchewan
Wednesday, March 20th, 2002
"State of the University" Address
Hotel - tba ... Registration 11:30 am

Sean Caragata

Cisco Systems Inc.
Tuesday, April 30th, 2002
"Building the IT sector in Saskatchewan"
Hotel - tba ... Registration 11:30 am

- Is ineffective communication affecting your business?
- Can you or your company benefit from improved teamwork, and/or leadership?
- Are you worried about your next big presentation?

The Saskatoon and District Chamber of Commerce
and the Saskatoon Area Toastmaster Clubs
presents

**Weekly Communication &
Leadership Club**

Tuesday's 7:15 - 8:15 am ... Riviera Hotel
For more information, please call:
Joy Ryan @ (306) 664-6606

Stay motivated ... choose an activity you
enjoy, do it with a friend, and make it part of
your day! Physical Activity ... DO IT for Life!



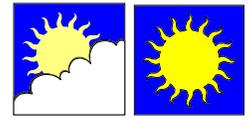
Business Seminar

January 25, 2002 from 9:00am to 3:30pm
Saskatoon Centennial Auditorium
Tickets are only \$25

Features include: Speakers, corporate displays, panels of Commerce graduates and entrepreneurs, and much more!!

For more information about the sponsorship packages or to get tickets to the event, please contact:

Christopher Hallborg, Corporate Fundraising
E-Mail: cdh721@mail.usask.ca
Phone: (306) 934-0800
www.commerce.usask.ca/contact/



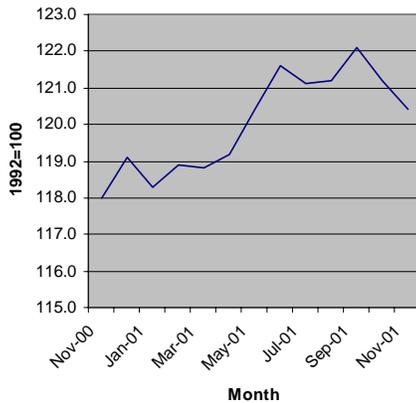
PRICE WATCH

GASOLINE

cents/litre	Nov.2001	Nov.2000
Saskatoon	64.6	75.3
Regina	64.7	75.8
St. John's	73.7	91.7
Montreal	64.5	82.1
Ottawa	59.2	75.9
Toronto	61.7	75.8
Calgary	53.8	68.7
Vancouver	64.2	75.6

Source: Saskatchewan Bureau of Statistics

CONSUMER PRICE INDEX



Source: Saskatchewan Bureau of Statistics

**Building the Best
 Business Climate
 in Canada,
 Thereby Creating a
 City of Opportunity.**

CONSTRUCTION WATCH

BUILDING PERMITS

Value of Building Permits Issued (\$'000)

	Nov.2001	Nov.2000
Saskatoon	15,154	6,941
Regina	10,017	5,464
Estevan	1,648	--
Prince Albert	281	599
Moose Jaw	6,748	1,480
North Battleford	1,137	260
Swift Current	375	111
Humboldt	92	157
Saskatchewan	72,276	25,183

Source: Saskatchewan Bureau of Statistics

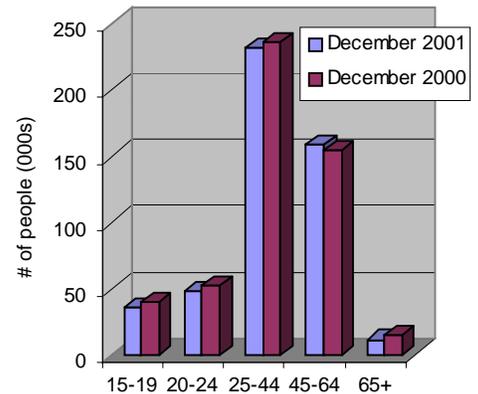
DWELLINGS UNDER CONSTRUCTION

	Nov.2001	Nov.2000
Saskatoon	446	499
Regina	329	253
Estevan	4	3
Prince Albert	41	82
Moose Jaw	14	21
North Battleford	11	25
Swift Current	11	22
Yorkton	82	47
Saskatchewan	944	1,031

Source: Saskatchewan Bureau of Statistics

LABOUR WATCH

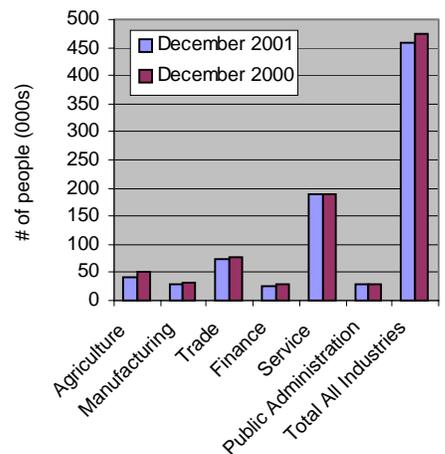
WORKFORCE AGE



Age Group

Source: Saskatchewan Bureau of Statistics

BY INDUSTRY



Source: Saskatchewan Bureau of Statistics

Size Matters

... help others connect with us

Tell your business associates
 about the work of the
 Chamber of Commerce.

Refer your leads to:

Dennis Neudorf

Phone: (306) 664-0702

Fax: (306) 244-8366

E-mail: dneudorf@eboardoftrade.com

Website: www.eboardoftrade.com

BUSINESS VIEW

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 Chamber of Commerce**

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