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the pulse

SAULT STE. MARIE ECONOMIC DEVELOPMENT NEWS

ALSO INSIDE:

- Major martial arts tourney coming to SSM
- EDC releases 2009 annual report
- Social media key for small businesses
- 2010 Summer Company Directory
- Famous tall ships dock in the Sault
- EDC staffer joins Chamber Board

TIMES MAKIN' CHANGES: Dave Murphy heads new EDC wing

EDC restructures; new Business SSM division announced

A veteran provincial civil servant has joined the Sault Ste. Marie Economic Development Corporation team.

Dave Murphy, who has an extensive career as a senior staffer with the Ministry of Northern Development, Mines and Forestry, recently became head of the EDC's new Business Sault Ste. Marie division.

Murphy, a former Soo Greyhound and Pittsburgh Penguin draft pick, spent much of his career in the ministry's economic development agency, the Northern Ontario Heritage Fund Corporation, working on private-sector initiatives.

This experience, along with his knowledge of provincial funding programs, makes him a great fit for the SSM Economic Development Corporation.

"I am very enthused to be joining the EDC team and look forward to this opportunity with Business Sault Ste. Marie to further improve the economic development future of my hometown," said Murphy, who holds an MBA from Western's Richard Ivey School of Business.

Business SSM is a newly-merged division combining the EDC's industrial and small business

divisions, Development Sault Ste. Marie and Enterprise Centre Sault Ste. Marie. The merger was done to make the Economic Development Corporation a more efficient organization.

The new division will continue the strong partnership with the provincial government in delivering entrepreneur programs and services. Business Sault Ste. Marie will also work to promote the province's Northern Ontario Growth Plan.

The EDC now consists of three operating divisions:

- *Business Sault Ste. Marie* – Supports local businesses and attracts businesses to create jobs and increase the tax base
- *Tourism Sault Ste. Marie* – Works to attract visitors and increase their length of stay
- *Corporate Services* – Provides administrative support to the corporation as a whole

"The Sault Ste. Marie Economic Development Corporation is constantly looking to improve and add value to our programs and services, especially in serving our entrepreneurial and business clients," said CEO Bruce Strapp.

"We are very excited in attracting Dave as our Executive Director for Business Sault Ste. Marie. He brings with him over 25 years experience in economic development. Our clients will have much to gain in working with the EDC and this new knowledge base."

RINK TIES

After playing for the Soo Greyhounds as a goalie, Dave attended the University of North Dakota in the 1970s on a full-ride hockey scholarship. Considered one of the top college programs in the U.S., recent alums include Jonathan Toews and Zach Parise.

While at North Dakota, Dave was drafted 60th overall and offered a professional contract by the Pittsburgh Penguins. However, a knee injury in his senior year at university prematurely ended his hockey career, and he subsequently attended the University of Western Ontario, where he earned an MBA.

Dave has been involved in the Sault hockey scene for a number of years. He's former member of the Greyhounds Board of Directors, former Director of Hockey Operations for the Soo Thunderbirds and former Director of Hockey Operations for the Soo Indians. Dave is now a goaltending coach for the Soo Thunder Bantam AAA team.



PHOTO: Dave Murphy assists a client.



TOURISM: Major martial arts tourney coming to the Sault

Wax on, wax off at the Essar Centre in 2011

The first ever International Hap Ki Do Canadian Open will be held here in 2011.

The martial arts competition, scheduled next year from Aug. 12 to 13 at the Essar Centre, is expected to attract up to 1,000 visiting participants and fans from around the world.

Hap ki do is a Korean martial art that incorporates hand strikes, kicking, joint locks and other self-defense techniques. Master Peter Cornac-

chio and wife Tracy, who run Soo Dan Hap Ki Do Academy, were the driving force behind the community getting the hosting rights for the 2011 event.

“Sault Ste. Marie has a very large martial arts presence,” said Master Cornacchio, who, as Regional Director for the International Hap Ki Do Federation (IHF), recently certified 21 locals as official hap ki do referees. “It’s important that we bring

everyone together and create unity amongst martial artists. That’s one of the goals of the 2011 competition.”

The 2011 International Hap Ki Do Canadian Open joins a growing list of major sporting events in the Sault that were bid on, or supported by, the Economic Development Corporation’s Tourism SSM division. These include the 2010 Scotties Tournament of Hearts and 2012 CARHA Hockey World Cup.

“The Sault is a hockey town, and we always will be, but we’re showing that we’re more than ready, willing and able to host any number of sporting events,” said Steve Hollingshead, Coordinator of Special Projects and Sport Tourism for Tourism Sault Ste. Marie.

“Having the support of City Council and staff, along with local champions like the Cornacchios, is a proven recipe for success.”

LEFT PHOTO: Steve Hollingshead (left) and Tracy Cornacchio announce that the city won the hosting rights for the 2011 International Hap Ki Do Canadian Open.

RIGHT PHOTO: At the announcement are (L to R) Acting Mayor Terry Sheehan, Tourism SSM’s Steve Hollingshead, and Tracy and Master Peter Cornacchio.

EDC releases 2009 annual report: Measuring Sault Ste. Marie’s Success



Ever wonder what does the Sault Ste. Marie Economic Development Corporation does?

Curious to know how is the organization is making a difference in the community?

This information, and much more, is available in the corporation’s 2009 annual report: Measuring Sault Ste. Marie’s Success. The docu-

ment was released earlier this month and is available for viewing on the EDC website, www.sault-canada.com.

“Our annual report expresses the personality, philosophy and vision of the corporation,” said Debbie LaFleur, the EDC’s Manager of Corporate Services. “It’s one of the most important stand-alone communication

vehicles of the year and is a signature piece.”

The annual report highlights specific activity and captures stats from the EDC’s operating divisions and partner agencies.

“The document communicates our programs and services, which allows us to be more open and transparent,” added LaFleur.

SMALL BUSINESS: Tweet your way to entrepreneurial success

Business seminar teaches the importance of social media

Sweeping the world by storm, social media has quickly become a powerful force to be reckoned with.

Utilizing these tools can have huge benefits, especially for small businesses looking to connect with customers.

This was the message at a recent entrepreneurship seminar organized by the Economic Development Corporation's Business Sault Ste. Marie division.

"It's very important for

small businesses to embrace social media," said keynote speaker Nevin Buconjic, a technology enthusiast and President of Interactive Minds.



Buconjic

"First of all, it allows them to engage their customers, as well as share a dialogue about the business and its products or services. Social media can also give businesses the ability to reach large audiences with relative

ease. And it's free."

The most-commonly used social media tools are Facebook, Twitter, LinkedIn, blogs and YouTube, said Buconjic, a business analyst for the provincial government. Entrepreneurs should first identify the tool or tools that best suits their products, services and clients.

"Each of these tools has pros and cons, but most can be used together to provide greater exposure for a busi-

ness," he said.

Since about 75 per cent of online consumers visit social networks and blogs, it makes sense for businesses to use social media to dialogue with them, added Buconjic. This doesn't mean every business should use social media, "but they should at least consider some of the tools available as a part of their overall marketing efforts," he said.

For more information, visit www.nevinbuconjic.com.

YOUTH ENTREPRENEURSHIP: 2010 Summer Company Directory

Summer Company in full swing

It's now the middle of summer. College and university students are home, most working to save up for next year's tuition and living expenses. Many high school students are also on the grind, using the school-free season to accumulate some coin.

A number of these individuals decided to be their own boss, and

Summer Company is giving them an opportunity to do so.

The youth entrepreneur program, funded by the provincial government, provides people, ages 15 to 29 who are returning to school, with a grant to start a seasonal business.

Summer Company is administered in the Algoma region by Business Sault Ste.

Marie, a division of the Economic Development Corporation.

"It's great to see so many of our youth take advantage of this program," said Zoltan Virag, the division's Youth Business Development Coordinator. "Getting entrepreneurial experience at such a young age puts these young people at a significant advan-

tage for even more business success later in life."

Shown below is a list of this year's Summer Companies. (Business located in Sault Ste. Marie, unless otherwise stated).

"These young entrepreneurs have been working hard to start their businesses, and I encourage people to support them."



2010 Summer Company Directory



Benny C's Autospa

Provides detailing for cars, trucks, boats and SUV's, including washing, waxing, interior cleaning and steam cleaning.

Contact: Benjamin Cicchelli
705-971-2838
ben_cicchelli@msn.com

Britz Photography

Offers a range of photographic opportunities with a focus on pets.

Contact: Brittany Kennedy
705-542-9462
brittany_jean_kennedy@hotmail.com

Discover The Canvas

Professional artwork sales gallery and tattoo art workshop.

Contact: Katrina Thibodeau
705-971-0393
fallinlovewithme-xoo@hotmail.com

Funny Hat Party Communications (Elliot Lake)

Provides creative communication services, offering a unique approach to advertising and photography.

Contact: Tracey Tulloch
705-849-6560
traykapade@live.com

Guu Imports

Provides Japanese imports, such as ceramics, bath salts and specialty teas.

Contact: Brian Simbirski
705-942-6770
brian.simbirski@gmail.com

Manic Impressions

Takes professional photographs for local businesses at a reasonable price.

Contact: Nadia Mitchell-Dalla Bona
705-971-5582
naudienauds@hotmail.com

Marty's Windows & Gutter Cleaning

Specializes in cleaning windows and gutters for homes and businesses.

Contact: Marty Fortino
705-971-0513
marty_fortino@hotmail.com

Performance Window Cleaning

A window washing company that can perform other services like vinyl siding and eavestrough cleaning.

Contact: Kevin Melville
613-222-6416
k-melville@hotmail.com

Raili's Tasty Treats (Goulais River)

An ice cream store that offers various flavours to help customers cool off.

Contact: Raili Martson
705-987-2150
freedom32@sympatico.ca

Saultech

Offers computer and network solutions, tutoring and remote services.

Contact: Michael Pelchat
705-987-6515
bilukmike@gmail.com

Summertime Shine Automotive Detailing

Specializes in car washing, detailing, interior, exterior and waxing.

Contact: Andrew Addante
705-206-9267
andrew.adante@hotmail.com

Superior Basketball Services

Provides one-on-one skills development with the use of intense and innovative drills.

Contact: Jordan Fresque
705-255-2066
jordanfresque@gmail.com

TOURISM: Saultites get a taste of the way things used to be on the high seas
Two tall ships dock on the Sault's waterfront

If there was ever an appropriate time to use the phrase "win-win," it happened in July. Actually, perhaps the term "win-win-win" would be even more suiting.

When two tall ships, HMS Bounty and Pride of Baltimore II, docked here July 21 to 23, thousands of Sault residents and visitors boarded the historic sailing vessels. Based on the smiling faces and laughter, a fun time was had by all.

Along with the entertainment value, the event put a spotlight on the Sault, bringing international attention to the community and its waterfront.

Last, but certainly not least, the Great Lakes also benefited. The advocacy group Great Lakes United organized the

Tall Ships Challenge, which is raising money and awareness for water conservation.

The Lake Superior Binational Forum, another advocacy group, was also involved in the Tall Ships Challenge.

Believing in the cause, and realizing the promotional benefits that come with such an event, Tourism Sault Ste. Marie, a division of the Economic Development Corporation, helped facilitate the local portion of the tall ships affair.

"We were very interested in becoming a partner in this special event because it not only puts a focus on how important the Great Lakes are to our very livelihood, but from a tourism perspective these lakes – especially Lake Supe-

rior – are a major reason why tourists from around the world come to visit us," said Ian McMillan, Executive Director of Tourism Sault Ste. Marie.

Mayor John Rowswell was also pleased to have the City be a part of the exciting event.

"As a member of the Great Lakes and St. Lawrence Cities Initiative, protecting the Great Lakes is our No. 1 priority," he said. "We, in the Sault, are proud to be part of water protection now and in the future."

On the first day of the public boarding, there was plenty of action in and around the ships, including War of 1812 re-enactors, the winners of the "Cast Away Call - Best Pirate Contest," parrots from Cherished Wings Bird Rescue and

various sponsorship booths. In total, thousands of people came out to support the event.

"Both captains were overwhelmed by the local response," said Tourism SSM's Steve Hollingshead, one of the event organizers. "It wouldn't have been possible without the hard work of the City's Community Services Division and strong backing of the Community Futures Development Corporation."

HOLLYWOOD CONNECTION

HMS Bounty was featured in two major movies, *Pirates of the Caribbean: Dead Man's Chest*, starring Johnny Depp, and *Mutiny on the Bounty*, starring Marlon Brando.



TOP LEFT: Tourism SSM's Steve Hollingshead (right) and City marina staffer Rick Borean on the plank of the Bounty.



TOP RIGHT: Sally Toivonen, a winner in the "Cast Away Call - Best Pirate Contest," dresses for the occasion.

BOTTOM LEFT: A pirate-clad Tim Murphy addresses the crowd as Tourism Sault Ste. Marie's Ian McMillan (left) and Baltimore Captain Jamie Trost looks on.

BOTTOM MIDDLE: In front of the HMS Bounty are (L to R) Acting Mayor Terry Sheehan, Bounty Captain Robin Walbridge and Tourism Sault Ste. Marie's Steve Hollingshead.

BOTTOM RIGHT: Business SSM's Randy Tallon (left) and the Innovation Centre's Errol Caldwell at an information booth.



Out & About: EDC Photo Gallery



CHAMBER FOLK: Terri Chiarello (right), Small Business Development Advisor for Business Sault Ste. Marie, a division of the EDC, was recently elected to the Chamber of Commerce Board of Directors. She's seen here with Chamber President Cale Crezek. The two were at the current Chamber office on Bay Street chatting about the future office, scheduled to open this September at the old Northern Brewery site.



GARDEN OF HOPE: Acting Mayor Terry Sheehan (left) and Zoltan Virag, Youth Business Development Coordinator for Business SSM, at the groundbreaking of Roots to Youth Garden. The initiative aims to instill a healthy lifestyle amongst youth while allowing them to enjoy the outdoors and learn about growing their own produce. Sponsored by the Calabrese Society, it involves the Sault Youth Association, Pauline's Place youth shelter and Art Gallery of Algoma.



REPRESENTIN': Kendall Scott, GIS intern for Business Sault Ste. Marie, a division of the Economic Development Corporation, is shown here stationed at an information booth under the Roberta Bondar Pavilion. Business Sault Ste. Marie set up the come-and-go booth during the publicity event surrounding the docking of two tall ships, the Pride of Baltimore II and HMS Bounty, at the Roberta Bondar marina.

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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.