

P★A★R★T★N★E★R★I★N★G



PARTNERSHIPS '94

Creating Canadian + US business futures.

by Brian McLaughlin

If Atlantic Canadian companies such as Super Soles Inc. continue to have it their way, they will have every United States' consumer lauding the virtues of its unique footwear as Americans walk thousands of miles in specially designed "Canadian shoes."

And according to Ross Hansen, president and owner of the Fredericton-based company which designed and developed the shoe, nobody south of the New Brunswick-Maine border would have heard of his unique product if he had not attended a Partnerships conference four years ago.

Since that experience, Super Soles' shoes have found their

KENNY, JACKSON & MURRAY

**BARRISTERS, SOLICITORS,
NOTARIES PUBLIC,
COMMISSIONERS OF OATHS**

**ROBERT L. KENNY QC
R. LESLIE JACKSON QC
ALLEN I. MURRAY
ROBERT A. DIGDON
SHANNON DORAN
KAREN E. LINGLEY JOHNSTON**

**FULL RANGE OF
LEGAL SERVICES INCLUDING:**

- REAL ESTATE TRANSACTIONS
- PERSONAL INJURY CLAIMS
- COMMERCIAL & CIVIL LITIGATION
- CORPORATE & BUSINESS LAW
- FAMILY LAW
- WILLS & ESTATES
- CRIMINAL LAW

506-458-1108

228 BRUNSWICK ST. FREDERICTON
P.O. BOX 1572
NEW BRUNSWICK, CANADA, E3B 5G2
OFFICE HOURS
8:30 A.M. - 5:00 P.M.
(AFTER HOURS & WEEKENDS BY APPOINTMENT)
FACSIMILE SERVICE 506-458-2645

GANDER

BEST PLACE TO DO BUSINESS!



Charlie Rowsell

owner of one of Gander's Sporting Equipment Stores

Gander is the most

progressive town in eastern

Canada and has become that

way by offering the best of

quality and service to its

customer base."

- Charlie Rowsell

Economic Development Department
280, Gander, Newfoundland A1V 1W8
9-651-2656 Fax: 709-256-2124

way as far south as on the feet of northern-most police officers of the California Highway Patrol, as well as on the feet of some safety conscious US-postal workers. In fact, Hansen "most assuredly" supports the idea of partnerships across the border; and he encourages Atlantic Canada businesses to take advantage of this opportunity to network, contact and develop working relationships with businesses from Maine. He says "Initially, we got in contact with (Gould-Scammon - a footwear manufacturer based in Auburn, Maine) and went to work with them!" His company then set up a licencing agreement with the company to start making and selling his soles to a much larger US market.

Hansen's company's success is just one of the many successful business stories of the Partnerships conferences to date.

Nineteen-ninety-four marks the fifth year of the Partnerships initiative. However, this year the Canadian organizers hope to provide an even better meeting ground to further enable the establishment of promising and profitable working relationships between Canadian and American business counterparts. Partnerships '94 (Creating Our Future Together) - organized by the New Brunswick Chamber of Commerce, the Maine State Chamber of Commerce and Industry, and the Atlantic Provinces Chamber of Commerce, along with the participation of local chambers and business communities from both sides of the border - provides a forum for businesses to identify investment opportunities and new business ventures.

Since the first conference, which was launched from Fredericton, the process has proven successful for over 85 businesses and communities. This year, the event will be held in New Brunswick's largest industrial and business centre, Saint John.

The three day event (April 27 to 29) will see four key initiatives unfold: it will showcase (via a major product trade show) business communities from both sides of the border; efforts will be undertaken to more widely market the conference in Maine and New Brunswick; emphasis will be placed on focusing on practical aspects of doing business in both nations; and previous

cross-border business partnering relationships that have developed over the last four years will be highlighted as models of success.

Bill Black, chairman of the New Brunswick Chamber of Commerce, explains "We've found networking opportunities are vast and varied" at Partnerships conferences. Moreover, he cites successful partnership business relationships between new Brunswick Power and Central Maine Power, as well as networking relationships between New Brunswick and Maine public relations and law firms as samples of the event's blessings. He also thinks it is an event which should not be missed by any business hoping to do either expanded Canada-US (international) or larger global trading.

"This year is of special significance," Black emphasizes, "because there is so much change in our business community - we're going so global. If you can get across the borders of New Brunswick and Maine, you can (because of the things learned at Partnerships) learn to go global." He says the bottom-line is "It's the finest networking opportunity (business people) could attend."

The event hopes to attract between 400-and-450 participants, and it is growing! Matter-a-factly, he says, "It is almost at capacity now - which is a nice problem to have."

What is it that attracts such a crowd? Throughout the three days, business leaders will gather to hear key note welcoming addresses from government guest speakers, Premier Frank McKenna of New Brunswick and Governor John McKernan Jr. of Maine; come to view a major product trade show; and attend workshops on topics such as the environment and profits, technology, quality standards, marketing, NAFTA, FTA and GATT - in particular, special attention will be given to marketing products and services in Mexico.

The city's business leaders and civic officials are also excited about the opportunity to show-off local businesses, venues and newest attractions. One such local entrepreneur is Herb Duncan of Fundy Computer Services Ltd. As founder and president of one of the fastest growing computer technology and training companies in Canada

Serv
Scot
idea
indu
look
infor

Mc



A
Of

Product
and de
bilingual

Low prop
tax rates
high qua
of life

Highly
supportiv
business
communi

Lowest
rates in C.

For m
New

(according to Profit Magazine), he thinks Partnerships '94 being held in the Loyalist city is good - "no question!" A member of the board of directors of the Saint John Board of Trade and business representative on the Greater Saint John Economic Development Commission, Duncan says another benefit of the international conference is that it helps dissolve psychological barriers about trade. He has been observing the increase in trade patterns developing in a north-south direction. Consequently, he feels "piece meal activity" such as developments and expansion of highways in a north-south direction will enhance partnering and trade initiatives.

Furthermore, he says a lot of this "inevitable increased trade" will be the result of relationship building, comfort

levels, trust and familiarities with different markets, "And Partnerships '94 really lends itself to that." Plus he adds it will be "a hell-of-a-lot easier" trading north-south as opposed to east-west.

Prior to confederation, the Atlantic Provinces and the New England

"This year is of special significance," Black emphasizes, "Because there is so much change in our business community - we're going so global. If you can get across the borders of New Brunswick and Maine, you can (because of the things learned at Partnerships) learn to go global." He says the bottomline is "It's the finest networking opportunity (business people) could attend."

States enjoyed very active trading relationships. So with the potential to tap into broad ranging markets encompassing a population of some 60 million consumers (from New Brunswick to New York), initially, it is no wonder why the organizers are keen to see if this interna-

tional initiative can be the catalyst to motivate the re-travelling of old trade patterns of yester-year.

Black, who manages Northern-Carleton Pharmacy in Woodstock, NB, points out that organizers recognize the event will have to change to keep pace with the continuously changing business climate. Subsequently, next year's conference will be held farther south in Maine - in a community bordering the remainder of New England - so it will draw even more southern-most business participants.

For companies like Super Soles and the like, the further Partnerships expands and awareness increases, the better it is for increasing knowledge of quality Atlantic Canadian products and services available to American consumer markets. And who knows? Maybe "Super Soles" will become a common piece of hiker's equipment in the mountainous regions of all 50 states of the union. Considering this, Hansen muses eagerly over the potential of his product making it even as far south as the south-Pacific. "It snows in the mountain regions of Hawaii doesn't it," he asks. **LB**

Working together for mutual benefits . . .



New Brunswick Power

