



a midsask MOMENT

Summer 2010



The WaterWolf Advisory Planning Commission held its formal signing at the Dakota Dunes Casino on June 11th. Our principal funder, Western Economic Diversification and its Minister the Hon. Lynn Yelich along with Saskatchewan Minister of Municipal Affairs, Jeremy Harrison, who signed the commission into existence attended the ceremonies. Their presence demonstrates their support for all the work of the commission and it's accomplishments to date.



Pictured above L to R: Hon. Lynn Yelich, Gary Eagle and Jim Tucker

WaterWolf is currently working on looking into a regional bylaw enforcement officer, regional building inspector, and are nearing the completion of the WaterWolf Growth Management Plan. Junior Planner Adam Toth commented "It would be nice to have some common bylaws to make enforcement easier". There has also been a bulk buy agreement started between March Consulting out of Saskatoon and 5 (potentially 6) WaterWolf Municipalities.

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Welcome

The next time you call the office you will hear a new voice. Kristin Genest has joined our office team as front desk administration. Below she has written a little bit about herself. I was born and raised on a farm SW of Elrose. After finishing my post secondary education, at Saskatoon Business College in Saskatoon, I moved to my current home in Dinsmore. My husband JC, and I have two boys; Easton who is five, and Emery who is two. They keep us very busy, so far with hockey (of course) and most recently motocross. We love spending time at the lake and do a lot of fishing, swimming, wakeboarding, and waterskiing. I am very proud to call Saskatchewan my home, and am very excited to be a part of MidSask in their efforts to bring Saskatchewan to the rest of the world.

Farewell

Denise has had almost eight years with our operation, and as you all well know has been an integral part of our team. For me it will be akin to losing my right arm. We have developed a working relationship over time where I sometimes think we are right and left of the same brain. We could make a decision at a meeting by a glance across the room. A great communicator, well organized, quick thinking and very personable. Beginning with her work in GIS mapping, helping launch the commission, and ending with the great job she has done in Tourism for the region, it will be very difficult position to fill. Denise brought a passion to work every day to make our region the best it could be, and she deserves a large share of the credit for where we are today. On behalf of the rest of our staff, we wish her every success in the future, and look forward to following her accomplishments going forward. All the best Denise!

Video Conferencing

If your office is interested in renting our Video Conferencing facilities for a group or for your own video conferences the costs are as follows:

- **Regular Business Hours - \$50/hour/site (to a maximum of \$250.00/day/site)**
- **Weeknights after 6:00pm - \$120/hour/site**
- **Saturday (by request) - \$140/hour/site**
- **Sunday- closed**
- **50% discounts will be available for not-for-profit organizations**
- **25% discounts for small businesses**
- **10%-20% discounts available for bulk purchasing (greater than 10 hours)**

See attached flyer for all the available sessions.

SATELLITE OFFICES- To book an appointment for one of our satellite offices, please phone Holly at 1-888-929-9990.

Beechy- Village Office (4th Tues a.m.)
Lucky Lake- RM Office (4th Tues p.m.)

Central Butte- Bathgate Shop (3rd Mon)
Davidson- Davidson Town Hall (2nd Wed)



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada



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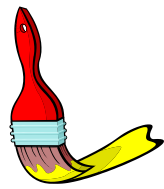
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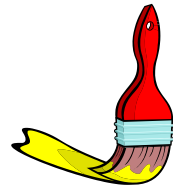
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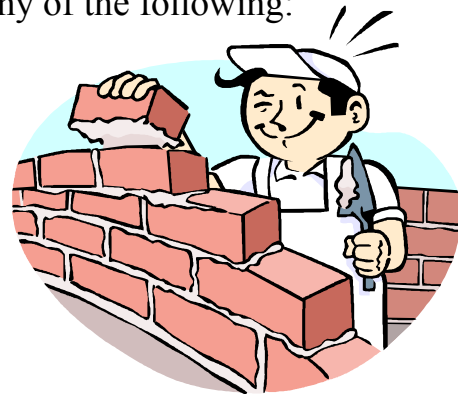
Happy Renovations!!!



We all know that a little paint and minor repairs to your business can add up and Mid Sask would like to offer a new opportunity to all the small businesses located in your local business district looking at undertaking any renovations or expansions. The **Business Enhancement Loan is now available to any business in the Mid Sask region and features the low fixed interest rate of 2%!**

This Business Enhancement Loan may be used for any of the following:

- Exterior painting/siding/roofing
- Other exterior finish/murals
- Business Signage
- Windows
- Lighting
- Awnings
- Doors
- Streetscaping
- Decorative Lighting



Businesses can borrow up to \$15,000 and the fixed interest rate of 2% will never change! It is amazing to see how small changes can bring about huge benefits and a new perspective to your business. For information on this or other loan opportunities, please contact the Mid Sask office at 867-9566 or email info@midsask.ca.

Where do we need to go today?

Quick quiz for you— name 10 businesses in your community. Take a minute and think of all the businesses you use in your community on a daily, weekly or monthly basis. The fact is our very quality of life directly depends on having these businesses in our communities and throughout our region. Even more importantly, these business owners are our neighbors, our family, our friends, our community volunteers, our leaders---you.

Mid Sask Enterprise Region understands in order to keep our businesses surviving and thriving in rural Saskatchewan, we need to have what they require in order to stay in business now and in the future. In May 2010, Mid Sask started a **Business Retention and Expansion Project** in Davidson.

This project involved talking directly to business owners and finding out from them first hand not only what their business brings to the community but what the community brings to their business. We are finding out what kind of services they require and what they feel is needed to not only stay in business but what is necessary to attract new businesses or investors. This information will be compiled and steps developed towards filling in the gaps pointed out by the businesses themselves.

This initial project in Davidson is proving without a doubt that a BR and E Project should be offered in other communities in the Mid Sask region. This summer, Mid Sask plans to visit other towns in our region and we will sit

down with local business owners and find out what their needs are.

We believe the Business Retention and Expansion Project is a proactive initiative which will provide the information that is important in assisting our business community now and long into the future.

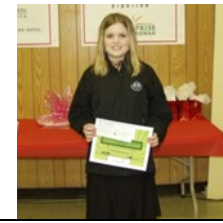
So stay tuned ----because we are coming to a community near you!



The 9th Annual YBEX Awards were held on Saturday, May 1st at the Outlook Civic Center. This year took on a patriotic theme seeing it was an Olympic year and students were there to win! Thirty eight students with 23 projects entered their business proposals and business reports featuring their entrepreneurial ideas. A huge thank you again to the teachers, parents and mentors who assisted students in their business plans. We look forward to seeing you next year to celebrate our 10th Annual YBEX Awards! Check back on our website for all the winners



Raphael de los Reyes and Austin McPhail-“Ready, Set, Design”



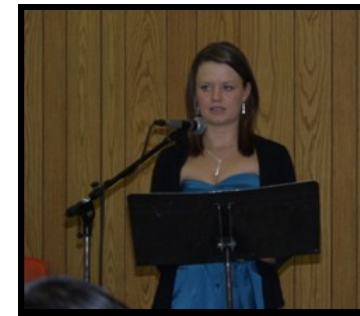
Mackenzie Saxon-“Saxon Dresses”



Brooklyn Thorpe-“Shine”

and for more information on next years YBEX awards!!

YBEX ALUMNI GOES TO ENGLAND!!!



Kendra Buhr, pictured left, who graduated from Lucky Lake High School in 2009, is now working in England training to become a professional pastry chef. Kendra is a two time past winner of our YBEX Awards and she attributes her involvement in YBEX with helping her turn her passion for baking into a promising career. To read Kendra’s speech from this years YBEX awards, go to www.midsask.ca and click on the YBEX link.

Tourism Awareness Week

Tourism Awareness Week was to be held the June 6 - June 12, 2010, however, with the wonderful rain our province has been receiving the Town of Outlook postponed the event till the week of June 13- June 19, 2010. We were able to have BBQs around town hosted by Midsask, Town of Outlook, Co - op and the Museum. With a few minor location changes they were all successful. Tuesday was a sidewalk sale day - Thank you to all the local businesses that participated. We had various draws for great prizes and for the weather not wanting to cooperate we were able to get the message out there. Thank you to West Central Tourism for donating the Flag. This event happens every year and we look forward to participating and getting the tourism bug out there!



Lake Diefenbaker Tourism Destination Area Plan

Project Managers Report
I have been busy implementing my marketing plan for the Lake Diefenbaker Tourism Destination Area. Our focus is on the resident market and the Alberta market. I have booked ad space in several publications and will be attending tradeshow in those markets over the course of the next year. The Response has been positive so far; Lake Diefenbaker is very competitive in terms of water quality, size, and space. Lakes of similar size and quality in Saskatchewan, Alberta, and even B.C. are becoming overcrowded and it is in this aspect that Lake Diefenbaker becomes very appealing to the potential visitor. I would like to begin working with operators, attractions, and communities around the lake to develop travel packages and would be willing to assist in the development of marketing plans and materials for anybody who would be interested. Please get in touch if you would like me to come meet with you in any capacity to discuss tourism marketing and the initiatives I am working on.
Regards,
Christian Boyle