

Greater Saskatoon Chamber of Commerce

Business View

FEBRUARY 2007

Celebrating 100 Years of Business Building Saskatoon!

Remembering the History...



...Celebrating the Future

**100th Anniversary of
Saskatoon Business College**

Photo Credit: Heather Hedstrom, hh Designs

In June 1907 Saskatoon Business College (SBC) was founded by Mr. E. A. Marshall. For many decades the college served as a major source of post-secondary business education for Saskatchewan students; its two primary subject areas were secretarial arts and accounting. Its linkage to a national association gave it continuity in curricula and evaluation; thus, SBC established the standard of quality in business education.

The Chapman family assumed ownership in 1951. In 1960 SBC moved physically from its Second Avenue home to Third Avenue across from City Hall where today it occupies 25,000 square feet in three interconnected buildings. Present day owners Blair and Rich Chapman...both third generation owners are proud of the family business and all its accomplishments. Says Blair "remaining true to our roots, striving for excellence in the basics...literacy and numeracy as well as main-

taining state-of-the-art computer technology and instruction in core English, math, and accounting subjects has played a big part. Employers demand graduates with strong jobs skills who can think on their feet and bring personality to the firm. That will never change and we realize it."

In addition to employing many richly talented and experienced instructors, the quality of its graduates has given SBC an excellent reputation. Says Blair (Graduate-Employer Liaison), "I often get calls from employers joking they want a carbon copy of the last grad they hired." Chapman jokes "...no pressure on my part."

In 1987 the college became nationally accredited through the Canadian Education and Training Accreditation Commission (CETAC). Accreditation is a yard-stick measurement of a school's standards and stability.

For over 20 years, SBC has been an active participant in Shinerama - a nationwide College and University fundraising campaign aimed at raising money for Cystic Fibrosis. This past year, SBC was honoured with the award for Overall Top Campaign in Canada - edging out many of the top Universities in the country.

While the Chapmans have many fond memories of years past, there are certainly a few events that stand out. "The Centrefold court case was stressful. I never imagined we'd end up with a neighbour like that," says Chapman. "My father's resolve was a testament to his commitment to our business and community. I'm proud he stood his ground and eventually had them escorted out of Saskatoon."

Visit www.saskbusinesscollege.com for details on Saskatoon Business College Anniversary events, June 16th and 17th.

Welcome NEW MEMBERS

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Contact: Glen Atkinson
Category: Carpentry / Woodworking / Millwork

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Website: www.broadpr.com
Contact: Raychel Moore
Category: Home-based Business

Canadian Executive Service Organization

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Phone: 477-3910 Fax: 477-4247
Website: www.ceso-saco.com
Contact: Gabe Lafond
Category: Non-profit Organization

Canadian Relocation Solutions Ltd.

300-728 Spadina Cres E, Saskatoon, SK S7K 3H2
Phone: 373-4686 Fax: 384-7298
Website: www.canadianrelocationsolutions.com
Contact: Michael Chudoba
Category: Business Services

Comprehensive Data Security

Phone: 229-6990 Email: info@codasec.com
Website: www.codasec.com
Contact: Ryan Ukrainetz
Category: Computer Consultants

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Phone: 657-2744 Fax: 657-2748
Website: www.coverall.net
Contact: Gord Kyler Category: Construction

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Phone: 933-2350 Fax: 933-4048
Contact: Jim Massey
Category: Trucks - Parts / Repair

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Phone: 230-2145 Contact: Lavern Arnot
Category: Home-based Business

Martensville Plumbing

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Phone: 934-0688 Fax: 934-0689
Contact: Tracey Fesiuk
Category: Plumbing/ Heating / Air Conditioning

Maxem Poker & Events

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Website: www.maxempoker.com
Contact: Brian Kendall
Category: Entertainment / Attractions

Octane

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Phone: 956-0036 Fax: 956-0029
Contact: John Grabowski Category: Restaurants

Ozirney Consulting

Phone: 683-0407
Contact: Fred Ozirney Category: Consultants

Polar Refrigeration Service Ltd.

402 21st St W, Saskatoon, SK S7M 0W4
Phone: 652-3150 Fax: 652-0022
Website: www.polarservices.ca
Contacts: Laura Scrivener / Robert Scrivener
Category: Refrigeration AND Plumbing Heating / Air Conditioning

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Phone: 242-2981 Fax: 242-1329
Website: www.prairiecentre.com
Contact: Allan Evans
Category: Non-Profit Organization

Salon Pure Ltd.

27-1501 8th St E, Saskatoon, SK S7H 5J6
Phone: 374-5570

Contact: Shelley Novakoski

Category: Hair Stylists AND Beauty-Services/Supplies

Sandcastle Enterprises Inc.

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Phone: 955-1866 Fax: 955-1870
Contact: Alvin Herman Category: Manufacturers

Saskatoon Food Bank & Learning Centre

202 Avenue C N, Saskatoon, SK S7M 1N2
Phone: 664-6565 Fax: 664-6563
Website: www.saskatoonfoodbank.org
Contact: Lara Campbell
Category: Non-profit Organization

St. John Ambulance

1808 Broadway Ave, Saskatoon, SK S7H 2B7
Phone: 343-0041 Fax: 934-2667
Website: www.sja.ca Contact: Patty Booth
Category: Non-profit Organization

Tiger Courier Inc.

705 47th St E, Saskatoon, SK S7K 5G5
Phone: 242-1256 Fax: 244-0070
Website: www.tigercourier.com
Contact: Brenda Cuthbert
Category: Courier / Delivery AND Transportation

Trinity Safety & Training

H-2301 Millar Ave, Saskatoon, SK S7K 2Y1
Phone: 261-7233 Fax: 955-8718
Website: www.trinitysafety.ca
Contact: David Chalmers
Category: Education / Training

UNPS - Unified Network Payment Solutions

Phone: 230-6671 Fax: 492-2115
Website: www.unpsolutions.ca
Contact: Nelson Crowder
Category: Financial Services / Planning

Wiegiers Benefits Consulting

901 3rd Ave N, Saskatoon, SK S7K 2K4
Phone: 244-0949 Fax: 244-4026
Website: www.wiegiersbenefits.com
Contact: Andrea Hansen
Category: Insurance Companies / Agents

To refer your leads or for membership information, please contact: Derek Crang @ 664-0702

Business View

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Views expressed in **BUSINESS VIEW** are those of contributors and are not necessarily endorsed by, or are policy of, the Greater Saskatoon Chamber of Commerce.

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Job Creation Momentum Continues to Year End

2006 represents the second time in the last three years that Saskatoon realized the Greater Saskatoon Chamber of Commerce's objective of creating 8,000 additional job opportunities annually for our graduates. The 8,000 jobs objective is based on the number of graduates that Saskatoon produces from its secondary and postsecondary institutions each year.

In 2004, Saskatoon exceeded this aggressive target and that feat was achieved again in 2006. This tremendous job creation rate for Saskatoon represents a 7.4% growth rate from December 2005 to December 2006, according to the most recent Statistics Canada Labour Market Report. To put this performance in perspective, Calgary generated a 9.9% employment growth rate over the same time period, meaning that Saskatoon had the second fastest job creation rate in Canada last year. A rate in excess of 2.5% is considered very strong for a North American city.

Saskatoon's unemployment rate of 3% is considered by some to be full employment. Fortunately the labour force in Saskatoon also grew dramatically in 2006, indicating that Saskatoon is considered a desirable place for both current and prospective residents to pursue career aspirations. The growth that Saskatoon experienced in its labour force in such a short period of time has positive implications for the capacity of existing businesses to continue their expansions. Such growth in the adult population also impacts Saskatoon's ability to find accommodation for what is now clearly a rapidly growing workforce.

"The situation has changed dramatically," stated Kent Smith-Windsor, Executive Director of the Greater Saskatoon Chamber of Commerce. "We need to think in terms of what this growth will mean by way of housing construction objectives and for the ability of our businesses to continue to expand based on the recent success that Saskatoon has experienced in terms of labour force growth," Smith-Windsor concluded.



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PRESIDENT'S VIEW

As my term as President ends, I can't help but think "Wow! Another year has flown by." The world is moving fast...but for some reason, it seems even faster these days. Consequently, as a business community, we need to ensure we have the tools to move just as fast.



Throughout my 5 years of involvement with the Chamber, one question is asked of me repeatedly: "Why are you involved in the Chamber?" My answer is that I love Saskatoon. I love its history and I love its potential. That said, it's incredibly frustrating that there are still some who believe that it is not "business" and "commerce" that will make Saskatoon's potential a reality. It was too easy to sit back and complain about all that could and should be done. So, I decided to get involved and contribute in some capacity.

It is not the Government, at any level, that will make Saskatoon and Saskatchewan succeed. Rather, it is individually and collectively each one of us that have such an ability. But, we must roll up our sleeves and get our hands dirty sometimes. It is up to each of us to have a positive attitude and to believe in ourselves and our personal contributions to Saskatoon and Saskatchewan. Without this continued work ethic and personal stake, Saskatoon and Saskatchewan will never succeed.

I decided to get involved in the Chamber because of my strong belief in our business community and its will to succeed. And I can say, without a doubt, that the Greater Saskatoon Chamber is relentless in its efforts to make our community the business friendliest city in Canada. I have seen it in action and I am proud to say I was and will remain a part of it. As said before, I encourage anyone to get involved in the Chamber. You will not regret one minute of it!

We live in a city of true opportunity. I say "opportunity" because even with all the good things going on we must not forget, there's a lot of work that needs to be done by each of us to make Saskatoon truly great. We cannot confuse our need, and the Chambers' call, for continuous improvement as being a "negative attitude". We can never be done improving who we are and where we live.

We need to get our collective heads out of the sand. We need to stop accepting the status quo because it's easy and safe. We need to be brave. We need to have the courage to believe in our dreams and to make things happen. And, above all else, we need to maintain a business and social environment that we are free to try, succeed and sometimes fail.

I have had a wonderful 5 years as a member of the Chamber board. I have had the privilege of working with great people,

including past presidents Pat Pitka, Dave Dutchak, Lester Lafond, Danny Anderson, Laura Small and Jack Brodsky. A thank you to each of you for your part in my growth both personally and professionally. Also, I want to give a huge thank you to the business leaders who gave me the gift of their time; sharing ideas and encouragement throughout my tenure. Your mentorship has been invaluable. Saskatoon is what it is today because of your commitments to this city. And lastly, a big thank you to Kent Smith-Windsor and the Chamber team for their commitment.

It is the leadership of all the people who step up to the plate in our community, even those whose view I do not necessarily agree with all the time, that make me incredibly proud to call Saskatoon home. We have a special thing in Saskatoon. We have a city full of "youthful enthusiasm"; and yes, that even means those that wish their age still reflected how they feel inside! It is up to each of us to embrace this youthful enthusiasm and to continue the momentum.

In closing, I want to send a huge thank you to each of you for the opportunity to serve as the Greater Saskatoon Chamber of Commerce President. It has been a wonderful experience and I am truly grateful for the honour bestowed upon me. Believe that you are in good hands with the upcoming leadership of Blair Knippel and the hard working board and staff members your Chamber has. Each and every one of them truly believes that Saskatoon can and will win!

Have a fantastic day!

Coni Evans, President

Leadership Saskatoon Announces 2006-07 Board of Directors

Leadership Saskatoon inspires and equips leaders through knowledge, networks and active participation, resulting in stronger organizations and community today while building a legacy of leadership for the future.



Back Row: Left to Right: Joan Tilk, Betty Mutwiri (E.D), Tracy Stephensen, Trevor Forrest, John McAuliffe, Linda McCann, Charlotte Pilat-Burns.

Front Row: Left to Right: Dennis Chubb, Daymond Volk (Board Chair), Melana Soroka, Daryl Hyland and Jodi Blackwell.

www.leadershipsaskatoon.com

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Chamber Launches Innovative Internship Program

- program seeks input from local youth

The Greater Saskatoon Chamber of Commerce recently announced the launch of its Committee Internship Program. The Program, in co-operation with the College of Commerce at the University of Saskatchewan, seeks to engage our province's youth by seeking their input and incorporating the views of our future leaders into the policies and positions put forward by the Chamber.

"This Program was developed in response to a deep seeded need to not just involve our youth, but to engage our youth," stated Kent Smith-Windsor, Executive Director of the Greater Saskatoon Chamber of Commerce. *"This vehicle provides an opportunity for our Board of Directors and Committee Members to learn from our youth, the future leaders of our communities, and also allows these future leaders to have a direct say in shaping the future of our province."*

Monica Kreuger, Member of the Board of Directors of the Greater Saskatoon Chamber of Commerce, and lead organizer for the Program, added *"We as a Board felt it was imperative to not just listen to what our youth think and feel on issues, but to respect their views and provide an opportunity to act on their ideas."*

The Program will officially began in January 2007, with students at the College of Commerce submitting applications to the Chamber to become involved with a particular Committee. The initial commitment will be for a period of one year, with an option to extend the internship for a second year. The College of Commerce is the first organization to partner with the Chamber on this initiative, with the expectation that a variety of other colleges and educational institutions will participate in the future.

"The Chamber's various Committees are comprised of enthusiastic, energetic and knowledgeable volunteers from across our community," stated Coni Evans, Chamber President. *"We feel strongly that this will be a valuable reciprocal relationship in that our Chamber will learn from these young people what their vision of the future is, and our members will share their experience and expertise with these up and coming business leaders In doing so, we hope to work together to create opportunities in our communities for all our youth to pursue opportunities here at home,"* she added.

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What's the Success Strategy?

by **Jack Brodsky**, Saskatoon Blades Hockey Club
Winner, 2006 SABEX Community Involvement Award



A number of years ago we set a goal to win the SABEX Award for Community Involvement. We were nominated once many years ago and then one more time after we set our goal. Both times we did make the shortlist but did not bring home the hardware. We did last year and it was a proud moment for everyone in our organization.

What got us started on this journey? I took over the operations of our hockey business from my brother in the spring of 1992. I took over in what seemed to be a very good situation. That spring, our team got on a roll, and made it all the way to the league final. Unfortunately, we were defeated in game seven of that series.

Two years later, we once again made it to game seven of the final; once again we were defeated. As disappointing as it is to come to within one game of a championship, this level of success is really quite an accomplishment. Having spent my entire working life to that point in the construction business where you won contracts by being the low bidder, I accepted our team's success on the ice as something that would continue, and even though our financial performance was not great, given the length of our playoff runs, we remained profitable.

Our old accountant, Abe Zaitlen used to say to me "in times of peace, prepare for war". In our construction business, I always lived by that. No matter how good things were going, I always wanted to find ways to make it better. In my own defense, I knew the construction business from the ground up and everything that made it tick. In the hockey business, I was not a hockey expert, and, my business expertise was based on tendering, not marketing.

Recognizing that we needed to make changes to our culture, I found myself surrounded by people who had done a great job for us for many years, but who were very reluctant to be a part of any change. Things did change; they had to. Fan support was going down and we started needing to inject cash into the business. We made some personnel changes and put together a board of advisors from the community at large. One thing about successful people; they are usually very generous in providing assistance for things they think are worthwhile, especially if they are asked. We arranged some focus group meetings with half a dozen different segments of society, Blades fans and otherwise. We learned many things from this exercise. We put a plan together and we have been working on it ever since.

First and foremost, we had to restate our commitment to Saskatoon and region. We had investigated and made rumblings in the media about possibly moving to another centre. We put that behind us and stated and restated many times that our future was here and here alone. And we didn't just state it. We planned to stay and we worked that plan. We needed to build and grow a link with the youth of our city. And, as positive role models, our players have an amazing opportunity to make a difference in our city. We now co-ordinate and operate several programs within the school system.

We saw a need to improve our relationship with the Saskatoon media. We've developed personal relationships with the media. Mostly, we feed them as much information as we can. We understand that in today's world, these people do not have the time to seek out the information for every story. We give them that information as much as possible. We needed to be customer service oriented. We provide training for our people, volunteers and staff. We constantly preach, in-house, about serving the customer. Our volunteers and staff bought into this. They understand that without a paying public there is no Saskatoon Blades.

We needed to be open and accessible to our fans. Through some tough years on the ice our staff faced the public every day and at every game. We took the time to answer their questions and respond to their concerns. This was not always easy but I do believe it was a very important factor in regaining and maintaining the trust and respect of our fan base. Our coaches and management had to get involved in the community, speaking to service clubs and the like. Now, we only turn down opportunities for speaking engagements when we are absolutely unable to attend.

One thing that I personally did not understand was that people in our building and in our city wanted to know me and be able to talk to me. I am, by nature, a pretty quiet, even shy person and to that point in time, I had always watched the games from the press box. It was made very clear to me that I needed to be in the stands every night. As difficult as this was for me to adapt to, I only had to ask myself the question "how badly do you want to succeed?" I wanted to succeed badly enough that I stepped out of my comfort zone and I now make myself as available as I possibly can to anyone that wants to talk to me. Now, rather than that being something I feared, it is something I enjoy and look forward to. I too, understand that without a paying public we cannot exist.

Our hockey club and our league too, have done some re-branding. This has helped our image in many ways as well. I now believe that our public perceives the Saskatoon Blades and the Western Hockey League as a very good league and a very good brand of hockey. Gone are the days of longing for something that might be better. In order to deal with the capacity of Credit Union Centre, we have done some reconfiguring that has brought our crowd all down into the lower level. We had gotten in the habit, because of our huge inventory of seats, of giving away far too many tickets. This created an expectation amongst fans that in order to get a ticket; you looked to get a free one, rather than looked to buy one. We still do some ticket giveaways but try to be as strategic as possible in these efforts. People now understand that if you want to come to a Blades game you buy a ticket.

You will have recognized by now that much of our strategy to be successful hinged on community involvement. The plan to attract youth to our games, to make the Blades "cool" to our youth, was mainly about our players being role models and bringing positive life style messages to the children. These young men have done a tremendous job for us, for our community, and for themselves. Our staff really bought in to the idea of getting involved in service clubs, as speakers and as members. From the Chamber, to the NSBA, Rotary, and so on, we want to be involved in one way or another.

We support as many community and charity events as we can, sometimes with cash, mostly with items that can be raffled or auctioned off. We never turn down a minor hockey team or a minor hockey tournament. One other aspect of community involvement that we haven't touched on is the education of our players. Our league has a standardized education program of providing for all educational costs for our players while they play. Further to that, we provide a year of books and tuition for each year played. Each year our club provides over \$60,000 in funding for education for players, past and present.

The most wonderful thing about community involvement is that once we got it going, everyone started to realize how important the work is; and most of all, that you can make a difference. This in itself is a huge motivating factor for all of us.

The bottom line on all of this is that we have made some great headway. It was very rewarding to be recognized for our work by winning the SABEX Award for Community Involvement. But that is not the end; that is just part of the journey. Our work continues and will continue for as long as I am a part of the Saskatoon Blades. The single most important factor that gives hockey teams an opportunity to be successful is the quality of the product, just like every other business. When we have a great hockey team our business will do well. However, this can't happen every year. What we need to do is be poised for success; so that in those years that we have a great hockey team we maximize our opportunity. In the years our team is not so good, we need to have a public that is on our side, supporting us, and wanting us to succeed. We are much closer to that that we have been in a long time.

Community involvement is a huge part of our plan for long term success in Saskatoon. I encourage you to get involved in what goes on in our city. You won't be disappointed.

Canadian Chamber of Commerce Update

The Western Hemisphere Travel Initiative (WHTI) For Air Travel Now In Effect

As of January 23, 2007, WHTI is now a reality for air travellers. Those travelling to the U.S. by air are now required to present a passport or a NEXUS Air card, to U.S. Customs and Border Protection as proof of identification in order to gain admittance to the U.S. Driver licenses and other government-issued photo identification will no longer be accepted as valid travel documentation for Canadian and U.S. citizens travelling by air between Canada and the United States.

The Canadian Chamber is aware that Passport Canada is currently experiencing unprecedented volumes of passport applications. Passport Canada has stated the following on their Web site, www.pptc.gc.ca - "Please note that we are also experiencing, on average, 5 to 20 business days delays in our service standards when delivering your new passport". As such, the Canadian Chamber of Commerce advises those who are planning to travel to the U.S. by air, and require a passport to be issued, to allow for ample time to for the passport to be processed.

Federal Government Announces Major Funding for the Canada-U.S. Border

On January 12, 2007, the federal government announced an investment of \$431.6M over five years to reinforce smart, secure borders. This funding will allow three key initiatives under the Security and Prosperity Partnership of North America (SPP) — eManifest, Business Resumption and Partners in Protection – to move forward.

- The \$396M investment for eManifest will provide the Canada Border Services Agency (CBSA) with electronic data that allows for 100 percent automated risk assessment before shipments reach the border. Highway and rail carriers will be required to submit electronically and pre-arrival all cargo, crew and conveyance information.
- An investment of \$24M will allow the CBSA to further harmonize and strengthen its business resumption planning with the United States so that trade keeps moving across the border in the event of an emergency. CBSA will continue to work with its partners, including the Canadian Chamber of Commerce, to conduct exercises and develop protocols to ensure it has an appropriate coordinated response that would minimize the impact on business in the event of an incident at the border. The Canadian Chamber has been worked closely with CBSA in developing the appropriate protocols to facilitate the resumption of activities at the Canada/U.S. border in the event of a border disruption.

- Finally, border security will be further enhanced with an investment of \$11.6M to strengthen the Partners in Protection (PIP) program. PIP is an initiative that enlists the cooperation of private industry and is designed to enhance border security by combating organized crime and terrorism, and helping to detect and prevent contraband smuggling. The PIP program will expand to maximize benefits for members and become harmonized with a similar program in the United States called the Customs-Trade Partnership Against Terrorism (C-TPAT).

For more information, visit <http://www.cbsa-asfc.gc.ca/newsroom/release-communicue/2007/0112windsor-e.html>

Federal Government Announces New Environmental Programs

The federal government has recently announced funding for several new initiatives under the "ecoENERGY" label. As such, these initiatives are an announcement in the government's suite of ecoENERGY initiatives designed to boost clean energy supplies, help Canadians use energy more efficiently and reduce air pollutants and greenhouse gas emissions from conventional energy sources.

- **ecoENERGY for Renewable Power** will invest \$1.48 billion to boost Canada's supply of clean electricity from renewable sources like wind, biomass, small hydro and ocean energy. A ten-year incentive program will be established to fund eligible projects to be constructed over the next four years.
- **ecoENERGY for Renewable Heat** will provide more than \$35 million incentives and industry support to increase the adoption of clean renewable thermal technologies for water and space heating in buildings such as solar air and hot water heating. In addition, projects for residential solar heating technologies will be explored with partners such as utilities and community organizations.
- **The ecoENERGY Technology Initiative** will foster the next generation of clean technologies to break through to emissions-free energy production and energy use. The \$230-million initiative will accelerate the development and market-readiness of technology solutions in clean energy. It is a focused, integrated approach built on key priorities that include carbon dioxide sequestration, clean coal, clean oil sands production and renewable energy. Priorities will be further developed with provinces and industry partners through consultations

Source: news@chamber.ca, January 24, 2007



THE CANADIAN CHAMBER OF COMMERCE
LA CHAMBRE DE COMMERCE DU CANADA

Prairieland Park - One Stop World Class Facility

Future Opportunities Committee: Corporate Visit

By: Shawna Nelson, Director of Sales & Marketing,
Radisson Hotel

Since its earliest days, that being 1886, Saskatoon Prairieland Park has been a centre for agricultural excellence. Prairieland Park in Saskatoon has evolved into a provincial leader in the development of trade shows, conferences, special events, industry expositions, concerts, cabarets, and more!

With more than \$10 million in infrastructure enhancement in recent years, and recently in 2006 an addition of 58,000 sq. ft. of trade and consumer show space, Prairieland Park has become one of Canada's premier venues. The 136-acre park features easy access, ample, on-site parking for over 3000 vehicles, with over 200,000 square feet of world class meeting, trade show, and conference space ... Saskatchewan's largest all-under-one-roof trade exposition space. Other upgrades and renovations include new state-of-the-art catering facilities, breakout rooms and kitchen.

Mark Regier, CEO of Prairieland Park, is excited to say, *"We have proven ourselves as a provincial leader in hosting a variety of different events, now we want to let the rest of Canada know we have this world class facility that can suit all of its needs."*

Prairieland Park attracts 1.6 million people a year to various programs, conventions, and events creating an estimated economic impact of more than \$100 million annually. Now with its newly expanded

Government Announces "Family Day" holiday in Saskatchewan

The Government of Saskatchewan recently passed legislation establishing the third Monday in February as Family Day. Our province will observe its first Family Day on **February 19th, 2007**. All labour standards pertaining to statutory holidays apply to Family Day. If you have questions about payroll requirements, please contact Labour Standards at 1-800-667-1783, or visit www.labour.gov.sk.ca.

space, these numbers will increase drastically. Prairieland Park is becoming more international by adding new events and shows to attract even more visitors from across Canada and around the world. Future efforts will be targeted at attracting events that are currently held in other major cities in Canada that were previously not a consideration due to size restrictions.

One major component that hasn't changed is Prairieland's people and commitment to service. Carl Schlosser, Director of Events says, "We have many long term clients which speaks to our commitment to ensure quality customer service." Prairieland Park employs a full-time staff of 130 and a part-time/seasonal staff of more than 500.

Place and People – Excellence in Action! Next time you think Saskatoon and the place to be – think Saskatoon Prairieland Park!

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Phone toll free: 1-800-667-7590
Fax toll free: 1-877-220-1671

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COMPENSATION
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Members in the News ...

Cameco Corp. recently announced the appointment of **Tim Gitzel** to the position of Senior Vice-President and Chief Operating Officer. In his new role, Gitzel will assume responsibility for all uranium mining and milling facilities in Saskatchewan, the United States and Kazakhstan as well as uranium processing and fuel manufacturing operations in Ontario.

Toastmasters Club of Saskatoon has launched a **bilingual** club for Francophone or bilingual individuals with an intermediate level of French who wish to improve or maintain their communication in French. For more information contact Julien Haudegand at julienld@shaw.ca or 373-0783.

The Saskatchewan Ethanol Development Council (SEDC) has announced the resignation of **Lionel LaBelle** as President to pursue other interests. The organization has been identified with his name and his efforts over the last five years in seeking a major position for Saskatchewan and particularly community-based operations in the ethanol industry.

Brennan Office Plus is promoting *Stick-Up for the Cure*, where **3M** will make a donation to the **Canadian Breast Cancer Foundation** for every specially marked package purchased. During the month of February, Brennan will also make a donation for each package purchased.

The University of Saskatchewan will play host to the **2007 Con-**

gress of Humanities and Social Sciences, May 26th to June 2nd, in co-operation with the Canadian Federation of the Humanities and Social Sciences, an umbrella organization of more than 75 scholarly associations.

Air Canada was recently voted "*Best Airline in North America*" and "*Best Airline in Canada*" by the readers of the U.S. magazine, *Global Traveler*. Air Canada serves 150 destinations on five continents and is the largest provider of air services between the U.S. and Canada.

Federal Finance Minister, Tony Clement, recently announced his government's additional contribution of up to \$25 million for the **International Vaccine Centre (InterVac)**, a Level 3 biosafety facility owned and operated by the University of Saskatchewan. InterVac will build on the work already being done by the Vaccine and Infectious Disease Organization (VIDO), but with a focus on vaccines targeting diseases like SARS, West Nile virus, BSE, hepatitis C and tuberculosis. This good news came just prior to the announcement that **Lorne Babiuk**, director of VIDO has accepted the position of Vice-President Research at the University of Alberta. We wish Dr. Babiuk all the best in his new role at the U of A, and thank him for his many contributions in our community.

Itracks recently celebrated the grand opening of its Kenaston-based Research Centre. The Centre employs 11 individuals from Kenaston and surrounding area, and can quickly expand, if necessary. Itracks also announced that well-known industry veteran **Jim Longo** has joined the firm as VP, Client Development.

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	April 2003	April 2004	April 2005	April 2006	April 2007
Life Insurance	-5.00%	-5.20%	-3.70%	0.00%	0.00%
Health	10.70%	11.30%	3.40%	9.20%	8.30%
Dental	2.40%	2.60%	0.40%	2.10%	3.20%
All Other Benefits	0.00%	0.00%	0.00%	0.00%	0.00%
Bottom Line	4.80%	4.90%	1.10%	3.70%	4.50%

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Chamber Celebrates Growth of Saskatoon's Commercial Property Assessment Base

*- expanded commercial and industrial
base makes property taxes more
affordable for residential taxpayer*

The commercial and industrial property tax assessment base in Saskatoon has grown on a per capita basis for the 6th year in a row. This growth marks a significant improvement in Saskatoon's competitive positioning to attract even more investment and jobs for the future. The City of Saskatoon's municipal tax policy deserves significant credit for this growth.

The total commercial and industrial assessment, based on the preliminary 2007 roll (subject to Board of Revision), has grown from \$7,401.51 per capita in 2001, to \$9,848.24 per capita in 2007.

This growth in the commercial and industrial assessment base will generate an additional \$23 million in new annual property tax revenues for the City of Saskatoon, the library, and the school systems compared to commercial industrial property taxes generated in 2001.

For the period 1965 to 2001, Saskatoon's commercial and industrial assessment base had eroded from 36.5% of the City of Saskatoon's assessment base in 1965, to a low of 18.18% in 2001. This trend reversed after the city changed its commercial/industrial property tax policy in 2001. This policy change and the attendant assessment growth is paying dividends to residents in terms of more job choices for themselves and their children, as well as, reductions in their property tax bills compared to the tax costs if the commercial/industrial assessment base had not grown. Commercial/industrial assessment now represents 25.07% of the taxable assessment for Saskatoon, compared to 18.18% in 2001. This reversal of the trend line is a significant step forward for all residents of Saskatoon. Growing the commercial and industrial tax base proportion for Saskatoon reduces property taxes for everyone. Because of the significant premium in property tax rates paid by commercial and industrial property investors, growth in their relative proportion of the overall assessment brings positive news to residential taxpayers. The bigger the commercial industrial assessment base becomes, the lower the property tax rates are for residents. This growth in commercial and industrial assessment also represents more new job opportunities for our young people.

**For the full Media Release
please visit www.eboardoftrade.com**

While Western Provinces Create Positive Investment Climate, Ontario Falts and Quebec Languishes Behind

Ontario and Quebec, Canada's most populous provinces, have fallen behind western Canada when it comes to creating and maintaining a positive investment climate, according to Canadian Provincial Investment Climate Report: 2007 Edition, released recently by The Fraser Institute, an independent research organization with offices across Canada.

Ontario, which always ranked first or second between 1998 and 2004, has fallen to fourth, surpassed by Alberta, British Columbia and Saskatchewan. Quebec languishes in ninth, ahead of only Prince Edward Island.

The Provincial Investment Climate Index objectively evaluates the public policies that create and sustain a positive investment climate. It ranks each province on a scale of one to 10.

Alberta earned the highest score, 8.9 out of 10, and was clearly Canada's top province for policies that encourage and sustain a positive investment climate. BC followed in second position but some distance behind with a score of 6.0 out of 10. Saskatchewan is third with a score of 5.3 out of 10. The three western provinces were the only ones with an overall score above 5.0.

Ontario was fourth overall with a score of 5.0 while Quebec, with a score of 3.0, was ninth.

"The low scores for Quebec and Ontario are among the most worrying aspects of this year's report. These two provinces are extremely important to the Canadian economy, yet they have chosen to implement policies that are not conducive to attracting investment," said Jason Clemens, co-author of the study and Director of Fiscal Studies at The Fraser Institute. *"On the other hand, three governments of different political orientation in the western provinces have all reduced the tax burden and implemented incentive-based tax relief and are now reaping the benefits of enhanced economic success."*

The index is composed of seven components: corporate income tax, fiscal prudence, personal income tax, transportation infrastructure, corporate capital tax, labour market regulation, and burden of regulation.

Source: The Fraser Institute, News Release, January 25, 2007



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Saskatoon Forestry Farm Park and Zoo.
Call 975-2241 for details.

“Get in Tune” Canada! - In Saskatoon

Saskatoon is truly excited to be hosting Canada's Premier Music Celebration - and we will be doing it Saskatchewan Style! The 2007 Juno Awards will be broadcast live from Saskatoon on Sunday April 1st, 2007 on CTV, live from Credit Union Centre. Internationally-renowned Canadian singer/songwriter and JUNO Award winner Nelly Furtado will be the host for the Juno Awards going into its 36th year.

Saskatoon is to expect well over 3000 out of province visitors partaking in four days of music celebration leading up to the big night, where Saskatoon will be your venue to "Get in Tune" with the Canadian music industry, its established and rising stars in a variety of music genres, and meet the people who make it all happen.

Live music will take over a dozen clubs in Saskatoon, hotel rooms are hard to find, and caterers will be busy cooking for the many wine and dine festivities. The economic implications for the event and its' residual effect is astounding. The local host committee for the Juno Awards is working with a \$250,000 budget, and the Canadian Academy of Recording Arts and Sciences (CARAS) is expected to inject close to 1.1 million into the local market, where 12 million in electronic media and 4 million in print media has been spent to promote the Juno Awards in Saskatoon. Direct visitor expenditures will exceed \$2.7 million – big events are big business for our community.

This cultural event plays a huge importance within the Canadian youth segment and by showing off Saskatoon's unique urban character, outgoing and friendly personality of our citizens, may help in its lure and attraction to not only visit our city but intrigue interest for the youth to come to Saskatoon to go to school or relocate to work in Saskatoon. Todd Brandt Co-Chair of the 2007 Juno Awards Host Committee and Executive Director of Tourism Saskatoon adds, "Due to this event, we are excited to see the future opportunities it will bring to our city as a cultural destination and the added economic implications that will come along with it".

Tourism Saskatoon in conjunction with Conventions Saskatoon has played a key role in the successful bid for the 2007 Juno Awards and also in the planning and hosting stages of the Juno Awards. Tourism Saskatoon established the Conventions Saskatoon Team committee in 1999 to further develop the city's convention industry. Starting with only six partners, Conventions Saskatoon is now over 30 partners strong - all working together to ensure the success of any conventions or events choosing Saskatoon as their location. The efforts of this team have created a buzz in the industry, making Saskatoon the hottest new convention and event destination in Canada. Visit www.conventionssaskatoon.com to catch the buzz about its role in promoting Saskatoon as the convention and event hot spot.

Source: Conventions Saskatoon



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2007 CELEBRATE SUCCESS!

NOMINATION FORM

The Saskatoon Achievement in Business Excellence (SABEX) Awards are open to all private sector (non-government), for-profit enterprises based in the Saskatoon region.

SABEX Awards – MAXIMUM OF 2 CHOICES:

- | | | |
|--|---|---|
| <input type="checkbox"/> Community Involvement | <input type="checkbox"/> Customer Service | <input type="checkbox"/> Export |
| <input type="checkbox"/> Growth & Expansion | <input type="checkbox"/> Marketing | <input type="checkbox"/> New Business Venture |
| <input type="checkbox"/> New Product | | |

Business of the Year: Please choose only one: (in addition to all other categories)

- | |
|---|
| <input type="checkbox"/> Small Business of the Year (15 or less employees) |
| <input type="checkbox"/> Business of the Year (not restricted by number of employees) |

NOMINEE INFORMATION: (please type or print clearly)

Nominee Business Name: _____
 Contact: _____ Title: _____
 Business Address: _____ City: _____
 Postal Code: _____ Telephone: _____ Fax: _____
 E-mail (if known): _____

Is the Nominee aware of this nomination? YES NO

Nominee will be notified or receive confirmation of nomination and receive further instructions on the application process.

NOMINATOR: (please type or print clearly)

Nominee Business Name: _____
 Contact: _____ Title: _____
 Business Address: _____ City: _____
 Postal Code: _____ Telephone: _____ Fax: _____
 E-mail (if known): _____

Signature: _____ Date Submitted: _____

Please indicate if you, or your company are members of any of the following:

- Business & Professional Women Women Entrepreneurs Greater Saskatoon Chamber of Commerce

PLEASE SUBMIT YOUR COMPLETED NOMINATION TO:

2007 Celebrate Success! Awards Nominations

c/o The Greater Saskatoon Chamber of Commerce, 345 3rd Ave South, Saskatoon, SK S7K 1M6

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For more information and Nomination forms please visit www.eboardoftrade.com

NOMINATION DEADLINE: 5:00 PM THURSDAY, MARCH 1ST, 2007

APPLICATION DEADLINE: 5:00 PM THURSDAY, MARCH 15TH, 2007

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Local News

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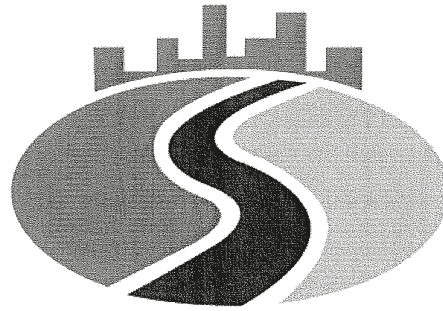
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Airport Info

Business Commentary

"Chamber on Business" Luncheons

Sheryl Kennedy

Deputy Governor, Bank of Canada

"Adjusting to Economic Change"

Thursday, February 22nd, 2007

Sheraton Cavalier Hotel

Todd Hirsch

Chief Economist, Canada West Foundation

"Breaking Down Trade Barriers Within Canada"

Friday, March 16th, 2007

The Willows Golf & Country Club

Dr. Bill Thomlinson

Executive Director, Canadian Light Source

"State of the CLS" Address

Tuesday, March 27th, 2007

Hilton Garden Inn

Dr. Robert McCulloch

President & CEO, SIAST

"State of SIAST" Address

Tuesday, April 17th, 2007

Travelodge Hotel

The Honourable Andrew Thomson

Finance Minister of Saskatchewan

"2007 Financial Update"

Thursday, April 26th, 2007

TCU Place



Luncheon - What's the Success Strategy?

Wednesday, February 28th, 2007

Willows Golf & Country Club

Presenters:

Sharon Odegard, Comfort Pak Canada

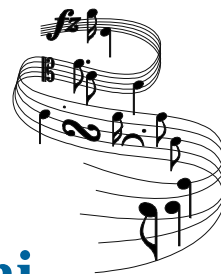
Nicola Lawson, PickNic's Restaurant

MD Ambulance

President's Celebration & Annual General Meeting

**Jazz
&**

**Martini
Night**



Thursday, March 8th, 2006

Sheraton Cavalier, Top of the Inn

Reception: 4:30 pm

Program: 5:30 pm

Dinner: 6:00 pm

Entertainment 7:30 pm

Music by:

Suzanne Paschall,

Juno Nominee Neil Currie

& friends

Thank you to Coni Evans, President 2006
Swearing in of Blair Knippel, President 2007

**"The only thing dry about this AGM
will be the martinis"**

Internet Security Workshop

Wednesday, April 25th, 2007

9:00 am - 4:00 pm

Willows Golf & Country Club

Topic Coverage:

How to Secure Your Computer and Data

Protecting Business Information Assets

Business Continuity and Policy Management

A Guide to Security Email and Monetary-transactions

A Summary of the State of Internet Security

Contact the Chamber Office @ 244-2151