

# BUSINESS VIEW

March 2005

Greater Saskatoon Chamber of Commerce

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## City of Saskatoon First in Nation to Adopt Productivity Agenda

- Chamber congratulates City Council on productivity targets

The Greater Saskatoon Chamber of Commerce congratulates City Council on taking the leadership to become the first municipality in Canada to commit to annually increase the corporation's productivity and efficiency, and repeat these achievements.

Through the efforts of the Government Affairs Committee, the Chamber has encouraged the City of Saskatoon to improve its products and services and commit to productivity enhancement through a formal commitment to achieving productivity gains. The Chamber is pleased and encouraged by the public declaration of this commitment. City of Saskatoon Administration will report annually on the efficiencies implemented in the previous year.

As there is a clear connection between the standard of living of citizens of a jurisdiction and that jurisdiction's capacity to achieve productivity gains, the commitment by the City of Saskatoon to adopt a government productivity agenda is a commitment by the City of Saskatoon to improve the standard of living of our city's citizens. This is leadership. As the first of its kind in Canada, the City's initiative will position Saskatoon as Canada's most business friendly city; a

city driven to improve the lives of its citizens.

*"The Chamber has clearly stated that businesses facing the challenges of a global economy with growing competition who fail to adopt productivity as a business culture face business failure,"* stated Jack Brodsky, President of the Greater Saskatoon Chamber of Commerce and Past-chair of the Government Affairs Committee. *"We assert that this business imperative of a productivity agenda can and must be adopted by our government entities if these entities are truly committed to improving the standard of living of their citizens."*

The City of Saskatoon, and City Council, are to be congratulated and celebrated for this act of leadership and its inherent commitment to the citizens of this great city.

The Greater Saskatoon Chamber of Commerce will continue to challenge other government agencies and state-owned enterprises to follow the City of Saskatoon's lead and commit to improving the standard of living of Saskatchewan citizens by adopting a productivity agenda.



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# The President's View

by Jack Brodsky



I am really looking forward to the upcoming year as President of your Greater Saskatoon Chamber of Commerce. Dave Dutchak, who recruited me for the Board of Directors, Lester Lafond, Dan Anderson, and Laura Small, have provided tremendous leadership for the Chamber and I have learned a great deal from these people. I will do my very best to carry on this tradition of strong leadership and advocacy for our membership.

Our family businesses have been members of the Chamber for as long as I can remember. Up until a few short years ago we were not active in the Chamber but were happy to be a part of an organization with a lot of tradition in our city and which did its best to make Saskatoon a better place. I went through a period of time, like I think a lot of people do, where I really felt like government was what it was and people and advocacy organizations could have little influence. I worked in our family businesses where we did our best to manage around the obstacles in our system and as I stated, did little to try to influence any change.

As a Board member, I was offered an opportunity to Co-chair the Chamber's Government Affairs Committee. We assembled what I believe is a very strong group of people in this committee, which will now be co-chaired by Coni Evans and Blair Knippel. I found this committee work to be extremely interesting and quite productive. We meet on a regular basis with Members of City Council, Members of the Legislative Assembly from both the New Democratic Party and the Saskatchewan Party, as well as Members of Parliament from our area.

We have had frank and meaningful discussions with all of these people. City Council has adopted a productivity improvement agenda as a result of our meetings with them. Discussions with MLAs have resulted in members of our committee working with people from Saskatchewan Industry and Resources to create economic development opportunities around the Canadian Light Source. Our Chamber was initially made aware of the "available hours" legislation through the Government Affairs Committee. Through the work of the Saskatchewan Business Council, which our Chamber is a member of, this legislation has now been repealed.

I now know that we *can* make a difference. There is much work to do. It amazes me how often I hear about how Saskatchewan has such great potential. We are incredibly rich with resources, opportunities, and a resourceful people. Most people seem to understand that we need to have tax laws, labour laws, and royalty structures that make current and potential businesses in Saskatchewan want to do business here because it is a great place to do business, not just because our resources

## New Chamber Board Elected for 2005

The 2005 Board of Directors for the Greater Saskatoon Chamber of Commerce will be sworn in during the Annual General Meeting March 10<sup>th</sup> at the Western Development Museum, to be held in conjunction with the President's Celebration.

*Your new Board will consist of:*

**President:**

Jack Brodsky, *Saskatoon Blades Hockey Club*

**1<sup>st</sup> Vice-President:**

Coni Evans, *Saskatoon City Hospital Foundation*

**2<sup>nd</sup> Vice-President:**

J. Blair Knippel, *Deloitte & Touche LLP*

**Past President:**

Laura Small, *Women Entrepreneurs of Saskatchewan*

**Executive:**

Marion Ghiglione, *Handy Special Events*

Jamie McIntyre, *Cameco Corporation*

**Board of Directors:**

Brian Chalmers, *FirstSask Mortgages*

Ted Farr, *Rawlco Radio*

Al Felix, *Nu-Fab Burton LP*

Pat McNeil, *Royal LePage Saskatoon Real Estate*

Rob Norris, *U of S - Office of the Secretary*

Douglas Osborn, *MacPherson Leslie & Tyerman LLP*

Vlatka Tustonic, *Saskatoon Health Region*

Cliff Wiegers, *Wiegers Financial & Insurance Planning*

## *Congratulations!*

are rich enough, for now, to overcome the deterrents that exist. More people and more businesses paying taxes seems to make so much more sense than fewer and fewer people paying ever increasing taxes, doesn't it? How many more of our children will we export before we figure this out?

We can and do make a difference. We have shown that. There is a lot more that can be done. The Chamber has many standing committees that are doing great work for business in our city. If you have any interest in any of these, I highly recommend you get involved. My experience so far has been very rewarding.

In all of my business life I have always had an open door policy. Your membership in the Chamber is our reason for being. If you ever have any suggestions, thoughts, or even criticisms that you want to share, or that you think will help make us more responsive to the needs of the business community, I encourage you to contact me. I look forward to a very productive year as your President.



# Food for Thought

by C.M. (Red) Williams

## Markets and Policies Fail

In scanning through Agricultural Policy, Agribusiness, and Rent Seeking Behaviour by Schmitz, Furtan and Baylis, I reread the section on markets and government policy. The authors point out that markets fail, which leads those affected - namely producers - to lobby government, which in turn develops policies which also fail. For example, consider recent farm support programs AIDA, NISA, CFIP, and CAIS.

This dismal sequence of crisis, policy, crisis, and policy stretches back into history and seems destined to continue into the future. It is so predictable that perhaps one should not waste time in attempting to devise a better method, and yet we continue to try. Try, at the local, provincial, national and international level with very significant costs to the food system. And the objectives differ widely; from producers seeking security of income, to the WTO guided by the principal of production in the least cost locations. Some farm organizations seek protection while others seek free markets.

There are no ideal examples to follow; however, the US approach is more effective and with some stability of policies. Aside from the advantage of being the big dog in the pack, their system is much more responsive to lobbying. As a result, farm organizations are larger and more consistent in their directions, even joining forces to assure common objectives. Of course, we in Canada are not about to adopt the US system of government, but it is possible for us to have a more unified approach to lobbying government. The Canadian Federation of Agriculture may be past the point of taking on that role again, but the model has many reasons to recommend it. Anything is better than the current one.

## Long-Term Care Insurance

*Looking After Yourself Tomorrow ... Starting Today*

Most of us expect – and certainly plan – to be healthy throughout our lives, but things don’t always turn out the way we’d like. Part of planning for your golden years means considering the possibility you’ll need long-term care. So just how possible is it?

### People are living longer today than ever before.

According to Statistics Canada, 21% of the population will be over the age of 65 by the year 2026. We’re living longer because we’re taking better care of ourselves through exercise, better eating habits and improved healthcare. Medical advances mean that diseases that caused death in the past now just cause disability.

### But living longer costs money ...

It is characteristically Canadian to think that the government will look after us in our old age. The reality, however, will likely be quite different. If you become chronically disabled or mentally impaired, your provincial government plan might cover only a portion of the care, assistance and supervision you may need. If, on the other hand, you’re fortunate enough to qualify for a full government subsidy, you will have to abide by their terms and conditions – government nursing homes, government regulated care and only the benefits allowed within their parameters. What’s more, the subsidy level for nursing home care is reviewed annually. If your income exceeds this level, you will be eligible for only a partial subsidy, or you could receive no subsidy at all on the cost of your accommodation.

### ... and long-term care is expensive.

In terms of numbers, private nursing homes can cost more than \$3,000 per month. Government nursing homes can cost less but often have incredibly long waiting lists. Home care providers, which may include a private registered nurse, charge a rate of approximately \$35 per hour. Less skilled care, like assistance with eating or light housework, can cost over \$15 per hour.

### What’s the solution?

Long-term care insurance provides you with the service and support you need to maintain your day-to-day activities should a chronic illness or cognitive impairment keep you from being able to take care of yourself. It permits you to take control over the quality of your care, as well as cover many out-of-pocket expenses. It permits you also to receive the care you need in the comfort of either your own home or a nursing home, should you need it. Long-term care insurance is an important part of your financial strategy, protecting you against what might happen tomorrow. Live for today. Care for tomorrow.

Information courtesy of Manulife Financial

**For more information contact: Andrea Hansen @ Wiegiers Financial**

Phone: (306) 244-0949 or E-mail [andrea@wiegiersfinancial.com](mailto:andrea@wiegiersfinancial.com)

Website: [www.wiegiersgroup.com](http://www.wiegiersgroup.com)

## Greater Saskatoon Chamber of Commerce - Board of Directors



**President**  
Jack Brodsky  
Saskatoon Blades  
Hockey Club



**1<sup>st</sup> Vice-President**  
Coni Evans  
Saskatoon City  
Hospital Foundation



**2<sup>nd</sup> Vice-President**  
J. Blair Knippel  
Deloitte &  
Touche LLP



**Past President**  
Laura Small  
Women  
Entrepreneurs of  
Saskatchewan



**Executive**  
Marion Ghiglione  
Handy Special  
Events



**Executive**  
Jamie McIntyre  
Cameco Corporation

Brian Chalmers  
FirstSask  
Mortgages

## Budget Spending Initiatives Outweigh Productivity Measures – Canadian Chamber

While the federal budget took welcome steps to implement some fiscal measures, the long list of spending initiatives it unveils is counterproductive to Canada's long-term economic well-being. The positive initiatives that will enhance our productivity and provide a welcome boost to our competitiveness, especially with regard to personal and corporate income tax, retirement savings, capital cost allowance and assistance to municipalities, were well received by the Canadian Chamber of Commerce. However, Canada's largest business organization warned against the lack of balance in the budget, pointing to the long list of substantial spending initiatives that clearly outweigh productivity enhancing measures, including more immediate tax relief.

*"We are disappointed that the government continues to deal with crucial areas like health care and the environment by simply throwing more of Canadians' hard-earned money at them, without addressing the fundamental issues in a planned and productive manner,"* declared Nancy Hughes Anthony, President and CEO of the Canadian Chamber of Commerce. *"As a result, other important areas are being crowded out, seriously constraining our ability to more aggressively implement significant tax reform immediately and speed up the much needed investment in post secondary education and infrastructure,"* added Hughes Anthony.

The Canadian Chamber also noted that the fiscal flexibility afforded to the government for this budget is not likely to exist in future years. *"A unique window of opportunity was available to the government for a serious and immediate boost to our economic growth - the chance to make fundamental investments in productivity for all Canadians has been missed."*

The Canadian Chamber commends the government on its program reallocation efforts stressing that these must not only continue, but should go further. *"Reallocation of funds to productivity-enhancing programs must become the norm,"* said Hughes Anthony. *"But, overall government spending cannot continue to grow at such a pace without endangering our future prosperity: the ultimate goal must be to limit program spending increases to the rate of growth in population plus inflation. The government should not be spending its way to the next election."*

## Figuratively Speaking ...

*Compiled by John MacIntyre*

- Percentage higher an individual Canadian's net worth is if they have a bachelor's degree versus a high school education, according to Statistics Canada: 70
- Percentage higher it is if a person has a master's degree: 270
- Percentage higher if they have a doctorate: 350
- Percentage by which the number of computer science and computer engineering majors dropped in Canada and the U.S. in 2003, according to the Computing Research Association: 23
- Percentage of computer science and engineering Ph. D recipients in the U.S. and Canada who were non-resident aliens: 43
- Percentage of the computer science and engineering Ph. D enrollment in the U.S. and Canada in 2003 which were non-resident aliens: 52
- Percentage by which real household disposable income grew in Canada between 1989-2003, according to the Vanier Institute for the Family using Statistics Canada data: 2.9
- Percentage by which household spending increased during the same period: 17.4
- Percentage by which household debt grew during the same period: 34.8
- Cost of merchandise shrinkage or theft to Canadian retailers, according to the Retail Council of Canada: \$3 billion
- Percentage of the costs of theft attributed to internal theft: 40
- Percentage attributed to external theft: 35
- Rank of credits to third-party credit cards, fraudulent use of customer credit cards, unauthorized price reduction at point of sale (sweethearting), and theft of cash as the most likely methods used by employees to steal from employers: 1, 2, 3, 4

## Federal Budget Presents Opportunities for Greater Saskatoon

The Greater Saskatoon Chamber of Commerce followed the presentation of the 2005 federal budget by Finance Minister Ralph Goodale, noting two major opportunities for the greater Saskatoon region, and the province of Saskatchewan. Firstly, with federal dollars allocated for research, there exists a potential window of opportunity for funding for the strategically important INTERVAC project at the University of Saskatchewan. Secondly, capital cost allowance adjustments for utility infrastructure will make it more attractive for the Saskatchewan government to consider converting crown-owned utility enterprise assets to trust units, thereby accelerating the pay down of provincial debt.

### Greater Saskatoon Chamber of Commerce - Board of Directors



Ted Farr  
Rawlco Radio



Alan J. Felix  
Nu-Fab  
Burton LP



Pat McNeil  
Royal LePage  
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For More Information, Please Contact

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or

Parker MacDonald, Manager Business Development, SelectCom - 877-567-3300 Ext106

## Greater Saskatoon Chamber of Commerce - Committee Chairs



**Aboriginal Opportunities**  
Alan J. Felix  
Nu-Fab  
Burton LP



**Agribusiness Development**  
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BDI - Ben Don  
Innova-



**Celebrate Success**  
Cliff Wiegers  
Wiegers Financial  
& Insurance



**Celebrate Success**  
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**Chamber Champions**  
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**Future Opportunities**  
Marion Ghiglione  
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Events



**Future Opportunities**  
Michael Gorniak  
Thomson Jaspar  
& Associates



**Government Affairs**  
J. Blair Knippel  
Deloitte &  
Touche LLP



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Awards 8:00 pm

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For more information contact the  
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The Saskatchewan Workers' Compensation Board is offering a free educational event about worker's compensation. They have helped employers, union reps, safety officers, human resource professionals – in fact, anyone with an interest in what they do and how they do it – to learn more about Saskatchewan's worker compensation system and their responsibilities to it.

For more information or to register  
visit [www.wcbask.com](http://www.wcbask.com).

## "Chamber on Business" Luncheons

**Robert Watson**

*President & CEO of SaskTel*  
"Overview of SaskTel"

**Wednesday, March 16<sup>th</sup>, 2005**  
Travelodge Hotel

**Peter MacKinnon**

*President, University of Saskatchewan*  
"State of the University" Address

**Wednesday, March 30<sup>th</sup>, 2005**  
Quality Hotel

**Don Ching**

*President & CEO of COGEMA Resources Inc.*

**Tuesday, April 19<sup>th</sup>, 2005**  
Hotel tba



*Wednesday,  
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Coni Evans  
Saskatoon City  
Hospital  
Foundation



**Health  
Opportunities**  
Dave Dutchak  
MD Ambulance



**Health  
Opportunities**  
Vlatka Tustonic  
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## BUSINESS VIEW

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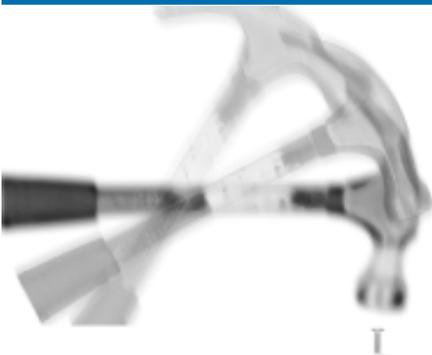
## Members in the News ...

Congratulations to our local members who recently received provincial and national recognition for their success.

- **Great West Brewing Company** was named one of Canada's 50 Best Managed Companies.
- **Yanke Group of Companies** requalified as one of Canada's 50 Best Managed Companies.

- **Mega Group Inc.** also requalified for this prestigious award.
- **PIC Investments** was recently named *Business of the Year* by Saskatchewan Business Magazine
- **Cameco Corporation** recently ranked second in the mining category for their corporate social responsibility performance, as selected by Report on Business Magazine and Jantzi Research.

**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:

**Jim Zaiachkowski**

Project Director

Phone: (306) 664-0713

E-mail: jzach@eboardoftrade.com

OR

**Derek Crang**

Director of Investor Relations

Phone: (306) 664-0702

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