

BUSINESS VIEW

October 2003

Saskatoon and District Chamber of Commerce

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Election Readiness

With two elections fast approaching for Saskatoon residents, lawn signs of varying colors are popping-up everywhere. In an effort to keep our members well informed while casting their vote, the Saskatoon and District Chamber of Commerce has held "Election Readiness" events. The Education Property Tax Seminar was held October 1st, and drew a crowd of candidates at the School Board, Ward, Mayoralty, and Provincial level. Property tax is an important issue in the elections and our seminar provided attendants with an overview of the current system and options for the future.

The Chambers Mayoralty Candidates Luncheon on October 3rd was broadcast live on Hot 93fm and taped by Shaw Cable. This forum, with 5 of six candidates present (Louise Carrol was unable to attend), gave candidates the opportunity to present their views on leadership and achieving productivity gains within our civic administration. Questions from the floor were also taken.

The Chamber's Government Affairs Committee met with Saskatoon Ward Candidates giving us a chance to meet and build a relationship with the future City Council. The hour-long meeting gave the committee a chance to describe the work of the Chamber as well as present our election issues. A questionnaire was distributed to all Civic Ward Candidates asking the following questions:

- 1) What will you do to enhance Civic Productivity in Saskatoon if elected?
- 2) What is your position on the development of the South Downtown Area?
- 3) What are your ideas on how to increase the Business Friendliness of Saskatoon?

Responses to these questions are on the Chamber's website at www.eboardoftrade.com.

On the Provincial level, meetings are being arranged with Saskatoon Candidates and party leaders. The results of these meetings will be shared with our members shortly.

Election Stats 2003

- For the past 2 years, voter turnout has been 25% of eligible voters
Source: Lead Saskatoon
- Out of the 10 Saskatoon Public School Board Wards, 4 Wards have had their Public School Board candidate win by acclamation
Source: City of Saskatoon
- The average cost of elected municipal officials averages \$2.50 per capita in Canada.
Source: University of Toronto



Photo Courtesy of Stuart Kasdorf Photographics Inc.



The President's View

by Dan Anderson

Election season is upon us. Saskatoon citizens are paying a healthy amount of attention to the election process, at both the municipal and provincial levels. This is encouraging, given that there are some very important issues being debated that will affect the people of Saskatoon and our economy for years to come. It is important firstly that we all be as informed as possible about these issues and the politicians' positions regarding them, and secondly that we get out and vote on October 22nd and November 5th, so that our individual views can have some impact. Democracy is a great system, and it works best if there is significant participation by those whom it serves.

The Saskatoon and District Chamber of Commerce has been an active participant in the democratic process over the last several weeks, and will continue to do so in the weeks to come. The mayoralty candidates luncheon held earlier this month was a good opportunity for the Chamber members and others in Saskatoon to hear directly from the candidates as to their vision for Saskatoon and how they intend to achieve that vision. From our discussions with the candidates and our members, it seems that there is widespread endorsement that strong leadership from the mayor's office is a must. At the Chamber, we understand this to mean not only leadership in moving forward the often very full agenda of City Council, but also leadership in bringing the various cultures in our city together rather than tearing them apart. Some of the candidates would obviously work toward this latter goal much more effectively than others.

We have also communicated to the mayoralty candidates the need to keep an eye on ways to increase the productivity of our city's administration. We are not necessarily suggesting here any dramatic and short-term changes that would significantly disrupt the current operation of the administration. Rather, we suggest that there should always be a focus on improving efficiency, on how to do more with the resources that are available to the city, and on how to most effectively put our hard-earned contribution of tax dollars to work. In other words, our elected officials should apply more private sector principles to the public sector administration. As business owners, we intuitively know what this means, and we should seek in our leaders a similar belief system.

We have also shared with many of the city councillor candidates a summary of the Chamber's activities

and objectives. We have asked them to respond to a number of questions that will allow the Chamber to assess how closely aligned their goals are to those that we feel are important. We will be sharing with our members summaries of the candidates' responses, prior to the civic election, so that you will have some additional information available to you to help make your decisions when you vote on October 22nd.

As we all now know, there will also be an opportunity on October 22nd to vote on the location of the new Saskatoon market casino. A recent poll suggests that there is growing support for a destination casino in the originally proposed location at 22nd Street and Pacific Avenue. People are obviously becoming more informed about the proposed new casino, and that opposition to the casino can be countered by logic and common sense. This issue will be brought to a conclusion in the next short while. It will have been more than a year since the proponent of the downtown casino suggested that location. The Chamber has devoted much energy in support of the project, and we hope that in the end our efforts will have contributed to a successful result. So much now depends on the citizens of Saskatoon turning out on October 22nd to vote in support of the project, and we ask one more time for our members to exercise their democratic right and cast a vote in favour of this important project.

We finally know that the people of Saskatchewan will be deciding on November 5 who will form our next government and lead our Province to greater prosperity and self-confidence. I am writing this commentary on Monday of the October long weekend after having returned from the southwest part of the Province. Travelling on Highway 7 on the way back to Saskatoon, I was amazed at the number of Alberta-licensed vehicles headed west, most likely containing ex-Saskatchewan residents who have had to seek employment away from their home province. We simply must do more to stop this exodus of our most important resource, which is, of course, our people. I do not claim to have the answer to this problem beyond this - I am absolutely sure that the resolution to this dilemma will take concerted effort from the government of Saskatchewan, working very closely and in real partnership with our private business sector. In my opinion, the party that best demonstrates an understanding of this and a willingness to work with the private sector should form our next government, and then lets all get to work at turning those vehicles around. The most important thing you and I can do right now is give this some careful thought, and if you agree with me, have this issue in mind when you step into the ballot box on November 5th to cast your vote.

The Saskatoon & District Chamber of Commerce Join Forces with The Decision Point to Make Business Happen



Food for Thought

by C.M. (Red) Williams

Juggling product development, inventory control, payroll and customer service inquiries can be enough of a challenge for a small business owner. Trying to ensure your business is profitable and your costs are under control can become overwhelming. The Saskatoon & District Chamber of Commerce is pleased to announce that they have joined forces with The Decision Point (www.thedecisionpoint.com) to provide small companies the proper business tools and information required to succeed.

The Saskatoon & District Chamber of Commerce now offers their members access to The Decision Point's online business resources free of charge. At any time and from any location, Chamber members can access online business information, diagnostic tools and interactive applications especially designed for the small business needs. Members can turn to The Decision Point to identify and resolve key issues that arise pertaining to Human Resources, Finances, Leadership, Marketing and Sales. Small business owners can even participate in discussion groups to share ideas, experiences and problems with peers and experts.

"As the Chamber recognizes the challenges of running a small business in today's economy, we're excited to offer our members access to such valuable information and applications that can help them grow their business," said Kent Smith-Windsor, Executive Director of the Saskatoon & District Chamber of Commerce. "By offering our members access to The Decision Point, companies are now able to stay on top of issues affecting their business and find the solutions most appropriate for their situation."

"We developed The Decision Point to help small and medium-sized firms, no matter where they are located, to improve their access to capital, strengthen business control, reach new markets, meet human resource needs and build powerful peer networks," states David Austin, CEO and President of The Decision Point. "The Decision Point provides the means for businesses to identify and resolve key challenges that could potentially impede their success."

Science and Regulations

When the BSE crisis was in its early stages we were pleading with whoever would listen to abide by the science and not let panic dictate the closure of the border, or for that matter the response of our consumers. Now that Canada is returning to the good graces of our traditional beef markets the regulations based on that same science have slowed progress to a snail's pace. The tyranny of the regulator is upon us.

We live with regulations; the width of a city lot, an application for a passport, the age to apply for a driver's license, and when the regulations are established there is rarely any flexibility which suites the regulators just fine. The British decided that 30 months of age was a reasonable age for cattle before which they are considered not to exhibit BSE, even though some do, or that one can't determine age with that precision. The OIE decided that eight years was a reasonable period for a country to live in purgatory after having a case of BSE, even if all the cows which could have the disease are removed from the population. Science determined that the prions causing BSE entered through the distal end of the ileum, and so that tissue has to be removed whether or not there is the remotest possibility of contaminated meat meal being present in the feed. At that point the regulators (and their political masters) accept the regulations as if written in stone.

Within reason, North America is as free of BSE as it was the day before identifying the one cow in Canada on May 20. The border is being opened as though there were potential cases in each truckload. Statistically speaking, the risk to the public is so minuscule as to be ignored. But we run our lives based on the rigidity of regulations.

What is your newsletter saying about you? An effective newsletter does more than simply provide information. When done correctly, it can be the most powerful influencing tool your business has ever had access to. It can increase sales, build loyalty, or foster enthusiasm among employees.

To find out how to get more value from your newsletter, give us a call.

If you would like to subscribe to our free e-newsletter, simply send us your email address.

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The Business Case for Personal Information Protection

By Patricia Lambert and Robert Ballantyne

By January 1, 2004, every business in Canada is required by law to have in place a strategy for personal information protection. The Office of the Privacy Commissioner anticipates a flood of complaints after January 1, 2004.

The Act stipulates that customers must provide businesses with their consent to collect retain or use personally identifiable information. Under the Act, this includes customers presently on databases, files and forms. Businesses that create a privacy strategy today position themselves to benefit from heightened customer relations and reduced administrative expenses.

The Act requires the transparent collection, use and disclosure of information. PIPEDA is groundbreaking legislation that establishes Canada as the first country to establish private sector privacy rules.

The benefits for businesses that adhere to the law and implement personal information protection strategies include:

- protecting public image and brand
- deepening credibility
- promoting customer confidence and goodwill
- maintaining – or increasing – market share and market control
- meeting the requirements of professional or industry associations
- efficiently managing personal information
- reducing administration costs
- demonstrating the value businesses hold for customers' and employees' privacy

With benefits such as these, it is important to note that the reactions within the business community vary according to the business' values and its understanding of the Act. With only a few months to prepare, some businesses have yet to begin the process of implementing a personal information protection strategy.

Smart businesses are proactive in implementing personal information strategies to protect both their customers' and employees' data. They are establishing processes, managing databases and contacting customers now, before the Act comes into effect. They are solidifying the foundation upon which their customer service strategy is built. They are also distinguishing themselves from their competitors by confirming with their customers and employees the value the business holds to protect personal information. These businesses understand that incorporating the Act into their strategy is simply good customer service – and thereby good business. Smart businesses value personal information protection.

Short-sighted businesses are opening the door for customer complaints that may

lead to Privacy Commission audits, court fees, fines, adverse publicity and loss of market control. They deflect privacy concerns by asserting that data collection, use and disclosure have been standard business practices. They maintain that by implication their customers have consented to the businesses' use of information. They create "all inclusive" clauses and require their customers to sign them – as is. They presume compliance on the sole evidence that their customers have, to date, not complained. They value neither their customers' nor employees' personal information.

Inept businesses choose to ignore the Act and sabotage their chances to succeed. What they don't realize is that if they contact customers after January 1, 2004, to get their customers' consent, these businesses are already breaking the law.

While it may be true that customers have, in the past, limited their complaints regarding personal information protection, the future is looking very different. Increasingly the public deepens its awareness of its rights under the Act and voices its concern about the protection of personal information. Customers make choices that affect the ability of businesses to do business.

Polls indicate that, as public awareness of the Act and customers' rights therein increase, customers will expect successful business practices regarding personal information to reflect their desire for privacy.

Please see back cover for Seminar details or visit their website at: www.insight2success.com.

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2003 ABEX Finalists

The 2003 Finalists in the Achievement for Business Excellence (ABEX) Awards were announced by the Saskatchewan Chamber of Commerce. The ABEX Awards provide provincial recognition for outstanding business achievements, and is open to all private-sector, for profit, businesses in Saskatchewan. The ABEX Awards Dinner will be held on Saturday, October 25, 2003 at the Centennial Auditorium in Saskatoon.

There are 13 Saskatoon businesses named finalists in the various categories. The Saskatoon and District Chamber of Commerce would like to congratulate the following Saskatoon Businesses for outstanding business achievement:

- **Comco Manufacturing** – *New Saskatchewan Product*
- **Mister Print Productions** – *New Saskatchewan Product*
- **Pavement Scientific International** – *New Saskatchewan Product, Physical Environment*
- **Independent Medical Rehabilitation** – *New Venture, Community Involvement, Service Industry*
- **Bioriginal Food and Science Corp.** – *Physical Environment, Marketing, Exports, Innovative Work Systems*
- **ERCO Worldwide** – *Physical Environment*
- **Saskatchewan Indian Gaming Authority** – *Community Involvement*
- **Siemens Laserworks Inc.** – *Job Creation, Investment*
- **Superior Millworks Ltd.** – *Job Creation, Exports*
- **Brainsport The Running Store** – *Marketing*
- **ClearTech industries Inc.** – *Service Industry*
- **Zu.com communications** – *Service Industry, Innovative Work Systems*
- **Yanke Group of Companies** – *Innovative Work Systems*

Saskatchewan's Film Industry

Kent Allan from ACTRA spoke to the Chambers' Future Opportunities Committee recently, on the challenges and advantages of the movie and film industry in Saskatchewan. The Committee learned that there is economic benefit for our Province for various reasons. When a company chooses Saskatoon as the location to shoot their production, it is choosing to bring business and employment to our city and province. Between the years 1993 and 2000, film production generated over 35,000 hotel room nights, over 500,000 catered meals, and \$153,300,000. of direct expenditures in Saskatchewan. The industry attracts and retains youth in the teenage and university age, creates international identity and viability, is labour intensive and employs a highly technical and educated workforce.

The presentation also brought to light some of the challenges and drawbacks that exist in our province making us less desirable to production companies. While other provinces such as Alberta and Manitoba have doubled the budgets of the film funding agencies, Saskatchewan has decreased. Other provinces have tax rebate systems in place that reimburse the companies up front, rather than a few years after production as it is done in Saskatchewan. Education and training for actors and crew is not available in Saskatchewan, another factor that acts as a deterrent to companies choosing Saskatchewan. Our Government Affairs Committee will be reviewing the tax credit financing issue in the coming months in order to compare our provinces performance with those of neighboring provinces.

Film Facts

- Total production volume from 1990 to 2002 - \$289.1 million.
- Annual average production: \$22.2 million.
- Saskatchewan production volumes have increased from \$5.4 million in 1990 to a high of \$52.9 million in 1998.
- 2002 production volume: \$43 million.

Source: SaskFilm and Industry

Junior Team Canada Economic Trade Mission to Mexico a Success

The Junior Team Canada economic trade mission to Mexico sent four Saskatchewan delegates who worked hard promoting our province and country, as well as building stronger trade relations with Mexico. The Saskatoon and District Chamber of Commerce was a proud sponsor of Lindsay Hull, one of four delegates from Saskatchewan who acted as an Ambassador. The delegates met with government officials, hosted press conferences, networked with business leaders, toured, and were representatives to their sponsor companies while in Mexico. Lindsay Hull represented Construction and Building Products, Mining, and Agri-Food.

Saskatoon and District Chamber of Commerce - Board of Directors



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News From Our Committees

Submitted by We Do Newsletters

In keeping with the mission statement of the Saskatoon and District Chamber of Commerce, our committees are actively building the best business climate in Canada, thereby creating a city of opportunity. Here's what two of the committees are up to:

Future Opportunities

Future Opportunities Committee to resume Corporate Visits Program. The Future Opportunities Committee agreed at its September meeting to resume its Corporate Visits Program in November. They plan to form six, two-person teams and arrange visits to businesses in Saskatoon and area with each team taking a different business and each visit taking place in a different month.

Willy Marcotte, co-chair of the committee, says the goal of the corporate visits is to identify new opportunities for businesses in Saskatoon and area by discovering what attracts and keeps businesses here. The visits will also try to determine what problems, if any, these businesses face.

"When we visit a business we want to find out why they're here and what their particular challenges are," he says. *"If we can identify problems that one of the other committees of the Saskatoon and District Chamber of Commerce can address, we will pass the information on to that specific committee for action."*

Marcotte says that in order to discover issues that may affect a large number of businesses, the corporate visits will be planned to take in a "fairly broad cross section" of enterprises. Once visits are arranged, other members of the committee may be invited to participate.

Since the beginning of the year, the Future Opportunities Committee has visited Cameco Corporation, the Saskatchewan Food Industry Development Centre at the University of Saskatchewan, Solar Hydrogen Energy Corporation (SHEC) Labs, and the Agrium Potash Mine near Vancoy. Following these visits, articles on the businesses were published in *Business View*.

The Future Opportunities Committee heard presentations from Premala's Spicy Sensation at its July meeting, the Saskatchewan film industry at its August meeting, and Tea Connexions at its October meeting.

The committee is also continuing work on the Double the Population initiative. A letter has been sent to other Chambers across Saskatchewan asking them if they have embraced the idea.

Knowledge Industry

Knowledge Industry Committee plans to make Saskatoon 'the place' to learn. The Chamber's Knowledge Industry Committee have challenged themselves with the task of turning the knowledge industry in Saskatoon into a "one-stop-shop" for individuals and employers looking for training and development. *"We want people to look at Saskatoon as 'the place' to further their education,"* explains Robert Graham, president of Superior Safety Services and chair of the upcoming Knowledge Industry Forum.

This undertaking began with stakeholder sessions, which included educational service providers from Saskatoon and surrounding area, in May and June of this year. These sessions confirmed strong support for collaborative promotion of Saskatoon's knowledge industry. The task now, says Graham, is to determine how to shape and market the industry. To that end, the Knowledge Industry Committee is hosting a forum on November 20.

Graham says his committee has invited educators and trainers from Saskatoon and area to the forum to help them determine what the knowledge industry should look like and how it would best be developed. They are expecting about 80 participants.

The day-long forum will begin with a facilitated session in the morning to gain input from the participants and to help formulate the concept. A keynote speaker will address the participants over lunch. Then, the afternoon will be used to flesh out some of the ideas that have been put forward, focus on key points, and come up with an action plan. These ideas will provide a focus for the Knowledge Industry Committee's activities.

The forum will also include testimonials from people and organizations who have successfully led the way in the promotion of our 'Knowledge Expertise' and profiles of talented individuals from among our knowledge industry leaders.

"Knowledge is quickly becoming the new commodity of value," says Graham. *"Organizations are realizing that developing their internal human capital, and recruiting new talent to their organization, are key to achieving their corporate goals. We hope to develop a one-stop knowledge industry that can enable them to meet their learning goals and will be an invaluable resource for many years to come."*

"Every really new idea looks crazy at first"

- Abraham H. Maslow

Saskatoon and District Chamber of Commerce - Committee Chairs



Aboriginal Opportunities
John Lagimodiere
ACS Aboriginal Consulting Services



Agribusiness Development
Joanne Boyes
Deloitte & Touche LLP



Agribusiness Development
Lorne Hadley
AGgenuity Consulting Inc.



Celebrate Success
Cliff Wiegers
Wiegers Financial & Insurance



Celebrate Success
Arlene Wiks
CIBC



Future Opportunities
Ken Wood
Saskatchewan Place



Future Opportunities
Willy Marcotte
RPS Retirement Planning Services



Government Affairs
Jack Brodsky
Saskatoon Blades Hockey Club

Upcoming Events ...

The Saskatoon and District Chamber of Commerce and Leadership Saskatoon
are proud to announce plans for:

Small Business Week 2003

October 20th - 22nd

The Radisson Hotel

This year we will hold 2 breakfast speakers who will present topics
relating to Small Business ... 7:15 am - 9:30 am

Monday October 20th **Larry van den Berghe**, *Strategies 2 Innovate*

Wednesday October 22nd **Jennifer Minor**, *Meyers Norris Penny LLP*

visit www.eboardoftrade.com for full details

To register please call the Chamber Office at (306) 244-2151

Living Leadership 2003

"The Power of Executing Greatness"

Hosted by: Lakeview Church, 130 Kingsmere Place

Wednesday, November 5, 2003

9:45 am to 4:30 pm

This LIVE SIMULCAST event will bring today's most influential
leaders together to show your company how to create a culture
of leadership.

Featuring:

Rudy Giuliani

Steven R. Covey

Ken Blanchard

Marcus Buckingham

Magic Johnson

John C. Maxwell

Dr. Gary Bradt

Ticket packages for this full day event: \$169.00 each
(all prices include GST) \$1,192.00 for a corporate table of eight or
\$129.00 for Chamber Members

To register please call the Chamber Office at (306) 244-2151

Saskatoon and District Chamber of Commerce - Committee Chairs



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Members in the News ...

The **Saskatoon Blades** are celebrating their 40th season with numerous events including a new 3rd Jersey and anniversary nights! For tickets call (306) 938-7800.

Congratulations to **Iron Mountain Records and Information Management** on the Grand Opening of their new record centre, that took place September 10th. This \$250,000 plus investment into the Saskatoon economy provides local businesses with formal off-site records management services.

Itracks has relocated to larger office space in order to keep pace with company growth plans. Their new location is on 51st Street in Saskatoon.

ERCO Worldwide's Saskatoon chlorine manufacturing plant has been ranked number one among all North American Producers for its 2002 safety performance. This demonstrates ERCO's commitment to prevention, preparedness and protection in all of its activities.

Cameco has announced that it will be the lead sponsor of the U of S College of Engineering event, Spectrum for 2004. This will allow the event to expand to include the Cameco sci-fi children's activity room. Please see www.spectrum.usask.ca.

Saskatoon Airport Authority board chair Robert Stromberg accepted WestJet's Airport of the Year Award at the John G. Diefenbaker International Airport.

The 10th annual **Jingle Bell Run / Walk** for Arthritis is taking place Sunday November 2 @ 2:00 pm at the Radisson Hotel. Call the Arthritis Society at 244-9922. There are kilometers to run, prizes to be won and oodles of fun!

PIPEDA: The Personal Information Protection Act



What It Means to Me
What It Means to My Business
What It Means to My Customers

December 2 ... 3:00 pm - 7:00 pm
December 3 ... 8:00 am - 11:00 am

On January 1, 2004, every business in Canada is expected to have a strategy in place to comply with the Federal Government's Personal Information Protection and Electronic Documents Act (PIPEDA). PIPEDA sets out the ground rules for how you manage your customers' and employees' personal information.

Participants Will:

- Understand PIPEDA
- Know what PIPEDA means for them, for their business and for their customers
- Create a personal information protection strategy

Cost: \$300 + GST (Cost Includes Both Sessions)

To register please call the Chamber Office at (306) 244-2151

**Additional seminars may be added if registration exceeds space limitations.*

Thank you to 2003 Business Expo Exhibitors

Prize Winners are:

Zhuo Chen - Flight into Saskatchewan's north sponsored by Norcanair Airlines Inc.

Zhiying Zhao - Airfare for 2 in Western Canada sponsored by Uniglobe Carefree Travel and WestJet

Barry Ghiglione - Take a Winter Break at the Lake sponsored by Land of the Loon Resort & Conference Centre

Mavis Ens - Two Bronze Full Event Passes to the Brier sponsored by the Nokia Brier 2004

Valerie Dennison - Passport package sponsored by Saskatchewan Place



BREAK FOR SUCCESS Networking Breakfast

Wednesday, November 26th

Quality Hotel

Build your business and networking opportunities

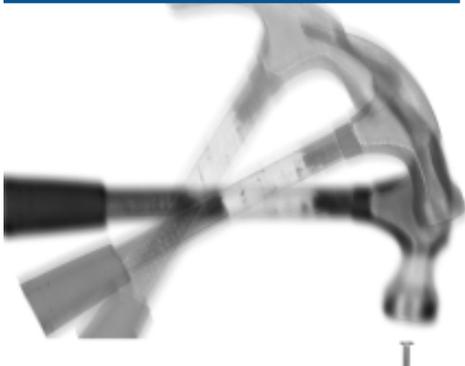
7:15 - 9:00 am

To register phone the Chamber Office at 244-2151
(Pre-registering is recommended)

Saskatchewan Trade & Export Partnership (STEP) and
Export Development Canada (EDC)
are pleased to present a world-class conference,
Growing Locally - Succeeding Globally
October 29 & 30, 2003
Delta Hotel, Regina, Saskatchewan

For more information visit our conference website at:
www.sasktrade.sk.ca/conference/2003
or contact Christall Neumann at:
306-787-7919 or email: conference@sasktrade.sk.ca

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



Size Matters

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BUSINESS VIEW

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