



Fall 2011

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“Service Best” Designation Key Goal in Partnership Agreement signed by Mid Sask Enterprise Region

Mid Sask Enterprise Region Inc., Saskatchewan Tourism Education Council (STEC) and Diefenbaker Destination Developments Incorporated (DDD Inc.) have partnered to offer “Service Best” training with the goal of designating our region as THE spot to receive excellent customer service. DDD Inc. Project Manager Christian Boyle says our opinions on customer service rank right up there with religion and politics. “Think about how many times you’ve overheard people discuss the service at a restaurant or how they were treated by a cashier. (continued page 2)

STAFF MEMBERS

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“If a business provides great customer service, it magically transforms that business into a place of trust where the customer can depend on getting the service they pay for.... and deserve.”



Service Best (continued)

Each one of us has customer service horror stories which we share with friends, family and co-workers. On the opposite side of the coin is when people experience great service, they typically want to shout it from the rooftops. This doesn't happen by accident, it requires an investment into a culture of great service and, just like any other skill, delivering superior customer service requires training."

Mid Sask Enterprise Region is excited to make this valuable training available in our region. To learn more about Service Best or to find out how your school, business or community can benefit from this training, please call Holly at (306) 860-7404.

"Service Best" is an award winning, internationally recognized workshop created to educate frontline staff in the delivery of superior customer service.



Upcoming Workshop

Service Best Training for Teachers

Thursday, November 23rd, 2011

9:30am– 4:30pm Heritage Center, Outlook

This is a workshop to train teachers in our region to teach "Service Best" to their high school students this year.

To register and discuss training costs, please contact Holly at (306)860-7404

Mid Sask Enterprise Region in the Palm of Your Hand

There are pros and cons to new technology but one of the most useful innovations over the past few years is the access to GPS (global positioning systems). It is quite a useful tool to know exactly where you are going before you actually get there! And no matter what you do at home or at the workplace, you are likely using some kind of mobile device to do it. Mid Sask Enterprise Region supports this technology as an easy and convenient tool to let people know what our region has to offer, whether you are one of the many tourists who visit our region or are looking for the best place in Saskatchewan to live, work and invest. Over the next few months, Mid Sask Enterprise Region and Diefenbaker Destination Developments Inc. will develop downloadable GPS tours. These tours will be geared towards attracting investors and businesses to our region. Currently, this software is already being used in our region to create tours focused on tourism attractions around Lake Diefenbaker. Several of these tours can be found on the SaskGeoEscapes website at www.saskgeoescapes.com.



We want to Feature Your Business...for FREE!

We are looking for businesses in our region who would like free publicity on our websites! Check out our “Feature Business” videos on our website at **www.midsasker.ca** and our online chamber website at **www.msechamber.ca** We would love to help you show off all your hard work—did we mention its **free**? Call Kristin at 860-7408 or email her at kristin@midsasker.ca for more information.



Just a reminder to all businesses in the Mid Sask Enterprise Region - the online **e-Chamber of Commerce** is **open for business and welcoming new members!**

The site links you to the region and well beyond like never before! Did you know our online Chamber is the **first of its kind in Western Canada?**

Become a member and explore the Chambers Group Benefits Plan to see how it can work for you and/or your employees. See us online at www.msechamber.ca and talk to us about the benefits of membership!

Business Retention and Expansion Project

The next phase of the BR and E Project has begun and businesses in the Mid Sask Enterprise Region have been telling us what it is they love about doing business in this region, what they would like to see changed and what **needs** to change in order for them to continue to run their business now and in the future. We have interviewed the majority of businesses in Davidson, Outlook, Beechy, Central Butte, Lucky Lake and Elbow and will now be talking to businesses everywhere in between over the coming months. The feedback gained through this project has been invaluable and will hopefully bring about some changes in our communities to retain and attract business. To the business owners we have yet to meet, we look forward to talking to you! To learn more about the Business Retention and Expansion Project, call Holly at (306) 860-7404.

Mid Sask Enterprise Region Partners with Saskatoon Ideas Inc. & Whitecap Dakota First Nation for Business Incubator Project

2011 is the Year of the Entrepreneur and what better time than now to do what we can to help new business start ups?

Mid Sask Enterprise Region Inc. and Whitecap Dakota First Nation have partnered with Saskatoon Ideas Inc. to establish a business incubator on the Whitecap Dakota First Nation. The incubator is a place to encourage entrepreneurship, where new business owners will house their start ups, receive training and mentorship, and an ideal place for them to learn from each other as they begin their new venture! We will keep you updated on their progress.

Regional Economic Development Strategy Underway

Mid Sask Enterprise Region Inc., Saskatchewan Agriculture, Diefenbaker Destination Developments Inc. are meeting to share strategies and information on how we can all best move forward and grow our region. Two main industries already in our region with huge potential for development are tourism and agriculture/ value added agriculture. We believe these industries can not only co-exist but flourish! We are working on identifying specific economic development opportunities and we welcome input from anyone interested. Should you have any questions on the Regional Economic Development Strategy, contact Maureen at 860-7400 or maureen@midsasker.ca



Board Member Profile...Larry Burechailo

Larry serves as the secretary of the Mid Sask Enterprise Region board. Larry has worked for Sask Power since 1989 but finds time to run the family farm just outside of Rosetown. Larry also serves on the board of Sask Water and is a member of their audit and finance committee. He has been a member of the Royal Canadian Legion for 40 years.

....and his Community

Larry calls the Resort Village of Coteau Beach his second home, and what a beautiful place to call home! The Resort Village of Coteau Beach is located on the northwest side of Lake Diefenbaker. It has come a long way since 1969, when the first meeting was held regarding purchasing lots for sale. To allocate the lots, names of interested owners were picked out of a hat! Today, there are 129 cabins at Coteau Beach and quite a few people have made it their permanent home. Have a look at the communities new website created by our own Kristin Genest at www.resortvillageofcoteau.ca.

Mid Sask Enterprise Region Inc.

ANNUAL GENERAL MEETING

Monday, November 28th, 2011 at 4:00 pm

Chinook Winds Boathouse Meeting Room

Elbow, Saskatchewan



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