

the pulse

SAULT STE. MARIE ECONOMIC DEVELOPMENT NEWS

**ALSO
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- Sault hosts forensic conference
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INDUSTRY: Ellsin Environmental adds to Sault’s Green complex
Ground breaks at local tire recycling facility

Ground was broken at Ellsin Environmental’s pilot tire recycling plant this month.

The facility will initially employ 25 people — with another 80 or so during construction — and will process 900 tires per day. The Yates Ave-

nue complex is expected to be complete in 2010.

The Sault Ste. Marie Economic Development Corporation and its Development SSM division have been working with Ellsin on its Green initiative for quite some time.



SHOVELS READY: (L to R): Development SSM’s John Febbraro, Ellsin President/CEO Robert Maier, MPP David Orzietti, Ellsin Chairman Elliot Strashin, and Mayor Rowswell.

“The EDC has been very supportive of us from the beginning,” said Robert Maier, the company’s President and CEO. “They were very aggressive to get us to locate here. They’ve also been

very supportive in the whole process of helping us raise funds.”

Ellsin received a \$2 million grant from the provincial government’s Northern Ontario Heritage Fund Corporation. Along with the financial support of the province, the firm also received significant assistance and co-operation from City Council and staff.

Having such incentives available is one of the great benefits of starting a business here, said John Febbraro, Acting Executive Director of Development Sault Ste. Marie.

When Ellsin heard about these benefits, along with the city’s strategic location at the heart of the Great Lakes, “the rest is history,” he said.

SMALL BUSINESS: ‘Going Green’ this year’s theme at Bridges to Better Business

Enterprise Centre builds bridges to entrepreneurship

Can small businesses afford not to go Green?

With the public relations benefits that come with being environmentally friendly, the upside of going Green can be very lucrative.

That was the message given by marketing and communications specialist Ben Farella this month at Bridges to Better Business. The annual event is hosted by Enterprise Centre

Sault Ste. Marie, a division of the SSM Economic Development Corporation.

“Going Green can be as good for your businesses as it is for the environment,” said Terri Chiarello, ECSSM’s Small Business Development Advisor. “It’s really a win-win situation.”

The event, which took place at Algoma’s Water Tower Inn, was sponsored by the Ontario

Ministry of Economic Development and Trade, Canadian Ontario Business Service Centre, and the province’s Northern Ontario Heritage Fund Corporation.

Various awards were also given out at the event. For details and photos of the winners, see Page 5 of this newsletter.

For more information on Ben Farella, please visit www.benfarella.com.

TOURISM: Community hosts high-tech forensic science conference

Sault has one of two provincial forensic labs; city capitalizes on this position

Housing one of only two provincial forensic laboratories in Ontario, Sault Ste. Marie is in a unique position.

Capitalizing on this competitive advantage, local staff from the Ontario Ministry of Community Safety and Correctional Services hosted the Northern Regional Forensic Laboratory Client Conference earlier this month.

Given that it's the first conference of its kind for the city, Tourism Sault Ste. Marie, a division of the SSM Economic Development Cor-

poration, helped with event planning and organizing.

"It's the local champions who bring many of these events to our city, and we're here to help them along the way," said Rosalie Graham, the division's Coordinator of Meetings and Conventions. "When you take into account the Sault's competitive advantages, this particular conference definitely has the potential to lead to larger ones in the future."



Graham

The event involved 70 delegates from organizations throughout Northern Ontario that use the services of the local forensic laboratory.

Attendees were taught by various presenters, including representatives from the Provincial Forensic Pathology Unit, Centre of Forensic Sciences, OPP, Ministry of Community and Social Services, Crown Attorney's office, and the Forensic Laboratory of the Denver (Colorado) Police Department.

"This meeting brought to-

gether practitioners and experts from across the justice sector, essentially condensing the entire northern region into one room for two days of focused learning and networking among partners," said event co-organizer Andrew Greenfield, Manager of the Northern Regional Laboratory and Deputy Director of the Centre of Forensic Sciences.

The event took place at the Great Northern Hotel & Conference Centre Nov. 17 and 18.

DEVELOPMENT: Longtime EDC client prepares for major expansion

Black Loon Millworks invests in Sault Ste. Marie operation

Black Loon Millworks International, a longtime client of Development Sault Ste. Marie, is in the midst of a major expansion.

The local wood products manufacturer has big plans involving more sales and

more staff. To develop, the firm recently purchased a state-of-the-art bander machine, which will allow Black Loon to produce high-end and intricate product designs.

To accompany the new equipment, the firm is looking to increase sales and, in the near future, increase staffing levels.

"Our long-term plans would be to continually

increase sales in all departments up to about \$5 or \$6 million, which would require more employees and a possible second shift," said owner Michael Moore.

With an understanding that what's good for Black Loon Millworks is good for the community, Development Sault Ste. Marie, a division of the SSM Economic Development Corporation, has been working with the local firm for a number of years.

"The EDC has been instrumental in our start up," said Moore, who's also

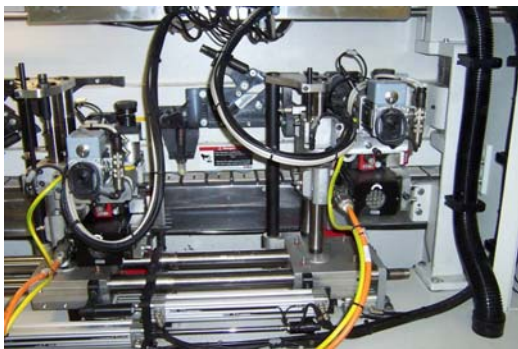
keting."

Simply put, "It would have been much tougher going had it not been for the EDC staff," he added. "Their knowledge and business expertise was extremely important to us."

Meanwhile, the teamwork and partnership between the Sault Ste. Marie Economic Development Corporation and Black Loon Millworks remains strong to this day.

"Many companies in the value-added wood sector are facing tough times, but Black Loon Millworks is holding its own and then some," said John Febbraro, Acting Executive Director of Development Sault Ste. Marie. "With their aggressive marketing strategy and general knowhow, I'm confident that the company's long-term expansion plans will bear fruit."

For more information, visit www.blackloon.com.



MIGHTY MACHINE: Black Loon Millworks' recently-purchased AN Advantage 70 edge bander machine. Valued at \$170,000, the new equipment will allow the local firm to create intricate custom wood designs and, ultimately, expand.

a volunteer member of SSMECD Board of Directors. "They helped us secure our building, apply for funding and government grants, create a business plan, and conduct mar-

COLUMN: Small businesses can benefit tremendously from taking advantage of training sessions

Business that invest in learning invest for success



BY ANDREW ROSS
General Manager
Enterprise Centre SSM

What's knowledge worth these days?

It's an interesting question, as many small businesses are learning that the more information they have and the more knowledgeable they are, the better position they can be in an increasingly-competitive marketplace.

Gone are the days when a new business opening meant customers would automatically arrive to check it out. Gone are the days when firms

could offer one type of product, their way at their price, with customers having to live with it.

These are the days of infinite choice for consumers, who often perform intense research into the purchases they make.

So, what is a small business owner to do?

One answer is to differentiate. Always look for the ways and means of separating your business from the pack.

Whether it's offering a specific product or service, or in the way you deal with your customers, differentiation is the backbone of competitiveness in today's marketplace.

That being said, let's bring this back to the original topic,

knowledge, and tie these two ideas together. Basically, the small business owner who has the best knowledge of the most areas of operation has the edge. Simply put, knowledge is power.

The key for any business owner is to constantly identify areas of weakness or areas where he or she could use more information or more training. The idea is to get ahead of, and remain ahead of, the competition.

How do you do this?

Cost is always a factor in these decisions, whether it's the cost of the training or the cost of lost business while the store is closed or the boss is away. But, ultimately, the question boils down to what

is the benefit once the training is implemented, and does that benefit outweigh the cost?

In other words, is \$300 lost in sales today an OK price to pay for the potential of \$1,000 earned tomorrow?

Always look for the free training and seminar sessions offered in your community. Organizations like Enterprise Centre Sault Ste. Marie, the Chamber of Commerce, Community Development Corporation and the Innovation Centre, amongst others, continuously offer free or very low cost sessions as a part of their mandates.

The training they offer can ultimately be the source of the information that sets you apart from your competition.

INTERNATIONAL RELATIONS: Delegation from Mumbai, India visits local businesses

Sault connects with world's second most populated country

With a population approaching 1.2 billion, the economic opportunities that exist in India are immense.

Having said that, connecting the south Asian powerhouse with Sault Ste. Marie will go a long way in creating long-term growth and prosperity for the community.

And that's exactly what Development Sault Ste. Marie is doing.

In November, a delegation from Mumbai, India came to town. The group consisted of two representatives from Aswathi Industries Ltd., a manufacturer of high-tech industrial equipment, including pollution control systems, furnaces and kilns, and cus-

tom-made fabrication.

The Indian delegation came at the request of Elementa Group, which is looking for global business partners to help export its patented waste-to-energy system.

The delegation also toured

China Steel, Tenaris Algoma Tubes and Essar Steel Algoma. Connections were made and friendships born.

Since the purchase of then Algoma Steel by Mumbai-based Essar Group, a variety of forces have wanted to fur-

ther link the two cities. Development Sault Ste. Marie, a division of the SSM Economic Development Corporation, has been one of the lead facilitator in the process.

The recent inbound mission involved SSMEDC and City officials, including Mayor John Rowswell and Councillor Steve Butland. There are also plans in place for an outbound municipal mission to India next year.

"India can't be ignored," said Randy Tallon, Director of International Relations & Global Logistics for Development SSM. "It's an emerging global powerhouse, and connecting their economy with ours is vital."



ROUND TABLE MEETING: The Indian delegation (Sureshkumar Kuttikrishnan Nair and Vilas H. Patil) with representatives from China Steel and Elementa Group.

SMALL BUSINESS: Winners of the 2009 Bridges to Better Business Awards

Enterprise Centre SSM pays homage to regional small business community

Bridges to Better Business, an annual event hosted by Enterprise Centre Sault Ste. Marie, is a time for small business owners to gather and learn. It's also a time to honour the best and brightest in the small business community. The following photos are the 2009 Bridges award winners with ECSSM General Manager Andrew Ross.



LEFT: Rachel Wardell won the Bridges to Better Business award for her Green business, Fine Clean By Rachel. The firm only uses natural, organic, environmentally-friendly cleaning products. Wardell is a client of Enterprise Centre Sault Ste. Marie, which helped her with business planning and with funding applications involving the Canadian Youth Business Foundation's loan program.



TOP: The Algoma and Manitoulin Community Futures Development Corporation's Youth Enterprise Camp won the Alynn Burke Award, which is given in memory of an Enterprise Centre SSM employee who passed away in a tragic accident in 2004. In the photo with Andrew Ross are Shawn Heard and Karen Thomas.

RIGHT: Paul Caputo, winner of Summer Company of the Year. His business, Green Grass Lawn Care, provided yard maintenance services. Caputo had the most successful entry in Summer Company, a provincial youth self-employment program administered regionally by Enterprise Centre Sault Ste. Marie. As with all Summer Company participants, ECSSM aided Caputo with business planning and other matters.



POST-SECONDARY DEVELOPMENT: Ontario's newest university creates new opportunity to grow

Algoma U begins partnership with Northern Ontario med school

Algoma University and the Northern Ontario School of Medicine recently signed a collaboration agreement,

which will allow the institutions to co-operate in their research.

"The partnership . . . creates the opportunity for a future of exciting research initia-

tives," said AU President Celia Ross, a member of the Sault Ste. Marie Economic Development Corporation's Liaison Committee. "We have a unique opportunity to have new conversations, explore new research

serve."

With the collaboration agreement, Algoma University is now in a better position to grow academically, something that will ultimately benefit the entire community.

Other recent developments at Sault Ste. Marie's university include a new \$16-million Biosciences and Technology Convergence Centre and the 2008 granting of the school's independence.



BRIGHT FUTURE: With its independent status, partnership with NOSM and other recent growth, the future of Algoma University couldn't be more promising.

possibilities, and to share skills, resources and expertise — all in the interest of the people we collectively

IN THE COMMUNITY: EDC Photo Gallery



HOLIDAY CHEER: Tourism Sault Ste. Marie's Tara Lucarelli (left) and Lindsey Errington at the 2009 Festival of Trees event. Like last year, Tourism SSM and its industry partners had an entry in the festival, which sees sponsors donating trees that are then sold or auctioned off to the highest bidder. The money raised goes to the Lung Association.



MUSIC MAN: Bruce Strapp, CEO of the Sault Ste. Marie Economic Development Corporation, plays trombone with the Steeltown Silver Band. The brass band played its Christmas show to a packed house Nov. 28 at Willowgrove United Church. The Steeltown Silver Band formed in 2006.



AT THE PODIUM: John Febbraro, Acting Executive Director of Development Sault Ste. Marie, a division of the SSM Economic Development Corporation, addresses the crowd at the November groundbreaking ceremony for Ellsin Environmental's pilot tire recycling facility.

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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.