

VOLUME 17 NUMBER 1 | SPRING 2012

URBAN*Voice*

THE OFFICIAL PUBLICATION OF THE SASKATCHEWAN URBAN MUNICIPALITIES ASSOCIATION

THEME: **DISASTER**

Management

CONVENTION RE-CAP

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MORE FOCUS NEEDED ON DEALING WITH DISASTERS

Allan Earle, President

*I*t was a pleasure to reconnect with everyone at the recent SUMA convention. I always find it an excellent opportunity to engage with colleagues from other communities to hear about the positive things happening, and to get an understanding of the challenges and issues they are facing.

I heard from many delegates that they found the content of this year's convention to be useful to their situation and they are looking forward to next year. I also heard comments on areas in which SUMA can improve. I assure you staff will be taking all comments into consideration as they begin working on the 2013 convention.

In past columns, I have often mentioned that urban governments aim to provide safe, healthy and livable communities. Mayors and councillors do this by ensuring citizens have access to

clean drinking water, a system to remove waste water, ways to dispose of solid waste and recreational opportunities for all ages. Urban governments work hard to ensure their communities are an enjoyable place to live and this takes a lot of planning and prioritizing to ensure the resources they have are used effectively.

Unfortunately, too many communities in this province spend little time planning for disasters. In recent years, cities, towns and villages throughout Saskatchewan have been impacted by severe storms, flooding and various other emergencies that have placed a heavy burden on their resources.

One of urban government's responsibilities is to have in place a plan to address emergency situations. This includes having individuals tasked with specific responsibilities, ongoing training,

assessing potential risks and ensuring the availability of the resources needed to respond to an emergency. This is a critical service that urban governments must deliver to ensure they are providing a safe community.

In this edition of *Urban Voice* we have profiled one of our members who faced a disaster situation, outlining some of the lessons learned and how they were successful in addressing the emergencies that impacted their community. We also have stories on resources available to urban governments, to assist with planning for and dealing with disasters.

I hope as you read these stories you begin to think about your own community's emergency planning and perhaps start the discussion with your colleagues about how to ensure your residents are protected. ■



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COMMUNICATING WITH YOUR CITIZENS IN TIMES OF CRISIS

By Laurent Mougeot, Chief Executive Officer

What your residents will see, hear or read during a local emergency will have a profound impact on your ability to manage the situation. Their perception of how the event was handled will become the story that will be told. Mayors, elected officials and senior administrators must be prepared for managing strong and clear messages during these critical times. 'Winging it' on the moment is likely going to create confusion, miscommunications and most often will lead to a loss of trust in the authorities' abilities to manage the crisis.

Fortunately, some preparation will help you get through with confidence and a sense of accomplishment. This brief article is intended to offer a few basic tips on how to prepare your communication skills for such events.

BEING READY

Get to know your local media. Have their cell phone numbers and email addresses readily accessible. The media will become your critical link to your citizens and those who care about your community. Invite them to partake in your preparation exercises. Let them know what you expect from them. Listen to what they will need from you.

Spend time in front of a video camera. If you don't have one, chances are your kids have one. Invent a likely scenario, plan some key messages and have fun doing mock-up interviews with emergency staff members and local reporters. Get them to ask tough questions, and remember to stay on your key messages. Watch the results and critique the test videos. I guarantee that by the end of three or four interviews, you will see major improvements. From that point on, every time a microphone or a camera will be pointed at you, you will understand



that this is an opportunity to speak to your citizens. You will feel more comfortable. Learn to take a deep breath and relax.

You will do well if you have prepared your three key messages, understand how to use a few bridging phrases such as *"I can't speculate about this right now, but what I can tell you is ... that our Fire Department has responded with all available resources and we soon hope to have this under control;"* or *"I don't have details about that yet, but as soon as we get more info, we will let you know. What I can tell you right now ..."*

The use of bridging phrases does not come naturally. You will need to practice. Watch people on CNN or the National news. Many politicians and sport professionals use these phrases very well – because they practiced.

Know who the key players are in your municipal operations and in your community. Who can best help you prepare the key messages? Who can best explain

how an evacuation will proceed? Who knows the location of the reception centre? Who can advise you where volunteers can register? You need to know all these things.

DURING THE EMERGENCY

Make sure you know as much as possible about what is going on. Maintain regular contacts with your senior team. Know the key messages you need to get out. As the situation evolves, your communications will need to reflect the progression of the event. Have someone monitor the result of your interviews on the media. Issue corrections as necessary. Never speculate, overreact or make a decision in front of a camera (such as, *"Yes, that is a good idea, let's evacuate the area right now!"*). If you promise to get back to the media, make a note of it and follow through. Establishing regular media conferences has proven successful in many situations. Consider it. Maybe every four hours?

Arrange for the media to make a few site visits if possible. When doing onsite interviews, consider the backdrop, background sounds, and possible interference with emergency response crews.

A good interview should consist of a core message, reflecting the overall objective of the response team, such as, *"At this time, we are focused on saving lives and maintaining public safety."* It should also contain two or three messages about the current efforts: *"We would ask everyone to evacuate the affected area by going to family and*

friends or by reporting at our reception center." And if you want to reiterate a point or have missed critical information during the interview, most reporters will always close by asking you if you wish to add something. Don't feel obliged to, but speaking personally, this has often been my redeeming moment, having realized that I partly goofed on one of my key messages.

Remember that if the interview is not live, reporters are most accommodating in allowing you to do a retake. They want to go back to the studio with a good

interview as much as you want them to. Don't be afraid to ask for a retake on a question.

AFTER THE EVENT

Review the media coverage. Conduct a fair yet critical analysis of the outcomes. Take the time to thank the media on behalf of your community. Have a last media conference to uplift the spirit of your citizens and inspire them to move forward, beyond adversity.

I'd like to offer a couple of last pieces of advice. Remember the old saying: "Nothing is off the record." That is true. The other one is that the era of information sharing has saturated all parts of the world with smart phones ready to immortalize you on YouTube – so take a few hours and practice what you want to look like...for eternity!

Laurent Mougéot is the CEO of SUMA and is a visiting staff member and instructor at the Canadian Emergency Management College in Ottawa. ■

"The media will become your critical link to your citizens and those who care about your community."

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Spring 2012 ADVOCACY Update

By Mark Cooper

Growth was top of mind for most delegates at this year's SUMA convention. Saskatchewan's population and economy are on the rise, and this growth is centred in our urban communities. Across the province, cities, towns, and villages are redefining themselves as economic, social, and cultural hotbeds. While urban governments work diligently to secure the benefits of this growth, Premier **Brad Wall** made it clear that he and his government intend to partner with SUMA and its members to achieve this. From his speech on the first day to the Bear Pit on the last day, the Premier reminded delegates that the primary focus of his government is growth. While the fuel of our growth comes from rural municipalities in the form of oil, gas, and potash, the engines of growth are the cities, towns, and villages in which our citizens live, work, and play.

Securing growth requires careful stewardship on the part of all orders of government. With urban governments at the nexus of growth, a collaborative intergovernmental plan to support these governments is necessary. This plan – Saskatchewan's Urban Agenda if you will – must address the shared priorities of growth and should maintain a sharp focus on delivering meaningful and timely solutions to the challenges of growth. The Urban Agenda must be collaboratively developed, but from the discussions between SUMA members and provincial leaders at the convention, it would appear that the provincial and urban governments are well aligned on the necessary priorities.

OPERATIONAL FUNDING

The Premier discussed the fact that investments in growth might best be facilitated through a provincial budget process that accounts for capital expenditures differently. Urban leaders are familiar with this process, since it is the same one they use every year. Separate budgets for operational and capital expenditures makes sense, as they allow the longer-term and asset-focused nature of capital to be better managed. Separate budgets allow pro-

vincial and urban governments to control operational expenditures while investing in the necessary infrastructure for our communities.

Urban operational funding is typically supported through property taxes and user fees. Each year, urban governments provide programs and services to their local communities. The province, acknowledging its shared interest in these programs and services, provides annual support for this funding through its Revenue Sharing program. This funding for municipal operations is pegged to the equivalent value of one full point of PST revenue. In a growing economy, this revenue has seen considerable increases in recent years. This funding is essential to allowing the needs of growing communities to be met. The Premier and his government continue to affirm this program, and their commitment to urban investment is appreciated.

In this next year, the distribution of this operational funding will be reviewed. The current distribution sees 46% of funding going to cities; 29% to rural municipalities; 18% to towns and villages; and 7% to northern governments. Over the next few months SUMA will be working with SARM, the City Mayors' Caucus, New North, and the Ministry of Municipal Affairs to consider how best to change that distribution.

URBAN INFRASTRUCTURE

Securing provincial and federal support for urban infrastructure is the primary advocacy focus of SUMA in the coming year. Fortunately, both orders of government seem committed to moving forward on this file – although not at the speed our members would like. It was clear from convention that infrastructure is not only the key priority of our members, but that the provincial government understands this and intends to take action. The Premier acknowledged the need to invest in urban infrastructure in order to secure growth.

Development of a long-term, predictable, and sustainable source of funding for urban infrastructure is underway. SUMA

and its members are directly involved in both the provincial and federal developments. The framework for a provincial plan should be in place by the end of 2012, and a federal plan sometime in 2013. If these plans are then followed by funding, it will be a significant day for SUMA's members and will provide the necessary conditions for securing growth in our urban communities.

While the development of long-term plans is underway, these progressions take time. The provincial process has been underway for over a year already. New funding for urban infrastructure is needed now, and the coming provincial and federal budgets provide a critical opportunity. Unfortunately, the provincial government has indicated that SUMA members should not expect any new infrastructure dollars in the 2012-13 provincial budget. SUMA appreciates the frankness of the provincial government, and our members understand the need to manage public finances cautiously. However at a time when the province seems to acknowledge that growth investments must take priority it is disappointing to see this commitment is not matched with dollars this year.

A REGULATORY ENVIRONMENT THAT MAKES SENSE

In dealing with provincial legislation and regulations, SUMA has two core advocacy principles handed to us by our members: (1) no downloading of responsibilities without the requisite funding; and (2) no unnecessary infringement on local autonomy. These principles are always front and centre when the SUMA team is engaged in legislative or regulatory discussions with provincial officials. SUMA's relationship with most provincial ministries is such today that key leaders in these ministries know these principles and respect them. Nevertheless these principles require eternal vigilance.

Typically the most costly regulatory changes come from the Ministry of Environment. Urban governments are commonly on the front lines of implementing higher regulatory standards. The safety

and well-being of our citizens is essential, and the sustainability of our environment is important, and regulations that move Saskatchewan forward in these areas should be considered when they make sense. The new environmental regulatory framework – Saskatchewan's Environmental Code – will provide urban governments with the opportunity to be innovative in how they deliver on key environmental results. This approach preserves local autonomy and is a solid framework for future regulations.

New environmental regulations must pass through at least a three-part test when they require urban governments to be involved in their implementation. These regulations must be: (1) environmentally necessary; (2) reasonably achievable by existing urban governments; and (3) cost neutral for urban governments. SUMA will be working with the Ministry of Environment to ensure that regulatory changes include a thorough impact analysis that includes these three tests. A similar regulatory test should be in place for other ministries as well.

HOUSING

One of the challenges of growth in Saskatchewan today is the housing situation many urban centres face. The challenge is fundamentally caused by an insufficient supply of housing stock in Saskatchewan to meet the demands of new population growth. As demand exceeds supply, prices are driven upwards. Higher rents and higher house prices then put financial pressure on citizens. SUMA has been a leader in the housing discussion in Saskatchewan over the last year. Our focus is on ensuring that Saskatchewan has the conditions necessary to support private-sector development of housing options. In most urban communities, the greatest need is for more rental accommodations. SUMA will continue to focus its attention on the housing file in the coming year on the issue of rental stock and in working with the provincial government and private sector to lobby the federal government. The federal government must address the capital gains and income tax situation which today acts as a disincentive for investors to build rental properties.

SUMA is one of the organizers of the second annual Saskatchewan Housing Summit. This Summit, to be held in Regina, is slated for April 24-25, 2012. The focus of the Summit will be on how urban governments can ensure a land-use planning environment that encourages housing development. Specific sessions

will be available for urban communities that routinely engage with developers, and other sessions will be for those communities that must do their own land development. SUMA encourages its members to participate in this Summit. More information will be available in the coming weeks through the Urban Update.

CAPACITY

Another advocacy focus for SUMA in the coming year will be the need to better address the local capacity deficit that many SUMA members face. A growing province requires urban governments that can support, manage and sustain that growth. In order to do this, governments will need to be strategic, focused, and sustainable. SUMA is committed to working with its members and the provincial government to ensure that this is achievable. At a minimum, it means ensuring that our members have access to the necessary qualified professionals to meet the needs of their growing communities. Frequently this involves administrators, planners, water operators, engineers, lawyers, by-law enforcement officers, and others. Most urban governments in Sas-

katchewan today do not have the organizational or financial capacity to retain these professionals on staff. Thus, shared service models – too few in number today – must become a more common occurrence in Saskatchewan.

If SUMA and its members plan to ensure the provincial government is investing in urban centres in order to secure growth, then we must do our part to ensure that investment is well-placed.

Outside of our cities and largest towns, regional service models that involve both urban and rural governments must be considered. The imperative of growth necessitates action on this issue, and this action should be led by municipal leaders in order to ensure it is deliberate. History and experience suggests that regional models do not work well everywhere, and these arrangements must be well thought out and well executed. SUMA will be looking to work with our members, SARM, and the Municipal Capacity Development Program, on addressing the local capacity deficit. Members interested in playing a leadership role on this file are encouraged to contact SUMA. ■





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► URBAN MATTERS: *A Growing Agenda*

Close to 1,000 delegates attend 107th SUMA Convention

By Terry Ross, Managing Editor



The swirl of the bagpipes once led Scottish warriors into battle. At 8:00 a.m. on Monday, January 30, however, the stirring sound led the head table into Salon ABC of Regina's Queensbury Convention Centre, signaling the start of SUMA's 107th Annual Convention. The event's theme was *Urban Matters: A Growing Agenda*, a theme which speaks to Saskatchewan's emergent economy and the resulting impact on urban governments. Regina Councillor, SUMA Director and Convention Chair **Michael Fougere** welcomed delegates as emcee of the Opening Ceremonies.

After a moving rendition of *O Canada*, Saskatchewan's Lieutenant-Governor, **Gordon Barnhart**, who is nearing the end of his term, addressed delegates for the final time. Appreciative of his dedication and efforts on behalf of Saskatchewan, the crowd gave him a standing ovation as he exited the auditorium.

Quick Quote: "Thank-you, SUMA delegates, for making Saskatchewan one of the leading provinces in Canada."
— Lt. Gov. Gordon Barnhart

Regina's Mayor **Pat Fiocco** took to the podium next to give greetings from the Queen City. The mayor also thanked

Councillor **Fred Clipsham**, who won't be running for re-election after a distinguished career with the City of Regina and SUMA.

Quick Quote: "As municipal leaders we must continue to be united." — Mayor Pat Fiocco

The Hon. **Laura Ross**, Minister of Government Services, then welcomed delegates on behalf of the Province and the Premier (who would speak later in the morning).

After an impressive roster of distinguished guests was acknowledged, SUMA President **Allan Earle** spoke. President Earle gave an update on the work accomplished by the SUMA Board of Directors as Saskatchewan experiences an unprecedented period of growth, creating previously unknown challenges. Accomplishments included the first environmental forum involving SUMA and the Province, movement in the area of sustainable housing and urban recycling programs. Earle noted the ongoing challenge of building and repairing urban infrastructure, and he stated that SUMA will ask the Province for \$200 million to be dedicated to that issue in the next budget.



Quick Quote: "I'm extremely pleased with the successes of the past year."
— President Allan Earle



The President encouraged all delegates to meet with their local MPs and MLAs to bring urban issues to light in their respective levels of government. He also acknowledged the 40th anniversary of SUMA's Group Benefits program.

President Earle, who has dedicated himself to a brilliant municipal career, then informed delegates that he would not be seeking re-election when his term ended. He said he truly enjoyed the experience, had made many friends, and was proud of SUMA's accomplishments. Earle gave thanks to SUMA board members, staff and members for their hard work and overwhelming support. The crowd responded with another well-deserved standing ovation.



► URBAN MATTERS: *A Growing Agenda*

Quick Quote: "I know we will continue to speak with one voice." – President Allan Earle



Next up was dynamic keynote speaker and CFL legend **Michael "Pinball" Clemons**. Running up to the stage, Clemons stopped periodically to greet individuals with his ear-to-ear smile. He said speaking to the SUMA crowd was particularly poignant to him since his mother had given 38 years of service to the City of Dunedin in Florida.

Within a few short minutes he had the crowd clapping in unison and shouting out various motivational slogans such as "urban matters," "sweet spot" and "Rider pride."

"Sweet spot" referred to the balance in life we should all be seeking. The energetic Clemons said the reason he got out of coaching, despite being very successful at it, was that it was consuming him and taking him "out of balance." He decided to give up coaching in order to reconnect with his family and regain his "sweet spot."

Quick Quote: "Family is the foundation – the infrastructure – for our existence as human beings." – Michael "Pinball" Clemons

Clemons said he wanted to share three lessons he learned from his recent

encounter with a 15-year-old cerebral palsy victim. The teenager named Sean is confined to a wheelchair unable to walk and talk, but he has a wonderful mind and an iron will. Clemons said the three lessons Sean taught him were: 1. *Don't Feel Sorry for Yourself*, 2. *Don't Complain*, and 3. *Don't Quit*. He said if an individual does any one of these three things, then they aren't in their 'sweet spot.'

Leaders, Clemons said, must have dreams, a belief in those dreams (vision) in order to bring them to reality, and the patience to follow the process through to completion.

Quick Quote: "It's not how you start, it's how you finish!" – Michael "Pinball" Clemons

Citing Dr. Martin Luther King and the Bible story of the Good Samaritan, Clemons said it's important to "know thyself" and then move onto supporting others since it's much easier to accomplish something together as a team. In this regard, he concluded his address with the sincere words, "Never be the first to stop clapping!"

Quick Quote: "Learn to cheer for people in life." – Michael "Pinball" Clemons

The unenviable task of following "Pinball" Clemons on the agenda fell to Premier **Brad Wall**. Luckily, the recently re-elected leader of the Province was gamely up to the task. The Premier referred to recent cooperative efforts between municipalities (through SUMA and SARM) and the Province, and said he anticipated this trend to continue. He thanked all Saskatchewanians for pulling together in last year's floods and fires, calling them "everyday heroes."

Speaking with regard to the fall election that gave his Saskatchewan Party an overwhelming majority, Wall said he and his party were "humbled" by the landslide of support, and that they viewed the re-election as "a four-year extension to our contract." He vowed the government did



not take the results for granted and would not be complacent.

Premier Wall informed delegates that Saskatchewan's credit rating had recently been upgraded to AAA. This occurred while the USA's credit rating had been downgraded from AAA, and nine European countries also suffered a downgrading.

The Premier did not shy away from the tough issues. While touting the tremendous growth going on within its borders (the population grew by 11,000 within six months), which he termed 'the Saskatchewan Advantage,' Wall stated that this growth brings with it new challenges in areas such as infrastructure and housing. He said his government is going to work hard to meet these challenges while remaining committed to their campaign promise of fiscal responsibility. In order to succeed, the Province cannot do it alone – it requires a close partnership with municipalities and the private sector.

Quick Quote: "I ask for your partnership and understanding when it comes to the New Saskatchewan." – Premier Brad Wall

After an appetizing lunch, the next speaker was the Minister of Municipal Affairs, the Hon. **Darryl Hickie**, who reiterated the Premier's message that, "Things get done in Saskatchewan as a team." He thanked SUMA delegates for doing their part to develop the province and said he looked forward to working with them in the future.

The Minister then said Saskatchewan

► URBAN MATTERS: *A Growing Agenda*



requires help from Ottawa in terms of a sustainable funding model. As part of “the team” (along with the Province, municipalities, the private sector and individual Saskatchewanians), the federal government must do its part.

Hickie finished his address by introducing a video produced by the province entitled *Moving Saskatchewan Forward*, which certainly did its part to rally the attendees.

Quick Quote: “Our door is always open for whatever help you need.” – The Hon. Darryl Hickie, Minister of Municipal Affairs

Moving to the national and international levels, the Federation of Canadian Municipalities’ President **Berry Vrbanovic** addressed delegates and encouraged them to connect with FCM directors to enhance an already powerful partnership and help initiate direction for the Ottawa-based body.

Vrbanovic went on to discuss the FCM’s role around the world such as the aid it gave following the recent tsunami disaster and the 2010 Haitian earthquake, plus the ongoing FCM local government project in the Ukraine.

Reverting to the national scene, the



FCM President touted the Government of Canada funded Green Municipal Fund and referred to issues such as housing needs across the nation, the 2014 expiration of the Federal-Municipal Infrastructure Program and the federal-provincial-municipal relationship on policing.

Vrbanovic concluded his message with an invitation for SUMA delegates to attend the FCM’s 2012 Conference, slated for June 1 to 4 at Saskatoon’s TCU Place.

Quick Quote: “FCM and SUMA have enjoyed a special partnership for years.” – FCM President Berry Vrbanovic

As well as Monday’s engaging speakers, delegates to the convention were able to take in a range of educational sessions, which touched on such topics as the renewed RCMP contract, building and supporting tourism, performance review for administration, changes to the Saskatchewan Environmental Code and Special Events Liability.

Social opportunities such as the “Stars of Saskatchewan” evening on Sunday, Monday night’s Board-Hosted Hospitality Night and Tuesday’s President’s Banquet and Awards were well attended.

Twelve of 13 resolutions presented



at the Resolutions session passed muster with the delegates. Details on the resolutions may be found on the SUMA website at suma.org/resolutions/php.

Convention closed Wednesday, February 1 when ministers from Environment, Health, Highways & Infrastructure, Justice & Attorney General, Corrections, Public Safety & Policing, Municipal Affairs, and Tourism, Parks, Culture and Sport were on hand to provide convention delegates a one-on-one opportunity to bring local and provincial concerns to the forefront. Honourable Ministers **Dustin Duncan**, **Don McMorris**, **Jim Reiter**, **D. F. (Yogi) Huyghebaert**, **Don Morgan Q. C.**, **Darryl Hickie**, and **Bill Hutchinson** generously gave time from their busy schedules to address these matters. All of the Dialogue Sessions were well-attended, and ensured that urban priorities were at the forefront of the Ministers’ minds. SUMA thanks all of the participating Ministers, and the officials who accompanied them.

Following the busy interactive Bear Pit session and Closing Ceremonies, the delegates left Regina in the unseasonably warm weather, to return back to their duties at home.

The 2013 SUMA Convention is slated for February 3-6 in Saskatoon. ■



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► URBAN MATTERS: *A Growing Agenda*

President's Banquet and Awards Night

The 2012 President's Banquet and Awards Night, a chance to celebrate the achievement and commitment of 53 deserving award recipients, was held Tuesday, January 31. These individuals were nominated by their municipality for Meritorious Service Awards, Honorary Membership Awards, and the prestigious Scoop Lewry Award. Minister **Darryl Hickie** and SUMA Vice-President of Villages, **Barry Gunther**, had the honour of presenting these awards.

Meritorious Service Awards are granted to appointed municipal staff members to recognize their career success, dedication and involvement in the local community. These 40 award recipients, each with a

municipal employment history of at least 20 years, are unique individuals who have become role models in their communities and who strive to an improved quality of life and strength in our local governments.

Honorary Membership Awards are granted to elected officials throughout the province to recognize the long-term dedication to, and involvement in, their local communities. The Honorary Membership Award was presented to 12 recipients, unique individuals who have demonstrated leadership in their communities and striven for an improved quality of life and strength in local government.

Councillor **Karla Hardcastle** presented Mayor **Gordon Stomp** of the Northern

Village of Air Ronge (the only Mayor since the Village was created in 1983) with the Scoop Lewry Award. This award is dedicated to the memory of "Scoop" Lewry, a long-serving Mayor of Moose Jaw who dedicated his career to improving his community with a kind and humanitarian spirit. This award is presented in recognition of outstanding service in municipal government or administration, on a local, provincial or national basis.

On behalf of its members, SUMA is proud to honour these individuals. Their contributions have assisted in the development and prosperity of our communities and urban governments in Saskatchewan. Congratulations again to all award winners! ■



2012 Award Winners

FIRST ROW (L-R): Connie Dodds, Victoria Makohoniuk, Gail McConnachie, Sharon Carlson, Minister Darryl Hickie, President Allan Earle, Vice-President Barry Gunther, Jeanine Elmy, Helen Fornwald, Mavis Lutz, Susan Howes

SECOND ROW: Don Wyand, Bill Bereziuk, Dan Derow, John Wade, Calvin Clark, Don Fogg, Marlene Bausmer, Darwin Elliott, Don Olson, Toosh McBride, Neil Anderson, Dan Poulin, Dave Schappert

THIRD ROW: Gordon Stomp, Allan Chambers, Dennis Chrun, Brian Stanicki, Wayne Debler, Edwin Peters, Wayne Zerff, Paul Listrom, Gerald Neighbours, Ron Braithwaite, Karl Nergard, Rick Helgason

FOURTH ROW: Howard McCullough, Roger Geortz, Dennis Nelson, Jerry Stuefloten, Warren Kotzer, Darwin Aasen, David Seibel, Bill Baker, Yemane Ghebreiesus, Wayne Esopenko

MISSING: Brent Audette, Gary Frey, Dale Gerl, Mike Schween, Ron Tocker, Gary Wock

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► URBAN MATTERS: *A Growing Agenda*

Legislative interns attend SUMA Convention

At this year's SUMA convention, four interns with the Saskatchewan Legislative Internship Program (SLIP) were given the chance to discover and learn from SUMA and Saskatchewan's municipal leaders. Armed with an agenda to research issues facing municipalities, the four appeared in

different locations throughout the Convention, frequently splitting up in order to capture the full scope of the event. Interns attended different educational and breakout sessions and later reported back to the group to discuss their respective experiences.

This is the eleventh year SLIP interns have attended the Convention thanks to a greatly appreciated partnership with SUMA. SLIP selects four university students or recent graduates every year to work in the Legislative Assembly for a seven-month term. In this time, they work for both Government and Opposition MLAs, connect with their constituencies, meet with public and private sector leaders from across the province, and undertake comparative study tours in Canada and abroad. This year's interns are Elliott Bourgeault (U of R), Cody Gieni (JSGS), Jason Kiefer (U of R), and Reagan Reese Seidler (STM College).

During the Convention the group met with many municipal leaders and made contacts from across the province, handing out more cards than they care to count. The interns were fascinated by reports from the municipalities, and could often be spotted in conversation with mayors, councilors, managers and administrators. Interns are now preparing briefing notes based on SUMA resolutions.

Following the convention, *Urban Voice* reached out to get the interns' feedback. They commented:

"This large bag full of pens, notepads, frisbees, sandwiches, magnets, popcorn and informational booklets is just part of the experience. What we really got for free was a firsthand account of the challenges that urban municipalities face, how they innovate to overcome obstacles, how they band together to urge positive change and how they work with their government. We greatly enjoyed the experience and thank all those whom we spoke to for their honest words."

Young people are encouraged to apply to SLIP before March 30 for intake in 2013. Additional information on the program can be found online at <http://internship.legassembly.sk.ca>. ■



Among the notable individuals the Saskatchewan Legislative Interns met at the SUMA convention was Lieutenant Governor Gordon Barnhart (centre). The interns are (L-R) Jason Kiefer, Reagan Reese Seidler, Elliott Bourgeault, and Cody Gieni.



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**IN THE NEXT ISSUE
OF *URBAN VOICE*...**

THEME:
Recreation



Long-term sustainable municipal planning Part IV: **HOW DO YOU MEASURE UP?**

By Tanya Doucette,
Municipal Capacity
Development Program

Accountability and reassurance are needed for members of inter-municipal groups and citizens of the communities when joint projects are being implemented. Strategies are created to achieve goals but how do you measure success and ensure you remain accountable? This final article in the Municipal Planning series will focus on measurements necessary to ensure your project is successful and completed within projected timelines.

Strategies can tell you how to reach your goals but how do you know what

success looks like? How do you know when you have successfully achieved what you set out to do? The first step is to choose how you will measure your success. An **indicator** is a tangible output that can help you understand what success looks like. For example, an indicator for planning or growth could be the number of development permits, subdivision applications, or population growth in the community. An indicator for ensuring a safe community could be the number of bylaw infractions. Indicators provide a quantifiable means to track your progress.

"IF THE TOOLS PROVIDED IN THE LONG TERM SUSTAINABLE MUNICIPAL PLANNING SERIES ARE FOLLOWED, MUNICIPALITIES WILL SURELY BE ON THE RIGHT TRACK TO ACHIEVING SUSTAINABILITY TOGETHER."

Once you have chosen the means to measure your goals, you need to develop three different measurements for your indicator: **Baseline**, **Benchmarks**, and **Target**.

A **baseline** is the starting point of your indicator; what was or is the current situation? If you do not know where you are starting from, it can be very difficult to determine an appropriate timeline or target. For example, if the number of bylaw infractions was 100 in 2011, can you expect to decrease the number of infractions to 20 by the end of 2012?

After the current situation or baseline has been determined, you need to establish a **Target**. The target is the end state or goal for the indicator; where does your indicator have to be to achieve your goal? The target can also be classified as the qualitative measure that you have achieved your goals. If you know you want to have a safe community, what decrease in the number of bylaw infractions would you feel to be successful in achieving safety; what increase in population would make you feel like you have successfully achieved your growth?

Benchmarks can be perceived as 'mini-targets' or 'check-ins'; they describe the situation of your indicator at

intervals throughout the implementation process. First, you will need to determine the intervals you want to have as benchmarks. For example, if you have a goal with a timeline of five years, you may want to check the status or progress of your indicator every year or every two years. Second, you will need to determine what would be satisfactory progress at each of those intervals; to reduce infractions by 5% by end of year one, or, increase the population by 3% at the end of year three. Benchmarks are a great way to make sure you have not strayed far from the path. If you are not meeting your outlined benchmarks, you may need to determine whether or not to alter the strategy or alter the targets.

These three measures will help you stay on track, ensure accountability to citizens and provide reassurance that your strategies are successful in achieving sustainability.

If the tools provided in the Long Term Sustainable Municipal Planning series are followed, municipalities will surely be on the right track to achieving sustainability together. For more information on strategic planning for inter-municipal groups, visit MCDP's website at www.municipalcapacity.ca. Happy Planning! ■



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For more information on SAMA, Saskatchewan's assessment system or to view individual property assessments on SAMAVIEW, please visit our website at www.sama.sk.ca.

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DISASTER

Management

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By Councillor Fred Clipsham, Chair, SUMA Environment Committee

The first meetings focused on **mitigation** – that is, *how can we as municipalities reduce the CO₂ emissions our operations generate?* Many of the ideas discussed then are now standard parts of municipal budgeting and planning. Using Regina as an example, the pumps we need to move water and



reliance on cars and decrease CO₂ emissions. Improvements in landfill operations reduce the creation of methane, a very powerful greenhouse



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gas. Planning now emphasizes infill development vs. Greenfield expansion, creating efficiencies that again mean lower emissions but also cost savings. Buildings, such as Regina's new fire hall, are being designed to LEED standards, which mean reduced lifetime energy costs.

Subsequent meetings began to talk about **adaptation** – that is, *how can we adapt our operations to accommodate the known consequences of climate change?* Let's consider storm water systems. Engineers design public works to meet a standard, which in turn is based on what actuaries say the historic record shows. But we know climate change means the warmer atmosphere will hold much more moisture, which in turn, will come down in very destructive storms. What used to happen only once in 100 years (on average), required culverts of a certain size to ensure community safety. But some Saskatchewan communities have

experienced three 1-in-100-year events in the past five years, so looking backward isn't preparing us for what is coming. Adaptation means larger culverts will be needed if homes aren't going to be flooded and roads washed out by the kind of storms we are beginning to see. Another example is when we plant trees – shouldn't we be planting species that are going to thrive in the climate predicted for 30 to 80 years from now?

Most recently, the FCM discussions have started to include how to be **resilient** – that is, *how can we prepare our social and economic systems to ensure we 'bounce back' in the face of climate change?* Gardeners know to plant species that will thrive in our zone. Climate change scientists predict the zone we live in will become warmer and more arid. The forest and park zones of Saskatchewan will move north, giving way first to long grass prairies (commonly seen in Montana)

and eventually to short grass prairie (like Colorado.) As that happens, our economy will certainly change. Certainly agriculture producers will have to be resilient in the face of those changes, and as our economy changes our social networks will need to be strong if communities are going to survive.

Leadership from mayors and councils is essential as our world changes. But all of us, at home, at school and at work, can make improvements that reduce the amount of carbon we put into the atmosphere, ensure our investments anticipate the changing nature of Saskatchewan's climate, and build strong networks so we can support each other in face of the changes we know are coming.

For more information, visit the FCM website (www.fcm.ca) where you can view many of the presentations made at the February, 2012 Sustainable Communities conference. ■

"IT IS MUNICIPALITIES, AFTER ALL, WHO CLEAN UP AFTER STORM EVENTS AND FLOODS, OR CONVERSELY, MUST FIND WAYS TO PROVIDE WATER SERVICE IN THE EVENT OF A DROUGHT."

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Emergency Management Plans

By Dawn M. Barker



The Saskatchewan Ministry of Corrections, Public Safety and Policing has developed a nine-step guide (manual and DVD) for developing an effective Emergency Management Plan (EMP). The PDF document of the manual, available online at www.municipal.gov.sk.ca/Emergency-Plan-Development, provides an in-depth process for the development of an EMP.

In Saskatchewan, all municipalities are responsible for the direction and control of a municipal emergency response. This mandatory process is substantial and involved, however, and it may be of help to have a brief overview of what will

be needed. Even if your community has developed an EMP, it needs to be revisited regularly to be effective, and the following points may be worth reviewing.

To summarize, in an emergency, residents need to know:

1. There is a plan in place,
2. Who is in charge; and
3. How information will reach them in an emergency situation.

Disasters can be **naturally occurring** (including wind and hail storms, forest fires, blizzards, floods, health epidemics, and transportation accidents, either road, water or air); or **accidental or human-caused** (including chemical, biological,

radiological accidents, structural fires, infrastructure failure, power/energy failure and communication failures, or civil unrest/terrorism).

Step 1 is **Authorization**: urban governments must first authorize the development of an **Emergency Management Plan (EMP)** and the creation of an **Emergency Management Organization (EMO)**, enabling council to form an emergency planning committee (EPC), appoint an emergency management coordinator, and allocate financial resources to support an emergency. Samples of such bylaw documentation are available on the website listed above.

DISASTER

Management

Appointment of an emergency management coordinator and EMO committee is the next step. The emergency management coordinator will serve as a liaison with council and as a coordinator of the town's disaster planning and response. The EMO committee will include representatives from fire services, public works, telecommunications, public information, engineering, health, transportation, service agencies that could be of assistance, police, ground search and rescue, and any other group that council wishes to include. It is the mandate of the EMO committee to create the EMP, with each member providing input on his/her area of specialization.

Next comes developing a management and control **Structure**. This provides a picture of what your EMO looks like, and what each part does.

Step 4 includes **Identification and Analysis**. One crucial step to developing the EMP is envisioning a wide-reaching list of natural and man-made hazards which are potential causes for disaster. Demographics (population, distribution, habitat, special populations, etc.), industry (industries which deal with hazardous chemicals), transportation (proximity of roads used to transport dangerous goods, the availability of alternate roadways which could be used if all transportation were cut off), geography (elevation, availability of cellular service, location of nearest airport, availability of water, potential for heavy rain, snowfall, high winds, etc.). The website listed above has a comprehensive list to use when identifying threats and their probability of occurring. You'll need to list the top potential hazards in order of their likelihood. Analyze the worst case scenario for each, and list the possible effects on the community. The scenarios most likely to occur should be of the highest priority for which to plan.

Next, the group will **Compile** a list of resources to make a Resource Directory, listing existing resources (people and things) you may need, and where they can be found.

A **Notification System** is Step 6. Effective communication makes emer-

gency response work. Create a fan-out list (depending on size of municipality, may include a few first responders, or a detailed list of responders within agencies. These are the people who know they will be called, or whose responsibility it will be to call others within their agency or municipality during an emergency. This should be updated every six months.

Next, **Delineate** responsibilities clearly. List the actions needed to respond to each hazard (note that some hazards will involve more than one responder or agency). Assign committee members the responsibility for their area of expertise, making clear roles and responsibilities, and including updated contact lists.

Step 8 is **Communicate**. In the absence of 'normal' avenues of communication, how will you communicate with

your team, and with your residents?

The final step includes **Organization and Publishing** of a draft plan. The EMP submits the plan to the ECC, who reviews and possibly revises it. It is then submitted to council, who may also make changes.

Just because your municipality has gone through the steps doesn't mean you're in the clear! Although not included in these nine steps, don't forget to continue to **Review** your plan. An emergency response plan isn't static – it should change with time, just as your community does.

And you'll need to take part in **Education, Training and Exercises**. Having a written plan is insufficient without practice and testing.

Remember... "If you fail to plan, you plan to fail." ■



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Disaster assistance – where do you go for help?

By Terry Ross



"THE TRULY NOBLE AND RESOLVED SPIRIT RAISES ITSELF, AND BECOMES MORE CONSPICUOUS IN TIMES OF DISASTER AND ILL FORTUNE."

— PLUTARCH

Disasters often strike with little warning. A winter of heavy snow atop a saturated ground allows forecasters to predict spring flooding weeks in advance, but events such as flash floods, forest fires, tornados and earthquakes (did you know a 3.3 magnitude earthquake occurred around 2:26 a.m. just east of Esterhazy on February 1?) can arise at any time.

Municipal officials are on the firing line in these trying times as citizens look to them for leadership and assistance in providing them with the basics of life. Fortunately these officials are not alone in times of disaster. A handful of organizations and government departments are there to help, including the Ministry of Corrections, Public Safety and Policing's Emergency Management and Fire Safety

Branch (EMFS), the Canadian Red Cross, and STARS (Shock Trauma Air Rescue Society).

Saskatchewan Ministry of Corrections, Public Safety & Policing (CPSP) Emergency Management & Fire Safety Branch (EMFS)

The Ministry of Corrections, Public Safety and Policing (CPSP)'s mandate is to promote safer communities, and the Emergency Management and Fire Safety Branch (EMFS) is specifically responsible for emergency management, including both municipal support and the coordination of Provincial resources during emergencies; fire safety, including investigations and data collections; overseeing the fire and building code; training, certification and support for the fire service; overseeing the Provincial Public Safety Telecommunications Network; and overseeing the provincial 9-1-1 system.

EMFS (previously Protection and Emergency Services) has three branches in the province – Regina, Saskatoon and Prince Albert. It provides training and assistance to municipalities prior to emergencies, to ensure that they have a suitable emergency plan in place and know what to do should an emergency arise. EMFS also has some basic response capacity, including Emergency Services Officers, rapid response teams and all-hazard equipment, that can be deployed to augment existing municipal capacity if an emergency proves too large for municipal resources.

According to **Sean McKenzie**, Business Information Officer for the branch, "EMFS has actively coordinated Provincial resources for more than a decade, and through countless emergencies. This has included basic on-site assistance to municipalities through our Emergency Services Officers. It was only in 2011 that all-hazard equipment and rapid response teams were developed to assist with spring flooding and other major emergencies."

McKenzie adds, "Notable emergencies with which EMFS assisted in the past few years include the Spy Hill train derail-

ment and subsequent fire; major summer storms throughout southern Saskatchewan in 2010; numerous emergency evacuations, including Wollaston Lake & Hatchet Lake First Nation in 2011; and massive overland flooding in 2011, including the flooding of the Souris River Basin."

EMFS also play a proactive role in training municipal employees in emergency management.

How to contact:

Typically, a municipality makes first contact with EMFS when issuing, or seeking advice on issuing, a Local Emergency Declaration. That is typically done by telephone to 787-3774, which will put you in touch with one of EMFS's emergency management personnel. This would also be the number to call, should a municipality desire emergency management training.

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The Canadian Red Cross is part of the International Red Cross Movement – the world's largest disaster preparedness and response network. Regardless of the type or scale of a disaster, the Red Cross can help you and your communities prepare, respond and recover. Red Cross has agreements with over a thousand municipalities and eight provinces and territories across Canada. The Canadian Red Cross is a registered charity and not part of the Canadian government.

Disaster preparedness

Disasters and health emergencies can strike quickly and without warning. Communities with up-to-date, comprehensive emergency plans can manage crises better and recover more quickly. The Canadian Red Cross has been engaged in disaster planning by hundreds of communities. It helps identify risks among vulnerable populations, resolve gaps, and educate your citizens to support your development of an effective emergency plan.



Disaster response

When disaster strikes, public safety is paramount. However, the response can quickly deplete a community's resources. The Canadian Red Cross works in collaboration with local authorities and other agencies to address the immediate needs of those affected. Emergency social services are delivered by volunteers and staff trained to national standards. Red Cross teams are on call 24 hours a day.

Shelter and Reception Centre Management

Authorities may open a safe and temporary location (supported by the Red Cross) during a disaster to support evacuees with the six Emergency Social Services:

- **Family reunification:** The chaos and confusion that accompany emergencies and natural disasters can separate families when they need each other most. Red Cross helps people re-establish contact with immediate family members after separation due to natural disasters and other humanitarian crises.
- **Emergency Lodging:** After a disaster or emergency, safe, temporary lodging is provided to persons who cannot return home and cannot find alternate accommodations.
- **Reception and Information:** The purpose of the Reception and Information Services is to greet evacuees, provide information regarding services pro-



Photo credit: STARS/Mark Mennie

vided within the centre and provide access control to the facility.

- **Emergency food:** Food is provided to evacuees, emergency workers and disaster volunteers through various means that may include vouchers, meals at a shelter, or referral to another agency.
- **Emergency clothing:** The Red Cross provides evacuees access to basic clothing through various means that may include purchasing, providing vouchers or referral to other agencies.
- **Personal services:** Personal Services offers first aid, temporary care for unattended children and dependent elderly, provides or arranges for provision of material assistance, and offers emotional support to people with needs created or aggravated by a disaster.

Disaster recovery

Disasters leave long-term impacts in their wake. Government assistance programs and insurance policies address most needs. Communities can call on the Red Cross to focus on assisting those with the least capacity – those living in poverty or who are otherwise most vulnerable as a result of the disaster.

Take an important step to strengthen your emergency plan. Contact your nearest Canadian Red Cross office. You can't predict disasters, but you can be better prepared by partnering with us.

(Source: Canadian Red Cross website: www.redcross.ca)

S.T.A.R.S. (Shock Trauma Air Rescue Society)

STARS provides helicopter air ambulance services for critically ill and injured

patients. The helicopters are medically equipped with the latest technology, as well as highly trained flight nurse, flight paramedic, and two pilots. STARS brings the skill, training and technology of an emergency room directly to the patient, while rapidly transporting them to a major hospital for treatment.

STARS has been operating in Alberta since 1995. In February 2012, STARS also signed a 10-year agreement with the Government of Manitoba to provide helicopter air ambulance services in the province. Beginning in spring 2012, STARS will begin providing services in rural areas of Saskatchewan. This will include inter-hospital transfers from rural hospitals to major hospitals, as well as rapid response to highway locations, industrial work sites and remote areas. A base in Regina is scheduled to open this spring, followed

DISASTER

Management

by a base in Saskatoon in the fall.

In a disaster or a mass casualty incident, STARS is primarily used to provide care and transport for critically ill and injured patients. In the past, STARS has also been called upon to provide transportation of medical/rescue equipment and resources (such as specialized medical staff, medical equipment and other rescue supplies). Additionally, STARS has provided a platform for viewing a disaster site from the air to determine the best way to get in and out of the area.

When STARS is called upon to respond in a disaster or mass casualty incident, it typically coordinated through a local disaster/emergency response-planning agency.

STARS has been called upon to support many disaster responses in its 26-year history. It provided services in 2009 and again in 2011 in the province of Manitoba to help with flood emergency response in the province. The intent was to ensure uninterrupted ambulance response during the flood.

STARS provided evacuation services in the spring flooding of southern Alberta in 2005, including evacuating people who were stranded in a campground.

In 2000, STARS provided emergency medical response during the tornado that struck Pine Lake, Alberta. STARS had two helicopters at the scene and STARS air medical crews were involved in the

treatment of numerous patients and the care and transport of 13 critically injured patients to tertiary hospitals in Edmonton and Calgary. The STARS Emergency Link Centre provided a communication link between physicians and hospital staff and emergency workers on the site.

Other disaster support has included emergency medical response for mass casualty incidents such as bus collisions and train derailments.

As a charitable, non-profit organization, STARS relies on the generosity of individuals, companies, service clubs and municipalities to support the operation. Partial funding is met through collaborative agreements with provincial governments;

the remainder of the funding comes from donations. Some municipalities in Alberta have chosen to support STARS by making a financial contribution by using a formula of \$2.00 per capita.

STARS does not charge for emergency medical care and transport services. In Saskatchewan, while STARS will not be involved in billing patients directly, the current billing process the Saskatchewan Government uses for ground and air ambulance services will also be used for medical helicopter services.

For more information about STARS, please email info@stars.ca and your request will be sent to the most appropriate person to respond. ■



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Team effort during Weyburn's state of emergency

By Terry Ross



One of the myths surrounding the origin of the name “Weyburn” has an exploring Scot coming upon the idyllic Souris River and calling it a “wee burn” or “small creek” in his native tongue.

That same explorer would have been aghast if he had been around last June when a torrential downpour (50-75 mm) on Friday, June 10 soaked the community already battling spring flooding and saturated ground, turning the ‘small creek’ into a prairie lake. Environment Canada concluded that 112 mm of rain fell over that June weekend.

Looking back Weyburn's City Manager **Bob Smith**, told *UV*, “The event was the result of a series of factors such as a ‘1 in 500 year’ flood, a ‘1 in 150 year rain’ and an already water-soaked ground combining into a perfect storm’ scenario. The level of the Souris River was the highest I’ve ever seen. On top of that, our new lift station’s basement flooded and shorted

out the electrical box, shutting down four pumps.”

Weyburn residents fought the good fight, but in the end many lost the battle to Mother Nature. Basements were flooded with storm water and, in some cases, sewage backup. A trailer park outside the city was evacuated and the City issued a boil water advisory due to concerns at the sewage treatment plant. Pumps were made available to citizens at the local fire station.

After touring the region during the flooding, Premier **Brad Wall** told the Canadian Press, “I have no more adjectives, I have no more superlatives – and I’m a politician, so I shouldn’t be lost for words maybe, but I am. It’s hard to describe what you see driving around Weyburn, what these folks have been dealing with.”

Weyburn's Mayor, **Debra Button**, said in a CBC interview at the time, “We haven’t seen an emergency like this in our com-

munity for many years, and this is a strain on our systems. Obviously, it’s a strain on the people!”

Neighbouring communities were similarly affected. A state of emergency was also declared in Estevan, while streets flooded in both Regina (the city shut down overnight) and Saskatoon, where the downtown core experienced a power failure. A trailer park in Estevan, along with the small community of Roche Percee (near Estevan) had to be evacuated. Five sections of highways in the southern portion of the province were also closed:

- Hwy. 39, from the junction of Hwy. 6 to Weyburn;
- Hwy. 350, from the junction of Hwy. 18 to the US border;
- Hwy. 18 west of Oungre;
- Hwy. 58, between Gravelbourg and Shamrock; and
- Hwy. 36 north of Willowbunch.

DISASTER

Management

People helping people

During the disaster, the citizens of Weyburn really pulled together as a team. Citizens were kept apprised of the situation even before the flooding after volunteers had gone door-to-door dropping off pamphlets containing pertinent information. "We all learned from Yorkton's flooding the year before," said City Manager Bob Smith.

Neighbours helped neighbours, whether they were friends or strangers. City officials utilized social media such as Facebook to request and coordinate volunteers. "It worked very well," said Smith before adding with a chuckle, "It almost worked too well, as at times we had logistics problems caused when too many volunteers showed up."

Smith also had great things to say about the various organizations that pitched in. "During the crisis, the Province set up an emergency command centre and then later did a great job with issues of funding and insurance. The Red Cross and Sask Power also really stepped up to the plate. The Salvation Army was fantastic, feeding our volunteers and keeping them hydrated. The City opened up the landfill as a staging area for dropping off flood-damaged furniture and other household items. Times like this really bring people together!"

Smith added, "We were also fortunate to be located near a number of oil & gas industry projects. The oil & gas companies

were great at providing us access to heavy equipment that was indispensable during the flood fight. Their level of cooperation was outstanding."

In the future

While secure in the knowledge that the 'perfect storm' scenario of 2011 will not be repeated, Smith said the City did purchase a number of large pumps. And the electrical box originally housed in the basement of the new lift station has now been re-situated from the basement to above the ground level floor. He concluded, "And we still have the same great people in the city who know how to pull together at the worst of times." ■



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SaskAdapt aims to help communities plan for weather-based disasters

By Dawn M. Barker



While some disasters are man-made (think of chemical spills, automobile crashes or train derailments), many of the most extreme disasters in the news today are naturally occurring, stemming from climate change and its resulting impact on weather patterns. Floods, droughts and the resultant increases in wildfires, severe blizzards, high winds, and increases in certain vector-borne diseases may be brought about through climate change.

What's a community to do to prepare and deal with such events?

The SaskAdapt website has been created by the Prairie Adaptation Research Collaborative (PARC), to focus on Saskatchewan and prairie-specific science, as well as links to additional resources, to help Saskatchewan communities, residents and businesses make proactive decisions in ways to adapt to climate change. PARC is a partnership of the governments of Canada, Alberta, Saskatchewan and Manitoba mandated to pursue climate change impacts and adaptation research in the prairie provinces.

Norm Henderson, Director of PARC, said the idea had been around for some time. "A lot of people, including the Ministry of Environment and PARC, recognized and discussed the need for a website like this," he said, "but at PARC we're scientists and researchers, and a lot of our documentation is too technical for the average user." This project is a simplified version of some of PARC's research, in user-friendly format.

For the website, 13 communities across the province were assessed as to "climate norms," future climate trends and regional adaptation options, to provide a high-level snapshot of ways in which climate change is affecting us all. Henderson said that PARC tried to include major centers (the province's four biggest cities), and provide a geographic distribution of municipalities covering the province's major regions. "Another couple were added because we had significant amounts of data for them, which had been generated in other particular projects we did there," he added.

While continental climates are prone to extremes, increasing incidents of weather-

based disasters can involve similar strategies, regardless of whether the incident involves water, wind, snow or other factors. The Adaptation Strategies section of the website provides a variety of reports, including the recently released federal/provincial/territorial agreement on Canada's emergency management framework, SaskEMO's website on dealing with natural disasters, links to online flood advisories and forecasts by the Saskatchewan Watershed Authority, and adaptation suggestions for a number of categories of natural disasters.

One of the most advantageous sections of the website is the Self-Assessment Tool, a set of self-answered questions to guide readers through critical climate change issues, which also supplies information or access to information to help address these issues. The PARC summary document focused on the ability of prairie cities to adapt to climate change, Federation of Canadian Municipalities' Municipal Resources for Adapting to Climate Change publication and other helpful resources may be found on the site.

The SaskAdapt website is located at www.parc.ca/saskadapt. ■

Disaster funding available through JEPP

By Dawn M. Barker



The Joint Emergency Preparedness Program (JEPP) was established in 1980 to improve Canada's capacity to respond to all types of emergencies and to increase the resiliency of the nation's critical infrastructure. JEPP is a federal cost-sharing arrangement between the Government of Canada and the provinces.

Some of the funding is used to deliver the Provincial Training Program, while the remainder is made available on a cost-sharing basis to urban governments to conduct emergency preparedness initiatives such as training endeavours or for emergency planning and exercises.

"It is targeted toward multi-agency emergency preparedness efforts," said **Murray Sanders**, Federal Provincial Programs Coordinator with Saskatchewan Corrections, Public Safety and Policing. "These can include emergency exercises, developing plans to address emergency situations.

Urban governments (including incorporated municipalities and First Nations)

which have put in place an emergency bylaw in accordance with the *Emergency Planning Act*; which have an operational emergency plan in accordance with the same Act, which has been updated within the past three years; and which are part of an active mutual aid area are eligible to apply for funding.

The program is jointly funded by SaskEMO and Public Safety and Emergency Preparedness Canada (PSEPC).

Proposals submitted by the annual September 30 deadline (forms available at www.cpsp.gov.sk.ca/SaskEMO/Provincial-Preparedness) are reviewed by the Saskatchewan JEPP committee, and those complying with the provincial terms and conditions will be transposed onto a federal application form for provincial approval. Following the provincial approval process (whether or not the project is approved provincially), the application and supporting documents are forwarded to PSEPC's regional office, from which they are sent on to PSEPC in Ottawa for fund-

ing consideration. Applicants won't receive final approval until at least the April following the deadline, and then projects must be completed within a year.

Funds are very limited, and Sanders said that although there is no set ratio for the cost-shared funding, generally the federal contribution won't exceed half of the project total. He cautioned applicants not to spend any money on projects until they receive final approval, as federal audit rules prohibit this, and projects which have expended funds prior to approval will be considered ineligible. Funds will be provided on the satisfactory completion of the project, or when pre-identified milestones have been reached.

Past JEPP projects include the City of Saskatoon's development of an Emergency Operations Center last year, and assistance provided to the City of Estevan to conduct major emergency response exercises. The City of Regina is currently in process of creating an Emergency Operations Center with funding from the JEPP program. ■



SASKDOCS MAKING PROGRESS IN recruiting doctors to Saskatchewan

By James Winkel, *saskdocs*

Why is it so difficult to recruit and retain a doctor to rural Saskatchewan? This is a question many of us ask undoubtedly again and again. While one single answer may be hard to come by, there are many reasons. To help alleviate some of the pressure Saskatchewan is facing in recruiting and keeping doctors, the provincial government created the Physician Recruitment Agency of Saskatchewan, more commonly referred to as “saskdocs,” in 2010. The agency’s mission is to promote and support an environment that attracts and retains the doctors that Saskatchewan needs. This is especially important in rural areas where the recruitment and retention of family physicians is a very difficult challenge that all municipalities face.

So what has saskdocs been doing since it was created more than one year ago? It has been working hard to reduce the annual turnover rate of physicians to less than 10%; increase the number of Canadian trained doctors by 10%; increase the number of University of

Saskatchewan (U of S) medical graduates establishing practices in Saskatchewan by at least 10%; and, increase the number of U of S medical trainees exposed to training opportunities within Saskatchewan outside of Saskatoon by at least 25%. These are ambitious goals, indeed, as the agency plans to achieve them by 2013.

CEO **Ed Mantler** likes the challenge and he is in good company. Physician recruitment and retention has been a challenge not only for Saskatchewan, but for Canada and the world – and it has been a growing challenge for decades.

“The doctor shortage issue, especially as it applies to family physicians in rural or remote areas, is not something new,” commented Mantler. “Because the issue is so prevalent, recruitment is very competitive worldwide since we are all going after the same pool of candidates. That is why it is so important for us (saskdocs) to be a ‘one-stop-shop,’ connecting municipalities, communities and doctors. Making the right connections and knowing how to do

it are pivotal to the success of any physician recruitment effort.”

To help reach some of the agency’s goals Mantler and his team have been working with urban and rural municipalities, local recruitment committees, doctors, recruiters, health regions and government to not only inform each other of individual efforts, but work together toward a common goal – more doctors practicing in Saskatchewan. Examples of this collaboration include the development of a comprehensive prioritized vacancy list that details all of the hard to recruit vacancies in rural areas; meeting with municipal officials to develop a comprehensive framework outlining the use and efficacy of incentives as a recruitment and retention tool; and, promoting Saskatchewan as a great place for doctors to live, work and play.

“There are so many positive things about Saskatchewan that, in a sense, it is an easy sell, but when you consider that the entire world is courting those same

doctors, it makes things a little tougher," said Mantler.

With the competition fierce, saskdocs has to work even harder to engage and keep doctors in Saskatchewan, starting with those in training at the U of S.

Noted Mantler, "Working with our medical students and residents in Saskatchewan is very important. We have an internationally renowned medical school right here at home with an expanded class size. We realize that some of them will choose to practice elsewhere, but it is important that every one of them is aware of the opportunities available to them in Saskatchewan and that they are wanted and needed right here at home."

Mantler and his team meet with U of S trainees to keep them aware of the advantages of practicing medicine here in Saskatchewan. Such opportunities include saskdocs' rural externship program, a joint initiative between saskdocs, the College of Medicine and the Saskatchewan Medical Association that exposes medical trainees to rural practice; the Canadians Studying Abroad initiative with expanded opportunities to acquire clinical experience here in Saskatchewan; and, organizing and

supporting university events throughout the academic year connecting medical trainees with employers like the health regions.

While saskdocs continues to work closely with local medical trainees to help them establish a practice in Saskatchewan, it is also working with communities, recruitment committees and health regions on help to welcome International Medical Graduates (IMGs) from abroad. Since its implementation in January 2011 the Saskatchewan International Physician Practice Assessment (SIPPA) has assessed 23 internationally trained doctors resulting in 18 new doctors from abroad establishing family medicine practices in the province.

The SIPPA process leads to the delivery of high quality health services to the people of Saskatchewan. The program consists of an 11-week orientation and a field assessment. SIPPA candidates also participate in an orientation intended to provide the doctor with some context for practicing family medicine in Saskatchewan and prepare candidates for writing their exams. SIPPA focuses on several key areas before the IMG begins practice. While the front end of the program may

take more time, it results in the delivery of better patient care; an outcome all of us want to see.

When it comes to placement some may ask where are these 18 physicians practicing? The simple answer is "everywhere." The seven most recent SIPPA graduates, who celebrated passing their assessments in Saskatoon earlier this year, are now practicing in places like Ile-a-la Crosse, Spiritwood, Weyburn, Hudson Bay, St. Walburg and Edam.

To learn more about the SIPPA program please visit www.health.gov.sk.ca/sippa. To find out more about saskdocs, its progress in 2011 and about physician recruitment in general contact the agency at the address below, visit its website or talk with staff in person at the saskdocs booth at the SUMA convention tradeshow January 30-31, 2012 in Regina.

www.saskdocs.ca
Physician Recruitment
Agency of Saskatchewan
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SASKATCHEWAN

crime stoppers

CRIME STOPPERS - INCIDENTS

BREAK, ENTER & THEFT - PRIMATE

Unity/Wilkie/Macklin RCMP are seeking the public's assistance with an investigation into a Break, Enter & Theft over \$5,000 to a private residence on the west side of the Village of Primate, Saskatchewan. The incident is believed to have occurred on or about December 16, 2011 between 9:00 a.m. and 12:00 p.m. A distinctive diamond ring with 'diamond channels,' a separate diamond, and a pink pearl were among the items stolen. Evidence recovered at the scene is being processed; however, no suspects have been identified to date.

BREAK, ENTER & THEFT - GREEN LAKE

Between the dates of November 28 and December 13, 2011, there was a break and enter at a seasonal cabin-style residence situated at #2 Jack Bay, Green Lake, Saskatchewan. There is a long list of missing items from the cabin, including a Cooey 64 .22 caliber rifle and magazine, along with several boxes of ammunition in various calibers. Other items stolen include a Mastercraft drill, a Nintendo Wii with accessories, and various other pieces of hunting and outdoor equipment. Some minor damage was also done to the residence and items within.

STOLEN 2006 CHEV 2500 TRUCK - ALAMEDA

Sometime between the hours of 11:00 am on December 22 and 6:00 am on December 24, 2011 a vehicle was stolen from a shed in Alameda. The vehicle is described as being a white 2006 Chevrolet 2500 extended cab pickup truck. The truck has a square LED light on top as well as a CB radio. The truck has Saskatchewan license plate# 341 FDN.

STOLEN HOCKEY EQUIPMENT - ASQUITH

Between November 27 and November 30, 2011 a full set of Vaughn adult-size goalie equipment was taken from a Dodge minivan in the town of Asquith. The equipment is described as follows:

Vaughn Goalie Pads: red, black and white.
Vaughn blocker: black and red
Vaughn catcher: red and black
Vaughn chest protector: black and blue
White goalie helmet
Black Itech goalie bag
The equipment is valued at over \$4,000

BREAK IN - ASSINIBOIA

Sometime in the overnight hours of Tuesday, February 7, 2012 unknown culprit(s) broke into SaskCan Pulse Trading Inc. on

Fraser Drive in Assiniboia. The culprit(s) damaged a window of the business during the break in.

VEHICLES BROKEN INTO AND ITEMS STOLEN - ASSINIBOIA

Sometime late on the evening of January 21 or early morning of January 22, 2012 a number of vehicles in the town of Assiniboia were rifled through, and a number of items stolen, including cash.

DAMAGE TO PARKED VEHICLES - ASSINIBOIA

Sometime in the early morning hours of January 28, 2012 unknown culprit(s) damaged a vehicle parked at a residence in the 300 block of 2nd Avenue in Assiniboia.

STOLEN GENISYS EVO AUTOMOTIVE SCANNER - ASSINIBOIA

Sometime between December 6 and December 14, 2011 an unknown culprit(s) stole a Genisys EVO automotive scanner from the Assiniboia Composite High School in Assiniboia.

STOLEN PLASTIC ROLLS - BELLE PLAIN

Regina RCMP is seeking the public's assistance in the identification of individual(s) of suspect(s) believed to

be responsible for a theft of six black plastic rolls measuring 14' x 250'. This theft occurred around 8:30 p.m. Monday, August 22, 2011 in Belle Plaine. The suspect(s) took the rolls in a garage east of Mosaic, placed them in a trailer pulled by a pickup then took off on Dewdney ext. in direction of Regina.

WANTED PERSON - GERRITT VAN-VEEN

The Biggar RCMP are currently trying to locate Gerritt VAN-VEEN, who also goes by the name of Gerrit CAMERON, he is 55 years old, 5'7" tall, weighs 140 lbs. and has a long brown beard and long brown hair.

Van-veen is currently wanted on outstanding warrants for assaulting police, failing to stop for police, and other charges.

He is believed to be in the Biggar area and police are seeking the public's assistance in locating Van-veen.

TWINE CUT ON HAY BALES - BRUNO

On September 19, 2011 Humboldt Detachment received a complaint five miles north west of Bruno where approximately 50 round hay bales had the twine cut. The suspect or suspects also rolled approximately 10 of those round hay bales down hills. The incident is believed to have occurred between the nights of Thursday September 15, 2011 and Saturday September 17, 2011.

DAMAGE TO SASKTEL CELL PHONE TOWER - TWO MILES SW OF CARNDUFF

Carnduff RCMP received a report of damage to the SaskTel cell phone tower two miles southwest of Carnduff. The damage occurred between November 3 and November 17, 2011.

STOLEN SPORTS EQUIPMENT - CARNDUFF

Sometime between September 5 and 17, 2011 a garden shed was broke into at a residence in Carnduff. Once inside the shed, numerous sports equipment was taken such as a bicycle and bike carrier, golf clubs, snowboards, skis and a hockey bag.

BREAK IN TO SYNERGY CREDIT UNION - DENZIL

Unity/Wilkie/ Macklin RCMP are requesting the public's assistance in identifying the suspects responsible for breaking into the Synergy Credit Union in Denzil. The incident took place in the early morning hours of December 15, 2011. The suspects broke into an ATM at the credit union. An undisclosed amount of cash was taken.



Two suspects were observed wearing ski masks and hooded sweaters and were approximately 5'11." The suspects were driving a Silver 1980-1995 Ford Thunderbird with Alberta licence plates.

HIT AND RUN - GRAND COULEE

On December 6, 2011 in the afternoon, a vehicle backed in to a parked car leaving the Low Cost garage in Grand Coulee. The evidence on scene indicates the suspect vehicle may have been a truck with a dark colored plastic rear bumper. Damage to the suspect vehicle would be to the passenger side rear bumper. The vehicle that was struck was moved approximately 12" and was gold in color so some paint transfer could be on the suspect vehicle.

HOME INVASION - HANLEY

On the evening of January 9, 2012 in the town of Hanley, a young man entered the victim's residence and went through the victim's belongings before pointing a small caliber hand gun at the victim. After being confronted by the victim, the suspect fled the residence with a small amount of change and a small grey safe.

THEFT OF WELDING TRUCK- RM OF LIPTON

Sometime between June 22 and 23, 2011, a blue 1997 GMC Sierra 1500 was stolen from the RM of Lipton. The truck was equipped with a complete welding system including a generator, cutting torch and attachments. The truck was parked in a field near the Strasboug Grid Road.

BREAK, ENTER & THEFT OF DOG FROM CITY DOG KENNEL - MELVILLE

The Melville RCMP is requesting the public's assistance in solving the following crime. Sometime Between December 17 and 18, 2011, the Melville City dog kennel was the victim of a break and enter and

as a result a dog was removed from the facility. The dog is described as a Terrier cross black with lighter coloured spots.

HIT AND RUN - MELVILLE

The Melville RCMP is requesting the public's assistance locating the person(s) for a hit and run to a vehicle in the City of Melville. A truck was seen backing into a car in the east parking lot of the Horizon Credit Union Center in Melville. The male driver exited his truck, looked at the damage and drove away. The suspect's truck is described as a grey four-door pickup truck that is either a Ford or GM model. Police are asking the public to keep your eyes open for this sort of activity and gather as much information from the suspects or vehicle as possible.

ROBBERY WITH VIOLENCE - PRINCE ALBERT

On November 15, 2011 at approximately 1:00 a.m., Prince Albert RCMP received information about a robbery with violence. A 25-year-old male from Prince Albert was driving his 1982 Chevrolet Suburban, Saskatchewan plate 544 GRS from the 2nd Street 7-11, when three unknown males offered him \$10 to drive them across the river. The driver accepted the offer and began driving. While driving the male in the passenger seat grabbed the steering wheel, as the other two males began assaulting him with metal pipes. The driver was pulled into the back seat, and continued to be assaulted. The passenger pulled the vehicle down Township Road, just north of Prince Albert. One of the males pulled out a knife and said he was going to stab the driver. The driver was forced to strip out of his clothes to his underwear. The driver was able to jump out of the vehicle and run to a nearby residence to call 911. The vehicle was last seen traveling west towards Wahpeton First Nation.

CRIME STOPPERS – SCAM WARNINGS

COMPUTER VIRUS SCAM

The Lumsden RCMP is advising people to beware of a 'computer virus' scam currently affecting Saskatchewan residents. The scam begins when the victim receives an unsolicited phone call from someone claiming to be from an official sounding computer company (i.e., Microsoft / Windows / Online PC care). The caller tells the victim his/her computer will need to be repaired due to error codes or viruses. The caller offers to complete this repair over the Internet or will have the victim install a 'fix' for the problem. By following the caller's direction, the victim inadvertently installs a program or virus which then allows the caller remote access to the computer. Sensitive data, such as personal details and banking information, may be captured by this newly installed software. The caller will also attempt to obtain the victim's credit card information to pay for this 'service.'

If you have suffered a financial loss as a result of this type of scam, or allowed individuals access to your computer, you can report the incident to your local RCMP detachment or the municipal police force in your area.

For more information on current scams and frauds, visit the Canadian Anti-Fraud Centre website at www.antifraudcentre.ca or the RCMP website at www.rcmp-grc.gc.ca.

HYDRO POWER SAVER SCAM

The Weyburn RCMP wish to remind the public to be aware of a phone scam that has been reported to them by a concerned citizen. This scam is not new and has been around for some time. The scam referred to as the "Hydro Power Saver" scam and

involves an anonymous sales representative contacting people by phone and asking them if they would be interested in saving up to 50% on their power bill by using their 'Power Saver' device that simply plugs into the wall and improves the efficiency of the consumers' electrical appliances. The sales representative asks the consumers if this would be something they would be interested in and then asks them if they would like to speak with their supervisor. The consumers are then asked for their credit card and address information in order to complete the transaction.

According to the Competition Bureau Canada, there are a number of companies that are selling energy conservation products. Consumers are misled into thinking the 'Power Saver' is a way to improve the efficiency of electrical appliances by helping to 'stabilize' voltages and reduce currents on power supplies/appliances of consumer's household. Typical performance claims are savings on Hydro between 25 and 50%.

Numerous complainants have reported to the Competition Bureau of Canada that this product does not work. These companies are currently contacting Canadians by telephone and often claim

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to be a local or provincial power company. Consumers interested in the product are instructed to pay through multiple methods including cheque, money order, or credit card.

Indicators of the scam according to the Canadian Anti-Fraud Centre may include:

1. Receiving unsolicited telephone calls claiming to be a local or provincial hydro company and offering a device to lower electricity costs.
2. The caller requesting information about your power bill.
3. Credit card transaction ranging from \$130 to \$189.
4. The product purchased does not have any Canadian Safety Standards (CSA) markings.

If you receive such an offer and it sounds too good to be true, then there is a strong likelihood that it is a scam. For more information on this phone scam, see the Canadian Anti-Fraud Centre web site at www.antifraudcentre-centreantifraude.ca.



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Housing challenges in a thriving economy

A booming provincial economy creates some growing pains, and as housing prices rise, home ownership becomes unattainable for many people.

The HeadStart on a Home program, a \$200 million initiative announced by the provincial government in 2011, will finance the construction of at least 1,000 new entry-level homes over the next five years. This is significant in an economy such as Saskatchewan's – which is focused on driving balanced growth while our economy grows in leaps and bounds.

In order to build a well-rounded community, it is estimated that for every one professional position, four service industry workers are needed.

"A growing economy needs workers. To attract people to Saskatchewan, we need to build solid communities for them to live and raise their families in, and help them put a roof over their heads," said **Wanda Hunchak**, Vice-President of Westcap Mgt. Ltd., the fund manager selected to deliver the HeadStart on a Home Program. As Saskatchewan's largest private venture capital fund manager, Westcap has over \$500 million in capital under management, including the well-known Golden Opportunities Fund Inc. Entry-level housing is defined as housing accessible for people who have household income which exceeds criteria to qualify for affordable or social housing programs but cannot yet afford market prices. For young professionals, newcomers to Canada, single parents, or other individuals in a similar financial situation, owning a home may seem like an unattainable dream in today's growing economy – HeadStart on a Home can help to make those dreams a reality.

"New approaches are required if we are to meet our current housing demands as well as build for the future," Social Services Minister and Minister responsible for Saskatchewan Housing Corporation **June Draude** said. "Our government is ready to work with public and private partners to move the housing strategy forward and, most importantly, provide Saskatchewan people with more opportunities to own homes. We are proud to work with Saskatchewan's participating credit unions and Westcap Mgt. Ltd. to put this goal into action."

With municipalities as the program applicants, builders and developers are eligible for construction loans of up to 90% of the cost to bring new homes to market. Financing is provided without the requirement of pre-sales of housing units and with a fixed

interest rate of 4% per annum. Homes must be owner-occupied and must hit the market at or below the average MLS price for that municipality.

One of the most significant barriers to home ownership is the ability to provide the required down payment. Westcap has partnered with Saskatchewan's leading Credit Unions to help remove this barrier by offering a down payment loan for purchasers of HeadStart homes through the HeadStart Equity Builder Program™.

Six months into the program, HeadStart on a Home has already committed \$38 million to seven entry-level housing projects – constructing over 250 homes in five communities across Saskatchewan.

For more information on how your municipality can capitalize on the HeadStart on a Home Program, visit headstartonahome.ca or call (306) 652-5557 or contact Rhonda Young at 306-477-7328 or info@HeadStartOnAHome.ca ■



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Government of
Saskatchewan

HeadStart on a Home

Municipalities become part of the solution!

Municipalities must submit applications for funding based on identified local housing needs in collaboration with a Builder or Developer.

\$200 million has been committed to build owner-occupied entry-level homes across Saskatchewan.

To start the discussion or submit an application, contact Rhonda Young.

Phone: (306) 477-7328

Email: Info@HeadStartOnAHome.ca

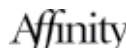
Website: HeadStartOnAHome.ca

To view current HeadStart projects, scan with your smartphone:



In the **first 6 months** of the program **\$38 million** has been committed to **7 projects** in **5 communities** to construct **250 homes**.

In partnership with our Community Champions, which offer down payment assistance for purchasers of HeadStart homes:



HeadStartOnAHome.ca

SUMADVANTAGE VOICE

SUMAdvantage is a strategic partnership between SUMA, our program partners and our members.

A SUMAdvantage partner gains the best possible access to the Saskatchewan municipal market – 450 member municipalities that expend more than \$2 billion per year in non-wages for the delivery of programs, services, and infrastructure to the 82% of Saskatchewan residents that live within urban boundaries.

SUMA members enjoy excellent group buying discounts and receive the best in customer service from SUMAdvantage partners.

PRINCE ALBERT SOURCE FOR SPORTS SIGNS ON AS SUMADVANTAGE PARTNER

The municipal marketplace is close to the heart of **Blair Hoffman**, Business & Team Sales Manager for Prince Albert Source for Sports, the newest SUMAdvantage partner. For over 30 years, Hoffman worked in the Parks & Recreation Department for the City of Prince Albert (20 years as its Director).

Recently, Hoffman was chatting with SUMA's CEO **Laurent Mougeot**, a former co-worker at the City of Prince Albert. The topic of corporate apparel arose and it was determined that municipal officials, administration and employees would reflect a more professional image if they were wearing shirts, jackets bearing the municipality's name embroidered or screened on. The professional identification factor is essential when discussing those employees who must enter the homes of citizens (i.e., meter readers).

SUMA's Event and Corporate Services Manager, **Tania Meier**, said, "Prince Albert Source for Sports signed on as a SUMAdvantage partner early in 2012 and the company seems like a good fit."

Following the recent tradeshow, Hoffman said, "I'm so glad we attended. We got the opportunity to meet many SUMA

members and introduce our store and our products. This is a great opportunity for our store to establish a province-wide focus beyond the Prince Albert area. We are very excited!"

Prince Albert Source for Sports belongs to the buying group called Sports Distributors of Canada (SDC), which enjoys the buying power of 160+ stores across Canada. The store prides itself on its experience, product knowledge and drive for customer service satisfaction that is second to none.

Working alongside Blair Hoffman with its SUMA customers as Corporate & School Sales representative is retired teacher **Ron Stewart**. Stewart's expertise lies in the areas of corporate apparel lines and promotional items.

According to Hoffman, "While in its infancy, we have a very good relationship with SUMA and we look forward to strengthening that relationship as we move forward."

MEMBER BENEFITS

- A minimum of 20% reduction off the Manufacturers Suggested Retail Price (MSRP).
- All freight costs paid from the supplier to Prince Albert. Where possible, the product will be shipped directly from

the supplier to the SUMA member at no extra cost.

- Additional savings with bulk buying. Depending on the volume of the order, the discount will increase or options such as free embroidery will be included.
- A wide variety of equipment supplies for municipally operated facilities such as recreation and fitness facilities, golf courses, arenas, ball diamonds and seniors centers.
- Ability to supply all types of apparel for any season from over 50 different manufacturers. All clothing can be embroidered or screen-printed to provide the identification desired.

CONTACT INFORMATION:

(Please identify yourself as a SUMA member.)

Prince Albert Source for Sports

Phone: (306) 764-3285

Email: blair.sourceforsports.pa@sasktel.net

Website: www.pasourceforsports.ca

SUMAdvantage

Tania Meier,

Event & Corporate Services Manager

Phone: (306) 525-4379

Email: tmeier@suma.org ■

"We have a very good relationship with SUMA and we look forward to strengthening that relationship as we move forward."

SUMADVANTAGE PROGRAMS

Following is a list of our SUMAdvantage programs by category. To learn more about a program, visit the SUMA website.

If you need additional information, please contact SUMA's Event & Corporate Services Manager, **Tania Meier**, at (306) 525-4379 or email tmeier@suma.org

OFFICE AND MUNICIPAL ELECTIONS

Apparel, Promotional Items and Sporting Goods - Prince Albert Source for Sports
Network and Email Solutions - Lexcom Systems Group Inc.
Shipping Labels
Lapel Pins - Laurie Artiss Ltd.
Election Material
Office Machines - SUCCESS Office Systems
Office Products - Supreme Basics
Software - Acrodex
Municipal Magazine - Municipal World

PUBLIC WORKS/PARKS AND LEISURE

Pest Management - Braun Agro
Building Valuations - Suncorp Valuations
Fuel Supply - Prairie Fuel Advisors
Equipment Rental - Hertz Equipment Rental
Municipal Tires - Michelin
Energy Efficiency Grants and Funding - Office of Energy Conservation
Recycled Rubber Products - Assiniboia Rubber Recycling Inc.
Cat and Dog Tag Licensing
Janitorial Supplies - Chatterson Janitorial
Municipal Tires - Kal Tire Ltd.
Mosquito Control - Agrium Direct Solutions
Solar Pool Heating - Kelln Solar
Traffic Signs - Signal Industries Ltd.
Natural Gas - Connect Energy

HOTEL AND VEHICLE

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Canadian Dewatering L.P.	3	800-328-3494	www.canadiandewatering.com
Catterall and Wright Consulting Engineers	27	306-343-7280	www.cwce.ca
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Fahr Group	9	204-272-2262	www.fahrgroup.ca
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Fer-Marc Equipment Ltd.	4	306-569-9041	www.fer-marc.com
Flag City	33	866-993-1299	artflag@mts.net
Flocor	15	306-543-5536	www.flocor.ca
Fort Distributors Ltd.	17	204-284-6647	www.fortdistributors.com
H2O Innovation	46	204-996-1203	www.h2oinnovation.com
HeadStart on a Home	41	306-652-5557	www.headstartonahome.ca
Highline Manufacturing	7	800-665-2010	www.highlinemfg.com
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PlayWorks, Inc.	15	800-667-4264	www.playworks.ca
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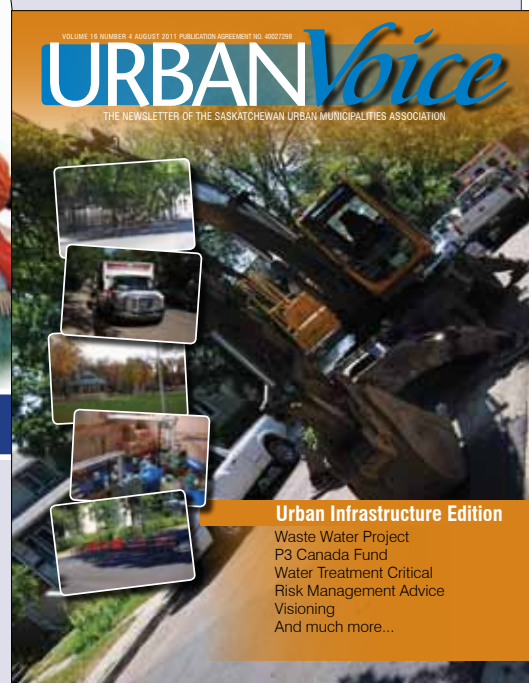
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OUR CONCERN FOR **THE ENVIRONMENT** IS MORE THAN JUST TALK

As we continue to deliver valuable information through the pages of this magazine, in a printed format that is appealing, reader-friendly and not lost in the proliferation of electronic messages that are bombarding our senses, we are also well aware of the need to be respectful of our environment. That is why we are committed to publishing the magazine in the most environmentally-friendly process possible. Here is what we mean:

- We use lighter publication stock that consists of recycled paper. This paper has been certified to meet the environmental and social standards of the Forest Stewardship Council® (FSC®) and comes from responsibly managed forests, and verified recycled sources making this a RENEWABLE and SUSTAINABLE resource.
- Our computer-to-plate technology reduces the amount of chemistry required to create plates for the printing process. The resulting chemistry is neutralized to the extent that it can be safely discharged to the drain.
- We use vegetable oil-based inks to print the magazine. This means that we are not using resource-depleting petroleum-based ink products and that the subsequent recycling of the paper in this magazine is much more environment friendly.
- During the printing process, we use a solvent recycling system that separates the water from the recovered solvents and leaves only about 5% residue. This results in reduced solvent usage, handling and hazardous hauling.
- We ensure that an efficient recycling program is used for all printing plates and all waste paper.
- Within the pages of each issue, we actively encourage our readers to REUSE and RECYCLE.
- In order to reduce our carbon footprint on the planet, we utilize a carbon offset program in conjunction with any air travel we undertake related to our publishing responsibilities for the magazine.

So enjoy this magazine...and KEEP THINKING GREEN.



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