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in Northern Ontario



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-September Feature

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Downtown
Volkswagen

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Ontario Enhancing Community Infrastructure and Accessibility in Upsala

The Ontario government is providing \$180,000 through the Northern Ontario Heritage Fund Corporation (NOHFC) to

Recreation and Community Sports Centre, which includes constructing a new foyer, renovating the bathroom, and installing a storage garage and two backup generators.



the Upsala Local Services Board to renovate the Upsala Recreation and Community Sports Centre. The upgrades will improve accessibility and services for local residents, as well as enhance facility operations.

"On behalf of the Township of Upsala, I would like to thank the NOHFC and the Ontario government for the community enhancement grant," said Doug Kim, Chair of the Upsala Local Services Board. "We are thrilled about this opportunity and will be using the grant to make our town more accessible and functional, and to bolster our emergency preparedness."

"Our support for the Upsala Local Services Board through the NOHFC will help with much-needed upgrades to the Upsala Recreation and Community Sports Centre," said Kevin Holland, MPP for Thunder Bay-Atikokan. "This includes improvements to their storage building and the purchase of a power generator to maintain essential services for local residents. This funding is another example of our government's dedication to providing small rural communities the resources they need to thrive."

"Our government is focused on promoting health and wellness in the Northwest by investing in communities and enhancing recreational facilities," said Greg Rickford, Minister of Northern Development. "Our new and improved NOHFC programs ensure municipal partners in the Northwest, like the Upsala Local Services Board, have access to the support they need to provide safe, accessible and vibrant community centres to keep people of all ages engaged and active."

The Upsala Local Services Board will use NOHFC funding to upgrade the Upsala



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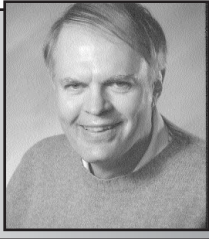
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Publisher's Note
Scott Sumner



Tamara Mroz is a Registered Practical Nurse and has been the owner/operator of Health Tec Training for 7 years now. She previously worked at Confederation College in the areas of PSW and Dental Assisting and at the hospital and long term



care facilities.

“ I started doing First Aid and CPR training in a little place on Victoria Ave for my own students from the college. Then more people were interested in the courses so we quickly needed to move to a bigger place on Squier Street for 3 years. During Covid we had to go bigger in size due to social distancing, so it worked out well and we moved to our current location at 1112 Russell Street. Our location is bright and clean and was totally changed to meet our needs. We are even out growing our current space with a maximum class size of 18 people, so we may have to move again.” said Tamara Mroz.

“ First Aid and CPR training is kinda our number one thing. The workplaces need to have so many people trained in first aid, based on the number of employees they have, which is a requirement. Some of our corporate clients train every employee that comes in- they give them the option for the training. We do standard First Aid and CPR together in a course” said Tamara.

First Aid covers anything from broken bones, wound care, stab wounds, crush injuries, simple things like bee stings, how to use puffers for asthma, epi pens, child

First Aid and CPR Training Is Important!

birth - there is a huge range of subjects. You could use this training at home even more so than the workplace so it is too bad more people don't take it, according to Tamara.

“ You may have had an experience with someone who is not breathing. The purpose of CPR is something you do to keep that oxygenated blood circulating until somebody comes with an AED to shock the heart. The AED is what you need, and need quickly, to bring that person back and it is time sensitive. So you don't delay in calling 911 to get the AED quickly if you don't have one.” noted Tamara. “ Once you heart is not beating it is different for everyone as to how long you have to get shocked. The AED is the number one priority- to shock the heart- you do need a shockable rhythm.”

“ We teach people the why of something so you remember, not just memorizing something. If you have the tools like a mask you can do breaths and chest com-



Tamara Mroz owner operator of Health Tec Training

pression. If you are just doing chest compression there is a natural input of air as well. The chest compressions should be at least 2 inches or 5 cm. under the armpit and straight across, almost 1 or 2 per second.” said Tamara.

AED's are for cardiac arrests. Heart attacks are when blood is not getting to part of the heart. Basically part of the heart starts to die as it is not getting the oxygen because of a blockage. You can

still be walking around and talking during a heart attack. If someone has cardiac arrest they are non responsive and that when the AED comes in noted Tamara.

At Health Tec Training their courses are blended with part completed online and then 1 day in the classroom. The online course allows you up to 4 weeks to complete. After completing this their mannequins in the classroom setting will tell you if you are doing it properly, say too fast or too slow.

Over their history, Health Tec Training has done training of around 10,000 people with their courses.

I think getting this type of training is very important for every person!

The Health Tec course information is on their website

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ADVERTISING INFORMATION
Sylvia Gomez:
(807) 629-7599

Office:
(807) 623-2348

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Getting Your foot in the Door

7 steps to successful cold-calling

by Jeff Mowatt

“The problem with my salespeople is they’re not cold calling enough!” That’s the concern I hear most often from sales managers and business owners when I speak at conventions on how to boost sales. Yet when I examine their cold calling strategies, I generally find they’re ill conceived.

Decision-makers in most organizations soon grow weary of the large number of salespeople phoning them. So if you’re not well trained when you cold call, I guarantee that you’ll face a lot of rejection.

On the other hand, when you’re professionally trained, cold calling is easy and tremendously profitable. Here are 7 steps to boost your cold calling success.

1. Create a targeted telephone list.

Have the list of people you’re going to contact within easy access so that you can make several calls without stopping. You can create your list through trade association directories, chambers of commerce and even your local library. You can also purchase lists from private companies listed under “mailing lists” in the yellow pages.

The best list is the referrals you obtain from current customers. Phone your satisfied clients and ask them how your product or service has been working for them. When they rave about your excellent service, ask “I wonder if you could give me some advice? (pause) I’d like to contact other people who might also be interested in this, is there anyone who you would suggest I contact?” That’s it. The key phrase is that you are asking for advice. People are so flattered to be asked for advice that in general, they’ll go out of their way to help.

While you are generating your list of calls, it’s also a good idea to have a contact management system to keep track of your calls and when you’ll follow up.

2. Set a goal and script your call.

Be clear about what the goal is for your call; be it to set up a meeting, send literature, or whatever. Then write a script to achieve that goal. That’s not to suggest that you’ll recite the entire conversation, just the first few key statements. Though this may seem artificial, most successful salespeople use a script to ensure that they consistently have a strong impact. On the telephone you don’t have time to make mistakes. Every word counts, so you must be prepared.

3. Locate the decision-maker.

In some cases, the decision-maker is not necessarily the person who does the buying. The organization may have a separate purchasing department for that purpose. So ask the switchboard operator or the receptionist to speak with, “The person who makes the decision regarding . . .”

When attempting to contact the key person, avoid leaving voice mail messages the first two times you call. Unfortunately, it’s relatively rare that people who have buying authority return unsolicited sales calls. If, after the third attempt, you still can’t reach them, then leave a voice mail message. But make sure you’ve scripted a powerful message that has a compelling reason for them to return your call. That’s another reason why it’s important to prepare a script in advance.

“Do not ask a stranger on the telephone, “How are you, today?”

4. Introduce yourself and get to the point. Do not ask a stranger on the telephone, “How are you, today?” They realize that you don’t know them and you really don’t care how they are. So they think you’re wasting

their time. Don’t fake familiarity.

Here’s how your conversation with the decision-maker might begin: “Hello, Mary. We haven’t met yet. My name is Jeff Mowatt, with JC Mowatt Seminars. I wonder if you might help me. The reason I’m calling is that I understand that you’re the person who’s in charge of staff training. Is that true?” Notice the phrase I wonder if you might help me. Showing humility this way appeals to the other person’s desire to come to your rescue.

5. Give a benefit statement.

This is a clear, simple statement that indicates what the benefit might be of them doing business with you. For example, “The reason I’m calling is to find out if we might be able to enhance your staff’s ability to gain and keep customers.”

At this point, you’ve said enough. It’s time for the other person to get some control. So, follow that benefit statement with, “Do you have a moment to talk?” If they do, then go on to the next step. If they don’t, then

ask when would be a good time to call them back and then follow up accordingly.

6. Share your Unique Selling Proposition.

In 2 or 3 brief sentences share the benefit of your services, what is unique about it, and one piece of evidence that this works. This is known in selling circles as your USP or unique selling proposition. The USP is the compelling argument for why people should buy from you vs. someone else. Of course, the sale only begins when the customer perceives a need, so you need to then shift the focus of the conversation from you to identifying their needs.

7. Accomplish your goal.

If your goal is to set up a meeting, suggest to the person, “Perhaps we can sit down together and . . . (give them a general idea of what you’ll do in the meeting – usually about identifying their needs).” Notice the phrase sit down. That implies a face-to-face meeting without the time-consuming inconvenience associated with having a meeting.

Keep in mind that some prospects are so leery of telephone solicitors, that they have to be completely sold on the phone before they’ll agree to see you in person. So you need to know how to probe, summarize, make an emotional connection, ask for the order, and deal with objections – all the aspects of selling- before you start cold calling.

Training is the Key

Cold calling doesn’t have to be a demoralizing knuckle-biting activity. It can, in fact, be motivating and extremely profitable – providing you have the right training.

Written by Jeff Mowatt (original content – not AI generated)

Jeff Mowatt is a customer service strategist, Hall of Fame speaker, and bestselling author. For more tips, training tools or to inquire about engaging Jeff for your team visit www.JeffMowatt.com

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Downtown Volkswagen Complete State of the Art Expansion!

BY SCOTT A. SUMNER
Thunder Bay BUSINESS

I asked Devan Mascarin, General Manager of Downtown Volkswagen some questions after the completion of their new building expansion!

Central Ave. Operations in the new building, at that time, began in 2003. Fast forward and we're now in our 27th year of service, as an authorized Volkswagen dealer. We were extremely fortunate to be recognized by Volkswagen Canada for our 25th year

to take a chance by leaving his successful family business at the time, and investing in the struggling franchise. Through years of blood, sweat, and tears, he was able to recruit and retain some amazing staff, retain some amazingly loyal clients, and turn the dealership around. His mindset and mission, since day one, which is still our number one attribute and commitment today, is unsurpassed customer service. Our business is built on trust, transparency, and being appreciative of the local customers who support us and helped us collectively grow to who we are today. Our goal in business is simply to provide our valued clients with a friendly, positive experience every

time they enter our facility. Whether they're visiting to purchase their first, second, or third Volkswagen, in for regular maintenance, or have an issue that requires service attention, we pride ourselves on being accountable and most importantly approachable to our customers. We don't hide from our clients; we take great pride in servicing them and ensuring they're taken care of through out their entire ownership experience.

Continued



Devan Mascarin, General Manager and Bert Mascarin Dealer Principal of Downtown Volkswagen

1. Can you give us some of your family background in business locally?

- I'm the second generation within the family business. My father, Bert Mascarin, the Dealer Principal of Downtown Volkswagen took over ownership/operations of the original Volkswagen franchise back in 1997. I started working at roughly 16, where I progressed over the years working in detail, shuttle, sales, parts, service, etc. My dad insisted that I embark on some unique and challenging tasks when I was first starting out. Years later I would come to the realization that I had the privilege/appreciation of learning/working firsthand in all aspects of the business. I was also fortunate to have received the opportunity to attend the automotive business school of Canada, which allowed me to further my education and fuel my passion for the automotive industry. Today, I'm a proud General Manager and extremely fortunate to work with my father, and our amazing team of hardworking, knowledge, and friendly staff.

of service, which was 2022.

-As noted above, my father took over the previous Volkswagen franchise in 1997. At the beginning the brand wasn't in the best shape locally and required some work. My father, coming from the collision industry (Mascarin's Collision Center) decided

2. Can you give me some history of the VW dealership in Thunder Bay ?

- Initially the business was located on Memorial Avenue (now where Redzone is) and spent several years within that facility. After a few years of consecutive growth, the dealership grew and required a new facility, which is our current facility at 591

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Continued

3. The Downtown VW dealership has been undergoing a significant expansion which is almost finished now. This is a major accomplishment and I'm sure has taken great planning and effort to accomplish. What was involved in this build including the time frame involved, contractor, sub trades and their work?

-This was a complete renovation project. We added roughly 4700 square feet. Renovations were done to modernize our showroom, enhance our customer lounge, provide additional service reception space for customers and staff, additional service bays to increase shop capacity (12 service bays, alignment rack, tire center, full detail center), and an indoor delivery area, for clients to take delivery of



their vehicles with protection from the elements year-round. We also invested heavily in EV infrastructure, as the brand has positioned themselves as a leader in this emerging market. Our facility is on the verge of retailing and servicing EV vehicles, with state-of-the-art equipment, modern charging solutions, and factory trained personnel.

- The process started back in 2019, and we decided last minute to abort the project and go back to the drawing table, as we weren't confident with the initial layout. Following the pandemic, we partnered with i4 architect and approached the team at Aurora Contracting, to take on the project as the project manager. The build process started in August 2023 and was finished almost 1 year to the date. The process was unique as we had to operate in 50% of the building, during the

entire reno. Aurora was fantastic, as were the sub trades, in allowing us to function and flow on a daily basis. Obviously, there were minor interruptions and adversities we had to overcome, but collectively with their partnership we were able to mitigate any serious downtime, which allowed us to properly serve our clients, while working in a safe environment.

Continued

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- Personally, it was a privilege having the opportunity to watch the tradesmen perform their specific profession. I



think most people take their effort, hard work, and expertise for granted. Watching firsthand, and being apart of the decision making, it really makes you appreciate the entire suite of skilled trades. From demolition to rebuilding and finishing, everyone had a place and a purpose and executed their trade to the best of their ability, which we're extremely thankful for.

4. Downtown VW has remained open during the construction period. Tell me how your staff and customers dealt with this?

- Seeing as how we almost proceeded with renovations back in 2019, we had a gameplan to ensure we could communicate internally and externally, with our valued customers. Internally, we set up systems that allowed us to remain in constant communication, while working in different physical facilities. At times this was obviously difficult, but we worked hard to find simple solutions to the issues that pre-

sented themselves and everyone provided great feedback. As a team, we were able to navigate our way through this endeavor. We also value and acknowledge our customers for their patience. Although business wasn't interrupted too badly, it certainly hindered our ability to under promise and over deliver, which has been a staple within our store for years. We're so excited to be back in one building for streamlined communication and day-to-day operations. I'm not joking when I say that many members of our team put on 10k plus steps a day and went through multiple pairs of shoes since this project started, late last summer.

5. The new Downtown VW facility looks beautiful! How has it improved from the previous building? What are some of the unique changes that have been made?

- Thank you. The new facility offers the newest version of the Volkswagen global look, White Frame 2.0. This

look features new minimalist interior furniture concepts, black ceiling design, modern LED lighting elements, and full digitalization of our services. Our facility is now capable and designed to retail and service EV vehicles with a full-time showroom display. Customers will have the opportunity to see our most popular ICE vehicles on display, as well as an interactive in person EV with a demo charger so customers can engage firsthand with the new technology.

- Customers also have the ability to schedule service appointments online, communicate with our team via text or their preferred method of communication, access to mobile payment solutions for faster vehicle check out/pick up, etc. We've really tried to enhance our services to make them more customer centric so we can offer accuracy, transparency, and convenience in both sales and our after sales operations.

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We've also enhanced our website to be more user friendly, informative, and real time up to date. We're excited to share these new technical enhancements with our existing customers and new customers to the brand!

6. This store is very modern and stylish. How does it compare to other VW stores in Canada?

- We're one of the few in the country

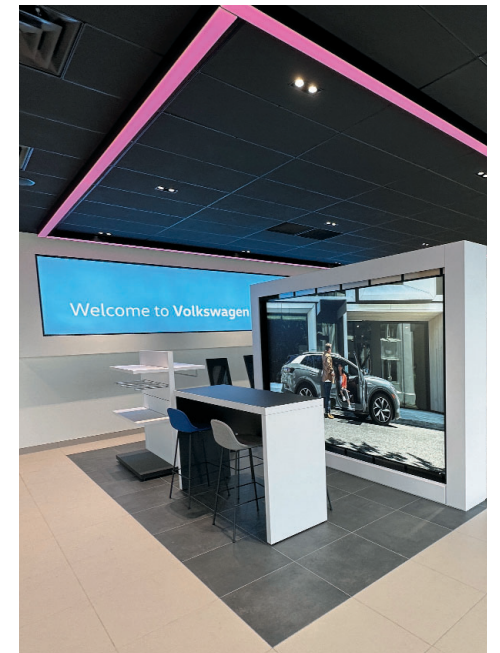
with the most recent image program, White Frame 2.0. Many dealers within the network have completed the initial white frame look, but the newest version is not common and only found in a handful of dealers' coast to coast. These elements are what really make the building special and enhance the modern/timeless design of the building. Perhaps the coolest part is the exterior lighting at nighttime. I encourage you to check the building out after

hours, as its exterior lighting elements truly offer a one-of-a-kind look and feel. You can literally see the glow and ambient lighting from the intersection of Central and Balmoral!

7. VW has made great strides with their product offerings. Tell us about the progress including any new electric vehicles from VW?

-The brand has truly never been better.

The product suite offers vehicles for every type of client and is more refined than ever before. Usable technology, reliability, safety, and product quality make up the key pillars the



brand has focused on. Our entire line up offers industry leading features and benefits and is all backed by a longer-than-average warranty and longer than average service interval, for regular maintenance requirements. To sum it up, they look great, they drive/perform great, and they're more affordable than ever before. Another important factor is the lack of price increases over the past several years. Volkswagen has always been a premium product, and often positioned slightly more expensive than our main competition. With that being said, we've seen many manufacturers instill significant price increases in recent years.

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Volkswagen has positioned themselves very competitively in the marketplace, and avoided these substantial price increases, which has resulted in some of the best recorded sales volumes, in the brands history in Canada. We're extremely fortunate to represent such an amazing brand and look forward to sharing the German engineered driving experience with new customers, locally.

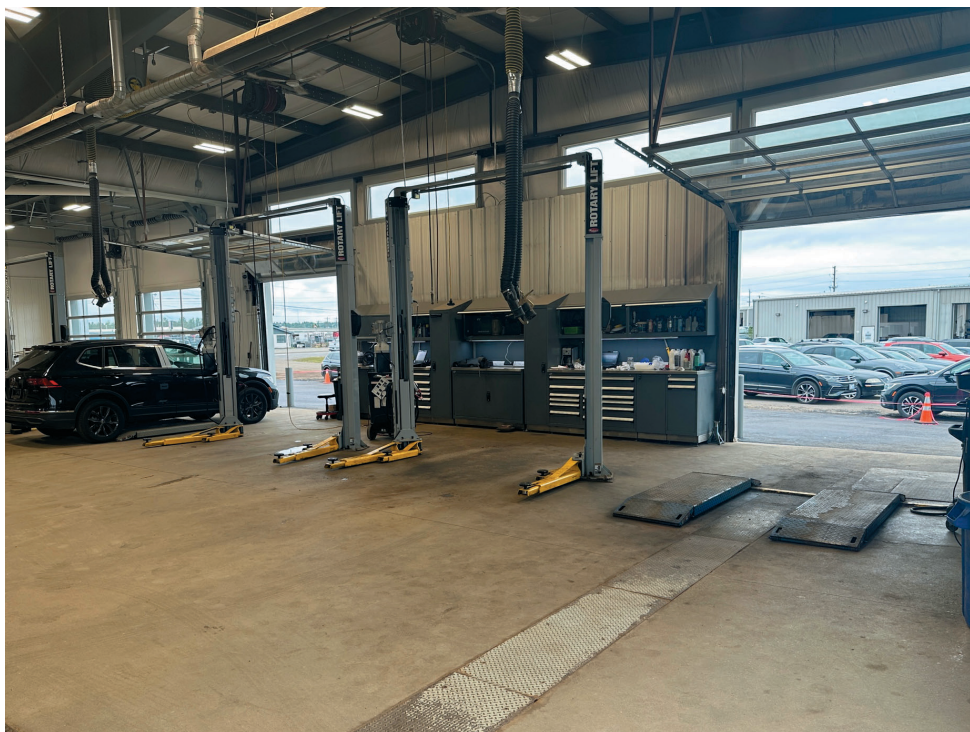
- VW is and will continue to be a leader in the EV space. Their outlook is EV's for the millions, not just the millionaires. The Volkswagen ID4 has been a huge success in the Canadian market and the ID Buzz and other EV nameplates will follow in years to come.

- ** With that being said, they're still extremely focused on their ICE vehicle

helps our economy thrive in times of challenge/adversity.

-I do believe that we're undervalued, as a city, and will eventually attract more industry, immigration, and continue to grow with forward-thinking leadership. We're surrounded by nature, great people, a great variety of culture, and countless opportunity. It's only a matter of time before we see positive growth, which will increase our local economy and mutually benefit us all.

- I've been extremely fortunate to travel and meet many different people in my life and no one seems to be as authentic, friendly, and down to earth as people from Thunder Bay. No matter where you visit, or where you're going, there is always a desire to come home, and enjoy life in the bay.



lineup and continue to add new refinement, features, and value to the SUVW and car lines we offer. Vehicle production levels have been strong and product availability has also been great, which we and our customers appreciate.

8. What are your impressions of the current economy and market conditions in Thunder Bay and area?

-I think the past several years have been difficult for us all. Inflation, interest rates, lack of skilled labor, and other micro/macro factors have made life more difficult for most Canadians'. With that being said, I think Thunder Bay is a unique market/economy and tends to hold its own, comparatively speaking. It's truly a blessing to see how many people support local, reinvest within the community, embrace the beauty and benefits of the city, and support one another. I think this mentality benefits our community and

acknowledge and thanking the below:

9. When do you plan on being fully complete at the location with a grand opening?

- We will be fully operational within the next 2 weeks. So, operations begin fully in the new facility, following Labor Day weekend.

10. Is there anything else you would like to add?

- I would like you to please add a special thank you, from my dad and I,

To our team, the entire staff at Downtown Volkswagen, for their ongoing patience, dedication, and support with this project. It wasn't easy, but we worked hard, in unison, and got the job done.

To our valued customers, thank you for believing in us, investing in us, and trusting us with your valued business.

Continued

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Downtown Volkswagen Expands Current Location

-September Feature

THUNDER BAY BUSINESS NORTH SUPERIOR PUBLISHING



Downtown Volkswagen Complete State of the Art Expansion!

Continued

Words can't describe how thankful and blessed we are to do business with each and everyone of you. We know this renovation project has been difficult to navigate through but your patience and understanding helped us get through this. It's now time to welcome you back, into our new state-of-the-art facility, which has been designed in recognition of you, for your continued company and enjoyment.

To Peter, Gino, Joe, Nick, Bismark, Rob, and the entire Team at Aurora Contracting, thank you for treating us like family and delivering on your promise. Each and everyone of you was fully invested in this project and treated our wallet, like your own. We're forever grateful for the transparency and workmanship that you provided for us, throughout this journey. We'd recommend that anyone who has the opportunity to work with these gentlemen to do so.



To the local legend, Mr. Butch Petrone. Thank you for your advisory, assistance, and insight in undergoing this project. You were a pivotal factor in the success of this project and we're forever grateful for your time, wisdom, and friendship.

To the subtrades, thank you to everyone involved for your ongoing professionalism and craft. It was an honor working with you all and having the opportunity to watch and learn from you in your respective trade. Special shout out to Jim, Zach, and Sam (JD

Wiring), the gentleman at MF Jones, the team at Syncor, and Seal and Save.

Last, but certainly not least, Cory and Terry from i4 for their design and collaboration.



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Congratulations on your expansion of Downtown Volkswagen, Bert & Devan.
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Provincial Economies are Turning the Tide

(GLOBE NEWSWIRE) -- While the declining interest rate environment is easing borrowing concerns, additional rate cuts will be required to significantly impact consumer and business spending decisions, according to new research from The Conference Board of Canada. Canada's economy is forecast to expand by just 1.0 per cent in 2024, before rebounding to 2.1 per cent growth in 2025.

"A weak handoff from 2023 is hampering growth prospects, but provincial economies should expect a gradual recovery in the second half of this year," said Richard Forbes, Lead Economist at The Conference Board of Canada. "As strong population growth continues to boost household spending and overall spending conditions improve, a better performance is in store for 2025. However, that is presuming U.S. policy doesn't present too many shocks to Canada."

This year, Newfoundland and Labrador is poised to lead provincial growth in Canada due to the renewed operations of the Terra Nova Offshore oil platform. Still, population dynamics will constrain growth prospects throughout the remainder of the forecast period. GDP growth is forecast to be 1.8 per cent in 2024 and 2.1 per cent in 2025.

Several factors are driving steady growth in Nova Scotia, including healthy population gains, a positive exports outlook, and strong public infrastructure spending. Employment gains are also expected to remain relatively strong this year, but growth will ease in the coming years. The province's GDP is projected to increase 1.4 per cent in 2024, before rising 1.8 per cent in 2025.

Despite moderating employment growth, Alberta's labour market prospects over the medium-term continue to be strong. While modest GDP growth is projected for this year, the economy is expected to gain momentum moving forward, as positive conditions for population and income growth persist through to 2028. Alberta's GDP is forecast to rise 1.3 per cent in 2024 and a further 2.4 per cent in 2025.

While the completion of several major energy projects are cooling business investment in British Columbia, the region is experiencing significant growth in international exports. The economy is forecast to expand by only 1.2 per cent in 2024 followed by a 2.1 per cent gain in 2025.

Slowing population growth is expected to dampen Prince Edward Island's economy. Housing starts are projected to pick up in 2024 before declining slightly in 2025, while non-residential investment is projected to remain weak

throughout 2025. The province's GDP growth is forecast to be 1.2 per cent in 2024 followed by 2.2 per cent in 2025.

New Brunswick's building activity will outperform most other provinces in 2024. Still, easing population growth coupled with overall weak investment spending is expected to soften the provincial economy. Real GDP growth is projected to slow to 1.1 per cent in 2024, before strengthening to 1.9 per cent in 2025.

Reduced immigration inflows will ease housing pressures in Ontario but will also temper the province's economic growth prospects. Additionally, although Ontario's investment outlook is being propped up by substantial investments in its automotive sector, it is not guaranteed to yield net economic gains. GDP growth is expected to decelerate to 1.0 per cent this year before rebounding to 2.1 per cent growth in 2025.

Despite sluggish activity this year, Manitoba's non-residential business investment is expected to rebound in 2025, showing some of the strongest gains among the provinces. Manitoba's economy is expected to expand by 1.0 per cent in 2024, before accelerating to 2.5 per cent growth in 2025.

An aging workforce and slow immigration gains are impacting Quebec's labour force growth and limiting the province's overall potential. While Quebec's investment outlook is more positive, GDP is expected to rise just 0.8 per cent in 2024. The economy will recover to 1.6 per cent growth in 2025.

Saskatchewan's rocky start to 2024 will hamper growth prospects for the year. However, performance will improve in the later years of the forecast, driven by Saskatchewan's fundamentals in uranium mining and Jansen's \$14 billion potash project. Real GDP is forecast to increase by 0.6 per cent this year, followed by a stronger 2.6 per cent gain in 2025.

THUNDER BAY BUSINESS

2024 DEADLINE / PRINTING / DISTRIBUTION DATES

Issue	Ad Copy Deadline 4PM Friday	Printing Deadline Friday	Distribution Date	Topic
February	January 23	January 26	February 1	Financial/Legal
March	February 20	February 23	March 1	Forestry/Mining
April	March 25	March 29	April 1	Transport
May	April 23	April 26	May 2	Construction
June	May 27	May 31	June 1	Report On Thunder Bay
July	June 23	June 26	July 2	Manufacturing
August	July 23	July 26	Aug 1	Environment
September	August 26	August 30	September 2	Education
October	September 23	September 27	October 1	Aboriginal
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December	November 25	November 29	December 2	Technology/Christmas
January	December 17	December 20	January 4	Fitness

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Sylvia Gomez, Marketing / Sales Manager - 807-629-7599
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Ontario Investing Nearly \$17 Million to Support Workers in Northern Ontario

The Ontario government is investing nearly \$17 million through the Skills Development Fund (SDF) to train over 36,000 workers in the North for in-demand careers in mining, construction, energy and forestry and build new training facilities. With this investment, the province is partnering with First Nations, labour unions, local employers and community organizations to tackle labour shortages in the North and to ensure Ontario continues to be a global leader in mining and manufacturing.

“We’re giving workers in Northern Ontario the support and investments they need to find good-paying jobs in in-demand careers,” said Premier Doug Ford. “By working closely with our partners in the North, including First Nations, labour unions and the private sector, we can continue to expand the critical sectors like mining, construction, forestry and energy that will power Ontario’s growth and prosperity.”

The funding comes from both the Training



and Capital streams of the SDF, which are designed to recruit, train and upskill workers and build or upgrade training centres for the skilled trades. This brings Ontario’s total investment in Northern workers through SDF to nearly \$117 million. These projects include:

- Science North: \$3,270,899 through the SDF Capital Stream to build a new training facility for up to 35,000 youth and apprentices over a five-year period to explore careers in mining and the skilled trades.
- Sheet Metal Workers Union (SMART) Local 397: \$1,071,547 through the SDF Capital Stream to build a training centre for sheet metal workers and roofers to train 760 people over five years through pre-apprenticeships and apprenticeships.
- Keewaytinook Okimakanak: \$1,000,000 through the SDF Training Stream to recruit, train and mentor members from six First Nation communities in carpentry and other building trades needed

for careers in residential, commercial and industrial construction.

- International Association of Bridge, Structural, Ornamental & Reinforcing Ironworkers Local 759: \$644,461 through the SDF Capital Stream to build a new training centre with welding facilities to train 150 participants in structural ironwork.
- Northern Centre for Advance Technology (NORCAT): \$580,000 through the SDF Training Stream to deliver training programs focused on skills and safety knowledge related to careers in forestry, mining, exploration and energy development.
- Agnico Eagle Mines Limited: \$10,000,000 through the SDF Training Stream to train people for careers in mining, in partnership with Matachewan First Nation, Taykwa Tagamou Nation and Moose Cree First Nation.

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September 2024

QUEBEC CITY GOLF: FUN EXPERIENCE!

BY SCOTT A. SUMNER
Great Outdoors

During my time as a journalist I have always enjoyed visiting Quebec. To me there just seems to be something special about the Quebec people. They have an enthusiasm for life and are very proud of their home province. It is fun to hear the French language and you almost feel like a Quebecer by the time you leave. Several years ago I had the opportunity to visit



Quebec again and play some golf.

My journey began with two brief flights to Quebec City to their very modern terminal building. After picking up a rental car, a Hyundai Genesis that was a treat to drive, it was off to the hotel. My first hotel stay in Quebec City was at the TRYP Quebec Hotel Pur by Wyndham.

The 18-storey luxury hotel located on Rue De La Couronne in downtown Quebec City is the only TRYP brand in

Canada. It is a 4 star property that includes a very special restaurant called the TABLE, where for lunch and dinner you sit together as a group called Tapas. "The hotel was completely renovated and has a very modern contemporary look," said Annie St-Yves, Sales Manager at TRYP by Wyndham. "We are located in a great central location in Quebec City where you can explore the area. There are many unique boutiques and nice restaurants right here."

When you come to Quebec City you have to spend some time in the old section of the city and experience the grand history of the area. My guide Marinus (Ries) Pot gave me an excellent tour of the beautiful churches, old cobble stone streets and great views of the St. Lawrence River with many magnificent buildings in the backdrop.

My first golf game was at Club de Golf Royal Charbourg, which was very close to the downtown area of Quebec City.

It was my pleasure to play a round with Yvon Bouchard, Golf Director Club de Golf Royal Charbourg and Mont-Tourbillon, a second course nearby. Bouchard has been the head pro continuously at Mont-Tourbillon since 1972. He started at age 26, after two years in Trois Riviere as a pro. In his early years Bouchard grew up caddying at the Manor Richelieu. "We are 10 minutes from the Quebec City. Phillip Watson, who is from Quebec, designed this course. Mont-

Tourbillon was designed by Howard Watson," said Yvon Bouchard. "The weather has been awful to start this year especially in May when it rained so much,



almost 20 days. We had 7 days with almost no play in May. In between we had some great weather and then it got bad again. The weather is usually quite good here so it has been quite unusual this season. The grass doesn't grow well with just water, you need sun as well. Also there was a bad accumulation of ice that did hurt the course a little this year."

Club de Golf Royal Charbourg has about 50 members but the main play comes from mostly tourists and local tournaments. The green fee is \$43 during the week and \$55 on the weekend and the cart cost is \$16 per person. In their good years they do over 30,000 rounds. The average season is May to early October. In the fall season it is very colourful when the leaves change colour. The weather usually is

between 18 to 25 degrees Celsius.

"I like the course as it is challenging and can play from 7000 yards if you want to. The front nine is flatter and the back nine in the mountains," smiled Yvon.

"The CPGA have not found anyone else who had been a head pro at the same course for so many years- 42. I play three times per week here in Quebec and spend the winters in Florida where I have been a member at a club near Fort Lauderdale for the last 25 years. I have also been in the ski business at Mt Saint-Anne. Skiing and golf are my passions." smiled Yvon.

I really enjoyed my golf game at Royal Charbourg. (See www.royalcharbourg.com and www.monttourbillon.com)

We played a match where Yvon and I were able to claim victory over two low handicappers on the last hole!

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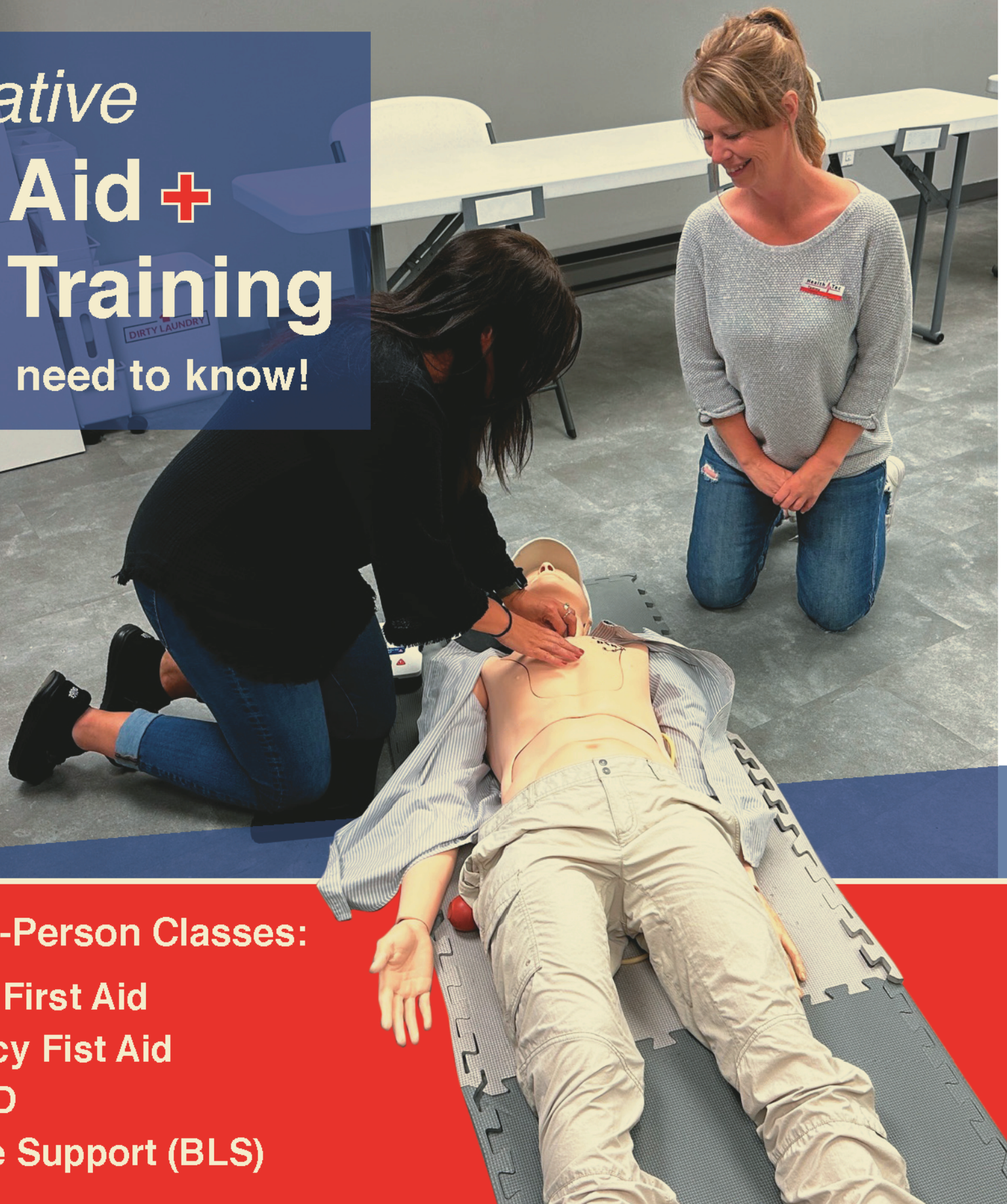
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