

# GLOBAL VENTURES MAGAZINE

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD.

PM# 42591019

VOLUME FOURTEEN ISSUE FOUR • WINTER 2022

## ON THE COVER:

Spotlight on Our  
Associate Members

## IN THIS ISSUE:

myComply is Setting a New  
Technological Standard for the  
Construction Industry

SolusGuard Offers  
Enterprise Grade Safety  
and Security Solutions  
to Help Keep Your  
Employees Safe

Board Check Up  
Provides Performance  
Management Services to  
Help Boards Reach High  
Leadership Levels

NAIDA  
Communications  
has a Passion for  
Growing Businesses  
and Elevating  
Sales



# STEP's Market Intelligence Services

**MAKING GOOD DECISIONS** is essential for operating a successful business, and in many cases, these crucial decisions are made with less than optimal information.

Business decisions are only as good as the information they are based upon, so it is essential that companies arm themselves with current, accurate, relevant and actionable information. Whether you're selling product in Calgary or Beijing, STEP can assist companies in collecting, identifying and analyzing pertinent data.

**Your STEP membership includes services from STEP's Market Intelligence team.** The Market Intelligence team will work with your company to define your information requirements and ensure you have the most relevant and current information available to help you make informed business decisions.

If you are interested in updating or creating prospect lists, exploring new markets, reviewing relevant competitors or other related research, STEP's Market Intelligence team is ready to serve your needs.

**STEP members have access to STEP's Market Intelligence Service at the following specified levels:**

- Pre Market Member: 25 hours
- Premium Member (Regular): 100 hours
- Regular Member: 50 hours

**The reports STEP provides include, but are not limited to:**

- Market assessments and overviews
- Competitive intelligence and analysis
- Political risk analysis
- Potential buyer identification
- Tariff and regulatory information

**Major Databases STEP subscribes to:**

- Emerging Market Information System
- D&B Hoovers
- Import Genius
- Global Trade Tracker
- Crunchbase
- InfoMine/Mining Intelligence
- International Strategic Analysis
- Mintel GNPD
- Euromonitor (Food Only)
- IBIS World (North America Only)

**Getting Started:**

To discuss your potential research requirements, contact STEP's Market Intelligence Team:  
**Jeff Thackeray**, Senior Director, Market Intelligence **306 530 3914**

[www.sasktrade.sk.ca](http://www.sasktrade.sk.ca)

**Put STEP's Market Intelligence Services to work for you!**



# GV

VOLUME FOURTEEN ISSUE FOUR • WINTER 2022

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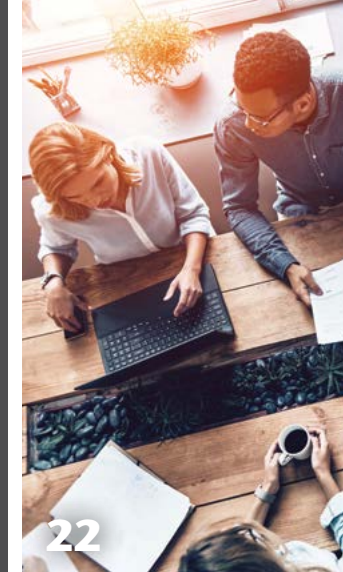
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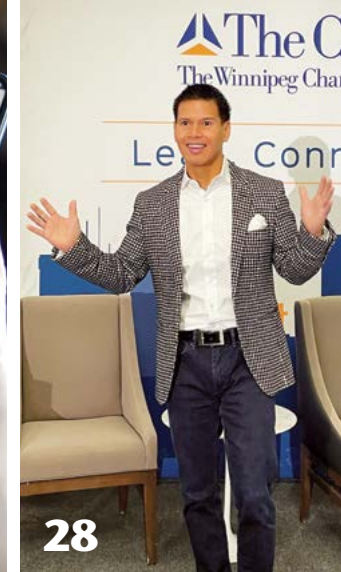
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22



26



28

# Inside

## STEP DIRECTORY

- 11 SPECIAL REPORT**  
STEP Associate  
Member Directory

## FEATURES

- 5 GHY INTERNATIONAL**  
One of Canada's Oldest  
Brokerage Companies,  
Family Owned and  
Managed by the  
Fourth Generation
- 22 BOARD CHECK UP**  
Helping Boards of  
Directors to Reach High  
Leadership Levels and  
Effective Governance

- 24 MYCOMPLY**  
Setting a New  
Technological Standard  
for the Construction  
Industry

- 26 SOLUSGUARD**  
Providing Enterprise  
Grade Safety and Security  
Solutions to Help Keep  
Your Employees Safe

- 28 NAIDA COMMUNICATIONS**  
Demonstrating a Passion  
for Helping Businesses  
Grow and Elevate Sales

## DEPARTMENTS

- 4 CEO'S MESSAGE**
- 6 BIZNOTES**
- 8 UPCOMING EVENTS**
- 30 STEPNOTES**

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# BACK TO BUSINESS

**THE VALUE** of the handshake that ac-companies sealing export deals has certainly appreciated over the last three years as the opportunity to be in-person with one another ebbed and flowed through the COVID-19 pandemic. To this end, the value of our first in-person Annual General Meeting since 2019 was unmatched. A heartfelt thank you to the STEP members and industry partners who

attended our AGM, Member Reception, and Export Awards on September 29, 2022. It was a positive and re-assuring experience to be in the room together again.


Equally exciting was presenting STEP's 2022 Exporter Award, sponsored by Export Development Canada (EDC). There were a fantastic number of award applicants, all representing the diverse exporting sectors of Saskatchewan and key in driving the local economy. We were pleased to recognize four finalists Algorithm Ingredients Inc, Hydraulitechs, Skill-shark Software Inc., and Wilger Industries Ltd. Each of these companies offer inspiration to our membership and to the province through their export achievements and contributions to their communities.

This year's STEP Exporter Award was presented to Algorithm Ingredients Inc. Algorithm makes the consumption of Omega-3s easy, enjoyable and eco-friendly through their patented processes, innovative delivery methods and novel applications of functional ingredients for use in supplements, nutraceuticals, food, beverages, and childhood/infant nutrition products. Congratulations, once again on this achievement.

As 2023 approaches, STEP begins working within a renewed three-year strategy, carrying the spirit of evolution and improvement forward. The organization's evolution ensures we maintain relevance to our members as well as apply the appropriate resources to reach our goals.

Looking forward, STEP is setting out an aggressive calendar of events to deliver exceptional networking and informative resources to our member base as well as out-going and in-coming trade missions, seminars, and an early 2023 Trade Accelerator Program cohort. Engaging members and other partners within the Saskatchewan community bolsters our province's capacity to globally export goods and services.

This edition of Global Ventures highlights the associate STEP members who support Saskatchewan's exporters by offering a cross section of essential services and consulting. Thank you to each of these members for your continued work.

Finally, on behalf of STEP management, staff, and Board of Directors, I extend the warmest wishes for the holiday season and may 2023 bring prosperity and joy! 

## CEO REPORT



Chris Dekker  
President & CEO, STEP

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CONNECTING **SASKATCHEWAN**  
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**VISION**  
Prosperity through trade.

BY BOB COWIE of GHY International

## A TWEET WILL NOT CHANGE YOUR NEED TO BE COMPLIANT WITH CUSTOMS

**MANAGING** customs compliance can be a stressful challenge at the best of times. One made even more so in today's highly volatile trade environment where an intemperate tweet from the White House could put your international supply chain at risk of being unexpectedly slammed with costly additional tariffs down the road. Given this climate of uncertainty, the need for businesses to have a robust trade compliance program capable of responding to rapidly changing circumstances is greater than ever before.

The place where goods originate is key to the entire Customs process; determining not just tariff rates, but also the enforcement of various trade remedies, import quotas, labeling requirements, and many other regulations. While this can be a straightforward matter when it comes to basic commodities, for more complex products where multiple components or a substantial degree of transformation is involved, the question of origin can be complicated and for this reason is often the heart of many disputes with Customs.

Having immediate access to the significant amount of data related to where each product originates and the applicable rules involved, makes for better informed sourcing and strategic decision-making. Efficiently handling this information helps avoid mistakes at the border that could otherwise cause shipment delays and customs penalties in addition to possibly even triggering an audit.

Correct tariff classification of all your products is crucial to the determination of duties, import taxes, preferential tariff treatment, and

various import/export restrictions. Any misclassification of goods can have costly and wide-ranging implications throughout your supply chain.

Companies should, therefore, undertake a periodic review of all classification that have been used historically, ensuring that brokers and other service providers are kept up to date about any new products or changes of the products entering the system. Where classification of a product is unclear and/or could arguably fall under multiple tariff codes, there are automated online tools that can be utilized such as GHY Classify to help. However, keep in mind that it is imperative to verify with a licenced Customs Broker, or at minimum a Certified Trade Analyst who has a precise understanding of exactly how the Harmonized System rules should be applied to your specific situation.

Reporting the value of your goods accurately is crucial because this determines the amount of duties and taxes to be paid. While overvaluing imported goods could result in lost revenue to the business. If Customs find that your products have been undervalued, it could lead to shipment delays, or worse, even civil or criminal penalties.

Businesses often face difficulties in understanding the valuation rules and actually putting them in practice. In some cases, particularly with multinational corporations, compliance problems most commonly arise from issues concerning transfer pricing, a strategy employed by businesses with the goal of minimizing corporate income tax, but employs

methodologies that can often be challenging to reconcile for Customs purposes. In view of these obstacles, working closely with a designated Trade Expert knowledgeable in this particular field of practice is strongly recommended.

When importing and/or exporting, the right paperwork is absolutely essential. Missing or inaccurate documents can increase risks, lead to shipping delays and extra costs, even penalties and fines in some cases. In terms of Customs compliance, accurate documentation creates the linkages between various aspects of a commercial transaction.

In order to facilitate a seamless flow of information and ensure greater cross-functional transparency, companies should be proactively connecting their procurement and entire supply chain processes by incorporating Customs elements into the commonly used purchase to pay (P2P) process.

Compliance these days is increasingly complicated by growing multitudes of rules, regulations, trade agreements, and audit requirements. In order to avoid supply chain disruption, non-compliance fines, and incidents that cause damage to the organizational brand and reputation, businesses need to be aware of what their responsibilities are in trade. Developing a strong trade compliance strategy, with these four areas of concern in mind, is key.

Bob Cowie is the Vice President of Global Trade Services of Winnipeg based GHY International. 1.800.667.0771 / Bob@ghy.com 



Discover the difference with a complimentary assessment from the GHY Team.

Contact our Trade Specialist - Neil Stewart  
about the advantages for your business.  
**204.290.0424 | neils@ghy.com**

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# BIZNOTES

STEP members who have noteworthy news are invited to share that information with **Global Ventures** for our BIZNotes section. For further information or to submit content, please contact Katya Tomlinson, Communications Specialist at [ktomlinson@sasktrade.sk.ca](mailto:ktomlinson@sasktrade.sk.ca).

## 2022 ABEX AWARDS Celebrate Saskatchewan Business

The 2022 ABEX Awards, organized by the Saskatchewan Chamber of Commerce, were recently held in Saskatoon with Canadian Organic Spice & Herb Company Inc. receiving the Export Award sponsored by STEP. Maven Water and Environment received the Business of the Year Award, and the Growth and Expansion award. Custom Agricultural Intelligence took home the Innovation Award.



"The number of applications received for this year's ABEX Awards has been astonishing. We are proud to celebrate so many Saskatchewan business success stories," said Prabha Ramaswamy, CEO of the Saskatchewan Chamber of Commerce.

## CANADA'S 2022 TOP 100 BLACK WOMEN to Watch List

Canada's Top 100 Black Women to Watch in 2022 Award celebrates and honours inspirational leaders across the country, and this year Saskatchewan is proud to see a few of its residents among the honourees. Presented by Canada International Black Women Excellence, the annual award recognizes Black women who have a positive impact on the lives of others through their leadership roles.



This year Bernice Richard, chief operating officer of Custom Agricultural Intelligence Inc., which aids farmers with crop growth is one of the recipients. She is a hands-on leader who is actively involved in projects that directly benefit the communities of Sedley, Regina and Weyburn.

"It's important for me to ensure that my business is instrumental in helping any community projects that surround where we are located," she said.

## LS POWER GRID New York Project



Team Power Solutions (TPSX) is excited to be working on the LS Power Grid New York (NY) project in Schenectady, NY this year. TPSX is supporting the commissioning efforts in the role of commissioning manager.



Back in April 2019, New York Independent System Operators (NYISO) selected a joint proposal by LS Power Grid New York (LS Power-formerly known as North America Transmission, LLC) and the New York Power Authority (NYPA) to upgrade the transmission system within existing utility rights-of-way. LS Power Grid Maine, LLC is set to build a new transmission solution to deliver renewable energy from Aroostook County, Maine into the existing New England grid.

TPSX was also involved in the Gordon Road Substation Project in Schenectady, NY earlier this year. Some of the highlights of the massive equipment involved in this project included: 7 -294 MVA – Transformers, 230kv circuit breakers and disconnects, and all associated protection and control.

## VIDO Seeking Individual Donors



The Vaccine and Infectious Disease Organization (VIDO) is Canada's largest and most sophisticated facility for infectious disease research. Soon, VIDO will raise its containment status from level 3 to level 4 and add a new animal facility allowing for even more advanced disease research.



The important work taking place at VIDO at the University of Saskatchewan (USask) is supported by the federal, provincial, and municipal governments, along with business and agricultural sectors and philanthropic foundations.

However, the most noteworthy charitable donations come from individual donors, both large and small. One Saskatoon Lawyer Doug Richardson said he is proud to be a "Friend of VIDO," and encouraged others to follow suit.

"Individual donors are essential to show the widespread support to ensure that VIDO becomes Canada's Centre for Pandemic Research — the leading national pandemic facility," he said. "It is recognition we as the people of Saskatchewan deserve and can invest in. We all have a role in this Saskatchewan success story. We can all be inspired by the pensioner who sent a \$100 gift, with the note, 'I don't have a lot to give, but I wanted to give something to help protect my grandchildren and their future.'"

## RESEARCHERS AT U OF S DISCOVER Nutrient-Boosting Process for Lentil Crops



University of Saskatchewan researchers have been experimenting with new ways to grow red lentils, having recently discovered a way to boost nutrient levels and reduce environmental impact simultaneously. Chemical and biological engineer Venkatesh Meda leads a team working with microwaves and infrared heat to make red lentils more nutrient-dense, while using fewer greenhouse gases to process.

Meda says the microwave heats the lentil from the inside out, while the infrared dries the outside of the lentil. Using this innovative process, Meda says the "zapped" lentils made 96 per cent of the starch digestible, and more than 85 per cent of the protein. These numbers may not seem significant until you compare that with less than 69 per cent starch and under 80 per cent protein digestibility in raw lentils.

"There is absolutely a role for legume crops to be blended into a protein powder, snack bars for those who are hiking in the mountains, athletes with a sports diet, and kinesiology practitioners; as well as export potential for some of those 'made-in-Saskatchewan' products which we have to promote tourism as well as attract more investors to this province," said Meda.

With Saskatchewan producing a vast majority of the lentils in the country (over 2-million tonnes in an average year) this could have a significant impact on both the agricultural sector and the provincial economy. Meda said the next step is to scale up the process, improve the flavour, and see if this unique roasting process can be applied to other legumes and oilseeds with similar benefits.

## BUILDING BETTER



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# UPCOMING TRADE EVENTS

## JANUARY 2023

### TRADE MISSION: Energy Mission to New Mexico

Date: January 9-13, 2023  
Location: Hobbs, NM  
New Mexico is a natural fit for Saskatchewan energy and mining suppliers. They are the largest potash producer in the USA and the 2nd largest oil producer. The primary focus of this mission will be targeted meetings and tours with oil producers in the Hobbs region. A secondary focus of the event will be meetings with potash mines in the state. STEP will arrange the meetings, ground transportation and lodging in New Mexico.  
Contact: Ryan Niemela, Director, Manufacturing & Technology  
rniemela@sasktrade.sk.ca

### SEMINAR: Environment, Sustainability and Governance (ESG) Information Session & the Path Forward

Date: January 25, 2023  
Location: Saskatoon, SK  
Environmental, sustainability, and governance (ESG) is becoming increasingly important in how companies operate and communicate with buyers and other stakeholders. It is tied to all areas of business. STEP is pleased to host a lunch and learn

seminar aimed at showing how Saskatchewan exporters can become more aware of ESG guidelines, how your company can start the process of preparing for a customized strategy, and next steps forward in committing to an ESG strategy.  
Contact: Doug O'Brien, Senior Market Intelligence Specialist  
Tel: 306.787.7940  
dobrien@sasktrade.sk.ca

## FEBRUARY 2023

### TRADE MISSION: North Dakota Association of County Engineers (NDACE) County Roads Conference

Date: February 1-2, 2023  
Location: Minot, ND  
Saskatchewan Trade & Export Partnership (STEP) is recruiting companies to participate in a trade mission to the North Dakota Association of County Engineers County Roads Conference and Exhibition (NDACE), being held in person February 1-2, 2023, in Minot, ND, at the Grand International Inn. The show is expecting up to 250 buyers who will be looking for construction products, large equipment, engineering services and more related to infrastructure development. These buyers will be from both public and private sectors, including county highway department staff, engineer-

ing and construction companies and county commissioners among others.  
Contact: Jeff Cooper, Senior Director, Manufacturing & Technology  
jcooper@sasktrade.sk.ca

### INCOMING BUYER MISSION: Mining

Date: February 13-16, 2023  
Location: Saskatoon, SK & Regina, SK  
STEP will recruit mining companies and engineering firms from multiple countries. Over three days STEP will facilitate business meetings, networking receptions and site visits in and around Saskatoon and Regina.  
Contact: Ryan Niemela, Director, Manufacturing & Technology  
rniemela@sasktrade.sk.ca

### TRADE MISSION: BIOFACH 2023

Date: February 14-17, 2023  
Location: Nuremburg, Germany  
BIOFACH is one of the world's largest organic trade shows with more than 50,000 attendees and 2,900 exhibitors from 144 countries, it is the world's leading trade fair for organic food. Saskatchewan companies will be given the opportunity to sell organic food ingredients to the EU and around the world.  
Contact: Roy Hawat, Senior Director, Agriculture & Agri-Value  
rhawat@sasktrade.sk.ca



### TRADE MISSION: National Farm Machinery Show

Date: February 15-18, 2023  
Location: Louisville, KY  
The National Farm Machinery Show offers the most complete selection of cutting-edge agricultural products, equipment and services available in the farming industry. Attracting 300,000 visitors annually, attendees from around the world gain knowledge and hands-on access to various technological advancements. STEP will be organizing a group display at the show.  
Contact: Jeff Cooper, Senior Director, Manufacturing & Technology  
jcooper@sasktrade.sk.ca

### TRADE MISSION: Gulfood and Second Market

Date: February 20-24, 2023  
Location: Dubai, UAE  
Gulfood is the biggest business matchmaking program dedicated to Gulfood industry leaders and peers. 48% of exhibitors and attendees at Gulfood use the tradeshow as an entry point into the GCC region. STEP will be organizing B2B meetings with the help of the Trade Commissioner Service, Canada Arab Business Council, and the Saskatchewan office located in Dubai.

This mission will provide the perfect entry point for STEP members looking to enter or expand their market in the GCC.  
Contact: Jay Albers, Trade Specialist, Agri-Value  
jalbers@sasktrade.sk.ca

### TRADE MISSION: SME MINEXCHANGE

Date: February 26-March 1, 2023  
Location: Denver, CO  
The MINEXCHANGE SME Annual Conference & Expo returns to Denver, its flagship location, in 2023. The show attracts decision makers from companies like Solvay, Rio Tinto, Freeport-McMoRan, Aecom, Newmont, Wood, Hatch and others. Denver is the primary location for this event and over 6,000 attendees are expected. STEP has booth spaces reserved and will reach out to local mining and engineering companies to set up meetings during the show and on March 1st and 2nd. STEP will provide the transportation for any off-site meetings. Networking opportunities include field trips, an International Reception, technical sessions and other events. Show participants are mostly North American with some international attendees. If you are targeting

the US mining industry, especially the southwest, this is the show to attend.  
Contact: Ryan Niemela, Director, Manufacturing & Technology  
rniemela@sasktrade.sk.ca

### TRADE MISSION: Building Products – NWRLA Minneapolis

Date: February 2023  
Location: Minneapolis, MN  
Building on the success of similar B2B events, this trip offers STEP Members involved in wood & building products the opportunity to explore the market and begin to establish or continue to grow their business ties in the US. The main purpose would be to exhibit and work this regional trade show as well as to setup one-on-one business meetings between STEP Members and potential customers (distributors, dealers, retailers, developers, builders, other manufacturers, etc.) in the selected US market. Other activities would include a half-day information session on the business environment, update on the construction/building industry in the US, group visits/tours and a networking event with industry associates.  
Contact: Jeff Cooper, Senior Director, Manufacturing & Technology  
jcooper@sasktrade.sk.ca







## MARCH 2023

### TRADE MISSION: PDAC

Date: March 5-8, 2023  
Location: Toronto, ON

The Prospectors & Developers Association of Canada (PDAC) hosts the country's largest mining show. It draws upwards of 25,000 attendees from 125 countries. Booth spaces will be available in a Saskatchewan pavilion and meetings will be scheduled with the international delegations. In addition to the meetings, STEP will represent members do not present and connect members with the local, national and international networking events that take place in and around the show including the Saskatchewan Reception.

Contact: Ryan Niemela, Director,  
Manufacturing & Technology  
rniemela@sasktrade.sk.ca

### TRADE MISSION: 2022 Foodex Japan

Date: March 7-10, 2023  
Location: Makuhari Messe,  
Greater Tokyo Japan

Foodex is Japan's premier event for the global food and beverage sector, which will be held the second week of March each year in Makuhari Messe, Greater Tokyo, Japan. This show has the longest history of success in Asia and focuses on imported food and beverage products. It attracts qualified buyers from all over the Japanese and Asian regions. For more detailed information on Foodex Japan, please visit the

website: <https://www.jma.or.jp/foodex/en/>  
Foodex Japan is also selected as one of the AAFC flagship shows which AAFC provides funding to lower the cost of booth space to support Canadian food and beverage companies to exhibit.

STEP will work closely with the Saskatchewan Tokyo office to organize participating exporters to exhibit in the Canada Pavilion at the show, visit local food and beverage buyers, and attend a networking reception and a business dinner with Japanese buyers.

Contact: Yi Zeng, Senior Director, Asia  
yzeng@sasktrade.sk.ca

### TRADE MISSION: Natural Products Expo West

Date: March 8 - 11, 2023  
Location: Anaheim, CA

Natural Product Expo West is the leading trade show in the natural, organic and healthy products industry in North America. In 2019 the show attracted over 89,000 industry professionals and 3,300 exhibitors to the Anaheim Convention Center. Along with the trade show itself, STEP will be organizing B2B meetings with companies interested in Saskatchewan Organic and Natural products. With the scale and size of this show, it is a great opportunity for STEP members not only to market their product but evaluate their competition throughout North America and the world.

Contact: Roy Hawat, Senior Director,  
Agriculture & Agri-Value  
rhawat@sasktrade.sk.ca

### TRADE MISSION: ConExpo

Date: March 14-18, 2023  
Location: Las Vegas, NV

CONEXPO is the international gathering place in March 2023 for the construction industry. Held every 3 years, the exposition showcases the latest in equipment, products, services and technologies related to the construction industry. STEP will organize a STEP member group exhibit, B2B meetings and a networking event at Con Expo 2023.

Contact: Jeff Thackeray,  
Senior Director, Market Intelligence  
jthackeray@sasktrade.sk.ca


### INCOMING BUYER MISSION: Mexican Oil & Gas Buyer Mission

Date: March 21-23, 2022

Location: Saskatoon, SK & Regina, SK  
STEP will recruit oil & gas producers and EPCM firms from Mexico. Over three days STEP will facilitate business meetings, networking receptions and site visits with members in and around Saskatoon and Regina.

Contact: Ryan Niemela, Director,  
Manufacturing & Technology  
rniemela@sasktrade.sk.ca



For a complete list of STEP Incoming/  
Outgoing Trade Missions and Seminars,  
visit [www.sasktrade.sk.ca](http://www.sasktrade.sk.ca). 



2022 EDITION



## STEP ASSOCIATE MEMBERS: PRODUCTS & SERVICES

**GLOBAL VENTURES** directories aim to provide valuable references for conducting international business. This month, we highlight STEP Associate Members. These businesses provide a cross section of essential services and support to companies building and expanding their businesses. Coupled with their service delivery, these Associate Members have the expertise, networks, and a thorough understanding of exporting from a Saskatchewan perspective.

This edition includes a listing of products and services such as logistics, transportation, trade finance, foreign exchange, customs brokers, tax advisory, international law, consulting services, and many more organizations playing a key role in the exporter's ability to navigate international market success.

Working with the companies listed in this directory brings peace-of-mind; Associate Members have already provided services to other STEP members in the unique export process, helping them not only succeed but flourish.



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# STEP Associate Members: Products & Services

A

## Ag in Motion

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[www.aginmotion.ca](http://www.aginmotion.ca)

Products and services include showcasing companies that manufacture and sell agriculture equipment, dry-land crops and management tools as well as the livestock industry in an outdoor tradeshow, and demonstration setting.



## Agricultural Producers Association of Saskatchewan (APAS)

Regina, Saskatchewan  
[apas.ca](http://apas.ca)

Products and services include policy development and advocacy to create and maintain a strong agricultural sector in Saskatchewan, plus special pricing, and discounts for APAS members through the APAS My Rewards program.



## Agriculture Council of Saskatchewan Inc. (ACS)

Saskatoon, Saskatchewan  
[www.agcouncil.ca](http://www.agcouncil.ca)

Products and services include identifying challenges and opportunities common to our members and stakeholders, supporting and promoting appropriate collaborative action, innovative approaches and options; levy collection and election services; and general management, administration, and bookkeeping services for organizations.



## Ag-West Bio Inc.

Saskatoon, Saskatchewan  
[www.agwest.sk.ca](http://www.agwest.sk.ca)

Products and services include strategic networking opportunities to the life science community, conferences, seminars, and opportunities to participate in trade shows in export markets.



## AMC – Agricultural Manufacturers of Canada

Winnipeg, Manitoba  
[www.a-m-c.ca](http://www.a-m-c.ca)

Products and services include advocacy to propel policy change fueling progress and expansion, and events and communications that bring members together for networking, information sharing, and collaboration to support industry and membership growth.



## Aon Reed Stenhouse Inc.

Regina, Saskatchewan  
[www.aon.ca](http://www.aon.ca)

Products and services include commercial insurance, personal insurance, risk control, mergers and acquisitions, surety and bonding, negotiating trade credit insurance, strategic risk solutions and risk management services including insurance placement, specialized brokerage services, program development, administration, premium financing, and loss control services.



## Association of Consulting Engineering Companies – SK (ACEC-SK)

Regina, Saskatchewan  
[www.acec-sk.ca](http://www.acec-sk.ca)

Products and services include an association of member firms offering services in specialized fields including aerospace, agriculture, building science, chemical engineering, cold climate engineering, communications/telecommunications, computer science, electrical, energy, energy geoscience, environmental, environmental geoscience, fisheries, forensic, forestry, geophysics, geotechnical, industrial, marine and coastal, materials, mechanical, mineral geoscience, mining engineering, municipal, occupational health and safety, petroleum engineering, planning, pressure vessels, project management, research, structural-buildings, structural-other, surveying and mapping, temporary works, and transportation.



## Association of Food Industries Inc. (AFI)

Neptune City, New Jersey  
[www.afius.org](http://www.afius.org)

Products and services include assisting their members with government regulations, food standards, statistical data, as well as pro-actively monitoring regulatory changes affecting the food import trade, and holds an annual convention, town meetings, and many networking opportunities each year.



## Avison Young Commercial Real Estate (Sask) Inc.

Regina, Saskatchewan  
[www.avisonyoung.com](http://www.avisonyoung.com)

Products and services include value-added, client-centric investment sales, leasing, advisory, management, financing and mortgage placement services to owners and occupiers of office, retail, industrial and multi-family properties, full-service commercial real estate, office, industrial and retail leasing, tenant and landlord representation services, property acquisitions and dispositions, corporate advisory services, asset, project and property management, as well as consulting and research.



B

## Benchmark Public Relations

Regina, Saskatchewan  
[www.benchmarkpr.ca](http://www.benchmarkpr.ca)

Products and services include strategic communications and marketing, issues management, writing, media buying, event planning, print and website design, and media relations training.



## Better Business Bureau of Saskatchewan Inc.

Regina, Saskatchewan  
[www.bbb.org](http://www.bbb.org)

Products and services include mediation between businesses and consumers who cannot reach an agreement regarding disputes, reliability reports on businesses in the Saskatchewan area, and other benefits to members.



## BNSF Railway

Calgary, Alberta  
[www.bnsf.com](http://www.bnsf.com)

Products and services include rail transportation to agriculture, coal, intermodal, and industrial product customers.



## Broekman Logistics Division B.V.

Rotterdam, South Holland  
[www.broekmanlogistics.com](http://www.broekmanlogistics.com)

Products and services included end to end supply chain services, air freight imports and exports, sea freight imports and exports, warehousing services, kitting services, machinery assembly services, intra-European road distribution, intra-European and global express services, and customs clearance services.



## Business Development Bank of Canada (BDC)

Saskatoon, Saskatchewan  
[www.bdc.ca](http://www.bdc.ca)

Products and services include financial services, consulting services, subordinate financing, and venture capital.



C

## CaixaBank S.A Representative Office in Canada

Toronto, Ontario  
[www.caixabank.com](http://www.caixabank.com)

Products and services include support in 127 countries through the bank's International Banking network and 1,600 correspondent banks around the world, in addition to its highly specialized advisers in its domestic country, offering tailor-made and added-value solutions for its clients. In its product portfolio, CaixaBank offers multiple solutions for exporters such as trade finance (guarantees, import and export documentary credits, documentary collection, SPOT, Standby Letters of Credit...), cash management (domestic and international payments, mass payments) and working capital (confirming, factoring), in addition to management of accounts, term deposits, project finance, and corporate lending.



## Canada Arab Business Council

Toronto, Ontario  
[www.c-abc.ca](http://www.c-abc.ca)

Products and services include market intelligence, B2B, webinars, forums, seminars, networking, trade missions, bi-lateral introductions.



## Canada China Business Council

Calgary, Alberta  
[www.ccbc.com](http://www.ccbc.com)

Products and services include missions between Canada and China, membership advice and counsel, business networking events.



## Canada Organic Trade Association (COTA)

Ottawa, Ontario  
[www.canada-organic.ca](http://www.canada-organic.ca)

Products and services include hosting events, consumer campaigns, engaging with their membership base and creating opportunities for the Canadian organic sector. COTA offers programs annually such as the Annual Fund program to support industry research, advocacy and consumer trust, Organic Leadership Awards Event to recognize organic excellence, Organic Week Consumer Education campaign, Members Day and AGM, and the Annual Organic Summit to learn from organic leaders globally on challenges, successes and current industry trends. In addition, COTA supports members to attend trade shows outside Canada in key markets including the US, Europe and Asia and hosts incoming buyers missions. COTA also launched a program in 2019 called Support Organic Change Fund to assist farmers to either transition to organic for the first time or expand upon existing acreage by providing funds towards certification fees. COTA also provides members with ongoing communications on industry trends and provides market and consumer research either free to members or at discounted rates.



## Canada's Farm Show

Regina, Saskatchewan  
[www.canadasfarmshow.com](http://www.canadasfarmshow.com)

Products and services include dry-land farming equipment, services and technologies. Canada's Farm Show's purpose is to connect producers, manufacturers, and buyers from around the world to the latest innovations in dry-land farming.



## Canadian Council on Africa

Toronto, Ontario  
[www.ccafrica.ca](http://www.ccafrica.ca)

Products and services include promoting all sectors including agriculture and agri-food, mining, oil, infrastructure, energy, education, healthcare, technology, legal, travel, and tourism. CCAfrica facilitates business linkages and matchmaking between Canadian and African businesses and institutions.



## Canadian Food Exporters Association (CFEA)

Toronto, Ontario  
[www.cfea.com](http://www.cfea.com)

Products and services include seminars, workshops, trade shows, trade missions, regulatory information, and government advocacy.



## Canadian Manufacturers & Exporters (CME)

Saskatoon, Saskatchewan  
[www.cme-mec.ca](http://www.cme-mec.ca)

Products and services include advocacy, real-time business insight and intelligence, networking and educational opportunities, leadership and safety training, productivity support, and member discount programs.




CONNECTING SASKATCHEWAN  
BUSINESS WITH THE WORLD.


[www.sasktrade.sk.ca](http://www.sasktrade.sk.ca)



**Canadian Pulse and Special Crops Trade Association**  
Winnipeg, Manitoba  
[www.specialcrops.mb.ca](http://www.specialcrops.mb.ca)  
Products and services include the use of CSCA trade rules, reduced fee for CSCA annual meeting, reduced fee for CSCA arbitrations, the opportunity for input on the committees that regulate the industry, access to the CSCA's arbitration case-study library, and the opportunity to network with other specialty crop leaders and to vote on issues affecting the industry.

  
CANADIAN PULSE AND SPECIAL CROPS TRADE ASSOCIATION


**Canadian Western Agribition**  
Regina, Saskatchewan  
[www.agribition.com](http://www.agribition.com)  
Products and services include a world-class livestock show featuring over 4,000 head of livestock including 11 purebred cattle breeds, commercial cattle, light and heavy horses, bison, dairy cattle, sheep and goats, as well as specialized livestock displays.




**Catalystx Co.**  
Saskatoon, Saskatchewan  
[www.catalystx.ca](http://www.catalystx.ca)  
Products and services include providing Canadian SMEs with international trade pre-entry planning (export readiness & feasibility analysis, pricing strategy, financial performance analysis, market-entry strategy), market-entry solution (ecosystem onboarding & (eCommerce operation & supply chain management, marketing management, quality control & reporting). Integration, brand strategy adaptation, IP protection, platform configuration & optimization), and day-to-day management (eCommerce operation & supply chain management, marketing management, quality control reporting).



**Community Futures Saskatchewan (CFS)**  
Winnipeg, Manitoba  
[www.cfsask.ca](http://www.cfsask.ca)  
Product and services include fostering increased communication between offices, advocating the benefits of the Community Futures program to both public organizations and government agencies, continuing education and training of CF staff, and negotiating with prospective associate organizations on behalf of member CFSs.



**Conexus Credit Union**  
Regina, Saskatchewan  
[www.conexus.ca](http://www.conexus.ca)  
Products and services include financial services, electronic banking services, Foreign Exchange Platform (FX), Conexus Business Accelerator courses.



**Corpay**  
Vancouver, British Columbia  
[www.corpay.com](http://www.corpay.com)  
Products and services include Cross-Border Payments: Global businesses trust Corpay to power their cross-border payments. Whether working with small businesses managing a growing supply chain, and roster of partners, or a multinational looking to keep up with real-time demands, Corpay's web-based platform and integrated payment solutions can support all clients' needs; Currency Risk Management Solutions: Effective currency risk management can be the key to thriving and prospering in a world of uncertainty. Corpay's currency risk management solutions enable clients to efficiently move money across borders, manage exposures, and capitalize on market opportunities. Corpay's product portfolio also includes: AP Automation, Virtual Cards, Commercial Card Programs and Small Business Bill Pay Solution.



**Creative Display Saskatchewan**  
Regina, Saskatchewan  
[www.creativedisplay.ca](http://www.creativedisplay.ca)  
Products and services include trade show booths to fit all budgets from lightweight portable booths to large custom designed booths. Creative Display offers everything from graphic design, to installation, shipping/logistics to show locations and storage if needed. Other products include banners, banner stands, tents and flags, brochure stands, tablet stands, vinyl window and wall graphics, fleet graphics, and miscellaneous signage.




**D**

**E**


**Economic Development Regina (EDR)**  
Regina, Saskatchewan  
[www.economicdevelopmentregina.com](http://www.economicdevelopmentregina.com)  
Products and services include providing programs, resources, and economic data that help businesses at any stage of development connect with opportunity in the region. Together with community stakeholders, EDR is creating a vision for economic prosperity that capitalizes on Regina's many strategic assets. EDR recognizes that one of Regina's key differentiators is a strong level of connectedness among members of the community. Whether it's through community engagement, working directly with entrepreneurs through Audacity YQR, or as strategic partners they work to foster those connections and welcome new businesses to the fold.



**Equipment Data Associates (EDA)**  
Charlotte, North Carolina  
[www.edadata.com](http://www.edadata.com)  
Products and services include a powerful market intelligence tool and web-based tool, the Catapult, to track information, integration of real-time, UCC lien registration data into every aspect of business, harvesting new leads, maintaining a higher level of service, measuring the ROI of marketing and trade show strategies, identifying new product opportunities, and more.



**Equipment Marketing & Distribution Association (EMDA)**  
Iowa City, Iowa  
[www.emda.net](http://www.emda.net)  
Products and services include representing wholesaler-distributors and manufacturer's representatives of agricultural machinery, light industrial equipment, outdoor power equipment, timber/logging equipment, and parts or components for any of those industries, a membership directory of products, and prime opportunities to make contact with North American distributors and reps during the annual Fall Convention, the Contact Session and the Industry Showcase.




**Estevan Chamber of Commerce**  
Estevan, Saskatchewan  
[www.estevanchamber.ca](http://www.estevanchamber.ca)  
Products and services include professional services for members.




**Export Development Canada (EDC)**  
Regina, Saskatchewan  
[www.edc.ca](http://www.edc.ca)  
Products and services include trade finance and risk management services, accounts receivable insurance, financing, and guarantees.




**FCC**  
Regina, Saskatchewan  
[www.fcc.ca](http://www.fcc.ca)  
Products and services include a vast array of financial services to support the entire ecosystem that surrounds agriculture.



**FlexNetworks**  
Saskatoon, Saskatchewan  
[www.flexnetworks.ca](http://www.flexnetworks.ca)  
Products and services include dedicated private symmetrical fibre optic inter-office connectivity via layer 2 EPL connections Private dark fibre circuits high speed inter-city wave connectivity to 151 Front Street in Toronto (Internet Exchange).



**Forum for International Trade Training (FITT)**  
Ottawa, Ontario  
[www.fittfortrade.com](http://www.fittfortrade.com)  
Products and services include international business training, international business certification, and membership.




**FPInnovations**  
Prince Albert, Saskatchewan  
[www.fpinnovations.ca](http://www.fpinnovations.ca)  
Products and services include technical support for forest operations, wood products, manufacturing and pulp/paper making, product development services for wood products and value-chain optimization services for wood products, pre-feasibility studies, business mentoring, business support for forest operations and manufacturing, as well as innovations, testing process and product development for roads and transport engineering for forestry, mining, oil, gas, and agriculture.



**Frontier Supply Chain Solutions**  
Regina, Saskatchewan  
[www.frontierscs.com](http://www.frontierscs.com)  
Products and services include customs brokering, trade compliance, and ocean freight forwarding. We help Saskatchewan-based companies sell to the United States by guiding them through the process of obtaining a US Customs Number and Non-Resident Importer status, giving complete control of exports and customs entries south of the border. As an experienced ocean freight forwarder, Frontier connects our clients with buyers overseas and are capable of fulfilling ocean, rail and road transportation based on the INCO terms required. Our team handles multiple shipment quantity and sizes on products such as commodities, raw material, and finished goods. US and Canadian Customs brokerage.



**GHY International**  
Winnipeg, Manitoba  
[www.ghy.com](http://www.ghy.com)  
Products and services include Canadian and US brokerage, consulting and compliance, duty drawback recovery, software solutions, and trade source partnerships.



**Global Affairs Canada**  
Regina, Saskatchewan  
[www.tradecommissioner.gc.ca/index.aspx](http://www.tradecommissioner.gc.ca/index.aspx)  
Products and services include help for Canadian companies and organizations to increase revenues and lower costs of global business through four key services including preparation for international markets, market potential assessment, qualified contacts and problem solving.



**Global Reach Group**  
Saskatoon, Saskatchewan  
[www.globalreachgroup.ca](http://www.globalreachgroup.ca)  
Products and services include a blend of knowledge and experience, market insight and proprietary technology to deliver relevant risk management strategies. A full suite of currency hedging products, independent credit facilities, and a global payment networks are available to ease cash flow management.



**Global Trade Credit Inc.**  
Calgary, Alberta  
[www.globaltradecredit.ca](http://www.globaltradecredit.ca)  
Product and services include a whole turnover or short-term multi-buyer policy, named buyer or short-term key account policy, single buyer or short-term credit insurance policy, medium-term credit insurance policy, excess of loss policy (XOL), as well as a political risk policy.



**Greater Saskatoon Chamber of Commerce**  
Saskatoon, Saskatchewan  
[www.saskatoonchamber.com](http://www.saskatoonchamber.com)  
Products and services include committee involvement options, business development, seminars, speakers, benefit plans, export document certification, fuel discount programs, merchant discount program, membership discount program, publications, membership roster, business education, mentorship program, and business referrals.



**HSBC Commercial Banking**  
Saskatoon, Saskatchewan  
[www.business.hsbc.ca/en-ca](http://www.business.hsbc.ca/en-ca)  
Products and services include import-related services such as documentary letters of credit, post-import finance, shipping guarantees, loans against imports, clean import loans, banker's acceptance finance, transferable and back-to-back letters of credit. Export-related services include export documentary credit, advising, confirmation, negotiation and payment, collections, pre-shipment finance, post-export finance, purchase/discount of collection bills, loans against export, banker's acceptance finance, specialized services, Hexagon (electronic management), EDI solutions, trade solutions, international factoring, forfeiting, credit and risk insurance, without recourse export finance, forex and treasury services, and export receivables finance.



**HSSA (Herb, Spice and Specialty Agriculture Association)**  
Saskatoon, Saskatchewan  
[www.chsnc.ca](http://www.chsnc.ca)  
Products and services include tools to help specialty agriculture to manage risk, be sustainable, manage environmental stewardship and meet buyer requirements. HSSA CHSNC includes member networking, public awareness, ongoing research of production, and market promotion of specialty agriculture from field and forest to shelf. HSSA is your center for education, networking, support, facilitation, research, and development of emerging specialty agriculture, both locally and nationally. They are highly committed to agriculture and processing best practices and share a passionate belief in building the "new ag" industry through related assistance and resources. They are around to respectfully and confidentially connect with producers, wild crafters and processors to realize the 'field and forest to shelf' innovation. HSSA CHSNC begins and ends all its activities with respect for all from the field and forest to finished product.





**Humboldt & District Chamber of Commerce**

Humboldt, Saskatchewan  
www.humboldtchamber.ca

Products and services include network opportunities, business promotion, promotion of the region, group benefits, website listing, and business support.



**IBT Online Limited**

Halifax, Nova Scotia  
www.ibt.onl

Products and services include best practice, optimally localized business development websites, designed with an international focus so client's companies can be found, be understood, and be easy to do business with; international online marketing, search engine marketing, social media marketing, and reporting and analytics programs, to grow clients' traffic, engagement and conversions.



**Impact Marketing Services Ltd.**

Saskatoon, Saskatchewan  
www.impactmarketing.ca

Products and services include promotional products and corporate clothing.



**Innovation Place**

Saskatoon, Saskatchewan  
www.innovationplace.com

Products and services include infrastructure to support research, development, and commercialization in science and technology.



**Kintetsu World Express (Canada) Inc.**

Delta, British Columbia  
www.kwe.ca

Products and services include air freight, sea freight, customs brokerage, surface logistics and distribution (3PL) services.



**KPMG LLP**

Regina, Saskatchewan  
www.kpmg.ca

Products and services include full service audit and accounting, risk management, business advisory, tax, and KPMG Enterprise.



**Manitoulin Global Forwarding**

Leduc, Alberta  
www.mgfgroup.com

Products and services include international freight forwarding services for both imports and exports via air and ocean, full container loads and less than container loads, assistance with less than truckload and truckload freight, over-dimensional, over-sized, specialized equipment, temperature controlled truck freight, global time critical solutions, customs brokerage, packaging and crating, and residential, and commercial moving.



**McKercher LLP**

Saskatoon, Saskatchewan  
www.mckercher.ca

Products and services include full-service legal solutions with expertise in labour and administrative law, immigration law, corporate and commercial practice, civil litigation, and taxation.



**MLT Aikins LLP**

Regina, Saskatchewan  
www.mltaikins.com

Services include full-service legal solutions with expertise in labour and employment law, administrative law, immigration law, technology and IP, corporate and commercial practice, civil litigation and taxation.



**MNP**

Regina, Saskatchewan  
www.mnp.ca

Products and services include assurance and accounting, consulting, tax, corporate finance, enterprise risk, insolvency, investigative and forensic services, succession, training solutions, valuations, business management, market intelligence, mergers, and acquisitions.



**Moose Jaw & District Chamber of Commerce**

Moose Jaw, Saskatchewan  
www.mjchamber.com

Products and services include training and education, round tables, guest speakers, workshops, partnership with education, promotion and information, product display opportunity, business directory, community directory, focus on trade show, official city map, member referral, visitor information, merchant MasterCard, and national group insurance including dental, life, and medical.



**NAIDA Communications**

Winnipeg, Manitoba  
www.naidacom.com

Products and services include building full-service sales-orientated marketing strategy, consulting, and training. NAIDA helps businesses elevate their sales and marketing while differentiating them from their competition, optimizing internal processes and scale on a consistent basis.



**National Bank**

Saskatoon, Saskatchewan  
www.nbc.ca

Products and services include a dedicated manager of international trade, advisory services, supply chain financing (accounts receivable and payable), trade finance, risk management, import/export services, foreign currency bank accounts – 15 currencies available, documentary collections, letters of credit/guarantee, foreign exchange, derivative products and hedging strategies.



**National Research Council Canada**

Saskatoon, Saskatchewan  
www.nrc-cnrc.gc.ca/eng/irap

Products and services include research and development support, state of the art research facilities, access to technology partners and technology licensing opportunities, international co-innovation project support, technical and business advisory services, and funding to help Canadian small and medium-sized businesses increase their innovation capacity and take ideas to market.



**North American Strategy for Competitiveness, Inc.**

(NASCO)  
Dallas, Texas  
www.nasconetwork.com

Products and services include a powerful voice leading the effort to 'Think North American', to keep North America constantly on the minds of individuals, industry, government agencies, legislators, and the media.



**NSBA**

Saskatoon, Saskatchewan  
www.nsbaskask.com

Products and services include a business association and services for members.



**Oria Agriculture**

Saint-Étienne-sur-Chalaronne, Auvergne-Rhône-Alpes  
www.oriaagriculture.com

Products and services include a range of precision agriculture electronics and farming equipment. In addition to sales and distribution, they offer product training, parts sales, technical support, installations, repairs and warranty. Oria's European team is made up of people who have a passion for farming and a strong network in the agriculture industry. Oria's distribution network is comprised of knowledgeable, tech-savvy dealers and OEMs who value customer support and have broad reach throughout Europe.



**Percy H. Davis Customs Brokers**

North Portal, Saskatchewan  
www.percydavis.com

Products and services include customs brokers, custom clearance at all ports in Canada, international package express, and consulting services.



**Powerland**

Regina, Saskatchewan  
www.powerland.ca

Products and services include a large application service provider (ASP).



**Prairie Agricultural Machinery Institute (PAMI)**

Humboldt, Saskatchewan  
www.pami.ca

Products and services include a full range of engineering services including lab and field testing of equipment, standards compliance, vibration, safety (ROPS, FOPS) testing, component & whole-vehicle durability testing, prototype machinery development, design services, concept development and 3D engineering modeling, prototype development, complete management of field-testing programs in Canada, USA and overseas. PAMI works with clients to develop innovative technologies and the intellectual property remains with the client.



**Prairie Sky Chamber of Commerce**

Warman, Saskatchewan  
www.prairieskychamber.ca

Products and services include educational events, networking opportunities, and policy advocacy.



**Prairies Economic Development Canada**

Saskatoon, Saskatchewan  
www.wd-deo.gc.ca

Products and services include capital services, Western Canada Business Service Network, business services, and alliances.



**Prince Albert and District Chamber of Commerce**

Prince Albert, Saskatchewan  
www.princealbertchamber.com

Products and services include business intelligence, export document certification, committee and board volunteer opportunities, business contacts, benefit plans through the Chamber Group Insurance Program, educational opportunities and seminars, education on the current business market, and business development.



**Quadrant Newmedia Corp.**

Saskatoon, Saskatchewan  
www.quadrant.net

Products and services include custom software development for web and mobile, for open source application stacks (including BSD/Linux, Apache, Postgres/MySQL, Python) and iPhone (iOS) and Android, high performance, secure managed hosting and colocation with geographical distribution, replication, and DDoS scrubbing, UNIX system, and internet security consulting. Quadrant also provides two SaaS suites: Smartsite MLM, a CASL-compliant high-volume email communications service; and CAMS, an academic conference abstract review and management service.



**RBC Royal Bank**

Regina, Saskatchewan  
www.rbc.com

Products and services include executing all trade transactions, handling all letters of credit, guarantees and documentary collections, consulting on a variety of services to facilitate your international trade transactions, risk mitigation associated with foreign buyers, extend payment terms to clients, and local market information in foreign countries.



**Regina & District Chamber of Commerce**

Regina, Saskatchewan  
www.reginachamber.com

Products and services include group insurance, merchant services, advocacy, networking, promotion, and much more.



**Regina Airport Authority Inc.**

Regina, Saskatchewan  
www.yqr.ca

Products and services include international airport passenger service, commercial land leasing, fixed based operations, cargo, and related transportation services.



**Regina Construction Association**

Regina, Saskatchewan  
www.rcaonline.ca

Products and services include construction information services, as well as policy development and lobby support between various levels of government.





**Rhonda Ekstrom**  
Regina, Saskatchewan  
Products and services include management consultant services and international trade development.

**Salmon Studio**  
Saskatoon, Saskatchewan  
[www.salmonstudio.ca](http://www.salmonstudio.ca)  
Products and services include graphic design, web design, and marketing.

**Saskatchewan Barley Development Commission**  
Saskatoon, Saskatchewan  
[www.saskbarleycommission.com](http://www.saskbarleycommission.com)  
Products and services include the support and development of research, market development, and extension initiatives that ensure the long-term profitability and sustainability of barley for Saskatchewan producers.

**Saskatchewan Canola Development Commission**  
Saskatoon, Saskatchewan  
[www.saskcanola.com](http://www.saskcanola.com)  
Products and services include the support and development of research, market development, and extension initiatives that ensure the long-term profitability and sustainability of barley for Saskatchewan producers.

**Saskatchewan Chamber of Commerce**  
Regina, Saskatchewan  
[www.saskchamber.com](http://www.saskchamber.com)  
Products and services include an advocacy organization that represents the interests of businesses to government and also provides networking opportunities for businesses to connect with government officials and vice versa.

**Saskatchewan Craft Council**  
Saskatoon, Saskatchewan  
[www.saskcraftcouncil.org](http://www.saskcraftcouncil.org)  
Products and services include contemporary fine craft, gifts, corporate gifts, online shopping, private gallery tours, workshops, seminars and lectures, publications, business development, and marketing opportunities.

**Saskatchewan Economic Development Association (SEDA)**  
Saskatoon, Saskatchewan  
[www.seda.sk.ca](http://www.seda.sk.ca)  
Products and services include support in several different ways, including community consulting, online and in-person learning, and community and business development programs. Solution driven, the company strives to create breakthroughs by filling gaps in the marketplace and brokering new initiatives with partners in the private, public, and non-profit sectors. SEDA remains steadfast in supporting the social and economic health of Saskatchewan communities, working behind the scenes provincially – and alongside local leaders at a community level. As an alliance, they aim to provide a space where all sectors can share expertise and resources to support our common client. The whole province benefits when everyone works together.

**Saskatchewan Flax Development Commission**  
Saskatoon, Saskatchewan  
[www.saskflax.com](http://www.saskflax.com)  
Products and services include the promotion and enhancement of flax production and value-added processing of flax products.

**Saskatchewan Forage Council**  
Vanscoy, Saskatchewan  
[www.saskforage.ca](http://www.saskforage.ca)  
Products and services include a co-operative to enhance the province's forage and grassland industry including production, harvesting, utilization and marketing, and an active role in priority setting and forage-related research initiatives.

**Saskatchewan Forage Seed Development Commission**  
Eagle Ridge, Saskatchewan  
[www.saskforageseed.com](http://www.saskforageseed.com)  
Products and services include funding/co-funding basic and applied research programs investigating solutions for production problems, improving new annual, biennial, and perennial forage seed crops adapted to the Saskatchewan environment, and supplying market demand. SFSDC provides administration services for production demonstration trials, transfers knowledge to forage seed growers and industry through our website, newsletters, and magazines mailed to all levy-paying producers, and advises the government on matters pertaining to forage seed research, production, and development.

**Saskatchewan Fruit Growers Association (SFGA)**  
Saskatoon, Saskatchewan  
[www.saskfruit.ca](http://www.saskfruit.ca)  
Products and services include research, market orientation, prairie-wide cooperation, premium quality products, and industry representation.

**Saskatchewan Industrial & Mining Suppliers Association Inc. (SIMSA)**  
Saskatoon, Saskatchewan  
[www.simsa.ca](http://www.simsa.ca)  
Products and services include the support, promotion, and representation of over 300 Saskatchewan-only members, all of which have a permanent physical office in Saskatchewan and represent over 32,000 employees and over \$13.7 billion in annual Saskatchewan sales. Our members come from the manufacturing, construction, engineering, mining, and energy sectors. SIMSA represents the Saskatchewan-based industrial, mining, and energy supply chain – and no one else.

**Saskatchewan Interactive Media Association (SIMA)**  
Regina, Saskatchewan  
[www.saskinteractive.com](http://www.saskinteractive.com)  
Products and services include support for interactive producers, developers, and designers.

**Saskatchewan Media Production Industry Association (SMPIA)**  
Regina, Saskatchewan  
[www.smpia.sk.ca](http://www.smpia.sk.ca)  
Products and services include a voice in SMPIA through its board of directors, committees and annual general meetings, weekly newsletter (E-Buzzzz), and inclusion in the SMPIA Online Membership Directory, including resume and headshot, access to events including Showcase, SMPIA Annual General Meeting, volunteer recognition, various festivals, workshops, socials and more, discount on SMPIA programs and events, voting rights at general meetings, seek nomination to SMPIA's board and participation on SMPIA committees, access to professional development opportunities and services, and inclusion in the semi-annual Saskatchewan Production Guide.

**Saskatchewan Oat Development Commission**  
Regina, Saskatchewan  
[www.poga.ca](http://www.poga.ca)  
Products and services include research, market development, policy work, building industry partnerships, and communications with oat growers, consumers, and government.

**Saskatchewan Pulse Growers**  
Saskatoon, Saskatchewan  
[www.saskpulse.com](http://www.saskpulse.com)  
Products and services include SPG programming divided into four major areas including communications, research and development, market development, and variety commercialization, funded by the mandatory levy.

**Saskatchewan Wheat Development Commission**  
Saskatoon, Saskatchewan  
[www.saskwheat.ca](http://www.saskwheat.ca)  
Products and services are divided into four primary areas of focus that contribute to profitable and sustainable wheat production for Saskatchewan farmers: research, market development, advocacy, and grower relations.

**Saskatoon & Region Home Builders' Association, Inc.**  
Saskatoon, Saskatchewan  
[www.saskatoonhomebuilders.com](http://www.saskatoonhomebuilders.com)  
Products and services include an industry association for homebuilding and renovation.

**Saskatoon Berry Council of Canada (SBCC)**  
Moose Jaw, Saskatchewan  
[www.saskatoonberrycouncil.com](http://www.saskatoonberrycouncil.com)  
Products and services include the advancement and promotion of the Saskatoon berry industry domestically and internationally.

**Saskatoon Prairieland Park**  
Saskatoon, Saskatchewan  
[www.prairielandpark.com](http://www.prairielandpark.com)  
Products and services include food & beverage, technical production services, equipment and electrical services, and everything needed for a successful event.

**Saskatoon Regional Economic Development Authority Inc. (SREDA)**  
Saskatoon, Saskatchewan  
[www.sreda.com](http://www.sreda.com)  
Products and services include the facilitation of growth and diversification of the Saskatoon Region economy.

**SaskOrganics Association Inc.**  
Regina, Saskatchewan  
[www.saskorganics.org](http://www.saskorganics.org)  
Products and services include support and assistance for certified organic farmers, processors, and consumers of certified organic products.

**Swift Current Chamber of Commerce**  
Swift Current, Saskatchewan  
[www.swiftcurrentchamber.ca](http://www.swiftcurrentchamber.ca)  
Products and services include professional services.

**TD Bank Commercial Banking**  
Regina, Saskatchewan  
[www.td.com](http://www.td.com)  
Products and services include the provision of credit, electronic cash management and investment management services, expert advice regarding letters of credit, export financing, documentary collections, as well as controlling risks associated with fluctuating foreign exchange rates, for large, medium, and small businesses.

**The Hill Companies**  
Regina, Saskatchewan  
[www.hillcompanies.com](http://www.hillcompanies.com)  
Products and services include property management and development, surety and insurance, radio advertising, oil and gas production, as well as manufacturing.

**Transport Services & Logistics Canada Ltd.**  
Saskatoon, Saskatchewan  
[www.tslworldwide.com](http://www.tslworldwide.com)  
Products and services include international freight forwarding and logistics.

**Waterford Global Inc.**  
Winnipeg, Manitoba  
[www.waterfordglobal.com](http://www.waterfordglobal.com)  
Products and services include a customized, high-touch and high-value search and recruitment service of mid-to-senior level technical and scientific talent in mature and emerging markets.

**Wellspring Growth Systems**  
Winnipeg, Manitoba  
[www.wellspring.co](http://www.wellspring.co)  
Products and services include Leadership Team Growth Coaching services, which are unique from other forms of business, leadership and executive coaching, in that the company: 1) supports the whole leadership team – with their decision-making and development; 2) provides best practice tools and guidance – from the world's best business thought leaders and scaled down for mid-size companies; and 3) take a holistic and integrated approach – that gets to the root causes of top team challenges, stymied company growth and CEO frustration.




**WESK – Women Entrepreneurs Saskatchewan**  
Saskatoon, Saskatchewan  
[www.wesk.ca](http://www.wesk.ca)

**WESK**  
WOMEN ENTREPRENEURS SASKATCHEWAN

Products and services include one-on-one business advising, a unique financing program for majority female-owned businesses, exciting networking events, and small business training offered in a variety of formats, including luncheons, full and half-day workshops, and free webinars. WESK also offers expert advice in marketing, legal, accounting, and human resources through its All Access Expert Advice program. WESK's three core programs, Matchstick, The Exchange, and Founders Table, were designed specifically for Indigenous women entrepreneurs, women in technology, and established women entrepreneurs looking to scale. Applicants for these programs are accepted on a yearly basis. These three programs provide mentorship, training, and a support network of like-minded entrepreneurs.

**Western Litho Printers**  
Regina, Saskatchewan  
[www.westernlitho.ca](http://www.westernlitho.ca)

**WESTERN LITHO PRINTERS**

Products and services include a wide range of services in both printing and bindery, encompassing everything from complex four colour books to simple one colour letterhead.

**Weyburn Chamber of Commerce**  
Weyburn, Saskatchewan  
[www.weyburnchamber.com](http://www.weyburnchamber.com)

**WEYBURN**  
Chamber of Commerce


Products and services include policy research, advocacy, education, and networking events.

**Wiegiers Financial & Benefits**  
Saskatoon, Saskatchewan  
[www.wiegiers.ca](http://www.wiegiers.ca)

**WIEGIERS**  
FINANCIAL & BENEFITS

Products and services include corporate financial planning, business coaching, group benefits consulting, group retirement services, personal financial planning, tax planning, estate planning, retirement planning, and insurance planning.

**Yorkton Chamber of Commerce**  
Yorkton, Saskatchewan  
[www.yorktonchamber.com](http://www.yorktonchamber.com)

**Yorkton Chamber of Commerce**

Products and services include advocacy on behalf of members, engagement with City Council to discuss issues and opportunities for the business community, and contact with the provincial and federal governments about their respective policies and the impact they have on Yorkton and area businesses.

## Endless Value-Added Opportunities



Saskatchewan's growing value-added sector generated approximately **\$6.8 billion** in 2020-21, providing food, feed and other agriculture value-added products to the world.

With continued growth and expansion on the horizon, the Government of Saskatchewan provides support for your agri-business, including:

- Identifying optimal site location support, connections to service providers and assistance with procurement of materials.
- Assistance with labour and skills training.
- Assistance with market development, including facilitating access to Ministry of Agriculture programming.
- Connecting your business with Saskatchewan's research and product development sector.
- Providing industry and community insight.

To find out more about Saskatchewan's value-added opportunities, contact the Saskatchewan Ministry of Agriculture's Value-Added Unit.

**Phone:** 306-933-7694 **Email:** [agrivalue@gov.sk.ca](mailto:agrivalue@gov.sk.ca)



# Strong. Sustainable. Saskatchewan.

Saskatchewan has some of the highest-quality and sustainably produced food, fuel and fertilizer our growing world needs. The province is rising to the challenge when it comes to sustainability, which is built around four key pillars.

And the numbers tell one impressive story...

<b>Sustainable Resources</b> 	<b>12.8 million</b> <i>That's how many tonnes of carbon Saskatchewan farmers sequestered in their land in 2020 due to zero-till practices. That's more than any other province in Canada – about the same as taking 2.78 million cars off the road for a year.*</i>
<b>Environmental Stewardship</b> 	<b>300,000 homes</b> <i>One 300-megawatt small modular reactor (SMRs) has enough power to keep the lights on for a lot of people. Saskatchewan has joined a strategic plan outlining the path forward on SMRs, which have the potential to position Canada as a global leader in the fight against climate change.</i>
<b>Community Support</b> 	<b>\$75 million</b> <i>It's a lot of money, and it's the total amount in loan guarantees set aside for Indigenous groups to invest in natural resource development and value-added agriculture projects through the Saskatchewan Indigenous Investment Finance Corporation.</i>
<b>Clean Energy</b> 	<b>60%</b> <i>That's the reduction in methane emissions in 2021 (from 2015 levels) from vented and flared gas at upstream oil facilities in Saskatchewan, roughly 6.5 million tonnes of CO<sub>2</sub>. You'd have to plant more than 97 million trees and let them grow for 10 years to get those kinds of results.</i>

And that's just the beginning.

There are many more achievements and success stories worth sharing with the world. And it's Saskatchewan's business leaders that are at the core of these successes. Their innovative solutions provide Saskatchewan with the vital jobs, products and services that contribute to growth and sustainability that works for everyone. This is truly what allows us to ensure Saskatchewan can continue to be strong and sustainable.

For more information on Saskatchewan's approach to sustainability, visit: [sustainablesk.ca](http://sustainablesk.ca)



[sustainablesk.ca](http://sustainablesk.ca)





## Using Years of Research to Improve Board Effectiveness

**THE CONCEPT** of corporate governance has been around for centuries. However, as society progressed through the ages and corporations came into existence, so did issues with managerial accountability, shareholder rights and the structure of governance itself.

Dr. Yvonne Cafik Harrison, founder and president of Board Checkup Self-Assessment Software Services Inc., has been researching these issues for over a decade. “A number of scholars have written about this problem and pointed out that the barrier wasn’t that boards didn’t want to improve, they simply didn’t know how to,” she said.

A growing concern among funders and regulators was the question of why boards of directors of non-profit organizations had such difficulty meeting the demands of the governance function when there is so much knowledge and guidance available.

“We have this growth in an industry that exists to support boards, yet performance is declining,” said Harrison.

Organizational change theory, upon which a lot of Harrison’s research is based, reminds us that you can’t regulate behavior you may not know you have. “In the absence of tools and resources to assess their performance and make them aware of some of these issues, the problem was unlikely to improve – regardless of how much information was out there.”

In 2010 Harrison launched a research intervention designed to resolve this problem. She

designed a software application to bring to the surface issues that challenges board performance and provide a framework for boards to talk about them. From there, boards could change their behaviours to improve performance.

Since 2010 more than 750 organizations from around the globe have used the application and seen positive affects on their performance. “The research, which has been peer reviewed and published, shows significant improvement in board performance and, over time, the impact of boards on the organizations that they serve, as well as the individual effectiveness of those serving them,” Harrison said.



On February 12, 2021, Board Checkup was officially incorporated as a Canadian Software as a Service (SaaS) company with the mission of continuing to improve the effectiveness and impact of boards of directors of non-profit organizations

with the use of reliable and valid due diligence assessments of performance.

“Since we launched the company, 181 boards of directors of non-profit organizations have signed up for our free initial assessment, and we are now seeing those trials convert into paid subscriptions as boards return to conduct follow-up assessments,” she said.

Since incorporating, Harrison said they have adopted a software as a service business model. The subscriptions are helping the

company generate revenues and sustain service offerings while keeping them affordable and accessible. This approach will also enable the company to continue with research and development efforts to create new products and services.

There are five simple steps involved in the board self-assessment process using the Board Checkup online application. First, talking to your board chair and the organization’s top manager about the value of conducting a self-assessment of the board’s effectiveness using a confidential online survey.

From there, the organization should determine who should participate in the self-assessment and inform them. Then a coordinator should be appointed who registers the organization through the website and manages the self-assessment process. After the assessment is completed, a final report is created and can be submitted to the board for review.

The Board Checkup software is consistently evaluating its own performance as well. Before a second assessment is conducted, an impact assessment takes place. “Our software assesses performance, but it also assesses the impact of the assessment itself on the effectiveness of the board and the organization,” Harrison explained.

Approximately 80 per cent of the organizations who have completed this self-assessment have seen improvements in board behaviour. As board members undergo the

process they become clearer about their own roles and their contribution to the overall organization.

These improvements in performance not only effect the functionality of the board, but they can also benefit the organization itself. “When a board changes resource development or fundraising strategies, it has significantly more impact on the financial health of the organization,” she said.

Throughout their study, Harrison and her colleagues could not communicate with the boards who were participating.

Since forming Board Checkup, Harrison said the company has been actively sharing the knowledge and insights gained through their research with boards to assist their practice. The company hosts monthly webinars, which explore different board effectiveness challenges and the extent to which boards experience them and what they can do to address them.

Although the core of her team has been with her for the long run, Harrison said they are growing internally with new hires. “In the summer we hired a full-time programmer to work on updating and optimizing our website and programming additional assessments,” she said. “These milestones will help us sustain, grow, and scale our services globally.”

Change in board performance is unlikely unless you are able to engage the people involved. Harrison said the company’s assessments tend to be more reliable than typical ef-

fectiveness assessments, which only observe board behavior rather than evaluating how effectively that behaviour is.

Typically, the entire board would not have been involved in these assessments in the past as they were previously conducted outside of the board by the CEO or the board chair. “Those types of assessments don’t lend themselves to change,” Harrison said. “But participatory assessments like ours do, and they tend to weed out issues that have been persistently problematic in the past like a controlling individual or domineering chair. Those are things that we assess with this tool.”

As a self-assessment, there is no need to hire a consultant to facilitate the Board Checkup process or discussion of results. The application facilitates every aspect of the assessment process from inviting participants, to collecting, and analyzing data, accessing reports, and benchmarking performance and change over time – both within the board and measured against other boards.

Harrison said the company’s marketing efforts are primarily restricted to the web and uses product-led growth strategies. She plans to launch a new website soon along with search engine optimization to increase their chances of being discovered on the Internet.

The new website will integrate social media, blogs, newsletters, and existing resources that have been developed for boards over years of research; including an open textbook, a podcast of board case studies, and online courses

“The research, which has been peer reviewed and published, shows significant improvement in board effectiveness.”


designed to improve the leadership and governance effectiveness of non-profit boards of directors.

Research continues and Harrison said the software is always evolving. “With the help of the National Research Council (NRC)’s Industrial Research Assistance Program, we are adding new assessment services to help boards improve their performance and impact even more,” she said, “These include assessing the effectiveness of board decision-making in different issue contexts as well Director, CEO, and organization performance.”

She added that STEP has been instrumental in providing advice, opportunities to network, as well as market analysis on the size of the non-profit sector, trends in regulatory reform, and changes in governance standards and practices globally that have helped Board Checkup target boards around the world who may be looking for their services.

To date, Board Checkup has served more than 7,000 individuals at over 1,150 organizations in 80 countries worldwide. Harrison said their visibility is increasing, particularly internationally. “In the United States charities are regulated at the state level, so we see states changing laws and requiring changes to meet new expectations, so we are seeing more and more of those boards sign on.”

Harrison added that “you have to surface those issues and once you do, you can choose strategies to create a new status quo.” With the global non-profit sector consisting of approximately 10 million serviceable incorporated not-for-profit organizations, the sky is the limit for this organization.

For more information on Board Checkup, or to sign up free for your first assessment, visit [www.boardcheckup.com](http://www.boardcheckup.com). 





BY MEGHAN HAUKAAS

## Setting a New Technological Standard for the Construction Industry

**CONSTRUCTION JOBSITES** present a variety of hazards, which is why strict measures are put in to place to ensure that anyone in the field is qualified to be there. Unfortunately, the system is not always perfect and when projects require multiple tradespeople from different companies to work on-site – information can get missed.

There are still significant gaps in the sign-in process that can allow expired credentials to slip through the cracks, which can result in serious injuries and lead to litigation or escalated insurance rates. It was these issues that led Mark Wolff and Greg Reimche to begin discussing the construction industry's shortcomings when it came to technological progression in 2016.

The pair felt that the timing was right to start a tech company that could address some of the inefficiencies involving certification management and communicating that information between workers, subcontractors, and general contractors.

As a result of these discussions, the seed for myComply was planted and the two started coordinating its development. Once a working system was created, they began marketing the product to contractors who managed various construction projects. Now, the platform can provide all levels of access control with the use of specially designed hardware.

Reimche, now Operating Officer of myComply, said the software benefits both the user and the implementer. "From a company

level, myComply is a great way to manage training information. From a project level, it is important for all companies to be sharing information and making sure all people on a site are safe," he said.

Sign-in and sign-out services use their Smart Brick NFC (Near-Field Communication) technology, which is a touchstone for every employee stepping foot on site. These electrical boxes are used at a secure point of entry to capture workers' timestamps while simultaneously scanning for any required credentials.

The software is incredibly user-friendly having integrated Bluetooth technology. Wolff, the company's president, explained that "site supervisors can manually manage the site by access through a laptop, issue the NFC Smart

Badges, and then either have employees scan them using their phones, install stand alone NFC readers, or even multi-lane turnstiles actuated by the Smart Brick NFC readers."

myComply is one of very few construction technologies that offer direct collaboration between general contractors (GCs) and their subcontractors. GCs purchase myComply as either a managed or enrolled subscription, and the platform then provides on-boarding for subcontractors through easily accessible digital orientations and multi-level certification management.

Multiple reports can also be accessed, including a live list of all the workers on a job site that have their Site Safety Training (SST). Not only does the myComply software speed up the onboarding process for newcoming trades, it helps monitor manpower on a daily basis.

In terms of cost, myComply has experimented with different financial models and has worked hard to determine what the market could pay based on the value of the software. Along this journey, and largely based on user feedback, the platform has evolved and expanded over the years. The business currently operates with 19 employees and is based out of Saskatoon.

"At this point, myComply is doing very well and is growing," Reimche said. "We recently secured a contract with the Department of

Buildings in New York City to be the technology provider for a construction 'Site Safety Card' administered by the city." This involved creating and maintaining an in-depth database for hundreds of thousands of construction workers in one of the busiest cities in the world.

**"This software is applicable to any industry that requires safety training for compliance such as construction, engineering, mining, oil, and gas."**

The company has hit many milestones in its short lifespan. Aside from generating significant sales and revenue growth year after year, the program also moved to an enrolled subcontractor's model. This gives general contractors a reduced per-project cost if they opt for their subcontractors to pay a small fee to join the project through the system.


Reimche added that although their clientele is quite targeted, there are many opportunities to expand in other facets of construction. "We are currently working on other contracts as the industry is seeing the value in ensuring safe and well-trained work forces on construction sites," he said. The automatic aspect of this technology is also increasingly attractive in what is becoming a contactless world.

This software is applicable to any industry that requires safety training for compliance such as construction, engineering, mining, oil, and gas and Reimche said the business is already starting to branch out.

"We market primarily in New York City, but other initiatives reach all over North America," he said. "Our target market is any medium-to-large general contractors and asset owners in the construction industry, but that target is expanding to include mining and other potential markets."

Reimche added that Saskatchewan Trade and Export Program (STEP) has supported them in many ways. "STEP has helped us both financially and with insight through research and networking contacts. We've been able to attend conferences that benefit our company, meet the people who can move our service forward, and expand our offering to potential new markets such as mining."

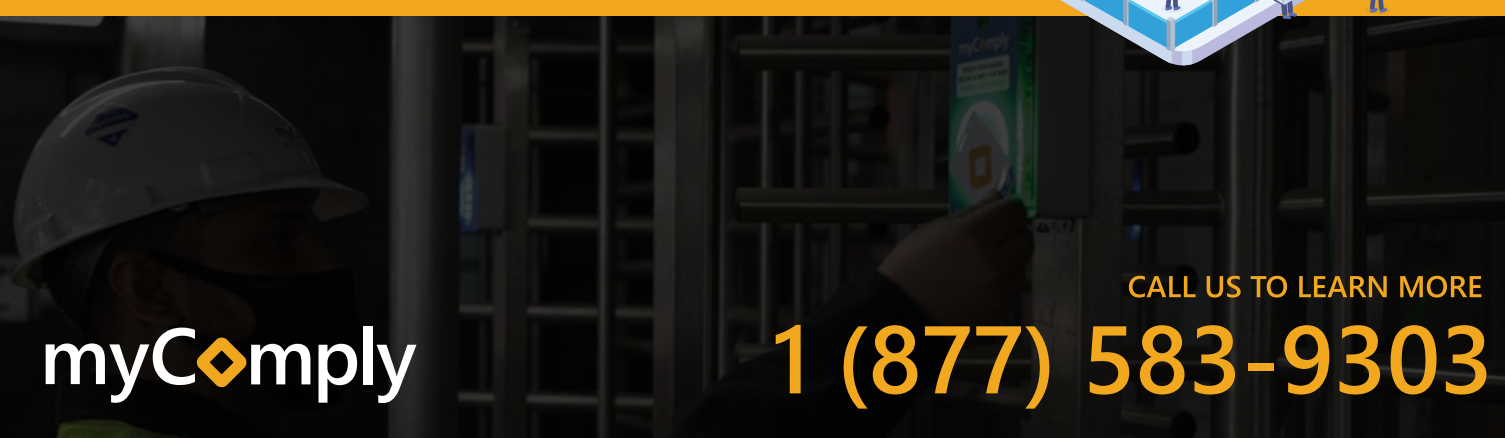
myComply has proven its market fit with impressive sales throughout its formative years. Reimche said that although expansion is a priority, having the internal funding to support this growth is equally important. "We are a company that believes in controlling its own future, rather than unpredictable 'growth at all costs' models," he said.

If you want to expand your project management capabilities, visit myComply's website for more information: [mycomply.net](https://mycomply.net). 

## Software & IoT Hardware Solutions to Manage the Blue-Collar Workforce

We make managing your blue-collar workforce easier. Keep track of worker training, orientation, and log manpower with myComply.

- Build Custom Digital Orientation
- Integrated Access Control
- Smart ID Badges
- Automated Timesheets
- Digital Proof of Certifications
- Demographic Reporting



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BY MEGHAN HAUKAAS



## PUSHING THE RIGHT BUTTONS

SolusGuard Offers Enterprise Grade Safety and Security Solutions to Help Keep Your Employees Safe and Set Your Mind at Ease

**MAKING HISTORY** as one of the first female-owned hardware technology start-ups in Saskatchewan, SolusGuard's Founder/CEO Serese Selanders is offering at-risk workers a much-needed sense of security.

Certain occupations present risks to workers purely based on their hazardous nature, while others once thought to be safe and secure are coming under closer scrutiny due to rising tensions. In a world of uncertainty, SolusGuard offers enterprise grade safety and security solutions to help keep your employees safe and set your mind at ease.

*"We build our own hardware and software with a focus on quality, and we truly build to a stricter set of standards which is a key differentiator in the market."*

When Serese Selanders came up with the idea for the Solusguard technology, she never could have predicted the heights it would reach. Her company's journey began with a contract to provide panic buttons to Corrections Service Canada (CSC), which Selanders said was a major milestone.

"The agreement with CSC was a game changer for us," she explained, "To be able to provide solutions to the federal government and parole officers across the country really offered us a lot of credibility." CSC's requests were met with a tailor-made product line to address the critical needs of parole officers, which speaks to the quality of SolusGuard's service.

Today, SolusGuard offers a patented suite of hardware and software safety solutions for employees who work alone or in dangerous situations. This includes a custom-designed wearable panic-button, an associated safety app, a safety administration and monitoring platform, and a satellite extender. This makes the system compatible across any cellular, Wi-Fi or satellite connection.

The SolusGuard client base continues to expand and diversify. "As a matter of security, many customers choose to keep their safety solutions private, but we do have a number of high value clients such as politicians, Fortune 500 corporations, CEOs, and all sorts of interesting organizations," said Selanders.

The company has helped numerous other corporations and government agencies protect their staff including the Government of Canada, Penske Corporation, Syngenta Canada Inc., Mainstreet Equity Corporation, and Avenue Living Communities – just to name a few.



*"Developed for people who work alone in the riskiest of situations, the SolusGuard wearable panic button provides the fastest and most reliable way to signal for help."*

*"SolusGuard Mobile turns a mobile phone into a powerful distress signal and reliable mobile monitoring device."*



In these times of uncertainty, SolusGuard has been able to test their strengths and even increase capabilities. "The pandemic forced more people to work alone so there has been an increase in mental health issues and, unfortunately, there has also been an increase in workplace violence – even in industries where it wasn't as prevalent before," Selanders said.

She added that they have seen more mental health workers and nurses using their products than ever before, along with property managers, child and family service workers, politicians, reporters and even teachers. As tensions continue to run high, protecting at-risk individuals is more important than ever.

Selanders said the main reason SolusGuard stands out among competitors is their attention to detail, which is critical when selling peace of mind. "We are uniquely suited to provide enterprise safety and security," she said, "We build our own hardware and software with a focus on quality, and we truly build to a stricter set of standards which is a key differentiator in the market."

Since becoming a STEP member, SolusGuard has taken advantage of many opportunities. "Having the ability to go to conferences and trade shows and to be seen and recognized is huge because we do need to increase the visibility of this world-class solution to other organizations," Selanders explained.

With the help of STEP, SolusGuard was able to attend the World Congress on Parole and Probation which made lasting connections in the global corrections community. "We are looking to build upon this success," said Selanders, "And we look forward to working with STEP as a key partner."

Security solutions can look different for every business which is why SolusGuard strives to accommodate each client's specific requirements and offer standout products. "We can customize a solution to meet their needs – right down to the employee level – because we build everything ourselves, and we build to a very high standard," Selanders added.

Having recently closed a multi-year contract with a major public utility, further growth is fast

approaching. Beyond this new agreement the company will continue to expand across North America, with a focus on developing their enterprise software to complement existing hardware. As the market responds positively to the product line, SolusGuard is growing its influence beyond Canadian borders.

From cultivation to creation, Selanders has been the driving force behind the business. Using her products has offered many benefits to clients, not only in keeping workers safe but also improving employee visibility. For this and many other reasons, SolusGuard is far more than just a panic button supplier. As Selanders and her team drive the business onward and upward, it's safe to say this company will be one to watch.

For more information on how to protect your business and employees, visit their website at [www.solusguard.com](http://www.solusguard.com).



# NAIDA COMMUNICATIONS

## A PASSION FOR GROWING BUSINESSES AND ELEVATING SALES



**AT THE START** of his career, Jeff Vilar found himself in the banking industry following his graduation from the business program at the University of Manitoba. After a few years of working with customers and gaining more insight into the business world, his colleagues began to see more potential in his career. Several suggested that he transition to sales since they believed his attitude and personality were a recipe for success.

Supported by the confidence of his peers, Vilar took a leap of faith and quit his job, taking on a sales position in Toronto. Now, he was relying on 100 per cent commission for a source of income. In a busy city like Toronto, this can be daunting. Contrary to the challenging nature of his new job, Vilar defied the odds and persevered.

Despite any adversity, he had found his true calling. “I was able to really thrive out in Toronto,” he said, “I found my passion, not even just in sales – but in working with people, liaising and finding out what makes them tick, what motivates them, and what their purpose is.”

Vilar moved back to Winnipeg to be closer to his family. He took the opportunity to join an advertising company in their marketing division, soon rising to become the Vice President of the department. “It wasn’t just about marketing either, it was about the experience of working with these companies that existed solely to generated revenues,” he said.

This concept eventually sparked the idea for his own organization, NAIDA Communications. “I wanted to start a company that joined sales and marketing together,” he said. “With a real focus on driving revenues -- specifically for small to medium-sized businesses and entrepreneurs.”

“We are a sales-driven marketing agency focused on the biggest angst of entrepreneurs which is driving scalable revenues to make sure these individuals don’t have to fight for every sale, so they aren’t worrying about where the next dollar is coming from,” Vilar said.

NAIDA offers a variety of sales and marketing solutions, helping clients develop their differentiator in the market, company values and a strategy for success. Vilar added, “we don’t just leave them hanging after helping with the strategy, we assist in the execution as well.” Staff is also equipped to fulfill any typical ad agency services like branding, design, web development, digital marketing, and videography.

NAIDA can help develop your business’ differentiator among competitors to encourage more people to choose your product(s) and/or service over others. “The most important thing to remember is that you do not market the product or service itself, you market the experience,” Vilar said.

With a key aspect of the business’ inspiration being his own personal values, Vilar is proud to promote his roots. Having spent his childhood growing up in the small-town of Lynn Lake, Manitoba, Vilar understood from a



The most important aspect of the relationships he builds with clients is a real sense of connection. “Treating each other as part of a strategic alliance and partners moving forward is absolutely vital,” he said, “I want to work with people I can talk freely with and that treat each other with respect, integrity and trust.”

With the intention of building true, long-term partnerships with customers – it is clear to see where Vilar’s priorities lie. “When I started the company, I always wanted to tell my story to anyone potentially working with us because I wanted them to know that this isn’t transactional,” he said.

Advocating for these practices not only helps Vilar’s business directly but can also contribute to better business community overall. “When you find a fit of values, there is a true fit for everything else.” Fostering these healthy business relationships can create a better workplace and be mutually beneficial to both sides. “It’s really cool for me to have developed a company that helps other companies not just to survive, but really thrive. It’s humbling that they’ve chosen us to work with.”

The communications industry is becoming increasingly competitive, which means Vilar goes to great lengths to ensure his staff can provide sought-after, distinguishable services.

He said there are many different ways to grow your business, but the first thing is really listen and understand what the biggest pain points are from a sales and marketing perspective.

Having cultivated years of experience, Vilar has spoken in front of many noteworthy organizations including Calgary Economic Development, the Toronto Board of Trade, and STEP. As a facilitator for STEP’s Trade Accelerator Program, Vilar said collaborating with the organization has been a great experience.

Using his own experience with the ups and downs of business combined with their own existing expertise, Vilar has built a strong team that is able to offer a robust list of services. “I am proud to say that they are the ones leading the charge now,” Vilar said, “After 14 years in a position, it’s nice to be able to take a step back and just watch them in their element.”

The NAIDA culture has contributed to better business practices throughout the nation, fostering a more welcoming business community for all. For more information on how to optimize your sales and marketing capabilities, visit [www.naidacom.com](http://www.naidacom.com).

### TRAINING

NAIDA offers you the opportunity to learn from experts – giving you the skillsets you need to grow your business.

### MARKETING

NAIDA strategically aligns sales and marketing so both divisions are working together synergistically.

### SALES

NAIDA takes companies to the next level by consistently increasing sales and teaching them to maintain growth independently.



# STEPNOTES

STEP members with noteworthy news are invited to share it through the **Global Ventures STEPNotes** section. For more details or to submit content/photos, please contact Katya Tomlinson, Communications Specialist at [ktomlinson@sasktrade.sk.ca](mailto:ktomlinson@sasktrade.sk.ca).

## ALGORITHM INGREDIENTS Awarded 2022 Export Award

Algorithm ingredients was recently awarded the 2022 Export Award by STEP. Algorithm produces ocean-friendly, vegan Omega-3 ingredients derived from micro-algae used in supplements, nutraceuticals, food, beverages, and childhood/infant nutrition products.


Sponsored by Export Development Canada (EDC), the Export Award recognizes excellence and performance by STEP members in export markets. Reviewed by a committee of Saskatchewan business leaders, Algorithm Ingredients received top marks for their high level of performance in introducing new products and services into international markets.

Algorithm has significantly increased their export sales, maintains a high ratio of export sales to total sales, and has had a positive impact on the provincial economy through job creation. Algorithm products make the consumption of Omega-3s easy, enjoyable, and eco-friendly through a patented process, innovative delivery methods and novel applications.

"On behalf of Saskatchewan exporters, it is a privilege to showcase international success and innovation," said STEP CEO Chris Dekker. "Algorithm Ingredients and our three finalists showcase the incredible diversity of provincial exports."



The other finalists for the award included Hydraulitechs, an innovative design and manufacturing company specializing in the production of hydraulic machineries for hydraulic and heavy duty repair shops; Skillshark Software Inc., which provides customizable software for coaches to set up their evaluations, and invite evaluators to collect scores; Wilger Industries, a major manufacturer of agricultural spray tips, nozzles, and other components.

The award is sponsored by 

## STEP TEMPORARY MARKET Re-Engagement Program Ending

Implemented in 2020 as a temporary funding program, the Market Re-Engagement Program (MRP) will be ending on March 31, 2023. Established to assist members to reconnect in existing markets that may have been impacted by COVID 19 restrictions, the program has supported 55 exporters and 70 market re-engagement activities year to date. This activity generated more than 1500 trade leads, 250 new customers, and anticipated sales of more than \$200 million dollars all in support of export growth. MRP will be accepting applicants for eligible activities that will take place before March 31, 2023. For more information on the program and to apply visit the STEP website at [www.sasktrade.com/services/details/market\\_reengagement\\_program](http://www.sasktrade.com/services/details/market_reengagement_program).

# THE POWER OF PRINT

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# Trade Accelerator Program

## REALIZE YOUR GLOBAL POTENTIAL

**NAVIGATE** complexities of the global trade ecosystem

**LEVERAGE** Canada's deep trade & investment resources

**ACCESS** tailored, face-to-face coaching & advice

**LEARN** about international best practices

**ACCELERATE** your export readiness

**DEVELOP** & execute a new market export plan

**EXPAND** your global trade footprint & grow revenues



### HOW TO PARTICIPATE

Companies can participate in TAP via partner nomination or direct application. All applications are reviewed by the TAP team to ensure the program is a good fit and allow participants to maximize its benefits.

*"Through TAP we were introduced to programs and services available to us which has been significant for our new business. Thank you for the work from the STEP team for helping with our business growth."*

— KBI Seed Processing

### WINTER 2023 - HYBRID COHORT

	TOPIC	DATE	TIME
In-Person Saskatoon	Workshop Day 1	January 31, 2023	8:00 a.m. – 5:30 p.m.
	Workshop Day 2	February 1, 2023	8:30 a.m. – 4:30 p.m.
Virtual	Export Plan Outline Review	February 7, 2023	8:30 a.m. – 4:00 p.m.
	Export Plans Due	February 21, 2023	
Virtual	Mentorship Meeting Day	March 9, 2023	Meeting schedule to be provided

To learn more or apply now for the Saskatchewan Winter TAP 2023 Cohort visit:  
[www.sasktrade.com/tap](http://www.sasktrade.com/tap)

Contact **Angela Krauss**  
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