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To Serve, Promote and Protect Business

Jan/Feb 2012

President's Pennings

Pennings are the personal opinions of the writer

As another year comes to a close some of us reflect over the past, some look forward and some do both. This then provides the various views of glass half full, glass half empty and possibly the wrong size glass. Recently, I was exposed to the view of the daughter of a professional acquaintance that I believe we could all adopt. She claims the glass is always full, whether it is one item or a combination of substances (liquid and air).

I am fairly confident that our view these days would be that our glass is truly full as we have much to be grateful for in consideration of the plights of others. How we determine our view is generally done by a comparative, like the have or have not process. The reality as claimed by this young lady of our glass always being full challenges the act of comparing and as result should not be the basis of our view. Rather, our attitude real or perceived determines our comparative. This leads me to ask, what's your attitude: optimist, pessimist or realist?

I know quite often I am referred to as a pessimist and although I can somewhat understand this due to my regular negative comments which I prefer to call challenging comments. I am however, in my mind any-ways and always, a realist.

I confirmed and changed this over the past week end.

I knew that after several weeks of burning the candle at both ends that I wasn't going to be the most jocular person at the gathering that my wife insisted we attend on Friday evening following a full day of work. In her defense she had not been part of the numerous events I had already attended and the novelty of exchanging niceties for me had already pretty much run

its course and in the alternative she was looking forward to a night out. The evening had barely started when I was found apparently snoring upright in a chair at the table

with guests. Apparently my pessimistic attitude towards attending this event was rewarded with a realistic outcome.

Saturday had been determined to be the shopping day with our youngest and me, for him to select that perfect gift for his mother; I requested an early start. Apparently, early is noon. As we prepared to depart I made comments on the volume of traffic that would now be on the streets and the volume of shoppers that would now be in the stores.

Traffic was as expected, parking was more of an issue than anticipated and several items were left in close proximity to sales counters as we strived to part with some hard earned money. Arriving home mission not accomplished, it was determined that my perceived pessimistic attitude at the start of shopping adventure resulted in the failure. I simply responded that it was reality.

A quiet evening with friends and looking forward to Sunday on the couch watching NFL on the tube, I was reminded that the task remained of going shopping to find that "gift" was still required and could I bring a couple of cups of Tim's home before the shopping started. Why wouldn't I want to change my plan, when I could enjoy 15 minutes in line for a cup of coffee (not for me), drive back home to deliver and then venture into the chaos of Sunday shopping

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Clay Dowling, P. Log.

President's Pennings

(continued from Page 1)

a week before Christmas with our son who pretty much feels the same way about shopping as the clerks and sales staff we witnessed the day before at the stores we were about to try and patronize.

The quiet of the Saturday evening was destroyed with my pessimism or was it reality?

Sunday morning was quieter than usual as a result of the previous evening's comments, I awoke our son declared that I would be returning shortly with Tim's for mom, grabbed the dog for his fix of Tim Bits. The line at the drive through was short and fast, the Tim Bits were gratis with the friendly clerk paying compliment about our hound.

Our son was dutifully waiting on the driveway, returned the dog to the house and delivered the coffees to mom, returned to the vehicle and provided me the shopping plan. Traffic was flowing smoothly and a parking spot was located easily in close proximity to our destination. The items were secured with the most helpful clerks and the sales transactions were completed in record time. Back to the house and onto the couch!

So the lesson I learned is realism got in the way of optimism and my glass isn't full, it runneth over!

Merry Christmas to you and yours and continued optimism with a full glass in 2012!

NSBA Holiday Hours

The NSBA office will be closed on Monday December 26 and Tuesday December 27, 2011. We will also be closed on Monday, January 2, 2012.

We would like to thank you for your continued support in 2011 and wish each and everyone of you a very Merry Christmas, Seasons Greetings and a Happy, Healthy and Prosperous 2012.

We've got some exciting initiatives underway to start the year off in terms of advocacy and lobbying efforts on behalf of the membership. You'll be hearing more about these efforts as they unfold; 2012 is going to be a great year for the NSBA and our members!



Call for Nominations

The NSBA's annual election for the Board of Directors will take place by fax and email ballot February 3 through February 28, 2012. Anyone interested in running for the Board is encouraged to contact the Nominating Committee before January 20, 2012. The Nominating Committee is listed below:

- Jim Nowakowski – JNE Welding
- Clay Dowling – Ghost Transportation Services
- Alun Richards – BHP Billiton
- Brent Banda – Banda Marketing Group

Children's Wish Foundation annual luncheon

The NSBA membership responded with hearts of gold at the NSBA's annual Children's Wish Foundation luncheon on December 7. A record amount of \$2,550 was raised for the Foundation, which provides wishes for children coping with life-threatening illnesses. The amount was realized thanks in no small part to 50-50 winner Kelly Bitternose of Peace Hills Trust, who donated his \$400 winnings back to the charity.

The NSBA would like to thank all who participated, either through attendance or donations of prizes. We would also like to thank the Saskatoon Blades for their sponsorship and support of the event. And last, but by no means least, a big thank you as well goes to Global TV's Warren Dean and Lisa Dutton, who served as MC's in a fun-filled program.



Clockwise from right: Arlene Jorgenson, high bidder on WestWind's air travel donation; members of the Saskatoon Blades management and roster; Lisa Dutton and Warren Dean



Photos : Imagery Photography

Time flies when you're having fun

They say time flies when you're having fun, and I can certainly attest to that. As hard as it is for me to believe, it's already been two years since I've taken on the role as Executive Director for the NSBA. *Two years!*

Judging from the amount of people who ask me if I'm enjoying my job, (and the look of disbelief from some when I respond affirmatively), I think there are some who may believe that this role can be a highly daunting and challenging one. It is – believe me – but that has a great deal to do with what I enjoy about it and why I do enjoy it.



Keith Moen

In many ways it seems like just yesterday when I left my stable, safe, self-employed environment for the chaotic and demanding role I now fulfill. But the reality is, it's now been 24 months (and counting) and the goals, aspirations and ideals with which I entered this position have been altered by the realism (as our President eludes to in his column) of this position, our Association, and the role we play in our bustling economy.

Having just completed my Year 2 performance review, one of the things that's been identified as a growth area for me is to become more prominent as a figure head for the organization. 'Let people get to know you; who the real Keith is,' I was told. OK, I can do that; hence the more personal tone and approach to this particular column.

In the speaking circuit and networking opportunities that arose when I first became the NSBA's Executive Director, the three-second synopsis I offered to strangers was: I was a farm kid by birth, a journalist by trade, and an entrepreneur at heart. Although I now have a 'job' I still consider this to be the case.

Those who've known me for a while know that my professional career was primarily a journalist, and namely, the editor for Sask Business Magazine. This fine publication, of which I was often erroneously considered as part of the ownership, allowed me the

opportunity to speak my mind on a variety of issues. Common themes for my editorials were scrutinizing government policies, bemoaning labour practices, or, more often than not, espousing my belief in the theory that a rising tide raises all boats. In other words, creating a bigger, better Saskatchewan will benefit us all.

With hindsight being 20-20, I now realize a few things about my transition from my old occupation to my new one. Firstly, the learning curve was far steeper than I ever imagined it would be. Secondly, although I now have to be far more politically correct than what I was before, the Membership still wants to see and hear what I think on these hot-button topics, and others.

Up until now, I've subscribed to the notion that my position is simply a reflection of what the Membership wants. And while this is still the case, it won't be necessary to wait for the court of public opinion (ie: our Board or Membership) to deliver its verdict before I open my mouth.

In many ways, this job is much like that of a politician, in that you must listen to your constituents, but at the same time, you must have your own core values and beliefs that will guide you on all things – whether these navigable things are large or small.

Thankfully, the Board, Membership and I have proven to be on the same page on a myriad of issues since I've taken this position. But to think that our Membership stands unanimously behind (or against) one issue or another, is misguided, at best.

In other words, at some point in time, I may say or do something that will piss some people off (I just did by using profanity in this sentence). But I can live with that, as I know our Board and Membership can, provided it's consistent, principled and sensible.

So it'll be back to the future for me in many ways in that I will once again become more vocal in my scrutinization of government policies, bemoaning labour practices, and espousing a rising tide raises all boats. Stay tuned, as 2012 is going to be interesting!

On that note, let me wish you a Merry Christmas (*Oooo, how daring!*) and a very Happy, Healthy and Prosperous New Year.

Upcoming NSBA Events:

January 19	2012 NSBA Luncheon Series – Lionel LaBelle, President and CEO of Saskatchewan Trade and Export Partnership (STEP) ; Travelodge Hotel Saskatoon; Registration 11:30 a.m. Tickets \$28
Monthly; 2nd & 4th Fridays	Club Connect Breakfast Meeting – Exclusive to NSBA Members , Saskatoon Club; Registration 7:15 a.m. Tickets \$18
March 15	15th Annual Business Builders Awards Prairieland Park, Hall A; Cocktails 5:00 p.m., Dinner 6:25 p.m. Tickets \$90 each; \$680 table of eight.
March 21	2012 NSBA Luncheon Series – Craig Alexander, Senior VP and Chief Economist TD Bank ; Location TBD; Registration 11:30 a.m. Tickets \$28
April 20	2012 NSBA Luncheon Series – Peter MacKinnon ; Location TBD; Registration 11:30 a.m. Tickets \$28

2012 NSBA Luncheon Series proudly sponsored by:



Guest Speaker:

Lionel LaBelle

President & CEO,
Saskatchewan Trade & Export Partnership



Topic:

Global Challenges — Global Opportunities

What you may or may not know
about Saskatchewan

Mr. LaBelle is currently the President & CEO of Saskatchewan Trade and Export Partnership (STEP). He has an extensive entrepreneurial background assuming a leadership and ownership role in a cross section of public and private corporations focused on agribusiness, construction and manufacturing. Prior to joining STEP, Mr. LaBelle played a proactive role as a strong advocate for the emerging bio-fuel economy both in Saskatchewan and Canada.

Date:

Thursday, January 19, 2012

12 noon

 (Registration at 11:30 am)

Location:

Travelodge Hotel Saskatoon

Galaxy A

Tickets are \$28 per person (plus GST)

I wish to sponsor/purchase ___ ticket(s) for an NSBA 2.0 Student

**Deadline to Register: Tuesday January 17 at 11:00 am
(no late registrations will be accepted)**

Event Sponsored by:



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No of Tickets	Payment by: Cheque enclosed <input type="checkbox"/> Cheque to follow <input type="checkbox"/> Credit Card <input type="checkbox"/>
Visa/MC #:	Expiry date:
Name on Card	
Please send my confirmation/receipt by: Email <input type="checkbox"/> Fax <input type="checkbox"/>	