

# BUSINESS VIEW

Saskatoon and District Chamber of Commerce

## BUSINESS EXPO 2002

### POISED TO BECOME THE BIGGEST, BEST YET

*"Business Expo 2002, the annual showcase presented by the Saskatoon and District Chamber of Commerce, is undergoing some significant changes with the intent of making this year's show the best ever,"* says the Saskatoon Chamber's Dennis Neudorf.

The changes are required to not only better serve the purpose of Business Expo exhibitors and attendees, but are as much a result from the changing business climate in Saskatoon.

*"Now more so than ever,"* Neudorf says, *"Business Expo is showing a glimpse of what the future of Saskatoon business community can hold."* He points to the increased presence of the Canadian Light Source (CLS) synchrotron in the Saskatoon business community as evidence of that, despite the fact that it is still

approximately a year-and-a-half away from emitting its first beams of light for scientific research.

The \$173.5-million project is thus far living up to its billing as a major source of economic activity for the city of Saskatoon. Once operational, this activity will be heightened significantly, as the CLS, the only third generation synchrotron in Canada and one of just five in the world, will create intensified economic activity.

Around the world, major corporations are using synchrotrons to develop better drugs, more effective oil additives and the next generation of computer chips. Other applications range from tiny biomedical implants and stronger metal alloys for airplane wings to better athletic shoes and more absorbent disposable diapers.

The new presence of the CLS synchrotron has already spurred a more active and cohesive technology sector in the province. This is evidenced by the establishment of the relatively young organization of the Saskatchewan Advanced Technology Association.

The Saskatchewan Advanced Technology Association, or SATA as it has become commonly known, has become a major sponsor of Business Expo 2002, and Neudorf only expects their involvement at the trade show to become more prominent over the coming years.

Neudorf says that Business Expo is the perfect forum for SATA, as it shares many of the same goals and principles as does the Saskatoon and District Chamber of Commerce.

As a non-profit corporation aimed at bringing together small to medium sized Saskatchewan-based technology companies and organizations to develop and enhance the advanced technology sector in the province, SATA is also a forum for member companies to exchange views on industry trends, opportunities, challenges, and solutions.

Also making a significant impact on the shape of this year's Business Expo is the resource sector, and in particular the mining industry. The Saskatchewan Mining Association will be featured prominently to increase its exposure to the public.

#### SEPTEMBER 2002

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**A VIEW FROM OUR  
PRESIDENT**  
*Lester Lafond*



I am very proud to be Canadian. Especially after what the farmers in Ontario and Eastern Canada did to assist Saskatchewan and Alberta livestock producers with hay. We all got to share in this moment.

The Chamber holds a number of events throughout the year, but our big show is Business Expo. This will be held on October 8-9, 2002 at a new venue, Sask Place. We have close to 200 companies exhibiting at Business Expo. This provides vast opportunities to show new product lines. You can take the opportunity to introduce your new company to the business community of Saskatoon and district. There are events and workshops going on throughout both days.

It is also our Chamber's opportunity to introduce members to each other and have new members meeting long time members at the events and socials. We see this as a show to inform the public about your companies' activities.

We hope to see you there, and if you want to book your booth, please register early.

We must mention the city comparison study between Saskatoon and Regina (see page 3). Saskatoon residents thought that our city:

1. is more beautiful
2. is safer
3. more entrepreneurial
4. has good entertainment
5. has good shopping
6. is a good place to raise a family
7. has a good university
8. has a positive community spirit
9. has good to very good growth prospects

As we can surmise, we should be proud of what we have built. Although, we must take the study as an indication on how we should align our thoughts for developments within the city. We must always be diligent in our efforts to make those attributes a constant bench mark in our philosophy to develop the city of Saskatoon.

We need to maintain our strongest asset: optimism. It will be difficult in the coming days. But if we persist our Saskatchewan spirit will once again assure our success for today and all the tomorrows.

**REMEDIES FOR CANADA'S  
AGRICULTURAL HEART**

**Food for Thought -  
Ability to Adjust**

by C.M. (Red) Williams, PAg

The common saying that "insanity is doing the same thing year after year and expecting different results" contains the seeds of wisdom. Weather plays tricks, commodity prices fall, consumer demands change, technology offers new opportunities, and so the primary producer and manufacturer have to adjust. It is more than just a conjecture that we will not be growing the current crop varieties in ten years. In all probability there will be a series of completely new production opportunities in that period as well. Change usually means that the old system loses its monetary returns, as it has and the new ones may yield better. The wise will be watching for the early signals.

An analysis of successful producers often turns up the fact that they saw a new opportunity, moved quickly and aggressively before the average producer took the risk, but then moved ahead of the pack again to other endeavours. The odds are, however, that the successful ones have screwed up on more than one occasion.



C.M. (Red) Williams

This raises the question of what structure favours capturing the benefits of an emerging market. The answer is that the best opportunities open up when there is little industry structure in place, therefore it is the followers, with varying success, that build in the structures to try and ensure the flow of benefits. If you cannot be a leader then your structures better be able to move with the inevitable changes. Just as examples: will the Canadian Wheat Board, the grain elevating system, the railways, the supply managed sector, the organic production approach, be flexible enough to make major adjustments? Probably not, but let's not give up on them until they try, or they lose in the race as well.

## SASKATONIANS VERY POSITIVE ABOUT CITY

## BUSINESS EXPO 2002

Sigma Analytics, a provincial research company, recently asked residents in Regina and Saskatoon about how they view each city. It's no surprise to Saskatoon residents that we have an extremely positive outlook about the city. Some of the survey highlights for Saskatoon were:

- 82% thought that the city's growth prospects were good or very good over the next five years
- 78.1% said the city is entrepreneurial
- 65.5 % thought job prospects were good
- 97% view Saskatoon as beautiful
- 96% said Saskatoon is good place to raise a family
- 87% feel the city is safe
- 86.5% feel there is good entertainment
- 92% feel Saskatoon has good schools
- 90% have a positive community spirit
- 53% gave good or very good ratings to municipal government
- Weaknesses most commonly mentioned were:
  - Infrastructure problems 27%
  - Taxes too high 22%
  - Crime 21%

Part of a monthly series, the survey was conducted by Sigma Analytics and the Regina Leader Post. Sigma Analytics is the research arm of HJ Linnen Associates. HJ Linnen is a knowledge management company with offices in Saskatoon and Regina.

The survey compared how Saskatoon and Regina residents view the cities. Conducted between Monday August 12 and Thursday August 15, the survey is considered to be accurate plus or minus 4.7%, 19 times out of twenty.



*Continued from page 1*

Neudorf suggests it's important that people realize the impact that major global companies, such as those which comprise Saskatchewan's mining sector, are looked favourably upon by the public for the important contribution they make to Saskatchewan's economy. He notes that many local companies thrive as suppliers of products and services for companies that participate in the province's mining sector.

*"We export product all over the world," Neudorf says. "We need to take control in our own best interests and invest in these world renowned companies."*

Other areas being featured are those including Aboriginal business opportunities, financial services, food processing and corporate travel.

Perhaps among the biggest changes for this year's Business Expo is the venue itself. Previously held at the Prairieland Exhibition Trade Centre, this year's show is being moved to Saskatchewan Place.

In addition, slight revisions have been made to past show highlights. For example the President's Reception has been replaced with a wine and cheese, which includes hot hor's d'oeuvres sponsored in part by the Saskatchewan Food Processors Association. The wine and cheese will take place daily from 3-7 pm.

**Business Expo takes place Tuesday and Wednesday, October 8-9, 2002, from 11 am to 7 pm.**

*Credit: Keith Moen, Saskatchewan Business Magazine*

**For Complimentary Passes to Business Expo please contact the Chamber office @ 244-2151 or visit our website @ [www.eboardoftrade.com](http://www.eboardoftrade.com)**

### Saskatoon and District Chamber of Commerce - Board of Directors

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**SAMSUNG HAS NEW WINDOW TO NORTH AMERICA IN TRILabs**

Global economic dynamo Samsung has ventured into western Canada in the form of a research and development (R&D) partnership with TRILabs. Samsung's announcement of a three year membership in TRILabs will move the research and partnership agenda for both parties. South Korea's largest company and a significant global player in information and communications technology (ICT) development and product sales, Samsung is expected to be a particularly strong partner in growing the TRILabs wireless research program.

Roger Pederson, TRILabs President and CEO, said the new partnership is an important international linkage that enhances R&D exchange. *"We are bridging, with minds and productive sharing of ideas, the thousands of miles of Pacific Ocean that physically divide us. It will augment TRILabs success at contributing brain power and new technology building blocks to the expansion of western Canada's ICT industry."* Pederson expects benefits for Samsung in two ways: a dialogue of ideas that contributes to research and development; and exploration of strategic partnership with some of the more than 40 TRILabs industry members.

Gibs Song, North America Representative of the Samsung Advanced Institute of Technology, noted that the relationship with TRILabs is only a beginning. *"There are many outstanding technologies in Alberta that Samsung can take advantage of in areas as diverse as energy, biotechnology, nanotechnology, and photonics. The partnership with TRILabs will provide a platform for expanding Samsung's relationship with western Canada."*

A new language of interaction, collaboration and strategic partnership has moved the world onto a new economic stage in the New Economy. Pederson said that the relationship with Samsung is symbolic of a new global business model for R&D, and commercialization in the form of product and service development and/or enhancement. *"Samsung will be an important presence as TRILabs moves forward with ambitious business plan goals,"* Roger noted, as he referred to a repositioning of TRILabs to achieve a balance between the nurturing of ideas that expand the frontiers of technology, and the movement of ideas into the marketplace. *"Along the way, we continue to have strong success at training the minds that can create a future only limited by imagination. We look forward to making an innovative future happen with Samsung and the remainder of the TRILabs consortium."*

**STERLING PULP CHEMICALS (SASK) RECEIVES RESPONSIBLE CARE VERIFICATION**

Sterling Pulp Chemicals (Sask) Ltd. (Sterling Saskatoon) has been successfully verified to the standards of the Canadian Chemical Producers Association (CCPA) Responsible Care 151 code elements. Bill Compton, Plant Manager for Sterling Saskatoon, accepted the verification certificate at the CCPA's annual general meeting in Niagara-on-the-Lake in June of 2002.

*"Our concern for the environment, our employees and the community where we live, work and play, are part of our everyday business,"* said Bill Compton. *"Although our efforts have culminated in Responsible Care verification, we've opened our doors to the community through this process and are committed to continue our dialogue with our neighbours."*

Responsible Care is a working ethic that promotes the safe and environmentally sound management of chemicals throughout their life cycle. The CEO and senior executives of every member of CCPA must commit to implement the Responsible Care guiding principals and codes of practice within three years of joining the association, and be publicly verified as having done so. All companies are re-verified every three years.

Sterling Saskatoon's rigorous verification process was undertaken over a period of weeks by an independent team that included individuals of the Saskatoon community. A key component of the Responsible Care ethic is dialogue with the community, as demonstrated by the open house hosted by Sterling Saskatoon on April 9, 2002 at Brownell School.

*"The reputation that Sterling Saskatoon has gained from this experience places it among the top chemical operations in the country,"* said Paul Timmons, President of Sterling Pulp Chemicals. *"The challenge now is to build on this success so that we are well positioned for subsequent re-verifications."*

Sterling Pulp Chemicals (Sask) Ltd. is a sister of Sterling Pulp Chemicals Ltd., a leading worldwide supplier of chlorine dioxide technology and one of the largest North American and worldwide suppliers of chlorine dioxide precursor chemicals, sodium chlorate to the pulp and paper industry and sodium chlorite, the environmentally preferred technology in municipal water treatment. Sterling Pulp Chemicals has five manufacturing facilities located in Canada and one in Georgia, USA. SPC headquarters is located in Toronto.

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**SURVEY FINDS OVER 85% OF COMPANIES EXPERIENCED STEADY OR INCREASING SALES OVER 2001**

The Saskatoon Regional Economic Development Authority (SREDA) Inc. announced recently the results of its 2002 Industry Development Program Survey. The survey was sent via email to 870 companies in the Saskatoon Region during the second quarter of 2002. A total of 320 companies responded to the survey - a response rate of 36%.

Of the companies that responded, **85.4% reported steady or increasing sales over the past year** while 14.6% of respondents indicated that their sales were down over 2001. The industries that indicated the greatest sales growth over the past year were food processors, telecommunications, environmental, metal fabrication, and printing. **Over 75% of companies indicated that their prospects for increased business were either good or excellent** while 22.5% of respondents believed it was average. The industries that indicated the greatest prospects for increased business were biotechnology, food processing, metal fabrication, transportation and information technology.

Over 21% of the companies that responded to the survey were planning an expansion project within the Saskatoon Region in 2002. **The industries with the highest percentage of respondents indicating plans for expansion were metal fabrication, information technology, the environmental industry, and biotechnology.** When companies were asked what their plans were for their Saskatchewan operations, 80.7% stated that they would remain in their current location while 18% would expand, 3.5% relocate, 2.6% downsize, and 1.2% discontinue business.

**A total of 79.7% of respondents indicated that the availability of skilled labour in Saskatoon was satisfactory (rated either excellent, good or average)** while 20.3% indicated that it was poor. Companies operating in the manufacturing sector experienced the highest level of skilled labour shortage with 28.2% of respondents indicating that the availability of skilled labour was poor compared to their needs.

**Over 90% of respondents ranked their labour-management relations as either good or excellent** while 88% indicated their employee **work ethic** was above average (good or excellent) and over 86% were satisfied with their employees' **skill level**.

**EMPLOYEES NOW MAJOR SHAREHOLDERS OF GREAT WESTERN BREWING COMPANY**

Great Western Brewing Company's employees, management and local investors continue to demonstrate their entrepreneurial spirit by becoming the new owners of the Saskatchewan based brewery. The group has acquired the remainder of the Government of Saskatchewan's Crown Investments Corporation's shares in the brewing company.

*"This is a incredibly exciting day for those involved with the purchase and for Saskatchewan people in general,"* said Ron Waldman, CEO and President. *"This builds on the spirit of the original founders who started this brewery back in 1989. Without them, we wouldn't have been able to brew world class beer right here in Saskatchewan for Western Canada."*

Great Western Brewing Company has a dream, one which all full-time employees will have the opportunity for ownership of this world class regional brewery.

*"We want to thank the Government of Saskatchewan for collaborating with us to keep a brewery in Saskatchewan. We also want to recognize the great people of this province. They stood by us and believed in us, and they truly are a part of our success,"* expressed Waldman.

The new owners will join the original founders group, who are the employee/investors who purchased the brewery from Carling O'Keefe in 1989. Crown Investment Corporation provided a convertible debenture and loan in 1995, aiding the company when it was attempting to turn itself around. Since then, new management and marketing initiatives, and a strong focus on Quality Control have helped make the Great Western Brewing Company one of Canada's most successful regional brewers and an internationally recognized producer of world class beer.

**Saskatoon and District Chamber of Commerce - Board of Directors**



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Executive Serv.

## MEMBERS IN THE NEWS ...

- **Junior Achievement of Northern Saskatchewan** is proudly celebrating 25 years of program delivery to the youth of Saskatoon and area.
- Effective July 1, **Dr. Bryan Harvey** was appointed as Acting Vice-President Research at the **University of Saskatchewan** for a one-year term, replacing Michael Corcoran.
- **Dr. Ernie Barber**, Dean of Agriculture at the **University of Saskatchewan**, has been granted Fellow status by the Canadian Society for Engineering on Agriculture, Food and Biological Systems in recognition for his world-renowned contributions in the area of animal housing, and his skills in teaching and administration.
- **Dr. Jim Dosman** and the **University of Saskatchewan Institute of Agricultural Rural and Environmental Health (I.ARE.H)**, was awarded \$1.4m over six years by the Canadian Institute of Health Research (CIHR) for Public Health and Agricultural Rural Ecosystems (PHARE), a national program involving six universities and supporting 40 students across Canada.
- **David O'Brien** has taken over as Acting Director of **University of Saskatchewan International**, effective July 1, for a one-year term.

### Online Access to New Employees! Free Job Listing Service!

[www.saskatoonwork.com](http://www.saskatoonwork.com) is the local portal to jobs in Saskatoon. It's the official web site of the Saskatoon Labour Market Committee (SLMC) and links directly to SaskNetWork/SaskJobs, and other major Saskatoon job listings. It will link employers to SaskJobs where they can post their job openings. Hundreds of job seekers per day will view your job posting. Check it out on line. If you have questions or need more information, call Derrel Friesen of SLMC at 933-6279.

## VOLUNTEER OPPORTUNITY FOR BUSINESS PEOPLE

Help students learn how business operates by guiding them in running their own company! Volunteers from Saskatoon's business community are needed to assist the students.

### Position Available:

Company Program Advisors

### Qualifications:

Enhance your communication skills and share your expertise. You require a willingness to assist students in creating a "real life" business opportunity. Business minded, management and leadership skills are all a part of a volunteer advisor's role.

### Time Commitment:

One evening a week 7:00-9:00 pm from October to March. Either a Tuesday or Wednesday evening.

### How it Works:

In groups of approximately 20, students start a company by selecting a product to manufacture, raising capital, sourcing out raw materials, producing and marketing the product as well as keeping accurate record of sales, labour costs, personnel records, etc. Volunteer advisors will provide direction, guidance and supervision for their student company from inception to liquidation.

### Cost:

No Cost to Students. Funding for this program is obtained through donations from the business community.

**To volunteer or for more information call  
Les Morrison, Junior Achievement @ 955-5267.**

## Saskatoon and District Chamber of Commerce - Committee Chairs

### Advocacy Opportunities



Co-Chair  
Jack Brodsky  
Saskatoon  
Blades

### Agribusiness Development



Joanne  
Thompson  
Deloitte &  
Touche

### Celebrate Success



Laura Small  
Women  
Entrepreneurs

### Future Opportunities



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Place

### Health Opportunities



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MD Ambulance

### Knowledge Industry



Co-Chair  
Asit Sarkar  
U of S-  
International

### Knowledge Industry



Co-Chair  
Ted Farr  
Rawlco Radio

### Transportation



David Spearin  
Logistics  
Marketing Serv.

## **"Chamber on Business" Luncheons**

### **Dr. Henry Friesen**

Faculty of Medicine, University of Manitoba  
Wednesday, September 18<sup>th</sup>, 2002

*"Wealth through Health: the economic impact of a  
pan Western Canadian medical research initiative"*  
The Quality Hotel

### **Edmonton Oilers Hockey Club**

*Patrick LaForge, President & CEO*

*Kevin Lowe, General Manager*

Thursday, September 19<sup>th</sup>, 2002

*"The Saskatoon Connection"*  
Saskatoon Centennial Auditorium

### **Jack M. Mintz**

*President & CEO, C.D.Howe Institute*  
Wednesday, October 2<sup>nd</sup>, 2002

Breakfast - 7:30 am

#### **THINK DIFFERENTLY SERIES**

*"Capturing Opportunities and Creating Wealth  
Through Market-based Solutions"*  
The Saskatoon Club

#### **3<sup>rd</sup> Annual**

### **20:20 Health Vision Conference**

**November 18<sup>th</sup> & 19<sup>th</sup>, 2002**

**The Radisson Hotel**

Saskatchewan people want and need World Class health care. For this to become a reality, we need to stretch the boundaries and look outside the common practices to find new possibilities.

**Think Different! ...**

**"Partnerships for  
World Class Health"**

Sessions will include: a Canada wide view of opportunities to improve health care within the current Canada Health Act; the University of Saskatchewan's new Dean of Medicine; and an update on emerging Canadian Light Source opportunities in health research and service delivery opportunities.

## **BUSINESS EXPO 2002**

**OCTOBER 8<sup>th</sup> & 9<sup>th</sup>, 2002**  
**SASKATCHEWAN PLACE**  
**Title Sponsor: SaskTel**

**Show Hours:**  
**Tuesday • 11:00 am - 7:00 pm**  
**Wednesday • 11:00 am - 7:00 pm**

**\* SASKATCHEWAN'S PREMIER BUSINESS SHOW \***

Featuring:

- Speakers Corner
- Two Business Expo luncheons
- Wine and Cheese on Tuesday and Wednesday from 3-7 pm (in place of the President's Reception).
- Business Expo 2002 Showguide will be produced and distributed by the Star Phoenix.

For more information contact:

**Dennis Neudorf**, Phone: (306) 664-0702  
E-mail: dneudorf@eboardoftrade.com

or

**Tanya Cross**, Phone: (306) 664-0713  
E-mail: tcross@eboardoftrade.com

## **CONFERENCE**

**A Bright Future for Agriculture:  
Youth - Can !**

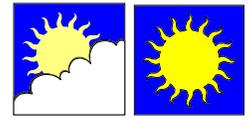
**October 28<sup>th</sup> and 29<sup>th</sup>, 2002**  
Sheraton Cavalier Hotel

## **CONFERENCE**

**Re-Inventing Agriculture:  
Best Practices of Leading Farmers**

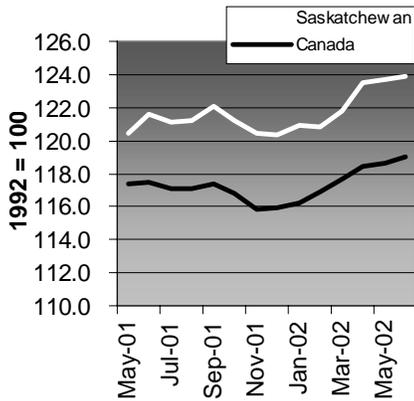
**November 21<sup>st</sup>, 2002**  
PrairieLand Park

The keynote speaker will be Rob Napier from Australia who is an expert in change management and on the best practices of leading farm managers around the world. The conference will also feature the release of some preliminary data from a study that is currently underway to determine the best practices of leading farm managers in the three Prairie Provinces.



## PRICE WATCH

### CONSUMER PRICE INDEX



Source: Saskatchewan Bureau of Statistics

## GASOLINE

	May 2002	May 2001
	cents per litre	
Saskatoon	73.9	78.0
Regina	72.3	78.0
Calgary	67.1	71.3
Edmonton	66.1	69.3
Toronto	70.3	80.3
Montreal	71.5	85.7

Source: Saskatchewan Bureau of Statistics

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

## INTERNET WATCH

### JOB SEARCHING

% of Canadian adults who have used the internet to:

Look at job postings	50%
Look at job postings while at work	39%
Post their resume online	36%
Sent their resume to employer	31%
Research a company	31%

Source: Ipsos-Reid

### MEDICAL ADVICE

Of Canadians online, they would ...

Continue using a prescription drug even if there are bad online reports	60%
Stop using a prescription drug if there are bad online reports	29%
Research prescription drugs only after visiting a doctor	52%
Research prescription drugs prior to visiting a doctor	13%

Top three online researched conditions ...

- 1 - Depression
- 2 - Arthritis
- 3 - Diabetes

Source: NFO CFgroup

## TOURISM WATCH

### AREAS OF SPENDING

	1 <sup>st</sup> Quarter 2002	1 <sup>st</sup> Quarter 2001
	in millions	
Transportation	\$5,441	\$5,813
Accommodation	1,754	1,926
Food & Beverage	2,223	2,222
Other	1,416	1,398

Source: Statistics Canada

### EMPLOYMENT

	1 <sup>st</sup> Quarter 2002	1 <sup>st</sup> Quarter 2001
Transportation	91,000	98,000
Accommodation	164,900	159,500
Food & Beverage	150,400	149,500
Other	34,400	33,100

Source: Statistics Canada

### INTERNATIONAL TRAVEL

	1 <sup>st</sup> Quarter 2002	1 <sup>st</sup> Quarter 2001
	in thousands	
United States	7,280	8,130
France	50	56
United Kingdom	133	138
Japan	56	74
Australia	27	33

Source: Statistics Canada

## 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**

Membership Director

Phone: (306) 664-0702

E-mail: dneudorf@eboardoftrade.com

OR

**Tanya Cross**

Member Service Co-ordinator

Phone: (306) 664-0713

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## BUSINESS VIEW

is the official publication of the  
**Saskatoon and District  
 Chamber of Commerce**

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