

JANUARY 2012

# the pulse



SAULT STE. MARIE ECONOMIC DEVELOPMENT NEWS

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## PHYSICIAN RECRUITMENT: Doc says decision to practice in SSM was a breeze 'It was an easy choice'

For Dr. Rishi Ghosh, the decision on where to practice medicine was easy as pie.

After weighing all the options, and seeing what Sault Ste. Marie had to offer, he jumped at the chance to relocate here. For starters, the recently-constructed \$408-million Sault Area Hospital (SAH) provides a state-of-the-art facility for him to work in.

"I saw it as an amazing opportunity to practice in a new hospital," said Dr. Ghosh, who now works in the SAH Intensive Care Unit.

Also making the decision easy were the recreational

prospects and natural beauty in the area. An avid skier, boater and mountain biker — three activities available within a short drive of the city core — the doctor quickly took a liking to the Sault.

"I love the outdoors, and Sault Ste. Marie offers a natural, unspoiled environment," said Dr. Ghosh, who purchased a home on Lake Superior, which provides both a stunning view and a place to sail.

Finally, spending the last decade living in Toronto and Ottawa, the doctor was particularly struck by the warm nature of Saultites themselves, some-

thing he first saw last summer when taking a community tour, courtesy of the **Sault Ste. Marie Economic Development Corporation (SSMEDC)**.

"When I came here for my initial city visit, everyone went out of their way to make me feel welcome," he said. "I saw a real sense of community, which attracted me here. In the end, it was an easy choice."

For several years, the SSMEDC has partnered with the local Physician Recruitment and Retention Committee to help attract doctors to town. The corporation offers them community tours, business and employment assistance for their spouse, and anything else it can to support the effort.

"We consider physician recruitment fundamental to maintaining a high quality of life, which is why we're happy and proud to offer this as one of the many services we provide to the community," said SSMEDC CEO Tom Dodds.



**TOP:** Dr. Rishi Ghosh in the beautiful lobby of the new Sault Area Hospital, a facility that made his decision to practice here all the more easy.

**RIGHT:** Dr. Ghosh is shown the new hospital while on a community tour given by Randy Tallon, from the Sault Ste. Marie Economic Development Corporation.





# 2011 Year in Review



**AUGUST:** Ellsin Environmental, a client of Business SSM, holds an open house at its newly-opened tire recycling pilot plant.



**JUNE:** Following an \$11-million upgrade, spearheaded by Tourism SSM, officials unveil the new Agawa Canyon Tour Train.



**SEPTEMBER:** Himanshu Saxena, from Starwood Energy, a client of Business SSM, looks over one of his company's \$300-million solar farms.



**MARCH:** Thousands pack the Essar Centre to watch the 2011 OCAA Men's Basketball Championships, an event bid on by Tourism SSM.



**JULY:** With support from the City, Province and Federal Government, the local airport, a client of Business SSM, expanded its facilities.



**MARCH:** Tourism SSM, Sault Major Hockey and the Soo North Stars successfully bid on the 2013 National Midget AAA Telus Cup.



**AUGUST:** Dignitaries at the ribbon-cutting ceremony for the new \$25-million academic wing at Sault College, a partner of the SSMECD.



**MAY:** Bid on by Tourism SSM, the Royal Canadian Legion held its Provincial Conference at the Essar Centre, attracting 600 visitors.



**JANUARY:** Teresa Burns (right) opens her store, Candy Bouquet, one of many Business SSM clients to begin operating during the year.



**JULY:** Twelve students take part in the Business SSM-coordinated Summer Company program, which provides seasonal business grants.



**MAY:** Porter Airlines, a Business SSM client that offers flights to and from Toronto Island Airport, touches down in Sault Ste. Marie.



**AUGUST:** The Sault hosts the International Hap Ki Do Canadian Open. Bid on by Tourism SSM, the event attracted hundreds of visitors.

**INFRASTRUCTURE:** Community projects move forward with FedNor funding

## Regional harbour one step closer to reality

A much-anticipated regional harbour for Sault Ste. Marie is now closer to reality than ever before.

The infrastructure project, considered to be one of the most important steps for future economic growth in the

community, is moving forward with a comprehensive market assessment and business case study. The harbour would provide local companies an efficient and cost-effective means of accessing raw materials while also al-

lowing them to significantly increase their exporting capacity and expand operations.

The City's Transportation Infrastructure Committee commissioned KPMG to undertake the study, which was made possible with funding

from FedNor, the Federal Government's regional economic development agency.

"The existing harbour facilities are inadequate to meet the needs of future demand," said Committee member John Febbraro, from **Business Sault Ste. Marie**, a division of the Economic Development Corporation. "A new, regional port is crucial for realizing long-term growth opportunities in the area, and this business case study is the first step in making it happen."

The Honourable Tony Clement, Minister for FedNor, came to the Sault this month to make the funding announcement, which also included investments for Algoma University, the Innovation Centre and ServiceProbe.

The investments will "set the stage for growth by creating opportunities and enhancing the innovation, commercialization, management and trade capacity of small and medium-sized enterprises," said Minister Clement.



**PHOTO: Minister Clement announces the \$541,600 in funding for community projects.**



**PHOTO: MP Bryan Hayes explains what the FedNor investments mean for the Sault.**



**PHOTO: Minister Tony Clement listens as Mayor Debbie Amaroso addresses the crowd at the announcement in January.**



**PHOTO: Tom Vair, from the Innovation Centre, speaks while others, including Algoma U President Dr. Richard Myers (far left), listen.**

**ENTERPRISE SERVICES:** Want to brush up on your business skills?

## Free business information session offered; Register now

Want to know how your company can do business with the Government of Canada, or want to learn how you can export products around the world? An upcoming business information and networking session can help.

Presented by Canada Business Ontario — in partnership

with Business Sault Ste. Marie, the Ontario Ministry of Northern Development and Mines, and FedNor — the free event, "Business, Government Services and You," is taking place Thursday, Feb. 16 at Algoma's Water Tower Inn & Suites, from 4 to 8 p.m.

"This is a great learning

opportunity for businesses of every scope and size," said

Andrew Ross, General Manager of Enterprise Services for **Business SSM**, a division of the

**Ross** Economic Development Corporation. "I encourage all businesses to take advantage of this free session."



The seminar topics will be: *Doing Business with the Government of Canada*, *Tax Services for Business* and *First Steps in Exporting*. The event also includes a networking session, and refreshments will be provided.

To register, call 1-877-553-5507 or visit [www.cbo-eco.ca](http://www.cbo-eco.ca).

# Out & About: SSMEDC Photo Gallery



**WELCOME HOME:** Dr. Roberta Bondar (second from right), Canada's first woman in space, came home this month for a week-long commemoration of her feats. Her visit was part of Celebrate 100!, the 100th anniversary of the incorporation of the City, taking place throughout 2012. Following a speech to students, she's seen here with (L to R) Celebrate 100! Team members Councillor Susan Myers, Co-Chair; Project Coordinator Donna Irving; and Marc Capancioni, from the SSM Economic Development Corporation.



**GETTING READY:** Following a meeting at the Essar Centre for the March 2012 CARHA Hockey World Cup are (L to R) Lori Lopez, CARHA's Director of Business Operations; CARHA President Michael Peski; Steve Hollingshead, from the SSMEDC's Tourism Sault Ste. Marie division, which bid on the event; City Marketing & Events Manager Trevor Zachary; and Rueben Greenspoon, Coordinator of the 2012 CARHA Hockey World Cup.



**EDF:** Tom Dodds, CEO of the Sault Ste. Marie Economic Development Corporation (SSMEDC), outlines the current state of the Economic Development Fund (EDF) to City Council. The EDF is a City fund, at the sole discretion of Council, that's invested into projects designed to create jobs and increase the tax base. The SSMEDC is responsible for evaluating EDF applications and making recommendations to Council.

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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.