

BUSINESS VIEW

December 2003

Saskatoon and District Chamber of Commerce

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Saskatoon and District Chamber of Commerce

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Spectrum is an exhibition of engineering, science and technology hosted by the students of the College of Engineering at the University of Saskatchewan. Occurring triennially, it is the largest show of its kind in North America, and possibly the world. This year's theme is "Foundations of Innovation". The theme expresses the role engineers often play as society's innovators and the role the College plays in establishing the foundations upon which future innovators will grow.

This year, Cameco Spectrum has partnered with Sci-Fi Summer Science Camps, to provide children from kindergarten to grade eight to have the opportunity to build and take home their very own working project.

Since the last Spectrum in 2001, Engineers Without Borders has launched a new chapter based out of the University of Saskatchewan. This organization is dedicated to the promotion of human development through access to technology. EWB will be playing a large role in Cameco Spectrum; from various exhibits on development and land mine neutralization technology, to workshops on our water system and presentations in the Speaker's Theatre.

The Institute of Electrical Engineering and Electronics (IEEE) Robotics Club will be hosting their Kilobots competition in conjunction with Cameco Spectrum this year. In a setting much like the Robot Wars seen on television, competitors from across Canada will be joining us in Saskatoon to test their knowledge of electronics by building the most durable remote controlled robot.

As always, the main objective of Spectrum is to showcase student projects; Cameco Spectrum 2004 will feature over 70 student displays. Classic favourites will include Detecting Sound Waves in the anechoic chamber, the Barrel of Doom simulated quicksand, and the Saskatoon Weir model in the hydrotechnical laboratory. New displays for 2004 include a presentation by the Aerospace Society, a digital logic video game, and a hydrogen fuel cell. In addition, a design group from Dalhousie University will be presenting a self-starting vertical darrieus wind turbine.

Cameco Spectrum runs from January 15-18, 2004. Pre-booked tours are available at a 10% discount for groups of 15 or more, and don't forget family day on Saturday; students are half price with an adult admission.



Photo Courtesy of Stuart Kasdorf Photographics Inc.



The President's View

by Dan Anderson

During this festive season when we welcome holidays spent with family and friends, we have an opportunity to reflect upon and show gratitude for the extraordinary gifts we enjoy on a daily basis because we are Canadians. I invite you to entertain a productive perspective by comparing our lives here with those in many other countries whose futures are precarious at best, and desperate at worst, to bring a healthy appreciation for the infinite blessings provided in our country and province. Democracy and capitalism together provide peaceful co-existence that allows us to earn a living, thus promoting safety and security not only for ourselves, but also for those less fortunate here and around the world.

Unfortunately, the human condition tends to trivialize the familiar, and thus it is perhaps too easy to take for granted life in Canada. Although we have our challenges and disagreements, we understand clearly that they will largely be addressed through due process of law. In our democratic society where our governments must obey the laws like ordinary citizens, we enjoy the rights of, among many others, peaceful assembly, freedom of speech and fair elections.

In many countries at this moment, people fear for their lives when their governments have forgotten that power is not a right, but rather a trust, its purpose being the pursuit of the well-being of all its citizens, not just the favoured few. We too sometimes complain about our governments, but the very reality that we can voice our discontent is a privilege far beyond what people in many countries have the right to expect. Today's paper contained a story about a man in China who was sentenced to four years in jail because he was advocating for political reform by posting a letter on the Internet!

We expect great things from our social structure, and we receive many benefits. Health care, education, and unemployment insurance are some examples of these. In more than half the countries of the world, none of these services is adequately provided.

Our democratic structure also extends to us the freedom of earning a living; by every measurement, Canada counts as one of the most affluent countries on this planet. Our economic freedoms build the surplus that allows our citizens to have the services we have come to expect. In addition to funding these critical services, we have consumer choices that would stagger the imaginations of most citizens in the Third World. Imagine those countries where the stores are empty, where even if you had money, there is nothing to buy because the economy has been decimated by civil war, natural disasters, or rampant inflation.

Although we have money to spend and items to buy, let us also reflect for a moment on the abundant natural gifts our province offers us practically for free. Fresh air, clean water, and thriving forests are some of the natural benefits of living in Saskatchewan. Many of those living in disadvantaged countries have access to none of these extraordinary gifts. Our South Saskatchewan River, Diefenbaker Park, and Meewasin Trail grace our city, providing us with beauty and recreation. We have swimming pools and skating rinks because we have abundant clean water. We have skiing, snowmobiling, and hiking because we have access to wild places filled with natural beauty.

Although we share our many blessings with the rest of Canadians, in Saskatchewan we have an added advantage. I understand that we give more money per capita to support the disadvantaged than anywhere else in the country. With determination, sacrifice, and generosity, we have built a caring, prosperous society in which all of us can take pride and offer thanks. Many people around the globe are starving for sustenance, dignity and hope. Those of us fortunate enough to live here in Saskatchewan can look forward to a season of celebration because we have so much!

Seasons' greetings and best wishes for a healthy and happy holiday season!

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 or organization has ever had access to.

Your newsletter is a potential relationship builder that can increase sales, raise awareness, generate financial support, build loyalty, or foster enthusiasm among employees.

To find out how to get more value from your newsletter, give us a call. We Do Newsletters has the expertise and experience to help you identify your needs and develop effective and compelling newsletters.

We Do Newsletters
ph 306-343-8519
fax 306-477-5418
email about.newsletters@shaw.ca

If you would like to subscribe to our free e-newsletter, *About Newsletters*, simply email us your contact information.

Saskatchewan is “Wild About the Worlds”

Saskatoon Sports Tourism and the Saskatchewan World Junior Hockey Championships Bid Committee announced recently that Saskatchewan is bidding for the 2006 IIHF World Junior Hockey Championships which will be hosted in Canada from December 26, 2005 to January 6, 2006.

The Saskatchewan Championships will feature all tournament games being played in Saskatoon and Regina. Twenty-one (21) games will be hosted in Saskatoon at Saskatchewan Place. The second Pool will play ten (10) preliminary round games in Regina at the Agridome.

Saskatchewan has a rich history of hosting successful world class sporting events. The World Junior Hockey Championships will be a fitting conclusion to Saskatchewan’s 100th Birthday Celebrations and a great event to kick-off Saskatoon’s 100th Birthday Celebrations in 2006. The Saskatchewan World Junior Hockey Championships Bid Committee is inviting the World’s Greatest Hockey Fans to join us in our goals to showcase our great province and country to the world. We invite fans from throughout the province to join our bid to “Win the Worlds” and bring the 2006 IIHF World Junior Hockey Championships back to Saskatchewan.

The 2006 IIHF World Junior Hockey Championships full event Saskatoon ticket packages are now on sale to the public through Ticketmaster. The Regina ticket packages are also on sale through all CBO ticket outlets. Your pledge to purchase a tournament package will help convince Hockey Canada’s selection committee that Saskatchewan can score and “Win the Worlds”.

We want to show Hockey Canada that Saskatchewan is “Wild About the Worlds”!

Deposits on packages is a commitment on a 21 games package to include all Canadian pool games and all relegation and playoff round games. Packages are priced at \$630 and \$546. A deposit of \$50 will hold your seat and show your support to bring this great event to Saskatchewan. The deposit is fully refundable only if the Saskatchewan bid is unsuccessful. The winning bid will be known by January 30, 2004. A limit of ten tickets per order will apply. You may pay the full balance by September 30, 2004 or as follows:

	\$630 Packages	\$546 Packages
March 31, 2004	\$145	\$124
September 20, 2004	\$145	\$124
March 31, 2005	\$145	\$124
September 20, 2005	\$145	\$124

(an additional \$8.00 per order in total will be added to the above as a convenience fee)

You can make your package deposit at any Ticket Master location, by phone at 1-800-970-7328 or 938.7328, or by visiting www.ticketmaster.ca. Blades season ticket holders please contact the Saskatoon Blades at 975-8844.

For more information contact:

Joe Bloski, Bid Committee Chair (306) 931-1982

Hugh Vassos, Saskatoon Sports Tourism (306) 222-5392

Saskatoon and District Chamber of Commerce “Business View”

SED Systems Signs Manufacturing Contract

SED Systems, a division of Calian Technology Ltd. (TSX: CTY) recently announced a contract valued at over \$25 million from Systems & Electronics Inc. (SEI), of St. Louis, Missouri. This latest order is in addition to the \$6.3 million contract with SEI announced by SED in September of this year.

The contract is for the delivery of various systems and components used by SEI to manufacture a Manportable Surveillance and Target Acquisition Radar (MSTAR) system used in surveillance and security applications. Work at SED has already commenced under a \$10 million Limit of Liability from SEI while formal contract details are finalized. Activity is expected to peak during SED’s second and third quarters with the project reaching completion during the Company’s fourth quarter, which ends September 30, 2004.

“We are delighted to be working with SEI on this challenging business opportunity,” stated Ray Basler, President and COO of Calian Technology. Basler said that, while SED has supplied MSTAR components to SEI for more than five years, this particular order is unusual because of the large quantities to be delivered over a short period of time, which is driven by an immediate requirement in the defence market.

MSTAR is a low power ground surveillance radar that provides wide area coverage in all weather conditions, night or day, to a maximum range of 25 miles. The system locates moving targets and uniquely classifies them as personnel, tracked or wheeled vehicles. According to SEI, MSTAR is ideally suited for a deployable perimeter security application or as part of an integrated security system for force protection, border surveillance and asset protection. MSTAR can also meet various Homeland Security missions where intrusion detection, border surveillance and perimeter security are needed to protect power generation facilities, airports, testing ranges, dams and other critical infrastructure assets. The system has performed admirably in service with U.S. and Allied Forces in Afghanistan, Iraq, the Balkans and other locations. SEI has supplied MSTAR systems to the U.S. Air Force, the U.S. Army National Guard, Canada’s Department of National Defence, and other military customers including Poland and Australia. Today, more than 500 MSTARs are in service throughout the world.

Please go to www.sedsystems.ca for more information



Food for Thought

by C.M. (Red) Williams

Cash Markets vs. Captive Supplies

The marketing of livestock, like all agricultural products has struggled over the years to maintain some transparency and fairness in establishing the price paid to producers. Certainly, the history of prairie agriculture can be measured by the steps in grain pricing methods. With livestock the development moved from drovers and dealers, through auction selling and now to direct plant shipments in an attempt to add to the efficiency of the process of marketing hogs and cattle. As the producers made their changes, so the processors and retailers adjusted to protect their positions in the market.

The “cash market” is the magic term which implies that every willing seller has access to every willing buyer, and it would be wonderful if it were so. In fact geography plays a part in increasing or decreasing the basis between seller and buyer, and timeliness of delivery as well as quality (assumed or real) can distort the pricing patten. What has evolved in the cattle and hog marketing structures are many different relationships such as forward contract, upper and lower limits on prices, and sometimes joint ownership of production and processing. These “captive supplies” do not pass through the cash market and therefore more than half of all animals in the North American pool are not accounted for in the publicly reported market prices.

The assumption usually made is that if there is a large captive supply that is not competitively priced it will lower the price per unit across the board. Others would argue that since live prices go through large swings is evidence enough that pricing is fair. However, the US determines our livestock prices and is questioning captive supplies.

Chamber Group Insurance Benefit Facts

What Benefits Do You Include in a Small Business Group Plan?

Some companies build their benefit plan solely by budget, adding options until they’ve spent a predetermined amount. Other companies start by emphasizing the types of coverage that fit an overall corporate benefit and compensation philosophy. Whatever approach you take, here are some factors to consider.

Employees use health and dental coverages more frequently than any others. That on-going visibility reinforces the value of your plan with staff. If that’s appealing to you, remember health and dental coverages are available for wide range of budgets: from entry level plans with basic benefits to comprehensive programs that cover virtually every kind of expenses.

But few employees are financially crippled by the typical dentist’s bill or doctor’s prescription. As a result, many employers balance the immediate ‘feel good’ of health and dental benefits with coverages that protect against catastrophic losses – the kind of events that have significant long-term financial impact.

- Employee life insurance is almost always a part of a group plan, providing a lump sum to the employee’s beneficiary, often with an additional payment if the employee’s death is accidental.
- Disability insurance, for short and long term illness, replaces the employee’s salary if the individual can’t work as a result of an accident or illness. Disability benefits ensure the employee has a stream of income, a areal safety net.

In Canada, the most common core group benefits are employee life insurance, long-term disability and extended health care. Dental insurance, short term disability, critical illness, dependent life insurance, employee assistance programs and retirement savings often round out many plans, on a secondary level.

What to pick for your firm? Your benefits advisor can help you draw up a benefit program that balances a stream of smaller benefits with protection against less common, but catastrophic events.

For more information contact:

Mike Lothian @ Wiegers Financial

Phone: (306) 244-0949 or E-mail: michael.lothian@wiegersfinancial.sk.ca

The Chamber of Commerce apologizes for omitting Shirley Collingridge’s name as writer of the article entitled “*Saskatoon: The Ideal Hub for Gourmet Teas Beautifully Packaged,*” published in the November 2003 issue of Business View. For more information about this writer, contact her at 477-0684, via e-mail at collingridge@sasktel.net or through her website at shirleycollingridge.com.

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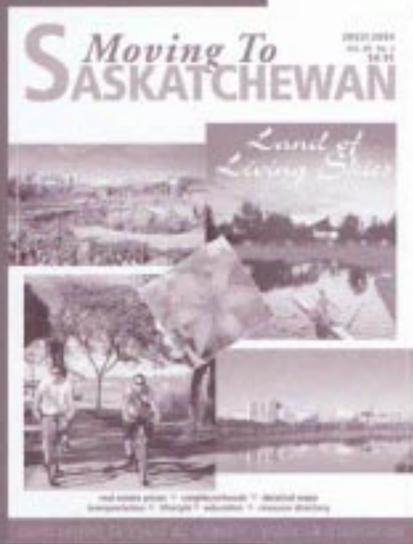
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Ted Farr
Rawlco Radio

The Saskatoon and District Chamber of Commerce prepares and collects various research documents on a variety of subjects. Please go to our website (www.eboardoftrade.com) and click on Research Papers to learn more about the following topics:

- Introduction to, and Impacts of, the Kyoto Protocol on Saskatchewan, Canada, and the World
- Saskatoon South Downtown ... A Vision Without Action is Just a Dream
- New Horizons for Canada's Rural Economy: Some Lessons from Rural America
- Environmental Assessment for New McClean Lake Operating Licence
- Innovation Saskatchewan: Doubling the Population
- Right to Work: Investment Attraction, Growth Stimulation, and Job Creation Through Effective Labour Legislation
- Kyoto and Municipalities
- Manufacturing and Processing Taxation in Saskatchewan: A Tool for Growth
- Submission to the Romanow Commission on the Future of Health Care in Canada
- Property Tax for Education Purposes in Saskatchewan
- Saskatchewan Corporate Income Tax Policy
- Cost of Exodus
- Submission to the Provincial Income Tax Review Committee
- The Business and Property Tax in Saskatoon



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Wiegiers Financial
& Insurance
Planning Services



Arlene Wiks
CIBC



Ken Wood
Saskatchewan
Place

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. This month we look at the Celebrate Success Committee.

Celebrate Success Committee

The committee has been preparing for the 2004 SABEX (Saskatoon Achievement in Business Excellence) awards, which will be presented at the Awards Gala on May 11th at the Centennial Auditorium.

Celebrate Success Committee Chair Cliff Wiegiers, outlining the criteria the judges will use to select the winners, said that businesses can either be nominated by other businesses or can apply for the awards themselves.

"We want to recognize businesses for their excellence and continuously promote good stories in our business community," said Wiegiers.

Nomination deadline is noon on March 15th, 2004. Application forms can be downloaded from <www.eboardoftrade.com>.

The award categories are:

Business of the Year: The winner will have demonstrated excellence in the areas it considers important to its success. It will have stated its critical success factors and clearly demonstrate how it has achieved meeting goals in these factors. Business size is not a criterion. The business must have its head office in the Saskatoon district, and must have been in business for at least a year. Entrants should recount their strengths and successes in the areas of growth, stability, human resources, community involvement, customer service, marketing and promotion, quality of products or services, and productivity.

Customer Service: This will be awarded to the business based in Saskatoon and district that demonstrates exceptional performance in providing services (wholesale and retail, purchasing and distribution, transportation, brokering, professional services, communications or financial). Judges will take into account the size of the business.

Innovation: This goes to the Saskatoon and district based business that has introduced and demonstrated knowledge application or the ability to create new forms or ways of doing things that create competitive advantage. This could be the effective involvement of people or new technology to succeed in the market. The judges will take into account the size and nature of the business as well as market conditions.

Marketing: Exceptional performance in marketing will get the judges' attention in this class. They will evaluate the success of a marketing

program, taking into account the nature of the product and the size of the business.

Growth and Expansion: This category is for businesses based in Saskatoon and district that have made significant changes, resulting in growth or expansion of at least 15 per cent in markets, physical locations, number of employees, etc. The growth should have made an impact on the company's ability to increase revenues, investments and profits, now or in the future.

Community Involvement: As the title implies, this award goes to the Saskatoon and district based business that demonstrates strong support for arts and culture, amateur sports, education or volunteer groups. Again judges will take into account the size of the business. Greater weight will be given for involvement that is not an extension of the firm's main business activities.

New Business Venture: Entrants must be three years old or younger. The winner will have shown positive performance when it comes to current or expected profitability, job creation or entrance into new markets. The judges will employ financial criteria as well as consider the nature of the new venture and its impact on job creation and market expansion. Business size is also taken into account.

Exports: This recognizes the Saskatoon and district based business that demonstrates exceptional performance in exporting Saskatchewan goods or services nationally or internationally. Judges take into account the size of the business and look at the increase in export sales or entry into new markets in the past year.

Other awards that will be presented at the Gala are the ATHENA[®] Award and the SABEX Hall of Fame. The ATHENA[®] Award recognizes outstanding and professional men and women in the community, and to create an environment where providing assistance, encouragement and mentoring to women would be uniquely valued.

The ATHENA[®] Award committee receives nominations from the community. An independent panel of judges evaluates each nomination according to criteria developed by the ATHENA[®] Foundation.

The SABEX Hall of Fame Award is presented to a Saskatoon business or businessperson(s) that has been a long-standing member of the Saskatoon business community and has demonstrated a commitment to Saskatoon. The Hall of Fame winner is selected unanimously by a Hall of Fame Committee.

"All who have accomplished great things have had a great aim, have fixed their gaze on a goal which was high, one which sometimes seemed impossible."
- Orison Swett Marden

Saskatoon and District Chamber of Commerce - Committee Chairs



Aboriginal Opportunities
John Lagimodiere
ACS Aboriginal Consulting Services



Agribusiness Development
Lorne Hadley
AGenuity Consulting Inc.



Celebrate Success
Cliff Wiegiers
Wiegiers 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



Government Affairs
Coni Evans
Saskatoon City Hospital Foundation

Information for Members ...

Information for Biotech Companies & Organizations.

Companies may be eligible for Federal wage subsidies for new staff. A program administered by Biotech Human Resource Council (BHRC) called The Career Focus Program, helps provide young Canadians with valuable work experience in the biotechnology sector. The project provides cash incentives to industries for the creation of employment opportunities for youth. Subsidies will cover approximately one of their salaries paid out to participants for a minimum 6 month period.

To be eligible, the position must have a biotechnology focus, and can range from research, promotions, sales, and safety. Please go to www.bhrc.ca/internship/industry.htm

Guest Advisor Program

The Canada-Saskatchewan Business Service Centre offers a service called the Guest Advisor Program. It's a confidential, one-on-one consultation over the phone or in person. Service is provided without obligation and is free of charge. This service gives you the opportunity to discuss your business situation with a professional in a neutral location. Guest Advisors are available as follows:

Times: 12 pm - 4 pm

Days: Banking professionals - first Wednesday of each month

Accountants - second Wednesday of each month

Lawyers - third and fourth Wednesday of each month

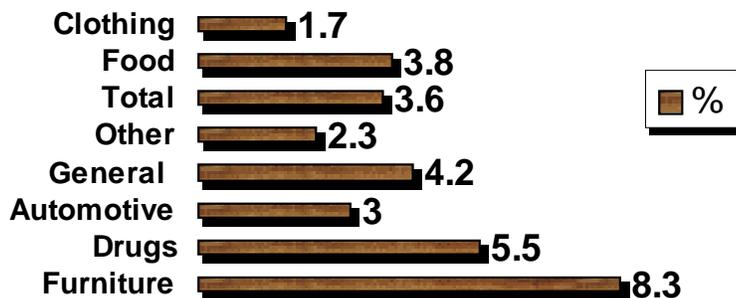
Where: The Canada-Saskatchewan Business Service Centre

345 3rd Avenue South

Make appointments by phone: 956-2323 or e-mail: saskatchewan@sbsc.ic.gc.ca

Consumer Spending in Retail Stores

3rd Quarter 2003 over 3rd Quarter 2002



Source: Stats Canada

Saskatoon and District Chamber of Commerce - Committee Chairs



Health Opportunities
Dave Dutchak
MD Ambulance



Health Opportunities
Vlatka Tustonic
Saskatoon Health Region



Knowledge Industry
Ted Farr
Rawlco Radio



Knowledge Industry
Asit Sarkar
U of S - College of Commerce



Transportation
David Spearin
Logistics Marketing Services

New Members ...

The Saskatoon and District Chamber of Commerce would like to welcome the following businesses who have recently become members:

1-2-1 Consulting Inc.
AMJB Enterprises Ltd.
Botting Leadership & Development
Bridge Carriers Inc.
The Broken Cue Sports Lounge
Brown Communications Group
CAA Saskatchewan
The Osler Restaurant
Definity The Salon & Esthetics
Dundurn Military Family Resource Centre Inc.
Dynamex
Eat & Run Cafe
Events of Distinction
Herbal Magic
Land of the Loon Resort & Conference Centre
Living Skies Entertainment & Tours
Matrix Video Communications Corp.
Norcanair Airlines Inc.
North Pro Sports.com
Numa Technologies Corp.
PHH Environmental
Primerica Financial Services
Profit Source Sales Training Inc.
Quiznos Subs
Race Trac Fuels
Shosholoza! Productions
Skin Deep Cosmetics Company
Sobeys West (A Division of Sobeys Capital Inc.)
TDE Consulting Ltd.
Travel Canada.to
Victory Majors Investments Corporation
VON North Central Saskatchewan
The Wireless Age



Nominations now being accepted for the following categories:

- Athena®
- Business of the Year
- Community Involvement
- Customer Service
- Exports
- Growth & Expansion
- Innovation
- Marketing
- New Business Venture
- New Product

Nomination forms and more information available at www.eboardoftrade.com

The Saskatoon and District Chamber of Commerce is taking part this year in *The Partnership's Passport to Christmas 2003*. With every \$10 spent at a participating downtown business, or at a Chamber event, you will receive one stamp in your passport. Once your passport is filled with stamps, drop it off at any participating business or at the Chamber Office before December 31st. Winners will be drawn on January 5th for the *Grand Prize* of a \$2000 Shopping Spree.

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



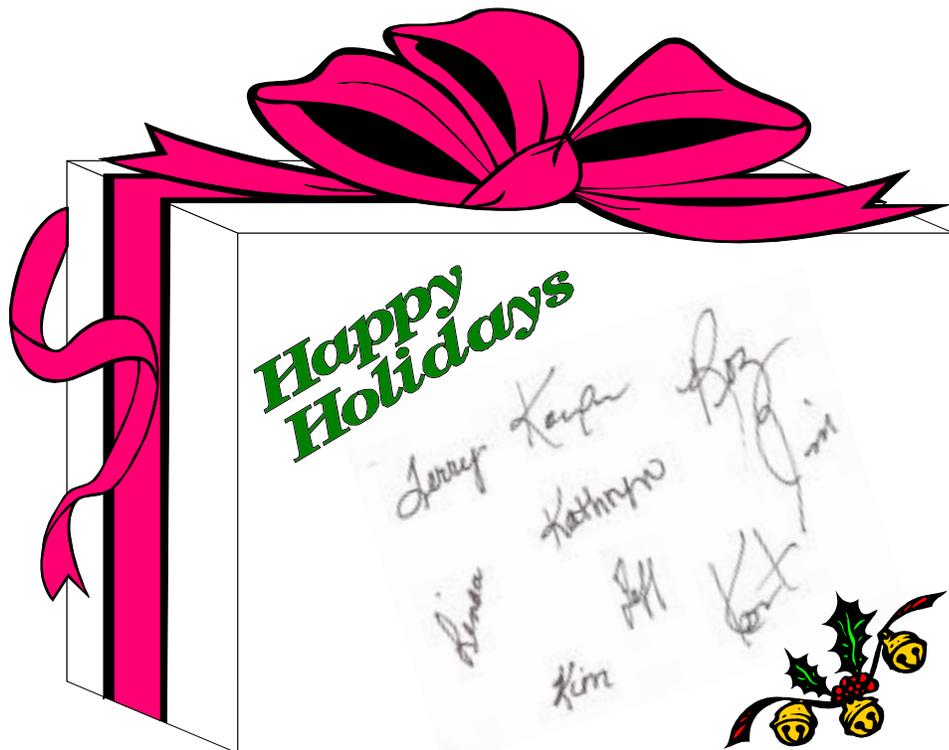
Please Remember to VOTE for your Saskatoon and District Chamber of Commerce Board of Directors

Please return the enclosed ballot form to the Saskatoon and District Chamber of Commerce



Friday November 28th, 2003 to Sunday January 11th, 2004

Proceeds benefit *Saskatoon City Hospital Foundation* and *Saskatoon Zoo Foundation*



Size Matters

... help others connect with us
Tell your business associates about the work of the Chamber of Commerce.

Refer your leads to:

Jeff Sharp

Membership Director

Phone: (306) 664-0702

E-mail: jsharp@eboardoftrade.com

OR

Jim Zaiachkowski

Project Director

Phone: (306) 664-0713

E-mail: jzach@eboardoftrade.com

BUSINESS VIEW

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