

Celebrating 12 Years of Service to Rural Saskatchewan

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MID SASK
REDA

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Enterprise Minister Attends Mid Sask Launch

Summer 2009



Article by Derek Ruttle, *The Outlook*



Minister Cheveldayoff (left) cuts the ribbon with Mid Sask ER Chair, Bill Matlock.

Minister of Enterprise Ken Cheveldayoff was in attendance at Mid Sask ER's official launch ceremonies on Tuesday, June 30th in Outlook, joining staff, chairman, board members and a group of town residents in welcoming Mid Sask into the Enterprise Region's program. The program puts an aim on sustaining growth in the economy by putting support behind regional businesses and industries as well as creating advantages at the regional, national and international levels. As an initiative of the

provincial government, the goal behind the program is to recognize and strengthen the ways in which development in the economy is delivered in Saskatchewan.

Formerly known as Mid Sask REDA, that particular program ceased operations on March 31st, with the ER program being in full operation since then. Celebratory cake was served to those in attendance as well as cold drinks, a tour of the new building showed the progress that Mid Sask staff is going through, particularly with the new teleconferencing technology and equipment, which gives them the convenient ability to hold meetings with other offices that are hours away.

Minister Cheveldayoff spoke on the program's development, and on the need for understanding the Saskatchewan marketplace more than ever.

"I understand rural Saskatchewan

and I understand the challenges, but I understand the potential as well." he said. "In today's world, you are no longer just competing with the community down the road. Your competing with the locations across the globe."

The Mid Sask ER program serves a total population of 15,770 people, covering an area of 18,300 square km. And in a bigger financial boost, the provincial government has recently doubled the funding for regional economic development to the tune of \$5 million. This funding will be distributed according to the size of the region, on top of a base amount that all regions will

(Story continued on next page.)

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YBEX Winner Competes Nationally

For eight years Mid Sask has been providing students around the region with the opportunity to develop and expand their entrepreneurial skills through the YBEX program.

Kendra Buhr, a recent graduate of Lucky Lake School, participated in YBEX while attending highschool and has seen it pay off. Kendra operates a successful business called KB's Baking and has competed nationally with her baking skills. Below, Kendra describes how the YBEX program has benefitted her business and opened new doors for her career:



I have been part of the YBEX program for two years now and my business skills came into hand when practicing and competing in P.E.I. The YBEX program has taught me that anything is possible if you try hard and stay motivated. YBEX taught me that even if you are seventeen years old that you are able to have dreams of a business and put them into reality. YBEX has given me so much insight into the business world and what it takes to achieve my business dreams. YBEX opens up so many doors earlier for young people that want to be an entrepreneur and this program makes it possible. I had a small baking business when I was fifteen that was very simple. When I entered YBEX for the first year the feedback I got from the judges helped me set my goals higher and take my business to a whole new level. I started doing my books on the computer and used profit margins to learn how much money was coming in. I had a much broader view of the way businesses ran and how much work was needed to make a successful business.



YBEX is a great program for young entrepreneurs looking to own their own business. With this program it will be possible for the public to see business opportunities the people in their community have to offer. Thank you so much for the learning experience through YBEX and thank you again for your generous donation towards my trip to P.E.I. It was a great experience that I'll never forget!

*Sincerely,
Kendra Buhr*



The 9th Annual YBEX Awards will be presented on May 1st, 2009 in Outlook. For more information visit www.midsask.ca or call Holly Vollmer, YBEX Coordinator at 1-888-929-9990.

Enterprise Minister Attends Mid Sask Launch continued...

receive. Outlook's Mid Sask offices have been expanded to not only cover Outlook and the surrounding area, but also communities such as Central Butte, Hanley, Craik, Dundurn and everywhere in between. Cheveldayoff said foreign markets are always on the lookout for agricultural goods, putting Saskatchewan at a big advantage. He says the ER program puts a focus on these issues of

international trading. "The business people in these countries are looking for industrial and agricultural products from Saskatchewan, the majority of which are produced in our Enterprise Regions, like this one," he said. "The competition is tight and getting a piece of this international trade is a tough game. The new Enterprise Region program has been designed to address this issue, and it has also

been designated to handle complex and large investments coming to Saskatchewan." The Minister predicted some major activity in the province's future, with government expectations hitting some big numbers. "We expect that in the next ten years, more than \$100 billion in major big-budget projects will be invested in our province— and we need to be ready," said Cheveldayoff.

WaterWolf Project Gets Federal Funding

Excerpt from *The Outlook*, by Derek Ruttle



Russ McPherson, Bill Matlock, Lynne Yelich, M.L. Whittles

The federal government is stepping in and giving the WaterWolf Economic Development program a financial boost, with the announcement of a \$250,000 funding initiative being provided by

Western Economic Diversification Canada over the next two years under the Western Diversification program. Minister Lynne Yelich was on hand to make the announcement, held at the offices of Mid Sask Enterprise Region in Outlook on Tuesday, August 4th. This funding will allow the WaterWolf project to continue moving forward in creating tourism attraction strategies and partnering with communities and RMs to pursue development projects. As well, WaterWolf is looking to create a business plan to recruit water safety technicians to serve

the region and develop a consensus for municipal planning that will be supportive of future business and real estate developments.



Russ McPherson

Shoppers embrace Entrepreneur's Week

Article by Derek Ruttle, *The Outlook*



Farmer's Market Fringe

Finishing out Entrepreneur's Week, a Farmer's Market Fringe was held Friday, June 20 in Outlook that added a little more entertainment to the weekly street sale, with local talent performing for the shoppers.

The inaugural tribute to small business, Entrepreneur's Week was a big success that recognized the efforts and hard work of local businesses in the community. In a promotional effort, business passports contained the names of more than 40 retailers and shops, and the name of the game was to go around to each location and get

a stamp or signature in each box, with the most stamps winning a prize. The winner was Nancy Carlson, who received a \$100 gift certificate towards local business goods and services. Among the other highlights of the week were Give-Away Tuesday, where customers received free merchandise or services from participating businesses and Sidewalk Wednesday, where retailers took their business outside in the warm weather for a few hours. The unique, eye-catching and customer-attracting promotions proved to be



Sidewalk Wednesday shopping



Sidewalk Wednesday participant

instrumental in the week's success.

In a final act of good will towards small business, Chelsea Taylor of Mid Sask Enterprise Region presented Cam Sawatzky of Sawatzky's Automotive with a plaque recognizing his Kinsmen Club work on top of being the operation of a successful local business. Cam's plaque came as a result of being nominated by other business owners, and awarding one particular local business is something that Taylor hopes is a yearly thing with Entrepreneur's Week.

Mid Sask Grows & Welcomes New Staff



Adam Toth

Adam Toth has recently been hired as a junior planner on a one year contract with the WaterWolf organization. Adam grew up in Saskatoon and has lived in the city all of his life. He attained a degree in Rural and Urban development at the University of Saskatchewan in the Spring of 2008. Adam's education primarily consisted of rural and urban sociology, economics, and geography. Adam currently lives in Saskatoon with his wife Crystal and commutes into Outlook for work. We are happy to welcome Adam to our team!

Christian Boyle



Christian Boyle has recently joined our team at Mid Sask CF/ER as the new Project Manager for the Lake Diefenbaker Tourism Destination Area Plan. Christian has a tourism development-focused education having graduated from the Recreation and Tourism Management Diploma Program through S.I.A.S.T. Kelsey Campus in 2007. The program taught theory and practical knowledge in tourism marketing, business development, community/economic development and recreational programming. Christian then went on to work as an Economic Development Officer with the Long Lake REDA from 2007 until the REDA's closure in 2009. His professional experience included the management of a tourism destination marketing agency as well as project management on regional tourism development projects. Christian currently resides in Saskatoon and is enjoying his relaxing daily commute on the Chief Whitecap Trail.

The next WaterWolf Executive Board meeting will be held at the MainStay in Riverhurst on September 24th, 2009.

Important DATE!

Canoe & Kayak Trek



August 22nd & 23rd, 2009

Outlook to Whitecap Dakota First Nations

Registration Packages can be found:

Online at: www.town.outlook.sk.ca

Phone: (306) 867-9572

E-mail: nicole@midsask.ca

60 kms \$90/person Tonnes of Fun!



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)

Biggar- Bear Hills RDC (3rd Thurs)

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