

BUSINESS VIEW

February 2004

Saskatoon and District Chamber of Commerce

In this issue:

President's View	2
Members in the News	2
Food for Thought - It is the Beef, not the BSE	4
E-Business - Selling On-Line A Business Checklist	4
Be a Chamber Champion	5
News from Our Committees	6
Outsourcing Needs Assessment	6
Member 2 Member Program Participants	7
Upcoming Events	8

Saskatoon and District Chamber of Commerce

345 3rd Avenue South
Saskatoon, SK S7K 1M6
Phone: (306) 244-2151
Fax: (306) 244-8366
E-mail: chamber@eboardoftrade.com
Website: www.eboardoftrade.com

Publication Agreement # 40052085

Education Grant Formula CHANGE NEEDED NOW !!

The Provincial Government's outdated Education Property Tax Formula results in the highest education property load in Canada for Saskatoon residents and business. Your Chamber is working hard to eliminate this barrier to Saskatoon's success.

Comparative Property Tax Levy on a Sample House in 2003 (1)							
City	Property Tax Levy				Homeowner Grants or Credits	Net Property Tax Levy (After Grants)	Rank
	Municipal	School	Other(4)	Total			
Edmonton	1,004	696	0	1,700	0	1,700	10
Calgary	777	809	0	1,586	0	1,586	5
Grande Prairie	1,197	637	8	1,842	0	1,842	11
Red Deer	777	633	52	1,462	0	1,462	2
Medicine Hat	741	658	10	1,409	0	1,409	1
Lethbridge	1,010	608	19	1,637	0	1,637	6
Burnaby(3)	1,100	908	148	2,156	470(2)	1,686	9
Surrey	956	928	136	2,020	470(2)	1,550	4
Vancouver(3)	1,244	1,142	207	2,593	470(2)	2,123	15
Victoria	1,092	672	252	2,016	470(2)	1,546	3
Regina	1,046	1,108	111	2,265	0	2,265	16
Saskatoon	965	1,359	116	2,440	0	2,440	19
Winnipeg	1,240	1,276	0	2,516	400	2,116	14
Montreal	2,448	439	0	2,887	0	2,887	25
Laval	1,940	413	0	2,353	0	2,353	17
Toronto	1,701	868	0	2,569	0	2,569	21
Ottawa	2,126	616	0	2,742	0	2,742	23
Brampton	921	707	1,096	2,724	0	2,724	22
Hamilton	2,256	573	0	2,829	0	2,829	24
Kitchener	759	546	1,175	2,480	0	2,480	20
London	1,796	489	104	2,389	0	2,389	18
Halifax	1,602	447	0	2,049	0	2,049	13
Saint John	1,660	0	0	1,660	0	1,660	7
Fredericton	1,670	0	0	1,670	0	1,670	8
St. John's	1,650	0	280	1,930	0	1,930	12
Average	1,347	661	149	2,157	91	2,066	--

Notes and source on Page 7



Photo Courtesy of Stuart Kasdorf Photographics Inc.



The President's View

by Dan Anderson

It is hard to believe that I am already writing my last Business View column as President of the Saskatoon and District Chamber of Commerce. Over the past year, I have had the opportunity to learn about our community, business and otherwise, by working with many talented individuals. It has been an enjoyable and rewarding experience. The Chamber's mandate is to "Build the Best Business Climate in Canada, Thereby Creating a City of Opportunity." I'd like to conclude my year by reviewing a couple of the things I have come to appreciate through participating in an organization that seeks to support those individuals who take risks and grow their businesses.

I have seen first-hand how private enterprise continues to play a critical role in building prosperity in our society. Private businesses continue to be the backbone of our economy. We have an incredible range of economic activity, from satellite systems to trucking companies, from restaurants to photography studios. These businesses, large and small, provide employment for thousands of people. Employees thus are able to build stable and prosperous lives. Businesses are also responsible for contributing, through taxation and other ways, the funds necessary for social programs and services that together make our society a pleasure to live in. It is economic activity that provides for our high standard of living. We must not forget this, and we must remind others who do not fully appreciate it.

Entrepreneurs, those women and men, younger and older, who create a vision and work with commitment and energy to open a business and keep it alive are to be congratulated for their risk-taking. All business owners realize that for their enterprise to be successful, they must focus on their strengths and when necessary look outside our relatively small home market. As the SABEX Awards always illustrate, Saskatchewan entrepreneurs have been reaching out not only provincially and nationally, but also internationally to those people who need and want their products and services. Our goods and services are firmly established in the global market.

"When you have a number of disagreeable duties to perform, always do the most disagreeable first"

- Josiah Quincy

I would like to thank the energetic and talented people who have made my year as President efficient and pleasurable. With their commitment and loyalty, they have worked together as a team to help make Saskatoon a better place in which to live and do business. Kent Smith-Windsor and his staff have created an enjoyable and helpful climate that has greatly assisted me. The Board of Directors and Committee members have collectively volunteered countless hours to help administer and implement the Chamber's agenda, and to each of them I owe a debt of thanks. I'd like to wish Laura Small, the Chamber's in-coming President, the best of success. I am confident that her skills and commitment will make her year as President a memorable one. As soon to be past President, I will, of course, continue to support the Chamber, an organization that encourages private enterprise to grow and prosper in our community.

I am very grateful to our Members and many Sponsors for their continuing support of the Chamber and its initiatives. It is your contributions and encouragement that fuel the Chamber. It has been an honour to serve you over the last year.

Best regards.

Members in the News ...

Uniglobe Carefree Travel celebrates its 15th Anniversary of opening in Saskatoon on February 14th, 2004.

The **Joins in Motion Training Team** is a major national fundraising initiative of the **Arthritis Society**. Participants choose a destination, attain a specified fundraising goal and run or walk a marathon in honour of someone with arthritis. Money raised supports research into the cause and cure for arthritis, expanded client services and developing of new education programs. Call 244-4755, or email mzimmer@sk.arthritis.ca for more information.

Bio-Science Week will be held May 16-20, 2004. **Ag-West Biotech Inc.** presents *Co-existence: the Challenges and Opportunities* on May 16 and 17; **Bio-Products Saskatchewan Inc.** presents *Bio-Logical Futures II* May 17 through 19; and the **Saskatchewan Nutraceutical Network** presents *Forging Links to Health Care* on May 20. Call 668-2662, email events@bio-science.sk.ca for more information.

Leadership Saskatoon is searching for an Executive Director for a one year term. Please contact info@leadershipsaskatoon.com for more information.

What if it was easier for customers to do business with you?



You can transform your customers' experiences from good to great!

Tip # 1 – Get online

Set up your Internet e-mail accounts with your own company name to make it easier for customers to remember.

Tip # 2 – Open a web site

Allows your customers to access your information 24/7.

Tip # 3 – Synergize toll free with the web

Offer a toll free number and advertise it in your e-mail messages and on your web site.

TOLL FREE

5¢/minute

for your first 6 months

Business One-Rate Toll Free:

Receive 50% off the non-contracted calling rate of 10¢ per minute for your first six months of service to a maximum credit of \$200; or \$400 if you also have your long distance with SaskTel. We'll also provide 500 stickers free of charge to help advertise your new 800 number.



SHARED WEB HOSTING

Starting at **\$9⁹⁷** /month
for your first 6 months



Get your first six months of SaskTel Shared Web Hosting for 50% off the regular monthly rental charges, plus free set-up. Packages from 30 MB to 1000 MB of disc space are available.

HIGH SPEED

With a self-install kit, get your first six months of SaskTel High Speed Basic* for 50% off the regular monthly service charge, plus free set-up.

Only **\$23** /month
for your first six months,
some conditions apply



For more great tips – or more details – visit the eBusiness Solutions section at sasktel.com/business, contact your SaskTel sales rep or call **1-888-723-1603**. The offers listed here are available until April 15, 2004.

*High Speed is available in certain areas of the province. Some restrictions apply.

SaskTel

You Can: make it easier



Food for Thought

by C.M. (Red) Williams

It is the Beef, not the BSE

Canadian consumers and now apparently those in the US are being very patient with the highly publicized threat following the identification of one and then two BSE cows in the system. They had a clearer appreciation of the real food safety issue involved than many in either the media or governments gave them credit. And of course they have been correct. What was a very serious problem for the cattle producers in Britain proved to be only a minor one for humans, while in the North American context it should have not have been allowed to place a continent's beef industry in jeopardy.

For us it has turned into bureaucratic chess, not because the regulators have erred but rather the guidelines from the Organization International Epizooties (OIE) were not designed to deal with a minor outbreak, or to apply to an entire continent. Our authorities correctly pleaded that we precede based on science rather than rumor and conjecture, but frankly we have put more rigidity into the process than can scientifically be justified. And of course there are lobbyists in both Canada and the US whose self interests range from rigid application of the OIE rules to those that need a rapid return of normal markets. We now need to recognize that the collapse of the beef market, not BSE, is our concern.

The short term health of our joint beef industries is principally in the hands of the US government, even though the long term solution is at least a continent wide concern. According to OIE rules, Canada climbs out of the BSE purgatory in 2005, but in effect our beef export sectors have this common deadline. Our national leaders need to state firmly that we have met the science, are in control and North American beef is not at risk.

E-Commerce - Selling On-line: a business checklist

The Canadian Chamber of Commerce's President and CEO, Nancy Hughes Anthony, is one of two co-chairs of the Canadian e-Business Initiative (CeBI), a voluntary, private sector-led partnership that aims to further Canada's e-business success by focusing on productivity, leadership and innovation. In 2003, Ms. Hughes Anthony welcomed Terry Walsh, CEO of Cisco Systems Canada, as the alternative co-chair of CeBI, replacing Pierre-Paul Allard who had accepted a position with Cisco Systems, Inc. in California.

CeBI is helping to create the right environment for e-business in Canada by advocating e-business adoption and use, advising on tax and investment rules that hamper economic growth, branding Canada as a tech-savvy country and benchmarking Canada's performance in the digital economy.

One area where Canada lags is in small and medium-sized enterprise (SME) adoption of e-commerce. Many SMEs lack the expertise to launch into e-commerce and many find the issue a daunting one. If your business is ready to explore the opportunities of e-commerce now is the time to take the first steps in ensuring you can meet the challenges. Provided herewith is a checklist that will assist you in judging your readiness for conducting on-line sales. Business should be able to answer these questions before launching an on-line plan:

- Has a Web developer been chosen who has the skills and vision to craft **your** business' vision professionally and effectively?
- Has an appropriate Web host been selected that offers all the services required for **your** business needs?
- Does your business have professionally designed corporate identification/logo and product images in digital format?
- Have background information and products been prepared for your company as Web content?
- Are all company policies with regards to on-line activity defined - contact person, confirmation, return, exchange, warranty, shipping, taxation, privacy and security?
- Have obligations for collecting and submitting sales taxes, customs and duties for all jurisdictions in which you expect to do business been researched?
- Have shipping and packaging rates been negotiated with providers? Have customs brokers and clearance times been factored into delivery guarantees and shipping costs?
- Have on-line payment service partners been researched and a platform chosen for use?
- Does the business have credit card merchant accounts?

For more assistance in getting your business on-line take advantage of the **E-Commerce First Step** services offered by *Student Connections* (SC). SC provides small and medium-sized businesses with a wide range of practical, customized Internet training and e-commerce solutions. An Industry Canada initiative under the federal government's *Youth Employment Strategy*, Student Connections allows businesses to benefit from the expertise and assistance of bright young future business leaders while providing them with valuable work experience. For more information on Student Connections visit www.studentconnections.ca or call toll free 1-888-807-7777.

Source: news@chamber.ca, January 14, 2004

Saskatoon and District Chamber of Commerce - Board of Directors



President
Dan Anderson
MacPherson
Leslie & Tyerman
LLP



Vice-President
Laura Small
Women
Entrepreneurs of
Saskatchewan



Vice-President
Al Scholz, PAg
A.N. Scholz &
Associates Inc.



Past President
Lester Lafond
Lafond
Financial Inc.



Executive
Jack Brodsky
Saskatoon Blades
Hockey Club



Executive
Coni Evans
Saskatoon City
Hospital
Foundation



Executive
Asit Sarkar
U of S - College
of Commerce



Ted Farr
Rawlco Radio

In these economic times

Is your business just SURVIVING ... or THRIVING?

Let us work with you to take your business to the NEXT LEVEL

- ◆ Increase your firm's chances for long-term success
- ◆ Build a unique and profitable position

"I must confess that at the outset I was skeptical about this new Strategic Direction Setting process. I've tried other tools that have had lacklustre results. Near the end of our investigations, I decided to plug our findings into our financials and was astounded at the outcome."

Richard Davies, CEO
Today's Technology Marketing Group

Strategies²Innovate
Bringing Clarity to Complexity

Our **STRATEGIC DIRECTION SETTING** process answers a key concern of entrepreneurs and small business owners: "Where do we go from here?" We work with you to create clear strategic direction, develop action plans and support their implementation. Our work is backed by extensive industry experience and powerful strategies from our innovation workshop. For more information, call 978-8242 or visit www.strategies2innovate.com/services/sds.html

Be a Chamber Champion

Do you want to **grow your business or sales, meet and greet new business people, grow your networks, and become more recognized in the business community?** Join the Chamber Champions team.

A new Chamber program is being developed called the **Chamber Champions**. Team members will be considered ambassadors for the Saskatoon & District Chamber of Commerce. This is your invitation to join the team and **become recognized** as a Chamber Champion.

This Chamber team will **emphasize the fun side of business** while still contributing to the Chamber's goal of making Saskatoon the Best Business Climate in Canada.

The Chamber Champions are now looking for team members and team leaders. If you are interested in getting involved by becoming a Chamber Champion, contact Jeff Sharp at the Chamber of Commerce for more information. Phone 664-0702 or email jsharp@eboardoftrade.com.

International Women's Day Celebration

*Keynote Speaker: Honourable
Judge Mary Ellen Lafond*

Tuesday, March 2nd, 2004
Radisson Hotel

*Hosted by: Business & Professional
Women of Saskatoon*

For tickets contact:
Amy or Charity at 665-7989
(Book for tickets before
February 20, 2004)

Saskatoon and District Chamber of Commerce - Board of Directors



Alan J. Felix
Nu-Fab
Burton Limited
Partnership



Marion Ghiglione
Handy Special
Events



J. Blair Knippel
Deloitte &
Touche LLP



Ron B. Kocsis



Vlatka Tustonic
Saskatoon
Health Region



Cliff Wiegers
Wiegers Financial
& Insurance
Planning Services



Arlene Wiks
CIBC



Ken Wood
Saskatchewan
Place

News From Our Committees ...

Celebrate Success! Committee

The Celebrate Success! Committee would like to remind Saskatoon and district businesses that the deadline for applications and nominations for the 2004 SABEX Awards and the ATHENA® Award is noon on March 15th. Forms can be downloaded from the Chamber website (www.eboardoftrade.com).

The Committee would also like to acknowledge the 2004 Celebrate Success! sponsors whose support makes this program possible:

SABEX Award Category Sponsors (to date) include:

Aspen Developments – Growth & Expansion
BMO Bank of Montreal – Business of the Year
CIBC – Customer Service
Price WaterhouseCoopers LLP – Innovation
Royal Bank of Canada – Hall of Fame
Saskatchewan Research Council – New Product
SaskTel – Marketing
University of Saskatchewan – Community Involvement

ATHENA® Award Sponsors:

Business & Professional Women's Club – Saskatoon
SaskPower

Event / Production Sponsors:

Cinepost Productions
Hergott, Duval, Stack, & Partners
Inland Audio Visual
Saskatoon Fastprint
Shaw Cable
TD Canada Trust

Media Sponsors:

650 CKOM / C95 / ROCK 102
CJWW / Hot 93 / Magic 98
CTV
Global Television
Pattison Outdoor Advertising
The StarPhoenix

Thank you for helping us to recognize business excellence in Saskatoon!

If you would like to get involved in Celebrate Success! as a sponsor, the remaining opportunities exist: Media Conference / Finalists' Reception Sponsor, Champaign Reception Co-Sponsor (Awards Gala), and Wine Sponsor (Awards Gala). Please contact the Chamber office for more details.

Outsourcing Needs Assessment by Annette Petrick, CAE (Part One)

Outsourcing can offer key advantages compared to in-house personnel for a variety of association functions, including meetings management. Originally seen primarily as a cost-saving benefit (to avoid funding new positions), today outsourcing is viewed by many association executives as a way to effectively access intellectual capital, industry expertise, and technological capability beyond the scope of the association's internal resources.

Even so, it's important that the decisions about whether and what to outsource are thought through carefully. Outsourcing effectiveness will vary by association based on member needs, board expectations, available in-house expertise, and association culture. To determine whether outsourcing is right for your association, start by asking the following six questions within the context of specific association activities.

Will outsourcing this particular function:

1. Save significant association financial resources?
2. Allow staff to focus their time on high-level concerns of greater importance to members.
3. Streamline turnaround and feedback, thereby increasing association relevance to members and improving association service and knowledge?
4. Allow our association to gain access to technology, staffing expertise, or negotiating capabilities that we don't have available in house?

Conversely, will outsourcing this particular function:

5. Jeopardize the trust of our members or minimize the personalized customer service they expect from us?
6. Result in loss of management control or of potentially sensitive association or member information and data?

Even core functions of an association can be outsourced successfully, provided the association has a seamless and trusted relationship with the outsourcing company and does not keep the outsourcer at arm's length.

Source: Changing Winds: the Newsletter for Non-Profit and Public Sector Managers, Volume X, Issue III, Fall / Winter 2003.

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

Member 2 Member Program Participants

The Member to Member Privilege Card has been developed to promote member businesses and enhance the value of membership with the Saskatoon and District Chamber of Commerce. The following is a partial listing of businesses participating in the program. This list is also posted on our website www.eboardoftrade.com.

Broadway Embroidery & Clothing Company - FREE Embroidery Design Set-up with purchase of 12 or more garments (hats 25 or more). Value up to \$300.00 --OR-- 10% off your next order for existing customers using a design already on file.

Juliette's Dance Center - 50% off 1 drop in class (ballet, tap, jazz, hip hop) valid Sept 2004 to Dec 2004.

KAOS Solutions - 10% off Video Surveillance or Security Systems; 10% off any Commercial Audio System; 50% off any Data / Video Projector Rental.

Konica Minolta Business Solutions (Canada) - 20% preferred discount for members on new & used photocopiers, fax and service rates. Preferred pricing on black & white / color printers. Phone for free trial.

LaRonge Motor Hotel - Free up-grade with a reservation (ask for Clarence).

The Little Print Shop - 25% discount on customers first order to a maximum of \$500.00. (only one discount per Chamber member - new customers only - orders must be prepaid).

Magnetsigns - Free topper with a classic sign rental (\$30.00 value).

Merle Norman Cosmetics - 10% off all cosmetic products (not valid with any other promotion).

Merchant Debit Rate - \$.12/transaction. (Information available at the Chamber Office).

Merchant MasterCard Rate - 1.92% electronic. (Information available at the Chamber Office).

Merchant Visa Rate - 1.8% electronic. (Information available at the Chamber Office).

Motion Picture & Sound - 10% off "in house" photo finishing.

Moving to Magazines - 20% off posted advertising rates. \$15 (plus applicable taxes) per box of magazines (50 copies/box).

Petro Can - Fuel savings program. (Applications available at the Chamber Office).

Royal LePage Real Estate - Fax Broadcast - Regina or Saskatoon - \$200.00 (for Chamber members).

SaskNow Technologies - 10% off regular hosting rates for Chamber members.

SEARCHs - Work-site analysis for accessibility plus company awareness session to ensure workplace diversity at NO CHARGE to interested employers.

Shakespeare on the Saskatchewan - \$3.00 off the price of a regular ticket to Tuesday Performance only during the 2003 season July - August (offer not valid with any other coupon or offer; based on availability of seating).

Shaw Cablesystems G.P. - No Obligation 60 Day Trial of Shaw High-Speed Internet. (Call 665-3715 for more details).

Spa Ahava - 10% off all products.

Sue's Fasions - 20% off all regular priced

merchandise.

TEA Connexions - 20% off all gourmet teas beautifully packaged. (Call 244-4206 for FREE color catalogue).

Terri J. Rempel - Reiki Practitioner - 10% off all Reiki treatments (for cardholder only).

Tourism Saskatoon - 10% discount on all merchandise.

Undergrind Skates - Come to Undergrind and get 20% off all skateboards, snowboards, shoes and clothing (only regular priced items apply).

UniFirst Canada - Free first 4 weeks of service or 10% off list pricing. (Standard Service Agreement).

Western Producer Publications - 10% off farmers' phonebook advertising. (Does not apply to listings, ads only).

Wiegiers Financial & Insurance Planning - 20% off financial planning fee for service rates.

Willows Golf & Country Club

- Willow's Golf Shop - 15% off regular priced soft goods (clubs, balls, gloves, tees not included).
- Season's Dining Room - 25% off up to 4 entrees after 5 pm, Monday through Thursday (does not include beverages, appetizers or desserts and platters for two). Only 1 card per table.

YMCA - Free 2 week pass to Chamber members. Contact Membership Director to obtain pass (652-7515).

The Chamber Advantage ... Call a Member First !

Continued from Page 1

Prepared by: The City of Edmonton, Planning & Development Department & Policy Services Branch, December '03.

Notes:

1. The sample house is changed to be a 25 to 30 year-old detached 3 bedroom bungalow with a main floor area of 1,200 sq.ft., finished full basement and a double car garage, on a 6,000 sq.ft. lot.
2. Grant is \$470 for school levy for homeowners with age 64 years or under and \$745 for senior citizens or handicapped.
3. Based on an averaged value single-family house which may not correspond to the sample house described above.
4. Other includes regional and other tax levies.

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



BREAK FOR SUCCESS

Networking Breakfast

Thursday, February 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)

Chamber Luncheons

Premier **Lorne Calvert**

Premier of Saskatchewan
**“Report on
Saskatchewan”**

Monday, March 8th, 2004

The Saskatoon Inn



May 11th, 2004
Centennial Auditorium

Cocktails 6:00 pm
Dinner 7:00 pm
Awards 8:00 pm

Tickets:

\$90 + GST / person
\$700 + GST / table of 8

For more information contact the
Chamber @ 244-2151

President's Celebration & Annual General Meeting

Thursday, March 18th, 2003
Western Development Museum

Cocktails in Boomtown: 6:00 pm
Dinner: 7:00 pm
Program: 8:00 pm

Thank you to Dan Anderson, President 2003
Swearing in of Laura Small, President 2004

Entertainment featuring the musical comedy of
Martin Janovsky: 9:00 pm

**Celebrating our past, and
dreaming big for the future.**



Wednesday, June 2nd, 2004
Willows Golf & Country Club

Shot Gun Start: 1:00 pm

*Sponsor a Hole
Sponsor a Prize
or Golf a Round*

*For more information
call (306) 244-2151*

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



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

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

For comments or suggestions contact:

Jodi L. Blackwell

Research & Operations Director

345 3rd Avenue South

Saskatoon, SK S7K 1M6

Phone: (306) 244-2151

Fax: (306) 244-8366

e-mail: chamber@eboardoftrade.com

Website: www.eboardoftrade.com