



November 2008

Sault gets 2010 Scotties Tournament of Hearts

Sault Ste. Marie will host one of the world's biggest curling events in 2010 when the Scotties Tournament of Hearts comes to town.

The national women's championship will take place at the Essar Centre Jan. 30 to Feb. 7, the Canadian Curling Association (CCA) announced earlier this month at a press conference at City Hall.

"It continues to build our confidence as a go-to community for great events," Mayor John Rowswell told the crowd. "I'm a little overwhelmed. I'm very proud of the community."

The CCA selected the Sault based on a successful bid from a local organizing committee of volunteers and Tourism Sault Ste. Marie, a division of the SSM Economic Development Corporation.

"This is an example of the community working together for a single purpose," says Steve Hollingshead, Coordinator of Special Events and Sport Tourism for Tourism Sault Ste. Marie. "The Scotties will draw thousands of visitors and help position the city as a world-class destination for world-class events."

Sault Ste. Marie hosted the 1990 Brier – national men's curling championship – and the event was a huge success.

"That (success) really says a lot about the support of curling in Sault Ste. Marie," Warren Hanson, the Canadian Curling Association's Director of Event Operations said at the press conference.



Mayor Rowswell addresses the crowd at the CCA press conference Nov. 6 as Warren Hanson looks on.

SSM has competitive advantages

Despite the recent downturn in global financial markets, the future looks bright for the local economy, says Michael Wozny, Executive Director of Development Sault Ste. Marie, a division of the SSM Economic Development Corporation.

"Our city has competitive advantages. Businesses know this and are showing great interest."

Pod Generating Group, for example, is planning to build Canada's largest solar energy farm in Sault Ste. Marie. Financing is secure, and the site is expected to be operational in 2010.

Also promising, says Wozny, are co-generation power projects at Essar Steel Algoma and St. Marys Paper, several manufacturing facilities interested in setting up shop here, and many other local opportunities.

"We can't control the global markets or steel industry. However, we can pursue our economic diversification efforts, and that's what the SSMECD will continue to do," says Wozny.

Wozny and SSMECD CEO Bruce Strapp presented this outlook at the City Council meeting Nov. 3.

Minister of Tourism attends TSSM Awards night

Who better to host the city's Tourism Awards than the Ontario Minister of Tourism?

The Honourable Monique Smith was on hand at this year's event Oct. 30. Also present were MPP David Oraziotti, Mayor John Rowswell and City Council, and representatives from the area's tourism industry.

"It was great to have such distinguished guests come out and support the event," says Ian McMillan, Executive Director of Tourism Sault Ste. Marie, which organizes the annual awards night with its industry partners. "Our city has some of the best tourist attractions and operators in the country, and this is a nice way to pay tribute to them."

The 2008 winners are:

- Tourism Award of Excellence – David Hornstein
- Business of the Year – Treetop Adventures

- Customer Service Award – Agawa Crafts and Can. Carver
- Tourism Ambassador Award – Bob McMenemy
- Student Hospitality Award – Rick Borean



Left: Ontario Tourism Minister Monique Smith speaks at the 2008 SSM Tourism Awards.



Right: Student Hospitality Award Winner Rick Borean (centre) flanked by Tourism Minister Monique Smith and Sault MPP David Orazietti.

U.S. diplomat visits Sault; likes what he sees

With the help of the SSM Economic Development Corporation, high-level American diplomats are seeing the value of Sault Ste. Marie and what opportunities exist in the Northern Ontario community.

Lee MacTaggart, the Political-Economic Section Chief at the U.S. Consulate General in Toronto, visited the city Oct. 8 to 11.

“Everyone I met at the City and EDC was enthusiastic and energetic, and I hope to establish a strong relationship with them during my assignment in Toronto,” says MacTaggart.

Simply put, an alliance is forming, and Sault Ste. Marie is benefiting.

“It’s awesome to have another friend and ally,” says Randy Tallon, Director of International Relations & Global Logistics for Development SSM. “It shows we’re being recognized and globally branded on the world stage. People are realizing that there’s more to the province than just Southern Ontario.”



From a helicopter, Lee MacTaggart tours the Prince Wind Farm.

Local volunteer honoured

Enterprise Centre Sault Ste. Marie’s Alynn Burke Award of Excellence went to another worthy recipient this year.

Anthony Orazietti, who has volunteered countless hours mentoring Summer Company students and judging the local High School Business Plan Competition, took home the prize earlier this month.

The award is given in memory of former SSMECD employee Alynn Burke, who passed away in February 2004. It recognizes an individual who champions youth entrepreneurship and is active in the youth community.

“Anthony constantly goes out of his way to support

youth entrepreneurship,” says ECSSM Acting General Manager Andrew Ross. “He really goes above and beyond.”

Orazietti is the former Youth Development Coordinator for Enterprise Centre Sault Ste. Marie.

Also in November, ECSSM helped organize and host the 2008 Regional/Provincial High School Business Plan Competition Awards night. With around 90 attendees, the event was a huge success.

Building bridges between SSM and Forssa, Finland

They may be a few thousand kilometres away and separated by an ocean, but Sault Ste. Marie and Forssa, Finland are more connected than you may think.

A local delegation, including Mayor John Rowswell, Elementa Group Vice-President Len Zwierschke and Randy Tallon from Development Sault Ste. Marie, recently travelled to the European city to share ideas on energy diversification, business development and other opportunities.

Connections were made and a sister-city arrangement re-established. The end result is another international link for Sault Ste. Marie.

“There’s no doubt that our two cities have a similar passion and commitment,” says Tallon. “We look forward to developing a long-lasting relationship with our Finnish friends.”



The SSMECD 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. The SSMECD also thanks the federal and provincial governments, and its other partners, for their continued support.

The SSMECD is the City’s lead economic development agency. It works with Destiny SSM to ensure an aggressive strategy to diversify the local economy. The four SSMECD divisions – Development SSM, Tourism SSM, Enterprise Centre SSM and Corporate Services – work to attract investment, business, tourism and other economic opportunities to the community.

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Mission Statement

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.