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the pulse



SAULT STE. MARIE ECONOMIC DEVELOPMENT NEWS

ALSO INSIDE:

- Cake business and SSMEDC client featured on Slice TV
- Celebrate 100! contest to send a Saultite home in 2012
- Therriault honoured for years of service to the community



TOURISM: 100s of motorcyclists to hit Sault roads in pursuit of sight-saving cure

Community delves deep into motorcycle tourism market

For the first time ever, Sault Ste. Marie will host a famed Ride for Sight charity motorcycle event this summer.

On June 29 and 30, hundreds of bikers will descend on the community for a two-day weekend of riding and fundraising.

“The Sault is incredibly pleased to be hosting the Northern Ontario Ride for Sight in 2012,” said Mayor Debbie Amaroso. “This Canada Day weekend event will bring hundreds of visitors to our city, which will help support a great cause and also provide a welcome boost to our local economy.”

Held in support of the Foundation Fighting Blindness, the Ride for Sight raises money to fund research to pursue the causes, treatments and cures of retinal forms of blindness. Since starting in 1979, it has raised more than \$19 million for sight-saving research happening in universities and hospitals across Canada.

“For over 30 years, Ride for Sight has hosted riders and families who have been committed to community funding towards vision research,” said event spokesperson Mac Marcoux, a Sault Ste. Marie high school student and para-alpine skier who suffers from Stargardt disease, a form of juvenile macular degeneration that has left him legally blind.

“Their contributions help fund research and shed hope for the future for not only myself but to all who are impacted by visual impairments.”

Since its inception, Ride for Sight has taken place in various cities and towns across the country. This summer’s ride in Sault Ste. Marie was championed by the local H.O.G. (Harley Davidson Owners) Chapter and its director Paul Taillefer, though all motorcycles and motorcyclists are welcomed to attend.

“The Sault is a fresh and exciting venue for the 2012 Ride,” said Debbie Dixon,

Ride for Sight Canada’s Director of Marketing & Events. “We have an opportunity to draw a great number of motorcycle enthusiasts from across Ontario and Michigan for a two-day festival packed with activities and entertainment. And it’s all for a great cause.”

Meanwhile, with hundreds of visitors taking part in the event, **Tourism Sault Ste. Marie**, a division of the Economic Development Corporation, was involved in the site-selection and planning stages.

“Tourism Sault Ste. Marie is proud and happy to be a part of this special event,” said Steve Hollingshead, the division’s Coordinator of Special Projects & Sport Tourism. “The cause is great, and so is the benefit to the local accommodations and hospitality sector.”

Both motorcycle riders and non-riders can join the weekend festivities. To register, visit www.rideforsight.com. Or, for more information, call 1-800-461-3331.

SMALL BUSINESS: Former SSMECD client appears on Slice Network show *Cake Walk*

Jeannette Orazietti basks in her newfound role as a reality TV star



PIECE OF CAKE? NOT REALLY: Former SSMECD small business client Jeannette Orazietti, who appeared on the Slice Network show *Cake Walk*, says the reality TV bakeoff was an awesome yet grueling experience she'll never forget. Photo courtesy of Curt O'Neil.

A few months later, and Jeannette Orazietti is still on cloud nine.

In November, the owner of Jeannette's Custom Cakes was featured on the Slice Network show *Cake Walk*. Orazietti was one of three finalists selected from dozens of submissions from across the country to appear on the reality TV program.

Hosted by Canadian actor and stand-up comedian Caroline Rhea, the show has custom cake artists bakeoff in creating a themed wedding cake for a bride and groom.

"I still can't believe it all happened," said Orazietti, who started her firm in 2009 with assistance from the small business wing of the **Sault Ste. Marie Economic Development Corporation**.

Her journey to the small screen began in February

2011, when she received a call from Slice executives asking her to submit a video, of which judges would select three to appear on the show.

"At first, I thought it was someone playing a cruel joke on me," said Orazietti, adding that she still isn't sure how her name ended up getting short listed.

Eventually realizing it was the real deal, she got to work on creating a promo video. Seeing her warm, friendly demeanor, along with photos of past creations from Jeannette's Custom Cakes, Orazietti made the cut.

The episode was filmed over a long and grueling three-day period in June, which included a heated bakeoff and one-on-one interviews during 15-hour days.

"I didn't realize how much goes into this type of televi-

sion," said Orazietti, who was three months pregnant during the shoot.

The episode had a shopaholic theme, something that related to the featured bride and groom. Orazietti, a graduate of the Graphic Design program at Sault College, incorporated gift boxes and other shopping items into her three-foot-tall cake.

"It was exactly what we wanted," she said, adding that her husband, Anthony, who also appears in the episode, was a huge help.

Despite their best efforts, her tasty, eye-catching creation did not win. Nevertheless, Orazietti has nothing but great things to say about the overall experience.

"Going on the show gave me more confidence," she said evenly. "I was honoured just to be selected, and I take

that to heart."

Also great, said Orazietti, was the support she received from the community. Media, along with Facebook and Twitter, were buzzing leading up to the episode's debut. "That meant a lot to us."

Meanwhile, before starting her business a few years back, Orazietti first met with the team at **Business Sault Ste. Marie**, a division of the Sault Ste. Marie Economic Development Corporation. They worked together on funding options, planning and other start-up matters.

"I had the idea, but moving forward can be overwhelming," she said. "I knew nothing about running a business. Their (SSMECD) assistance was a huge help. I couldn't have done it without them."

With a top-notch, viable business plan in hand, Orazietti applied and received a \$25,000 grant from the Province's Northern Ontario Heritage Fund Corporation. The investment, used to purchase baking equipment and marketing, allowed the business to take shape and take off.

"When you work with so many clients each year, it's wonderful to see them grow and excel," said Andrew Ross, General Manager of Enterprise Services for Business Sault Ste. Marie. "It puts a smile on my face every time, and Jeannette is a prime example of the entrepreneurial spirit in the Sault area."

To view the *Cake Walk* episode featuring Orazietti, visit www.slice.ca/cakewalk.

CELEBRATE 100!: Contest winner to earn round trip from Toronto to the Sault; Enter online now

Win a free flight home for Celebrate 100! in 2012



Know anyone looking to make a trip to Sault Ste. Marie? Starting this month, a friend or relative of a local resident will have a chance to win a round trip for two from Toronto to the Sault, courtesy of Porter Airlines.

The contest is part of Celebrate 100!, the City-led initiative that's planning a number of activities to commemorate the Municipality's 100th birthday in 2012. To enter, visit

the Celebrate 100! [website](#).

"The City of Sault Ste. Marie is committed to making our 100th anniversary a very special one," said Councillor Terry Sheehan, SSMEDC Liaison for the Celebrate 100! Team. "We have a lot of events planned during the year, and this contest will provide a great opportunity for us to share this with our out-of-town family and friends. We encourage residents to forward the website to a friend or family member via e-mail or Facebook."

The draw will be held on

April 16. The contest is being offered by **Tourism Sault Ste. Marie**, a division of the Economic Development Corporation. The direct link to the contest submission form is available online at www.saulttourism.com/celebrate100.

"Tourism Sault Ste. Marie is pleased to help develop this exciting contest that will not only bring some family and friends home, but will also focus attention on the many Celebrate 100! events planned throughout 2012," said Executive Director Ian

McMillan, also a member of the Celebrate 100! Team.

Porter Airlines, which began offering flights between the Sault and Toronto Island Airport in May, is the primary sponsor for the contest.

"Porter is excited to be part of Sault Ste. Marie's 100-year celebrations," said Brad Cicero, the airline's Manager of Communications and Public Affairs. "We're looking forward to starting the next 100 years by encouraging people to travel to the Sault in 2012, specifically to participate in the festivities."



LEFT: At the Celebrate 100!-sponsored Take 5 event from the Chamber of Commerce in December, Mayor Debbie Amaroso speaks on behalf of the City while Chamber Board member Penny Perrier looks on.



LEFT: Celebrate 100! Project Coordinator Donna Irving (left) with Celebrate 100! Team member Dave Murphy, Executive Director of Business Sault Ste. Marie, a division of the Economic Development Corporation.



LEFT: Councillor Susan Myers, Management Chair of the Celebrate 100! Team, addresses the crowd at Take 5.



RIGHT: At Take 5, which took place at the Civic Centre, the local Royal Canadian Sea Cadet Corps performed renditions of Christmas classics in the lobby.



RIGHT: Councillor Marchy Bruni (right) and others watch the Royal Canadian Sea Cadet Corps play music from the lobby below.



RIGHT: Chamber Marketing Coordinator Don Ferguson, Councillor Myers and Mayor Amaroso are all smiles when announcing the Take 5 door prize winner.

Out & About: SSMEDC Photo Gallery



WELCOMING: At the Sault Ste. Marie Economic Development Corporation (SSMEDC) open house in December are Mayor's Office Assistant Shannon French (left) and Tom Dodds, Chief Executive Officer of the SSMEDC. Each year, during the holiday season, the Corporation welcomes clients and partners to its office on the third floor of the Civic Centre for an afternoon of networking.



HONOURING: (L to R) City CAO Joe Fratesi and SSMEDC CEO Tom Dodds host a tribute event for Bill Therriault, a longstanding supporter of economic development in the community. After years of dedicated service, Bill and wife Lil (seen in photo), took some much-needed and well-deserved time off. Bill has served as Chair of the Transportation Infrastructure Committee, which is spearheading the development of a new deep water port. He also facilitated a working committee that was successful in saving the Huron Central rail line.



NETWORKING: At the SSMEDC open house are (L to R) Mike Delfre, Executive Director of the Canadian Bushplane Heritage Centre; Aaron Hoffe, Senior Business Planner for the Province's Northern Ontario Heritage Fund Corporation; Dave Murphy, Executive Director of Business Sault Ste. Marie, a division of the Sault Ste. Marie Economic Development Corporation; and Renee Wysynski, Assistant to the Mayor.

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Sault Ste. Marie
**ECONOMIC
DEVELOPMENT
CORPORATION**

The Sault Ste. Marie Economic Development Corporation recognizes the financial support it receives from the City of Sault Ste. Marie. As well, it recognizes the strong backing it receives from the Mayor, Council and City staff team. The SSMEDC also thanks the federal and provincial governments, and its many other partners, for their financial support.

The Sault Ste. Marie Economic Development Corporation is a non-profit organization, funded by public and private partners, whose goal is to be the community's leader in supporting and promoting an environment that generates sustainable employment in a healthy, growing and diversified economy.