



COMMUNITY COURIER

Representing the Interests of Business for the Growth and Prosperity of Our Members and Communities

Yorkton Regional Airport is a very important artery into our growing community. The airport adds value to our lives today by providing such services as medical flights and employment of up to fifty members of our community.

Ron Evinou (our Chamber Vice President) is Chairman of Yorkton Airport Authority (YAA). He leads an impressive board of "action oriented" individuals from our community, who are dedicated to growth of the airport businesses and growth in passenger traffic in and out of our region.

Do you know?

Do you know that, according to Statistics Canada, we have more than 10,000 aircraft movements a year in Yorkton Regional Airport? That compares to 65,000 at Regina, less than 4000 for North Battleford and less than 2500 for Swift Current.

Yorkton Airport Authority

At YAA our vision is for the airport property to do a lot more!

"Money comes on planes", has already been proven by the number of businesses and tourists who use our airport on an annual basis. YAA wants to make arrival at our regional airport an inviting and rewarding experience for our visitors. The work will take time but we are progressing well.

Isn't your time and that of your colleagues very valuable? What if a business trip didn't require a 6 am departure or a midnight return? What if you could start your business trip or your vacation with a flight into Winnipeg? Or Saskatoon or Calgary? What if a business trip to Winnipeg was a "same day" event? We all travel a lot more than we realize. What if we could save a day out of two of travel for ourselves or our staff?



City Council is highly supportive of YAA. Saskatchewan is at a point in its history that is perfect for development of more effective and efficient ways to bring people to this city and to the area. Most people would prefer to fly here, if they could.

The property at the airport is ripe for commercial development of supply chain warehouses, compounds, storage depots and for growth of the five vibrant businesses that are already at the airport. Those folks are putting their money where their dreams are, to deliver services to our community, but our other large businesses can help by sharing the vision.

Raising the money to do our work

Government grants are very important to our YAA work and we hope to have significant grants from the Province of Saskatchewan and the City of Yorkton between the two years 2008 and 2009. We already put \$130,000 to work last year. These funds are dedicated primarily to safety issues (lighting and runway repairs) and a small portion to provide our board with the foundation of knowledge, to professionally build for the future of our regional airport.

ACAP is Government of Canada funding for airports for which we don't yet qualify because we don't have regularly scheduled passenger arrivals and departures. If Yorkton airport had only 500 individual passenger arrivals in and 500 individual passenger departures out per year, for three years, we could apply for ACAP grants. The town of Swan River (4100 people) was able to get \$2.8 million in grants to build their terminal and runways, because they had regularly scheduled air service.

The possibilities are real. We can do it!

There likely won't be a more opportune time than now for Saskatchewan and our Region to develop more business at, and through, the airport. You will hear more from YAA and we will be seeking your advice on a number of issues.

And the Chamber will soon be asking our members to complete a survey that will include questions about how you or your business might use more services at Yorkton Regional airport.

This is an exciting time for both the Yorkton Regional Airport and the YAA. We ask for your support as we work toward our goal of enabling the Airport to "do a lot more!"



Ron Evinou
Chair Business
Development Committee

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Express Entertainment
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Bookkeeper



Yorkton Chamber of Commerce Upcoming Events

Friday, April 24th **Chamber Annual General Meeting in conjunction with "City of Yorkton, Operating Capital Projects & Budgets"**, Ms. Lonnie Kaal, Finance, Dept., Gallagher Centre, 12 Noon

Thursday, May 14th **Chamber Luncheon "Saskatchewan Indian & Gaming Authority"**, CEO, Zane Hansen, The Ramada Hotel, 12 Noon

Wednesday, May 20th **Dine A Nite "Gala Evening to Celebrate Contribution of Employees"**, St. Mary's Cultural Centre, 5:30 pm

For ticket price and information, call the Chamber office at 783-4368.

If you are interested in becoming a Yorkton Chamber of Commerce Member, call our office @783-4368



YOUR MEMBER FIRST REFERRAL

February 2009

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Chamber at Work in the Community

Juanita Polegi, PAg - Executive Director

Over the past couple of months, the Chamber was involved in a couple of events which have served to raise the visibility of the Chamber in the community.

On February 26, the Chamber partnered with a number of agencies to sponsor the Livestock Industry Appreciation Night. The event was designed to provide livestock producers with an evening of information and an opportunity to network. Representatives from LDM Foods and Richardson Oilseeds discussed the canola meal their respective canola plants will have available for feed and then an animal nutritionist talked about how that meal can be used in cattle rations. Following supper, Brad Wildeman, President of the Canadian Cattlemen's Association, talked about the future of the Canadian cattle industry.

The Chamber's involvement in this event stems from the Board's recognition that the livestock industry plays an integral role in

Yorkton's economy. Several farmers indicated their appreciation for the Chamber's recognition of the business they bring to the city.

The Chamber partnered with the Ministry of Advanced Education, Employment and Labour to present the War & Peace in the Workplace Seminar, March 3.

The focus of this seminar was on how to attract, retain and engage the ideal workforce. It explored diversity in the workplace and how to recognize and manage conflict and misunderstandings that occur because of diversity. Again, we heard comments from several business people that the Seminar was of real interest to them as they employ people of different ages and cultural backgrounds.

Whenever possible, the Chamber will continue to partner with other agencies to offer relevant events to the business community. If you have an idea for an event or activity that you would like to see in the city, please share it with the Chamber.

Fast Facts About the Canola Crushing Plants in Yorkton

- LDM's crushing plant will have the capacity to crush 850,000 metric tonnes of canola seed annually making it the 2nd largest crushing plant in North America, followed closely by Richardson Oilseed's with a capacity to crush 840,000 metric tonnes - the 3rd largest in North America.
- The plants of both Richardson Oilseed and LDM will be "kosher" certified which will enable them to ship the canola meal across the US border.
- LDM will begin receiving canola seed and shipping canola meal/oil September 1, 2009 while Richardson Oilseed will begin to receive seed in December 09
- Richardson Oilseed will have 70 permanent positions while LDM will have 60 permanent positions
- US canola oil usage has increased by 25% in one year.
- New York City has declared their city to be trans-fat free in restaurants. This should help in sales of canola oil as canola oil has a very healthy profile:
 - High in omega-3 fatty acids
 - High in monounsaturated fatty acids
 - High in plant sterols
 - Antioxidant vitamin E
 - Low in saturated fat
 - Unique fatty acid profile

Fast Facts About the Beef Industry

- Saskatchewan has approximately 1.2 million beef cows, about 30% of the Canadian herd
- According to Stats Canada, in 2007, Canadians ate 49.2 lbs of beef/person/year.
- Canada produces 2.5% of the world's beef supply, ranking as the 9th largest beef producer in the world.

Fast Facts About Diversity in the Workplace

- There are 4 distinct generation groups currently in the work force, often working together. Each group brings to the workplace different expectations for themselves, their employer and their job.
- Men are biologically predisposed to focus on one task while women move from task to task more quickly.
- According to the 2005 census, over 130,000 people identified themselves as Aboriginal in Saskatchewan. Of these, 84,000 were First Nations, 44,500 were Métis and 240 were Inuit.
- According to the 2005 census, the following visible minorities identified themselves as living in Saskatchewan - South Asian, Southeast Asian, Chinese, Korean, Filipino, Arab/West Asian, Latin American and Black.
- Rarely do we think our behaviour is negative because our intention is positive.

Positive Ticketing Campaign Seeks Support

By Andrew Sedley

Health Promotion Coordinator - Sunrise Health Region

The opportunity to sponsor the Positive Ticketing Campaign in Yorkton is still available to Businesses and Citizens.

The 3 levels of sponsorship offer different levels of recognition:

LEVEL 1: \$100,000 AND ABOVE

- Business logo on reusable positive ticket
- Business logo recognition in Yorkton This Week (monthly basis)
- Business logo on Yorkton Alliance of Asset Champions website
- Window Cling recognizing the business as a youth friendly/asset building organization

LEVEL 2: \$500 - \$999

- Business logo recognition in Yorkton This Week (monthly basis)
- Business logo on Yorkton Alliance of Asset Champions website
- Window Cling recognizing the business as a youth friendly/asset building organization

LEVEL 3: UNDER \$500

- Printed name of business in Yorkton This Week (monthly basis)
- Business logo on Yorkton Alliance of Asset Champions website

- Window Cling recognizing the business as a youth friendly/asset building organization

The positive ticketing approach begins with police officers giving out "positive tickets" to young people for good behaviours. These "tickets" allow the officer to make a proactive contact with a young person to build positive relationships and trust within in our community.

For more information on the Positive Ticketing Campaign or to provide some sponsorship, contact Andrew Sedley, Chair of the Yorkton Alliance of Asset Champions at 786 - 0581 or andrew.sedley@shr.sk.ca



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