

# BUSINESS VIEW

Saskatoon and District Chamber of Commerce

## SURVEY RESULTS INDICATE COMMUNITY SUPPORT TO LOOK AT INNOVATION IN HEALTH CARE AS AN OPPORTUNITY

A survey conducted on behalf of the Saskatoon and District Chamber of Commerce indicates that the Saskatoon community supports looking for new opportunities in the health sector, and is open to doing things differently.

The survey reveals the following:

- .. A significant majority of Saskatoon residents think that Saskatchewan's health system is more advanced than other developed countries, and our health research and technology is more advanced.
- .. Health sector jobs are viewed as desirable by 7 out of 10 residents.
- .. The quality of treatment and

range of health services are the industry's greatest strengths.

- .. There is strong support for exporting health research, technology and treatment methods.
- .. There is a very strong recognition of the positive impact of health research.
- .. Respondents were split on which industry to invest in, but one quarter would invest in the health industry, while fewer than twenty percent identified the health sector as the largest industry.

The survey was conducted independently for the Saskatoon and District Chamber of Commerce between November 1 and 8, 2002. It involved 300 Saskatoon citizens and has a margin of error of 5.7%, 19 times out of 20.

The results support the efforts of the Chamber's Health Opportunities Committee, whose mandate is to educate and promote the opportunities for business services, education, research and development in health services and their role in creating the

best business climate in Canada for Saskatoon.

The Chamber's Committee recently hosted the third annual *2020 Health Vision Conference*, and sponsored the survey to gauge public perceptions of and support for economic development opportunities within the health sector.

These activities will support the Committee in its efforts to:

- .. Continue to develop its relationship with Medical Alley in Minnesota;
- .. Continue to promote Saskatoon's role in the multi-TRILLION dollar opportunity in the global health industry market; and,
- .. Use the world wide Chamber network to promote the unique opportunities available in Saskatoon to be derived from health opportunities and the Canadian Light Source.

**The complete survey results are available on the Chamber website at [www.eboardoftrade.com](http://www.eboardoftrade.com).**

### DECEMBER 2002

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A VIEW FROM OUR  
PRESIDENT  
*Lester Lafond*



We are approaching the Christmas season whereby the feeling of good cheer is abound. We reflect over the past year's activities. The Chamber has had a very good year from both a financial and activity prospective. This can only occur by the tireless efforts of our staff, in partnership with the Board members who give of their time to the organization to accomplish the success we have attained.

I would like to extend to all Chairs of our committees and their members a thank you for all their thought and effort to make Saskatoon and District the best business climate in Canada. We extend to our local partnerships gratitude for both our organizations in making Saskatoon a great place to live and work.

We must be thankful of where we live, in a community that has peace and prosperity. I am hopeful that we will maintain harmony within the community when dealing with tough and emotional issues. When we do, it shows the true strength of what this community is made of.

As you can surmise, we should be proud of what we have within our community. We must always be diligent and grateful for what the city of Saskatoon presents to all of us. Saskatoon Shines.

**Season's greetings and a prosperous New Year.**



REMEDIES FOR CANADA'S  
AGRICULTURAL HEART

**Food for Thought -  
LuAn Mitchell Lets Go**

by C.M. (Red) Williams, PAg

A very personal decision by LuAn Mitchell to sell her 25% stake in Mitchell's Gourmet Foods removes her from the Chairperson's position and alters the dynamics of hog processing in Saskatchewan in a major way. So long as she was present there was at least the implication that "things" were still the same. Now the way is open for a number of alternatives that will unfold as directions come from the Schneider firm that now holds 79% control and at some point reflecting the strategies of Smithfield Foods of Virginia.

Some will decry the loss of local ownership control, but we must note that if Saskatchewan is to realize its potential and match the vision being presented by Premier Calvert there has to be massive investments from outside sources. The rate of globalization of our key industries will not wait for slow growth from within.



C.M. (Red) Williams

As quoted in the StarPhoenix, LuAn said, "*As opportunities arise, I want to make sure Mitchell's Gourmet Foods can take advantage of them ...*". That is a correct statement, against the background of insufficient processing capacity for the expansion occurring in our hog industry. Schneider Corp. has now staked out its position as being dominant in this province and we will watch closely for further evidence of their commitment to compete with Maple Leaf Foods of Brandon and Olymel Industries in Red Deer and Quebec.

We can't stand idly by, because more processing facilities will mean many more workers, an adjustment of allied industries and services and a continued hog expansion.

**Saskatoon  Shines!**

## EMPLOYERS INCREASE SALARIES AND PAY INCENTIVES

Canadian employers will be raising their salaries by over 3% this year, according to a new survey just released by Western Compensation & Benefits Consultants. However, the amount of increase varies by industry, geographic area and position level. Professional services organizations will be implementing increases of 3½ - 4% for most of their employees, while high technology companies anticipate increases in the 2½ - 3% range. Salary increases in Calgary and other Alberta locations will be among the highest in Canada.

Barry Cook, a Partner in Western Compensation & Benefits Consultants commented on some of the other major survey findings. "A significant proportion of employers provide incentive plans on top of base salaries, with annual incentive bonuses being the most common type of plan. Virtually all of the organizations have bonus targets, with the target being about 30% of annual salary for executives and lower percentages for other positions. About 65% of employers reported that they will be paying incentive awards this year, but the majority of the remaining organizations cannot confirm whether or not they will be making payments."

"Employers obviously find incentive bonus plans to be a valuable human resources management tool," says Cook. "Approximately 80% of organizations reported that their bonus plans are effective in aligning non-union employees' compensation with organizational performance. In addition, employers reported that bonus plans are effective in enhancing motivation and retaining employees".

For decades employer initiatives with respect to employee benefits could be described as "enhancing the benefits provided and/or increasing the employer's contribution to the costs." However, one-third of the organizations surveyed reported that they have (or soon will be) implementing benefit cost containment strategies. Cook explained that most employers' concerns with benefit costs relate to health benefits. "The removal or reduction of various services and supplies from provincial medicare plans coupled with the continuing double digit increases in prescription drug costs have forced many employers to review their health plans with a view to controlling costs."

The Saskatoon and District Chamber of Commerce partnered with Western Compensation & Benefits Consultants to conduct this survey, in order to assist Saskatoon area employers with their

## CAMECO APPOINTS SENIOR VICE-PRESIDENT

Cameco Corporation is pleased to announce the appointment of George Assie to the position of senior vice-president, marketing and business development, effective January 1, 2003.

As senior vice-president, Mr. Assie will be an officer of the company and report to Gerald Grandey, in his new capacity as Cameco's chief executive officer.

He will return to the company's headquarters in Saskatoon and assume responsibility for directing Cameco's growth strategy, including marketing, exploration, and corporate development.

Mr. Assie has been central to Cameco's marketing activities since the company was formed in 1988, and most recently held the position of president at Cameco Inc., the company's wholly-owned US marketing and trading subsidiary.

"Our vision is to become a dominant nuclear energy company," said Grandey. "With his knowledge of the nuclear fuel market and general business experience, George will be a valuable addition to our senior management team and to the fulfilment of this vision."

Cameco, with its head office in Saskatoon, is the world's largest uranium supplier. The company's uranium products are used to generate electricity in nuclear energy plants around the world, providing one of the cleanest sources of energy available today. Cameco's shares trade on the Toronto and New York stock exchanges.

compensation and benefits information needs. In this regard, the 2003 Compensation Surveys recently released are available to Chamber members at discounted prices. These comprehensive surveys cover over 350 positions from Chief Executive Officer to Clerk and contain the most up-to-date compensation data available. The effective date of the data is September 1, 2002 and the reports were released by the end of October, 2002.

### Saskatoon and District Chamber of Commerce - Board of Directors

**President**



Lester Lafond  
Lafond  
Financial Inc.

**Vice-President**



Dan Anderson  
MacPherson Leslie  
& Tyerman

**VP - Finance**



Laura Small  
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**Past President**



Dave Dutchak  
M.D. Ambulance

**Executive**



Jack Brodsky  
Saskatoon Blades  
Hockey Club

**Executive**



Al Scholz, PAg  
Excel  
Telecommunications



**RESOLUTION REALITY !**

**GOLDEN OPPORTUNITIES FUND AND PIC INVESTMENTS GROUP INCREASE THEIR OWNERSHIP OF PHILOM BIOS INC.**

Golden Opportunities Fund, in cooperation with PIC Investments, is pleased to announce the completion of a second round of investment in Philom Bios, one of Canada's leading inoculant biotech companies. The syndicated purchase of 229,774 Class "A" common shares at \$3.90 per share from the Saskatchewan Wheat Pool will make Golden Opportunities Fund and PIC Investments the largest shareholders of Philom Bios, each with 16%.

With head offices located in Saskatoon, Philom Bios employs over 50 people in the development, manufacturing, and marketing of leading commercial phosphate and nitrogen inoculants for sale throughout Western Canada and Northern U.S. Despite difficult agricultural conditions, Philom Bios continues to post increased revenues and market share every year, while enhancing the net profit margin of prairie farmers through its products.

CEO/Chairman of Golden Opportunities Fund, Grant Kook, indicates *"The increased ownership position in Philom Bios by Golden Opportunities Fund and PIC Investments was of great interest, not only because of the performance of the company, but to further support an important Saskatchewan company."*

Golden Opportunities is Saskatchewan's first and largest provincial labour sponsored fund, launched in 1999. The fund has grown to approximately \$22.0 million through a widely held shareholder base of over 4,500 shareholders from across Saskatchewan. The Fund's investment in fourteen different strategic Saskatchewan companies has affected hundreds of jobs and ensured a strong investment pace of the Fund's capital.

PIC Investment Group is a private investment company, with head office located in Saskatoon. PIC has significant investments in operating companies throughout Saskatchewan, Alberta and British Columbia.

With the New Year approaching, are you going to make yet another New Year's resolution? And will it be broken before the end of January? Swearing to get in shape isn't just a huge ambition: it's a vague one. Broad sweeping statements like that are an invitation to failure. Instead of resolving to accomplish a vague goal, such as getting in shape, promise to take the necessary and specific steps to get there. That way, you'll find that staying on track is much easier. So if getting in shape for you means taking a brisk walk midday, then resolve to walk for 20 minutes during lunch.

Here are 5 surefire tips to help you stay on track:

1. Buddy up. Pick a pal who has the same goal as you do and cheer each other along.
2. List the positives in black and white. Writing down all the benefits of achieving your goal. For example, one advantage might be that you'd set a good example for your kids. Another might be improving your health gaining muscle or lowering your cholesterol. Think about how your chosen lifestyle change will affect not only your own life but also the lives of those around you. This can help you stay on track.
3. Focus on pleasing yourself. You have to want to do this for yourself – not for your friend's wedding. It's something you've decided to do because you want the benefits of a healthier lifestyle. So keep that in mind each time you lace up your runners.
4. Harness the power of positive thinking. Focus on the positive side and let go of the negative. If you dwell on the one day that you didn't go to the gym instead of the three days you did, you'll lose hope and give up.
5. Keep a record. By writing down your goals and keeping track of what you have done and how you feel can help keep you motivated. It will also show how far you have come. You can log your activity on the *in motion* web site, click on "Your Walking Workout".

For more information on how to get "in motion", visit the in motion web site at [www.in-motion.ca](http://www.in-motion.ca).



**Saskatoon and District Chamber of Commerce - Board of Directors**

**Executive**



Ken Wood  
Saskatchewan Place



Coni Evans  
Saskatoon City Hospital Foundation



Ted Farr  
Rawlco Radio



J. Blair Knippel  
Deloitte & Touche LLP



Ron B. Kocsis



Ken McDonough  
Interim Executive Services

**AGRIBUSINESS AWARDS PRESENTED**

The Saskatoon and District Chamber of Commerce is pleased to announce the recipients of the “**Agribusiness Leadership Award**” and “**Community Leadership Excellence Award**”.

The annual Award presentations occurred recently during the **Re-Inventing Agriculture: Best Practices of Leading Farmers Conference**, presented by the Saskatoon and District Chamber of Commerce, Saskatchewan Agrivision Corporation, and Saskatoon Prairieland Exhibition Corporation.

The Agribusiness Leadership Award, sponsored by Bayer Crop Science, recognizes an individual who has demonstrated leadership, vision and action which has shaped the development and expansion of agri-value and agribusiness across Saskatchewan.

The recipient of the **2002 Agribusiness Leadership Award** is **Germain Dauk**, a distinguished leading farmer from Naicam. Germain grew up on a farm in Annaheim, SK, and was educated at the University of Saskatchewan. He played football with the U of S Huskies and Saskatchewan Roughriders, and taught high school in Naicam for twenty years before turning his hand to farming. Germain started with 1,000 acres in 1984, and today farms 4,700 with his two sons.

Germain says he always had the urge to farm and when the opportunity came to farm with his father-in-law’s land, he took the plunge. *“I had lots of ideas but also so much to learn,”* recalls Germain, *“so I joined every farm organization I could to learn as much as I could as fast as possible.”*

Germain’s natural leadership abilities quickly placed him in executive positions where he has made a major contribution to the agribusiness sector. As well as industry support, Germain has been a pillar in his local community, actively participating in a range of recreation, sports and community service clubs, including the board of the local credit union.

The Community Leadership Excellence Award, sponsored by Saskatchewan Industry and Resources, recognizes communities that have demonstrated leadership, vision and action in terms of business development, community renewal and economic growth.

The communities of **Air Ronge, La Ronge, and Lac La Ronge Indian Band** are the joint recipients of the **Community Leadership Excellence Award for 2002**.

One of the keys to economic revitalization in rural areas is the ability to redefine community more regionally. These three communities have a track record of taking an innovative regional approach to

**BUSINESS ALERT**

The Commercial Crime Unit of the Saskatoon Police Service has advised us of an ongoing fraud in the city of Saskatoon. Approximately 30 incidents have already occurred in the Saskatoon area.

The scam is as follows:

A phone call is placed to a business, requesting product. The caller will identify themselves as representative of a reputable business in Saskatoon. A purchase order number is given and the order is placed. If a contact phone number is required, usually a cell number is given. If the number is called someone will confirm the order. The caller then arranges for a pick up time, and takes the products ordered.

Approximately \$50,000 of various merchandise has been acquired in this manner.

The Saskatoon Police Service offers the following suggestions to protect yourself and your customers from this type of fraud.

1. Cash up front
2. No phone credit card purchases.
3. Only extend credit to established accounts.
4. Always call back the contact phone number supplied in account information. Do not accept cell numbers.
5. Confirm identity of person picking up the order and have them provide photo identification.
6. Record vehicle description and plate number.

If you encounter this situation, please contact the Commercial Crime Unit of the Saskatoon Police Service @ 975-8243.

successfully meet the economic and social needs of northern communities, and are a model for other communities in the prairie region. This includes promoting and supporting business development in mining, forestry, transportation and the hospitality and service industries.

**Saskatoon and District Chamber of Commerce - Board of Directors**



Asit Sarkar  
U of S -  
International



Vlatka Tustonic  
TRLabs



Cliff Wiegiers  
Wiegiers  
Financial



Arlene Wiks  
CIBC

**Aboriginal Opportunities**



Ron Rivard  
Aspen  
Developments

**Advocacy Opportunities**



Co-Chair  
Ken McDonough  
Interim  
Executive Serv.

**THE KINSMEN FOUNDATION  
DONATES \$500,000 TO PROVINCIAL  
TRANSPLANT PROGRAM**

St. Paul's Hospital Foundation recently announced a significant contribution to its province-wide "Hope, Spirit, Excellence" campaign to renovate, equip and furnish St. Paul's Hospital's Centre of Excellence for Nephrology (Kidney) Services.

The Kinsmen Foundation has generously committed \$500,000 to enhance Kidney Transplant services in Saskatchewan. In recognition of this outstanding gift the transplant service will be renamed the Kinsmen Foundation Provincial Transplant Program.

Oliver Pask, Kinsmen Foundation Chair, presented the cheque and commented on the significance of the contribution. *"This donation is a proactive way to make a difference in the lives of Saskatchewan people affected by kidney disease. A kidney transplant grants freedom to patients and allows them an opportunity to return to a more normal life. The aim of the Kinsmen Foundation is to support, promote, and foster programs that will benefit people with special needs throughout Saskatchewan. Through this donation we hope to help accomplish the goals of increasing transplant numbers, decreasing the time to get transplant, and decreasing the number of patients requiring dialysis."*

Accepting the donation was Honorary Campaign Chair Lester Lafond, who said, *"The generosity of the Kinsmen Foundation will go a long way to help us coordinate the provincial kidney transplant unit."* Transplant surgery requires a broad range of specialities, including a diagnostic imaging department, operating and recovery rooms, the medical floor and emergency department, ambulatory care and test centre. Mr. Lafond added, *"With this donation, our nephrologists and their exceptional staff will have enhanced tools as they continue to offer advanced treatment such as transplants before patients reach end-stage kidney disease and while they're healthy enough to have surgery."*

**LOCAL BROADCASTERS RECEIVE  
NATIONAL RECOGNITION**

Recently at the 2002 Canadian Association of Broadcasters convention, two Saskatchewan Rawlco radio stations received very prestigious awards.

In the Community Service category, News Talk Radio 650 CKOM Saskatoon was awarded the Gold Ribbon for "Brent & Penney's Adopt A Family". This annual Christmas campaign collects donations of food, Christmas presents and money for disadvantaged families in Saskatoon. CKOM morning show hosts Brent Loucks and Penney Murphy have championed this cause for 13 years, resulting in tens of thousands of dollars and thousands of Christmas hamper.

In addition, News Talk Radio 980 CJME Regina was honoured with the Gold Ribbon Award for "Breaking News - Tornado".

There are more than 700 radio stations in Canada. In the last 11 years, the Canadian Association of Broadcasters has conferred Gold Ribbon Awards on Rawlco Radio Saskatchewan stations seven times – six for Community Service and one for Breaking News.

The campaign goal is \$2,000,000. St. Paul's Hospital Foundation has now raised \$973,411 for the Centre of Excellence for Nephrology (Kidney) Services. The campaign has yet to raise \$1,026,589 from individuals, corporations, foundations, organizations and special initiatives.

The Kinsmen Foundation Provincial Transplant Program serves the entire province. St. Paul's is the only hospital in Saskatchewan designated for kidney transplants. As the number of people with kidney disease is growing by approximately 10% every year, the new Centre for Excellence will meet an important need, providing the highest quality of care and hope for patients.

**Saskatoon and District Chamber of Commerce - Committee Chairs**

**Advocacy  
Opportunities**



Co-Chair  
Jack Brodsky  
Saskatoon  
Blades

**Agribusiness  
Development**



Joanne  
Thompson  
Deloitte &  
Touche

**Celebrate  
Success**



Laura Small  
Women  
Entrepreneurs

**Future  
Opportunities**



Ken Wood  
Saskatchewan  
Place

**Health  
Opportunities**



Dave Dutchak  
MD Ambulance

**Knowledge  
Industry**



Co-Chair  
Asit Sarkar  
U of S-  
International

**Knowledge  
Industry**



Co-Chair  
Ted Farr  
Rawlco Radio

**Transportation**



David Spearin  
Logistics  
Marketing Serv.





Friday November 22<sup>nd</sup>, 2002

to

Sunday January 12<sup>th</sup>, 2003

5:30 pm to 11:00 pm

Admission \$4 per person or

\$15 per vehicle (max 8 people)

Advance Car Passes available @ Safeway for \$11.99

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

**Online Access to New Employees!**

**Free Job Listing Service!**

[www.saskatoonwork.com](http://www.saskatoonwork.com) is the local portal to jobs in Saskatoon. It's the official web site of the Saskatoon Labour Market Committee (SLMC) and links directly to SaskNetWork/SaskJobs, and other major Saskatoon job listings. It will link employers to SaskJobs where they can post their job openings. Hundreds of job seekers per day will view your job posting. Check it out on line. If you have questions or need more information, call Derrel Friesen of SLMC at 933-6279.

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

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

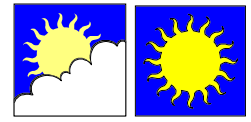
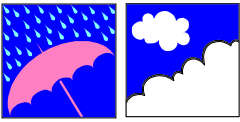


Nominations now being accepted for the following categories:

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

For more information contact the Chamber @ 244-2151





## HOUSING WATCH

### AREAS OF SPENDING

| Jan-Sept                            | 2002  | 2001  | Change |
|-------------------------------------|-------|-------|--------|
| <b>Dwelling Starts</b>              |       |       |        |
| Saskatoon metro                     | 1,076 | 689   | 56.2%  |
| Regina metro                        | 479   | 339   | 41.3%  |
| Saskatchewan                        | 2,134 | 1,630 | 30.9%  |
| <b>Dwelling Completions</b>         |       |       |        |
| Saskatoon metro                     | 751   | 678   | 10.8%  |
| Regina metro                        | 469   | 377   | 24.4%  |
| Saskatchewan                        | 1,861 | 1,657 | 12.3%  |
| <b>Dwellings Under Construction</b> |       |       |        |
| Saskatoon metro                     | 729   | 445   | 63.8%  |
| Regina metro                        | 341   | 192   | 77.6%  |
| Saskatchewan                        | 1,474 | 1,080 | 36.5%  |

Source: Saskatchewan Bureau of Statistics, Nov. 2002

## IMMIGRATION WATCH

### NEW CANADIANS

|                         | 2002 | 2001 | Change |
|-------------------------|------|------|--------|
| 1 <sup>st</sup> quarter | 452  | 394  | 14.7%  |
| 2 <sup>nd</sup> quarter | 444  | 391  | 13.6%  |
| <b>2001</b>             |      |      |        |
| 1 <sup>st</sup> quarter | 394  | 391  | 0.8%   |
| 2 <sup>nd</sup> quarter | 391  | 442  | -11.5% |
| 3 <sup>rd</sup> quarter | 557  | 549  | 1.5%   |
| 4 <sup>th</sup> quarter | 361  | 508  | -28.9% |
| Annual Total            | 1703 | 1890 | -9.9%  |

Source: Saskatchewan Bureau of Statistics, Nov. 2002

## HEALTH WATCH

### HEALTH CARE SPENDING PRIORITIES

| Canadians' support   |     |
|--|-----|
| Reduce waiting lists for diagnostic services - with MRIs and CT-Scans    | 63% |
| A new national home care program   | 49% |
| Investing in new more efficient methods for primary health care services | 44% |
| Investing in prevention services   | 42% |
| A new national pharmacare program  | 33% |
| Money for nurses   | 31% |
| Money for doctors  | 18% |

Source: Ipsos-Reid, Nov. 24, 2002

### VALUE OF BUILDING PERMITS ISSUED

| (\$000s)     | Jan-Sept 2002 | 2001    |
|--------------|---------------|---------|
| Saskatoon    | 201,205       | 164,092 |
| Regina       | 99,567        | 142,663 |
| Saskatchewan | 527,005       | 533,615 |

Source: Saskatchewan Bureau of Statistics, Nov. 2002

### IMMIGRATION POPULATION BY PLACE OF BIRTH

1996 Census data

|                                       | Sask      | Cda        |
|---------------------------------------|-----------|------------|
| United States Central & South America | 7,205     | 244,690    |
| Caribbean & Bermuda                   | 2,005     | 273,820    |
| Europe                                | 755       | 279,400    |
| Africa                                | 27,945    | 2,332,060  |
| Asia                                  | 1,975     | 229,300    |
| Oceania & other                       | 12,095    | 1,562,770  |
| Total                                 | 335       | 49,020     |
|                                       | 4,971,070 | 52,315,000 |

Source: Statistics Canada

### HEALTH CARE FUNDING

- 88% of Canadians suggest tax increases are not necessary to improve health care if money spent already was used more efficiently.
- 65% of Canadians agree with Health Commissioner Roy Romanow that Canada does not need either user fees or more private money in the health care system.
- 61% of Canadians suggest the Federal Government should implement the Romanow Commission's recommendations even if it means taxes will increase.

Source: Ipsos-Reid, Nov. 22, 2002

**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

**Denise Winslow**

Project Director

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### BUSINESS VIEW

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

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