

saskatchewan

**COMMUNICATIONS EXPO**

**OCTOBER 29-30, 2009**

Where Opportunity Meets Insight

*Program printing*



*Conference produced by*



**SUCCESSFUL EVENT  
PRODUCTIONS INC.**

J.P. Ellson, 306-535-6753

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PREMIER OF SASKATCHEWAN

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REGINA, CANADA S4S 0B3

**Saskatchewan Communications Expo 2009**  
*"Where Opportunity Meets Insight"*

On behalf of the Government of Saskatchewan, it is my pleasure to welcome you to the 2009 Saskatchewan Communications Expo.

Today, we are in a new era in communications. Information is increasingly accessible, and, with the advent of web 2.0 and social networking sites, the role of communications is ever more critical. Skilled communicators are needed in our organizations for these extraordinary times.

Bringing together communications practitioners from the public and private sectors, this expo provides attendees with excellent opportunities for professional development, networking and collaboration. With topics ranging from industry tools and tactics, to new trends in communication, I know that delegates will gain insight from the dynamic keynote speakers and workshops over the next two days.

My thanks to the many partners and sponsors who made this exciting made-in Saskatchewan event possible.

Welcome and best wishes for a productive and successful event.

A handwritten signature in blue ink, appearing to read "Brad Wall". The signature is stylized and cursive.

Brad Wall  
Premier



### **The Expo Planning Committee Welcomes You**

On behalf of the Expo Planning Committee, I welcome you to the Saskatchewan Communications Expo 2009.

It is one of the largest forums for discussion and display of communications services in Saskatchewan history. In between keynote presentations and workshops, communications professionals will have plenty of opportunity for networking and one-on-one discussions with suppliers and experts on the tradeshow floor.

The Expo Planning Committee, comprised of the Government of Saskatchewan, Saskatchewan Crown Corporations, Canadian Public Relations Society (CPRS), International Association of Business Communicators (IABC) and the Saskatchewan Awards for Communications and Creative Excellence (ACE), has been working together since early in 2009 to deliver this premiere event.

Thank you to our partners and sponsors for making the Expo an event to remember. We hope you enjoy it.

Best Regards,

Jesse Linklater  
Chair, Expo Planning Committee

# Keynote Speakers



**Tod Maffin**

**The Lavin Agency**

No one doubts that new and emerging technologies have transformed the way that business is done. The question is this: Have you transformed your business to

capitalize on the opportunities that this wave of technological innovation has opened up? If not, you should listen to what Tod Maffin has to say.

Maffin is Canada's leading high-tech futurist, and one of the country's go-to commentators on the impact of technological change and innovation on the business and economic environment. He is also an outstanding speaker - one of North America's best. He is, in fact, a rare combination of someone with a deep and impressive store of technical knowledge, and the ability to translate that knowledge into presentations with the "wow" factor. How many technology speakers can get a standing ovation after an early morning breakfast talk? Tod Maffin can. His viewpoint on technology has widespread appeal.

He has hosted a technology series on CBC Television's *Canada Now*, and a national technology column on CBC Radio. Maffin is also the editor of *The Future File*, a website and monthly email newsletter followed closely by more than 10,000 readers, including national business journalists and senior managers in the information technology field. His writing has appeared in *The Wall Street Journal* and the *Vancouver Sun*.



**Terry O'Reilly**

**piratetoronto**

Terry co-founded Pirate Radio & Television in 1990, specializing in audio production for radio and television commercials. Pirate has

grown to a staff of over 50 with eight recording studios in Toronto and New York City. He has won a few hundred national and international awards for writing and directing. Marketing Magazine named Terry as one of Canada's "Most Influential" marketing people. In 2005, he was chosen as the first Canadian judge for the inaugural Year of Radio at the 2005 Cannes Advertising Festival in France, and was the Radio Jury Chairman at the International Clio Awards in Miami.

When he's not creating advertising, he's talking about it, as the host of the highly acclaimed CBC radio series, "The Age of Persuasion." In 2005, the Advertising & Design Club of Canada gave Terry the Les Usherwood Lifetime Achievement Award. This year, the Television Bureau of Canada presented him with the Fritz Speiss Lifetime Achievement Award, and he was inducted into the Marketing Hall of Legends. He co-authored the book "The Age of Persuasion", published by Knopf Canada this year, and which will be published in the U.S. in May.

Terry has a wonderful wife and three lovely daughters. Who like some of his work.



## Joe Williams

**Joe Williams  
Communications,  
Inc.**

Joe is recognized as one of the leading thinkers, practitioners and teachers in organizational communication. His

style is engaging, interactive and participative. He has won more than 100 national awards, including 12 Gold Quills from the International Association of Business Communicators, and an unprecedented four in one year and three in a row for communication planning.

*The Ragan Report* once named him one of the top five communication innovators in the country.

Joe has led strategic planning workshops for companies like MasterCard International, the Faculty of Business and Economics at the University of Sydney, the government of the Republic of South Africa, and non-profit arts organizations. Since 1985, some 2,000 managers have come to the Sonoran desert of Arizona where Joe shares his innovative tools and techniques for thinking, planning and leadership in his flagship workshop, "Dialogue in the Desert".

Today, his firm provides research, strategic planning, Face2Face communication training and consulting services to leading multi-national firms such as General Dynamics, McGraw-Hill, Chevron, MTS Allstream, National City, The Federal Reserve Bank of St. Louis, the Susan G. Komen Foundation, and Enbridge, among others. Joe Williams Communications, Inc., is known for its exclusive and unique research process that links communication to bottom-line business issues.

Joe holds a Bachelor of Journalism and Advertising Management and a Masters in Mass Communications Research from Oklahoma State University, where he was a Paul Miller Scholar and named the outstanding graduate student in the School of Journalism and Broadcasting. His company is headquartered in Bartlesville OK.

# Schedule

## October 29

### Tradeshow Open 10:00 am-4:30 pm on Convention Floor

<p>8:30-11:30 am <i>Schumiatcher Theatre</i></p>	<p><b>Face2Face Communications</b> (Bonus Pre-Conference Workshop)  <b>“Tools &amp; Tactics to Neutralize Resistance and Build Employee Engagement”</b>          Introductions: <b>Claire Watson, Farm Credit Canada</b>          Presenter: <b>Joe Williams, Joe Williams Communications Inc.</b>          *Coffee Break, 10:00-10:30 am in Convention Lobby</p>
<p>12:00 pm <i>Theatre Lobby</i></p>	<p><b>Greetings from Expo Planning Committee</b> followed by Lunch</p>
<p>12:45-1:45 pm <i>Schumiatcher Theatre</i></p>	<p><b>Keynote Address by Tod Maffin, The Lavin Agency: “Social Media”</b>          Introductions: <b>Derek Leverington, Brown Communications</b></p>
<p>2:00-3:00 pm <i>Schumiatcher Theatre</i></p> <p><i>Quebec/Ontario Rooms</i></p>	<p><b>Managing Client/Agency Relationships</b>          Communicators will learn the nuances of effective client/agency relationships, ultimately enhancing project outcomes and the efficient use of resources. More than learning the motivations of each side, participants will learn how to identify problems and opportunities, and gain valuable knowledge on how to present and receive constructive criticism.          Panelists: <b>Toni Ennis, SGI; Laur’Lei Silzer, Saskatchewan Ministry of Justice; Brad Gore, Cornwall Centre</b>          Moderator: <b>Barry Gillings, The Marketing Den</b></p> <p><b>Crisis Communications</b>          Presented by professional communicators who have experienced crisis first-hand, this presentation will provide insight on proactive approaches to issues management, and how to respond immediately with confidence in crisis situations.          Panelists: <b>Ron Podbielski, SaskEnergy; Elizabeth Popowich, Regina Police Service; Judy Orthner, Saskatchewan Ministry of Corrections, Public Safety and Policing</b>          Moderator: <b>Jim Mintz, Centre of Excellence for Public Sector Marketing</b></p>
<p>3:00-3:30 pm <i>Convention Lobby</i></p>	<p>Coffee Break</p>
<p>3:30-4:30 pm <i>Quebec/Ontario Rooms</i></p> <p><i>Schumiatcher Theatre</i></p>	<p><b>Emerging Trends in the Printing Industry</b>          A panel of Saskatchewan’s professional printers shed light on printing trends in today’s marketplace.          Panelists: <b>Colin McCarten, The DATA Group of Companies; Tim Trainor, Saskatoon Fastprint; Daryl Schaffer, Adventure Printing</b>          Moderator: <b>Don Breher, Saskatchewan Graphic Arts Industries Association</b></p> <p><b>Applied Social Media</b>          Trendsetters in social media will elaborate on tactical approaches to using social media as part of communications and marketing strategies.          Moderator: <b>Lisa Raddysch, SaskPower</b>          Panelists: <b>Kip Simon, Captive Audience/22 Fresh; Albert Jame, zu communications</b></p>
<p>4:30-5:30 pm <i>Theatre Lobby</i></p>	<p><b>Networking Reception</b></p>
<p>5:30 pm <i>Theatre Stage</i></p>	<p><b>Cocktail Reception - Awards for Communications and Creative Excellence</b>  <i>Note: Delegate registration does not include admission to the ACE Awards</i></p>



# October 30

## Tradeshow Open 8:00 am-3:30 pm on Convention Floor

8:00 am <i>Convention Lobby</i>	Continental Breakfast and Coffee	
9:00-10:00 am <i>Schumiatcher Theatre</i>	<p><b>Keynote Address by Terry O'Reilly, piratetoronto: "Trends in New Ideas"</b></p> <p>Introductions: <b>Marty Klyne, Canwest Global</b></p>	
10:00-10:30 am <i>Convention Lobby</i>	Coffee Break	
10:30-11:30 am <i>Schumiatcher Theatre</i>	<p><b>Keynote Address by Joe Williams, Joe Williams Communications Inc.:</b></p> <p><b>"Tools &amp; Tactics to Neutralize Resistance and Build Employee Engagement"</b></p> <p>Note, some information in this presentation is similar to material discussed in the "Face2Face Communications" workshop on Thursday morning.</p> <p>Introductions: <b>Jim Aho, Brown Communications</b></p>	
11:45 am <i>Theatre Lobby</i>	Lunch	
12:30-1:30 pm <i>Schumiatcher Theatre</i>	<p><b>Using Research Effectively in Communications Strategies</b></p> <p>Learn from research gurus who understand how research drives communications and marketing strategies to success.</p> <p>Introductions: <b>Claire Watson, Farm Credit Canada</b></p> <p>Panelists: <b>Tim Olafson, Thinq Research Consulting Limited;</b> <b>Greg Leake, Ministry of Environment</b></p>	
1:30-2:00 pm <i>Convention Lobby</i>	Coffee Break	
2:00-3:00 pm <i>Schumiatcher Theatre</i>	<p><b>Emerging Trends in Media Buying</b></p> <p>Workshop panelists will share their expertise on the constant change in the media world.</p> <p>Moderator: <b>Lynn Hoffman, Octane Media</b></p> <p>Panelists: <b>Melissa Butler, Canwest Global; Koen Reynaert, Phoenix Group; Tamara Lee, Gorilla Nation Canada</b></p>	
<i>Quebec/Ontario Rooms</i>	<p><b>Government of Saskatchewan Procurement Policy</b></p> <p>A presentation tailored to government communicators and Saskatchewan communications suppliers. Participants will gain an increased understanding of the policy and procedures currently in place, and how to apply these to achieve their goals.</p> <p>Introductions: <b>Bob Anderson, B. Anderson Consulting Inc.</b></p> <p>Presenter: <b>Jesse Linklater, Executive Council</b></p>	
3:30 pm	Expo Concludes	

# Panelists and Moderators



**Don Breher,**  
moderator

**Executive Director,  
Saskatchewan Graphic  
Arts Industries  
Association**

Don has worked in the printing industry as a tradesman, general manager, CEO of a printing crown corporation, and V.P. of another printing company. He

has held many community positions, including Past Executive member of the United Services Institute (Saskatoon), Past President of the Saskatoon Kiwanis Club, Past Lt. Gov. of Kiwanis District #5, Member of the Royal Regina Rifles Trust Fund, Member of the United Services Institute of Saskatoon, and Past President of the Saskatchewan Graphic Arts Industries Association. Executive Director of the Saskatchewan Graphic Arts Industries Association, an association of printing companies.

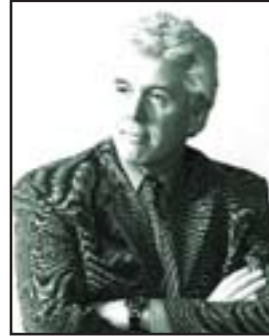


**Melissa Butler,**  
panelist

**Canwest Global**

Melissa is a graduate of the University of Regina with a Major in Marketing and a Certificate in Economics. Melissa has more than nine years of sales experience and began her Leader-Post career in the marketing department in May

2006. She is enthusiastic about the huge growth and success of leaderpost.com and the Leader-Post mobile site, and is proud to support marketing and sales for the Regina Leader-Post Digital Department.



**Barry Gillings,**  
moderator

**Managing Partner,  
The Marketing Den**

Earlier in his career, Barry held positions with Federated Cooperative Ltd. as a Regional Personnel Manager in Saskatoon and Winnipeg, Promotions Supervisor Advertising Dept. and Retail Management. In

1980 he joined the Marketing Den, becoming a partner later that year, and led the account services department for the next 25 years. In addition to working on Sask. Wheat Pool for 20 years, other accounts included leading retailers, financial services, manufacturers, hospitality, and government at the municipal, provincial and federal levels. He was part of the Marketing Den's growth from a staff of eight, to its present 31 staff members and has been in the advertising business for 34 years.

Barry was born and raised in Kelvington, and is married with three adult children.



**Lynn Hoffman,**  
moderator

**Media Director,  
Octane Media**

In Saskatchewan, the name Lynn Hoffman is synonymous with excellence in media. She loves her craft and practices it with great passion. Lynn's career began in 1996 as Media

Assistant in a full-service advertising firm. Through hard work and dedication to her career, she worked her way up the ranks to her current role as Media Director.

Since 2003, Lynn has managed Octane Media - Saskatchewan's busiest independent media company and steward of millions of client dollars. Lynn knows she must be assertive in making recommendations to clients and thorough in researching every opportunity. Lynn successfully continues to manage Saskatchewan's first-ever media AOR for SaskTel.

Keeping up with changes in media is a full-time job and Lynn's experience with national and international clients continues to rise.



## Toni Ennis, panelist

**Manager - Community Relations and Advertising, SGI**

Toni has been with SGI for 28 years. She takes the lead in the planning and developing of SGI's corporate multi-media advertising campaigns, providing direction and management

to the advertising agency of record on creative style, account management and media buying. This includes all campaigns for general road safety, drinking and driving, driver distraction and occupant restraint advertising, as well as all customer service and general business advertising for the corporation. Toni is also responsible for administering the corporate donations program, providing over half a million dollars to Saskatchewan events and organizations across the province each year.

In her spare time, Toni enjoys dance and is proud to say she's the real "Mrs. Gainer the Gopher".



## Albert Jame, panelist

**Creative Director, zu communications**

An active member of Canada's new media's community, Albert's passion for anything interactive is highly contagious. When he's not busy planning interactive projects at zu, he's spreading the good word to anyone willing to listen.

zu is an interactive agency specializing in web strategy, design and development. They are experts in online Investor Relations, social media and mobile applications. zu offers extensive experience in building complex websites, from concept to launch; a proven track record consisting of award-winning and nationally recognized websites; 15 years of experience in the interactive industry; and a team of over 50 skilled in strategy, design, and programming. Headquartered in Saskatoon, zu's client list includes globally-recognized brands such as the Calgary Stampeders, Rogers, Areva, PotashCorp, Cameco and CN Rail.



## Tamara Lee, panelist

**Account Executive, Gorilla Nation Canada**

Tamara spends her days finding the appropriate online channels for Canadian and global brands to get their message to the right people, at the right time. This UWO graduate spent time in the financial industry, and even ran

her own art studio, before embarking on a career in online media that has spanned the past six years. Her passionate drive and entrepreneurial spirit has ensured her success in selling everything from a startup local search engine to custom executions on one of the world's largest portals, Yahoo.

Tamara's focus is to develop new accounts and challenge clients to embrace new technologies as a part of their media mix. Her distinguished clients include BMO, Bell, Toyota, Air Miles, Disney, and the Federal Government, as well as major Canadian agencies. These clients, among others, continually trust Tamara's creativity and diligence to deliver their brand and message to the public. At Gorilla Nation, she connects advertisers with top publishers such as Reuters, Metacafe, Daily Motion, US Magazine, SheKnows and CraveOnline.



## Colin McCarten, panelist

**Vice President - Strategic Services, The DATA Group of Companies**

Colin has been with the DATA Group for the past 11 years, fol-

lowing a six-year career at Kodak Canada as a digital publishing specialist. He has responsibility for the Strategic Services Group, the division responsible for developing and supporting DATA's Contracted Services, including The DATA Group's E-Commerce Tools, and plays a key role in ongoing development initiatives surrounding DATA's digital print on demand, web to print, and contracted service delivery strategies.

# Panelists and Moderators



**Jim Mintz,  
moderator**

**Director, Centre of  
Excellence for Public  
Sector Marketing**

James (Jim) has over 30 years of marketing experience in the public and private sectors. As former Director of Marketing and Corporate Communications at Health Canada, his responsibilities included directing social marketing campaigns in numerous health areas. He was also responsible for all advertising, strategic alliances/partnerships (marketing), publishing, exhibits, audio-visual and online and web services.

In addition to acting as Director of the CEPSM (Ottawa-Toronto-Regina-Calgary), Jim is a Program Director and lecturer at Carleton University's Sprott School of Business. He also teaches public sector and non-profit marketing at the University of South Florida, and was formerly Adjunct Professor of Marketing in the School of Management at the University of Ottawa. He has given workshops in the USA, Australia, Europe and Japan.

Jim served on the Treasury Board Secretariat Committee responsible for the development of the Federal Government Communications Policy. In addition to his many years working on health issues, he has been involved in areas such as environment, energy conservation and renewable resources, numerous social issues, and public safety/emergency preparedness/security. Prior to joining the federal government, he held senior marketing positions in the private sector.



**Tim Olafson,  
panelist**

**President, Think  
Research Consulting  
Limited**

Tim has been conducting public opinion and marketing research for nearly 20 years. He has had the good fortune of working with some of the leading global brands, and on virtually every kind of research project imaginable. Prior to his latest endeavour, he was Executive Vice President, Public Affairs for Angus Reid Strategies, where he led the national team of public affairs researchers. He joined Angus Reid from

Ipsos, where he held several positions including President of Ipsos Observer North America, was a member of the Ipsos North America management team, and Senior Vice President and General Manager of Ipsos-Reid in Western Canada. He recently founded Think Research Consulting to return to what he loves most about research: providing strategic research consulting and insight to select clients.



**Judy Orthner,  
panelist**

**Director of  
Communications and  
Public Education,  
Saskatchewan's Ministry  
of Corrections, Public  
Safety and Policing**

When an emergency or disaster requires government to respond, Judy coordinates communications resources across government to ensure accurate, timely and consistent information is being released, and that communications support is available at the site and where evacuated residents have been relocated.

Judy started her career as a copywriter for a local advertising agency, then moved to the Crown sector where she held communications jobs at SGI and then at Manitoba Public Insurance. Judy returned to Regina to become Creative Director for the same advertising agency she left several years earlier, then became Manager of Corporate Communications for the Saskatchewan Workers' Compensation Board. She has been with CPSP a little over three years. In addition to serving her role there, Judy subs in for the Ministry of Justice and Attorney General's (JAG) communications lead from time to time.

Judy recently completed a Master's degree in Public Administration from the Johnson Shoyama School of Public Policy. She's Vice-President and a second alto in the Regina Ladies' Choir, and instructs business and communications-related workshops at SIAST. Judy's love is her cats, and she also enjoys summertime gardening and wintertime hot holidays.



**Ron Podbielski,  
presenter**

**Executive Director,  
Corporate Affairs,  
SaskEnergy**

Ron joined SaskEnergy as Executive Director, Corporate Affairs in 1997, and has been employed in intermediate and

senior communications capacities within government since 1986. His background includes ten years at SaskTel, where he served as public spokesperson for the Corporation and managed communications issues related to long distance competition and rates. In his current role, Ron looks after corporate communications, advertising, government and media relations and executive administration of Sask-Energy's corporate giving program, which annually provides approximately \$1.8 million to 1,300 Saskatchewan charities, non-profits and community initiatives.

A graduate of University of Regina's Journalism and Communications Program (Great Distinction), Ron has spoken nationally to organizations such as the Conference Board of Canada and the Western Sponsorship Congress.

Ron is a strong believer in the importance of building bridges between business and the community and charitable sector. He is on the Board of Regina's Globe Theatre, the Saskatchewan Roughriders' 100th anniversary advisory committee, and 2010 Canadian Public Relations Society National Conference committee. His volunteer activity includes work with Street Culture Kidz, the Royal Canadian Legion, the Saskatchewan Science Centre and Grey Cup 2003.



## Elizabeth Popowich, panelist

**Public Information  
Officer, Regina Police  
Service**

Elizabeth has been the Public Information Officer for the RPS since May 1997, the first civilian public information officer for the Service. Prior to her arrival

at RPS, Elizabeth worked for 13 years as a reporter and supper-news anchor for a medium-market television station in Yorkton.

Over the past twelve years, Elizabeth has attended a number of police and communications-related courses and workshops in Canada. She teaches media relations to recruits and experienced members at the Saskatchewan Police College, and has collaborated on media relations and crisis communications training for the Canadian Police College (Executive Development Program); RCMP "F" Division in Regina; the University of Regina/Extension Studies; Health Canada; Saskatchewan Corrections, Public Safety & Policing; and Saskatchewan Justice/Prosecutions Branch.

Elizabeth and her husband, Greg, have two teenage sons and one cat. A preferred diversion is musical theatre performance with Regina Lyric Light Opera; another of her favourite "escapes" comes in the form of training for, and running marathons...a favourite, perhaps, because most media scrums can't run very far.



## Lisa Raddysch, moderator

**Supervisor of Interactive  
Communications,  
SaskPower**

Lisa has a deep passion for social media, improving SaskPower customers' and employees' online experiences and all things web. Her specialty is taking an idea from concept to reality.

She spends entirely too much time working and learning online. Once she manages to tear herself away from a computer screen, she enjoys: carpentry, tweeting, exploring meditation, trying out new iPhone apps, and sampling beer made by Trappist monks (wait, two of those things involve screens...)



## Koen Reynaert, panelist

**Media Director,  
Phoenix Group**

Koen joined Phoenix Group from Belgium, where he worked with some of the world's top brands including Renault, Motorola, Ikea and Unilever. Koen has held increasing levels of responsibility

in media planning on three continents. His expertise in traditional and non-traditional helps him lead their existing team of media pros.

Koen is former Media Director at McKim, Cringan, George in Winnipeg, and has worked with clients such as Manitoba Hydro, Winnipeg Regional Health Authority, Crocus Investments and Brand Manitoba and the Aboriginal People's Television Network. He has a rich passion for research and finding creative media connections, and 15 years' media planning experience.

# Panelists and Moderators



**Daryl Schaffer,**  
panelist

**Owner/General Manager,  
Adventure Printing**

Daryl, a longtime resident of Regina, graduated from the University of Regina with a Business of Administration degree. Like many in those economic times, he left for greener pastures...but happily returned. Many of his business skills

were developed in the medical and surgical fields, where he worked for over 15 years until entering into the printing industry in 1990, back home in Regina. Since that time he has taken the company from a traditional quick print business working predominantly with light industrial clientele, to a wider market with services reaching all corners of our province. Over the years Daryl and his wife Brenda acquired ownership of the company, and have pushed it to a digital workflow process. The company has diversified well past traditional print to digital output including high speed reproductions (black & white, colour copying), wide format (posters, billboards), variable data (direct 1 to 1 marketing), and mail fulfillment (Canada Post production partner).

Daryl has been both Regina and Saskatchewan President of the Saskatchewan Graphic Arts & Industries Association for four years. He also served on the Canadian Print Industry Board of Directors for three years, and is currently responsible for Government Affairs on the provincial level.



**Laur'Lei Silzer,**  
panelist

**Director of  
Communications,  
Saskatchewan Ministry  
of Justice and Attorney  
General**

Laur'Lei has had a long career in communications, most of it working for various advertising agencies. Drawing upon her expertise in strategic planning,

media planning and buying, project management, event management, and print and electronic production, she has created a reputation as one of the best Account Managers in the business.



**Kip Simon,**  
panelist

**Captive Audience/22  
Fresh**

Kip was born and raised in Regina. His passion for baseball landed him a scholarship to a NCAA Division 1 University of Evansville (Indiana). Graduating with a degree in Business Administration with a Market-

ing Emphasis, Kip hoped to make a leap into the baseball apparel world: after travelling over North America playing top team in the U.S., he noticed that none of the 'big name' companies were paying attention to the "lifestyle" side of the sport. Returning to Regina, Kip joined Captive Audience to help with an Experiential Marketing Campaign - a summer job that turned into full time employment.

Kip pitched Captive owners Steve and Randy on the idea of building a company that filled the lifestyle void in baseball apparel, and 22 Fresh was born. The idea rapidly developed into an increasingly popular brand in North America. Through strategic use of Social Media applications and its custom application 22freshnation.com, 22 Fresh has sales in every state and province in North America and beyond, and positioned itself to be a key player in the baseball world. Kip, and partners Steve and Randy have seen the power of these tools when used properly, applied to a business that is on pace to gross \$200,000 in sales in only its second year of business.

Kip is now a Managing Partner at Captive Audience. The key learnings with 22 Fresh have opened a new door for Captive Audience as they have been through the "Social Media trenches," and now offer consulting to clients on Social Media applications.



**Tim Trainor,**  
panelist

**General Manager,  
Saskatoon Fastprint**

Tim has a Business Administration Certificate and Bachelor of Commerce in Accounting from the University of Saskatchewan.

He joined Fastprint in 2004 as Controller/General Manager, in addition to having responsibility for all matters related to human resource management.

# Thank You

The Saskatchewan Communications Expo Planning Committee wishes to extend an enthusiastic thank you to our partners: **Crown Investments Corporation of Saskatchewan, Canadian Public Relations Society (CPRS), Government of Saskatchewan, International Association of Business Communicators (IABC), Saskatchewan Awards for Communications and Creative Excellence (ACE), SaskEnergy, SaskPower, SaskTel, Saskatchewan Gaming Corporation** and **SGI**; and our sponsors: **Brown Communications, Canwest Global, Dark Horse Communications, HJ Linnen & Associates, The Marketing Den, MGM Communications, Noblet Design Group, Phoenix Group, Synaptix Communications Inc., Sask. Weekly Newspapers Association, Tap Communications Inc., Wawryk Associates Ltd., Media Group** and **Western Litho Printers Ltd.** This event could not have happened without your commitment and support.

We would also like to applaud the valuable contributions of Bob Anderson, former Director of Communications Services. This expo stems from an idea Bob had while touring the province, talking to clients and suppliers, conducting a review of the government's communications procurement policy. The Committee also wishes to thank J.P. Ellson and Successful Event Productions for their efforts in making this event a reality.

Saskatchewan's communicators and communications industries have exceeded our expectations with their interest and encouragement. We appreciate your participation as delegates and exhibitors in this first-time event. We hope that this is the first of many, and look forward to seeing you all at future communications expos.

## **The Saskatchewan Communications Expo Planning Committee**

**Bob Anderson**, President, B. Anderson Consulting Inc.

**Scott Brown**, Director, Communications Branch, Saskatchewan Ministry of Agriculture

**Donna-Rae Crooks**, Manager, Communications Services, Executive Council

**Michelle James**, Treasurer and Representative, CPRS

**Ashley Koch**, Information Officer, Communications Services, Executive Council

**Jesse Linklater** (Chair), Director, Communications Services, Executive Council

**Tanya Lunnin** (Vice-Chair), Communications Coordinator, Communications Services, Executive Council

**Peter Mayne**, ABC, Past President IABC Regina

**Keith Moen**, General Manager, Corporate Relations, SaskPower

**Laur'Lei Silzer**, Co-Chair, 2009 Saskatchewan ACE Awards

**Tracey Stechyshyn**, President, IABC Regina

**Tim Torerey**, President, CPRS Regina

**Claire Watson**, ABC, APR, Chair, 2009 Saskatchewan ACE Awards

# Partners



**Government of  
Saskatchewan**

**SaskEnergy**

**SGI**  
Take care out there.

Casino Regina Casino Moose Jaw  
*Always Entertaining*

**SaskPower**

**SaskTel**

**IABC** INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS  
REGINA

**THE CANADIAN PUBLIC  
RELATIONS SOCIETY**  
Advancing Public Relations and  
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