

**ALSO  
INSIDE:**

- Strapp wins EDCO's highest award
- Physician Recruitment nets 11 in 2009
- Seminar teaches business marketing
- Invest North web portal launched
- In the Community: EDC photo gallery
- Italian mayor visits Sault Ste. Marie

**BUSINESS PROFILE:** Gold Motorsports

## 'Cool' new business offers winter fun for the whole family

Sault Ste. Marie winters can be a tad on the long side. But the cold season can also bring enjoyment and excitement.

A new business in town is a prime example of the vast opportunities available here.

Gold Motorsports, which opened last month, features ice go-karting every weekend at Runway Park on Airport Road. Customers can also book the karts and track any time during the week. The business has three courses to choose from and is already building an impressive reputation.

"Every customer has left with a huge smile and saying they can't wait to come back," said owner Michael Gold, who has spent 10 years racing at Laird International Speedway.

In the spring and summer, Gold Motorsports will offer standard track racing. The business will even feature a team-building component to help fellow firms and organizations create stronger bonds.

"Group unity and teamwork are key for a successful business," said Gold. "Many of us have been to a corporate golf tournament, where each participant is stuck with the same group. With team endurance



comes in the form of business plan review, financial planning and sorting through the funding application process.

employees and clients have the freedom to mingle with everyone while cheering on their team of drivers."

Gold Motorsports also offers a unique option for birthday and other parties. Put simply, the business caters to practically everybody for everything. And there's more to come.

Starting this spring, half-day summer camps and racing schools will be available. A shuttle service will even be offered for those who need it.

"Racing is a mentally-challenging sport," said Gold. "I will be teaching how to mentally prepare and obtain the right mindset that will help get drivers to the victory lane."

Before his firm took shape, Gold sought help from Enterprise Centre Sault Ste. Marie, the small business wing of the SSM Economic Development Corporation. The assistance

came in the form of business plan review, financial planning and sorting through the funding application process.

"I have always wanted to own and operate a race track and series," said Gold. "The Enterprise Centre helped with my grant application for the Northern Ontario Heritage Fund Corporation and provided good constructive criticism and help with my business plan."

Meanwhile, Gold Motorsports is one of many success stories for Enterprise Centre Sault Ste. Marie. Having a client thrive is something Terri Chiarello, ECSSM's Small Business Advisor, loves to see.

"When a business I've been working with finally opens, it's a pretty fulfilling feeling," she said. "Mike was awesome to work with, because he was so enthusiastic and pumped up to get things going. He has done a great job with advertising and creating a buzz."

To book a race, contact Mike at 705-989-GOLD (4653) or goldmotorsports@gmail.com.

To help get your business off the ground, book an appointment with Enterprise Centre Sault Ste. Marie by contacting Terri Chiarello at 705-759-2616 or t.chiarello@ssmedc.ca.

## RECOGNITION: SSMEDC CEO honoured by peers at Economic Developers Council of Ontario conference Bruce Strapp takes home Ontario's highest economic development award

Bruce Strapp, CEO of the Sault Ste. Marie Economic Development Corporation, was honoured by his peers when he took home the highest award for economic development in the province Feb. 4.

Strapp received the 2009 Joseph Montgomery Economic Development Achievement Award from the Economic Developers Council of Ontario.

This was the first time a Northern Ontario recipient has been given the award.

"Bruce won because it was clearly demonstrated to the committee that he has been able to facilitate the partnerships required to develop and implement a strategic economic vision for the city of Sault Ste. Marie," said Selection Committee member Geoff Gillon, an Economic Advisor for the Rainy River Futures Development Corporation. "He was set apart from other nominees due to the clarity of his actions over time and the level of support he has received for his activities from the community and all levels of government."

For receiving the award, Strapp was recognized by Sault Ste. Marie City Council at its Feb. 8 meeting.

"If it wasn't for Bruce, the community would not have seen the turnaround it has in recent years," said Mayor John Rowsell. "We are exceptionally proud of him."

Strapp was nominated by his staff team. A nomination package of more than 70

pages was submitted, which contained some of his local accomplishments and 23 letters of support from individuals in all levels of government, along with partners in the private and non-profit sectors.

"Through this award, Bruce joins the elites of the economic development officers in the province of Ontario," said Greg Punch, President and Board Chair of the Sault Ste. Marie Economic Development Corporation. "It is a reflection of his many years of dedication as a pioneer and leader in economic development. This award demonstrates the talent and competency of Bruce and his staff team."

The Joseph Montgomery Economic Development Achievement Award recognizes an individual's outstanding achievement and contribution to the economic development profession. Strapp was presented with the award at the EDCO annual general meeting in Toronto.

"I accept this award on behalf of the staff, volunteer Board members, partner organizations and all my

colleagues I have the privilege of working with," said Strapp, who has been with the Sault Ste. Marie Economic Development Corporation for more than 17 years.

"It's amazing what can be accomplished when you have everyone working together to make Sault Ste. Marie and Ontario a better place to live, learn, work and play."

Joseph Montgomery was one of the founding directors of the Economic Developers Council of Ontario more than half a century years ago.

He resides in the Niagara Region, where he still does some consulting work while remaining a huge supporter of economic development practitioners in the province of Ontario.

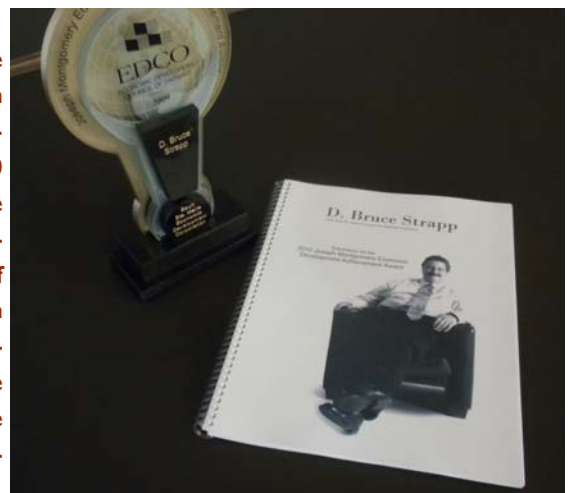
**TOP: Bruce Strapp at City Council Chambers Feb. 8. He was recognized by Council for winning the 2009 Joseph Montgomery Economic Development Achievement Award the previous week in Toronto.**



**MIDDLE: Bruce Strapp (left) with David Onley, Lieutenant Governor of Ontario. Onley was the guest of honour at the EDCO annual general meeting, where Strapp received his award.**



**BOTTOM: The award nomination package, which include more than 70 pages of Bruce Strapp's accomplishments and letters of support, along with the Joseph Montgomery Award he received at the EDCO annual general meeting Feb. 4.**



**QUALITY OF LIFE:** Community works to attract MDs

## Physician Recruitment program nets 11 doctors last year

Like many places across Canada, Sault Ste. Marie is facing a shortage of doctors. However, there is much being done to fix this problem.

In fact, with support from the local Physician Recruitment and Retention Committee, 11 new doctors were attracted to date in the 2009 fiscal year. Some are currently in the community, while others will locate here by the end of 2010.

For the accomplishment, and for this success to continue, a group effort is required. In Sault Ste. Marie, this campaign centres around many

community groups and individuals, including City Council and the City staff team, MPP Oraziotti, MP Martin, Sault Area Hospital, Group Health Centre, Algoma District Medical Group, and other organizations.

Believing that a high quality

of life is vital for a community to be successful, the Sault Ste. Marie Economic Development Corporation has been one of the many strong supporters of the Physician Recruitment and Re-

retention Program.

This backing has come in a variety of forms, including representation on the program's working committee and having SSMEDC staff take prospective doctors on community tours.

Rosalie Graham, from Tourism Sault Ste. Marie, a division of the SSMEDC, has been one of the helpers.

"Anything we can do to assist in attracting doctors, and make Sault Ste. Marie a better place, we're more than happy to do" she said. "A shortage of doctors is something that affects the entire community, and that's why we're lending a hand wherever we can. We are pleased

to be involved with such an important process."

This help has not gone unnoticed.

"The assistance of the Sault Ste. Marie Economic Development Corporation team with the community assessment visits has definitely enhanced our ability to recruit the visiting physicians," said Mary Jane Yorke, Manager of the Physician Recruitment and Retention Program. "Their efforts are greatly appreciated."

For more information on the program, visit [www.saultmed.com](http://www.saultmed.com).

**SaultMed**  
Making the most of every day.

**SMALL BUSINESS:** SSMEDC training seminar teaches marketing to local entrepreneurs

## Brian Tremblay spills the beans on his secrets of success

During his 17 years in business, Brian Tremblay has made mistakes. And he'd be the first to admit it.

But out of the missteps has come a better understanding of how to succeed in the ever-changing world of commerce.

Tremblay, owner of Brian Tremblay Photography, spoke of these lessons to a group of more than 120 entrepreneurs at the Marconi Club Feb. 24. The event was organized by Terri Chiarello, Small Business Advisor for Enterprise Centre Sault Ste. Marie.

The seminar dealt with steps that need to be taken before a business can be marketed effectively.

"You first have to focus on



who your clients are and why they need your business," said Tremblay. "Once you have that down, then you can start marketing."

As for the costs that are usually associated with promoting a business, Tremblay believes they can often be

justified as a method of helping it stay afloat and prosper.

"Marketing isn't an expense, it's an investment," he said evenly.

During the current economic climate, it's especially critical that firms do what they can to keep their doors

open, added Tremblay.

"I think the road to economic recovery lies in small business," he said. "It's vitally important that entrepreneurs succeed."

By providing training seminars, business planning and other aid to entrepreneurs, Enterprise Centre Sault Ste. Marie is working to expedite the economic recovery in the city and region.

To learn what ECSSM can do for your business, visit [www.ecssm.ca](http://www.ecssm.ca) or contact Terri Chiarello at 759-2616 or [t.chiarello@ssmedc.ca](mailto:t.chiarello@ssmedc.ca).

Enterprise Centre Sault Ste. Marie is the small business wing of the SSM Economic Development Corporation.

**PARTNERSHIP:** Northern Ontario cities work together to promote the region to global investors

## Invest North marketing campaign launched

Northern Ontario is open for business.

A new web portal, [www.investnorthernontario.com](http://www.investnorthernontario.com), will help spread this message to investors around the world.

The site was unveiled Feb. 11 by the Ontario's North

Economic Development Corporation, a partnership of municipal economic development organizations in five Northern centres: Sault Ste. Marie, North Bay, Sudbury, Timmins and Thunder Bay.

"Attracting investors to Sault Ste. Marie and Northern

Ontario will ensure growth and prosperity for both," said Mayor John Rowswell. "Making connections with global markets is crucial for the city and region, and this website will help achieve this goal."

Numerous projects have been undertaken through the ONEDC partnership as a means of encouraging investment in the North. The Invest North marketing program, which includes the web portal and additional collateral material, is a prime example of the benefits that result when the region builds partnerships to achieve a common goal.

"The Invest North website demonstrates how Northern Ontario communities can work together for the common good," said John Febraro, Acting Executive Director of Development Sault Ste. Marie, a division of the SSMEDC.

"Ontario's North Economic Development Corporation is doing fantastic work to promote the North and all it has to offer."

These comments were echoed by Michael Gravelle, Ontario Minister of Northern Development, Mines and Forestry. "The Invest North website is an important part of our collective effort to strengthen the North by promoting our investment advantages," he said.

For more information, visit [www.investnorthernontario.com](http://www.investnorthernontario.com).

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For more information, visit [www.investnorthernontario.com](http://www.investnorthernontario.com).



**TOP: Bruce Strapp (left), CEO of the Sault Ste. Marie Economic Development Corporation, and John Febraro, Acting Executive Director of Development Sault Ste. Marie, a division of the SSMEDC, showcase Northern Ontario's alternative energy sector at the Invest North Launch**



**MIDDLE: Videoconference guests at Sault College watch as Michael Gravelle (shown on video screen), Minister of Northern Development, Mines and Forestry, speaks at the web portal launch from Thunder Bay, one of five cities participating in the Invest North marketing campaign.**



**BOTTOM: SSMEDC CEO Bruce Strapp explains the Invest North marketing program for a news radio segment.**

# IN THE COMMUNITY: EDC Photo Gallery



**SECTOR SPECIALIST:** John Febraro, Acting Executive Director of Development Sault Ste. Marie, a division of the SSMEDC, addresses the crowd at the official launch of the Invest North marketing campaign Feb. 11 in Sault Colleges' Multimedia Centre.



**SALUTE:** Bruce Strapp (left), CEO of the SSMEDC, presents some local business material to Mayor Fabio Santin from the City of Chions, Italy. Santin was in Sault Ste. Marie this month to build connections and economic ties. The local portion of the trip was facilitated by the SSMEDC's Development Sault Ste. Marie division.



**RACING:** Terri Chiarello (far right), Small Business Advisor for Enterprise Centre Sault Ste. Marie, with client Michael Gold (far left), a stock car driver and owner of newly-opened Gold Motorsports. The two were on hand for a Feb. 24 marketing seminar organized by the Enterprise Centre, the small business division of the SSM Economic Development Corporation.

## February 2010

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Sault Ste. Marie  
**ECONOMIC  
DEVELOPMENT  
CORPORATION**

The Sault Ste. Marie Economic Development Corporation recognizes the financial support it receives from the City of Sault Ste. Marie. As well, it recognizes the strong backing it receives from the Mayor, Council and City staff team. The SSMEDC also thanks the federal and provincial governments, and its many other partners, for their financial support.

The Sault Ste. Marie Economic Development Corporation is a non-profit organization, funded by public and private partners, whose goal is to be the community's leader in supporting and promoting an environment that generates sustainable employment in a healthy, growing and diversified economy.