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the pulse

SAULT STE. MARIE ECONOMIC DEVELOPMENT NEWS

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- **Local movie production wins award**
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Bye bye Bruce Strapp leaves EDC to head NOHFC



Bruce Strapp, the longtime CEO of the Sault Ste. Marie Economic Development Corporation, stepped down from his position in October.

He accepted a post as Executive Director of the Northern Ontario Heritage Fund Corporation, the economic development arm of the Ontario Ministry of Northern Development, Mines and Forestry.

Strapp was with the EDC since 1992.

“I will certainly miss working with the volunteers and staff team as this has been my work family for 18 wonderful years,” he said. “Responding to an opportunity to serve all of Northern Ontario is very exciting, but I depart knowing that the Sault and the EDC are very strong to take on new opportunities and challenges. The Board and staff team are prepared for this succession, and I am very confident in their strategy.”

With a degree in geography from the University of

Toronto, Bruce began his career in the mine exploration industry and, while in Red Lake, was offered an economic development position in the Northwestern Ontario community. Later, he led the economic development team in Timmins, which gave him a chance to move back to the community where his father was a United Church minister.

In 1992, opportunity knocked again, and Sault Ste. Marie – which was experiencing challenging economic times – pulled Bruce in, and he became head of the local Economic Development Corporation.

During his tenure at the EDC, Bruce was responsible for driving a number of initiatives – from the Destiny Sault Ste. Marie economic diversification strategy, to the build out of the local green sector, to the development of the contact centre industry. In fact, his efforts led to him receiving the 2009 Economic Developer of the Year Award

from the Economic Developers Council of Ontario.

The Board members, volunteers and staff team at the Sault Ste. Marie Economic Development Corporation will dearly miss Bruce, his warm personality and his passion for the community.

“When you work with someone for so long, it’s always sad to see them move on,” said Greg Punch, volunteer EDC President and Board Chair. “Bruce accomplished a lot during his tenure and, while it’s sad to see him leave, we’re also excited for the future of Sault Ste. Marie and the Economic Development Corporation”

Dave Murphy, Executive Director of the EDC’s Business Sault Ste. Marie division, will be the corporation’s acting CEO until a permanent replacement is found.

The EDC is now actively recruiting for a new, permanent Chief Executive Officer, and the competitive search is taking place across the country.

ALTERNATIVE ENERGY: Elementa Group/Island Green Energy sign agreement with Caribbean nation**St. Lucia inks deal with local waste-to-energy company**

The Government of St. Lucia recently signed an agreement with IGE Island Green Energy and Elementa Group, a Sault-based company with a technology that converts household garbage into clean energy.

Guy Joseph, Minister of Communications, Works, Transport & Public Utilities for the Caribbean nation, was in the Sault this month to approve the deal, tour Elementa's pilot plant at the landfill site, and meet with City representatives.

The Elementa process is as ingenious as it is environmentally friendly. The com-

pany's patented steam reformation technology converts solid waste into a clean, synthetic gas – similar to natural gas – which can be used for power generation.

It's a non-incineration process in an oxygen-free environment, meaning there are no greenhouse gases produced. Not only does the technology have the potential to solve the global problem of garbage, it can also significantly reduce the emission of methane gas at landfills.

"Methane is one of the worst contributors to global warming because it is more than 20 times as dangerous as

CO2 regarding greenhouse gas effects," said Jayson Zwierschke, President and CEO of Elementa Group.

With so many benefits, countries around the world are showing great interest in Elementa. Following the recent agreement with St. Lucia, the nation is expected to build the first full-scale waste-to-energy plant in the Caribbean, which will have the capacity to process the majority of household and industrial waste on the island.

Meanwhile, Elementa's demonstration facility is currently operating in the Sault, and the company is slated to

build a full-scale commercial plant here beginning this fall.

"The fact that the pilot plant is in the Sault, and that the process – in many ways – got its start here, speaks to the vision of our community," said Dave Murphy, Acting CEO of the Economic Development Corporation, which has been working with Elementa for a number of years now. "With so many green sector projects on the front burner, we're justifying our claim of being the Alternative Energy Capital of North America."

For more information, visit www.elementagroup.com.



PHOTOS (L to R): Elementa's President & CEO Jayson Zwierschke, Minister Joseph, Island Green Energy's Joe Howe, and Ernie Dueck, Elementa's VP of Engineering; Councillor Steve Butland watches as the delegation signs the agreement; Minister Joseph with the EDC's John Febbraro and Randy Tallon; CAO Fratesi welcomes the delegation.

FILM SECTOR: *Looking for Angelina* takes home Award of Excellence from Italian Women in the World**Local movie production earns international recognition**

Looking for Angelina, a film shot in Sault Ste. Marie a few years back, was recently honoured by Italian Women in the World.

The organization, which recognizes the work of Italians around the globe, gave movie director/producer Sergio Navarretta its 2010 Award of Excellence.

His film tells the true story of a local immigrant, Angelina Napolitano, who mur-

dered her abusive husband in 1911. The event ignited a public debate about domestic violence and the death penalty in Canada.

While the story itself took place here, it wasn't the only reason it was filmed in Sault Ste. Marie.

"We felt very comfortable in the Sault," said Navarretta. "It was very hospitable (to our project), and the support was tremendous. Also, it has

a rich and colourful history."

For supporting the filming of *Looking for Angelina*, Navarretta thanked City Council and staff, along with the SSM Economic Development Corporation.

"It's a great place to film," he said.

Meanwhile, the EDC has been working with other partners to continue to develop the local film sector. For instance, last year, a good por-

tion of *Longfellow*, starring David Morse, was shot here.

"Grouped together, movie productions can have a positive economic impact on our city," said Terri Chiarello, Small Business Advisor for the EDC's Business Sault Ste. Marie division. "The EDC is particularly pleased to have been able to assist with the filming of *Looking for Angelina* because of the significance of the story."

TOURISM: Recognizing the industry’s best and brightest
2010 Tourism Sault Ste. Marie Awards



TOP: Raimo Viitala, winner of the Tourism Ambassador Award.



TOP: Former TSSM Chair David Hornstein (right) explains why Mike Freaman (left) deserves the Customer Service Award.



TOP: Frank & Gail O'Connor, Business of the Year Award winners.



TOP: Former EDC CEO Bruce Strapp gives the keynote speech.

For the past eight years, the EDC’s Tourism Sault Ste. Marie division has honoured the industry’s best and brightest with its annual awards.

With digital improvements for the Agawa Canyon Train Tour, along with the city hosting the Scot-ties Tournament of Hearts and Finn Grand Fest, 2010 was a very successful year for the local tourism sector.

The following award winners played a role in this success:

Tourism Award of Excellence

Mayor John Rowswell
 The late Mayor championed the tourism industry throughout his decade in office. For instance, he lobbied senior levels of government to help secure funding for the Tour Train enhancement project and was also instrumental in the “Gateway” designation for the Sault.

As well, Mayor John played a key role in some of the major events in the city, including the 2010 Scot-ties Tournament of Hearts and 2010 Finn Grand Fest.

Tourism Ambassador Award

Raimo Viitala
 As Chair of the 2010 Finn Grand Fest,

Raimo dedicated many hours over the past several years, thus ensuring the event was not only well attended but well organized.

In total, thousands of visitors attending the five-day festival.

Business of the Year
The Voyageur’s Lodge and Cookhouse

Owned and operated by Frank and Gail O’Connor, the business is located on the Trans-Canada Highway on the shores of Lake Superior. With a friendly staff and great Canadian atmosphere, visiting is always a memorable experience.

Put simply, it has gained a reputation as a must-see stop.

Customer Service Award

Mike Freamon
 As Assistant Reception Manager at Algoma’s Water Tower Inn & Suites, Mike has been exceeding guests’ expectations for more than 10 years. He has been known to resolve their car troubles, get hard-to-find groceries, take pets for a walk and even sing a song with bus tour groups.

He now shares his knowledge as a teacher in the Hotel/Resort program at Sault College.

Student Hospitality Award/Scholarship

Nicole Walker
 As a student in the

Hospitality Management – Hotel and Resort at Sault College, Nicole is the future of the local tourism industry.

And with her high academic standing and friendly, warm personality, the future looks bright.



TOP: Patricia Rowswell accepts the Tourism Award of Excellence on behalf of her late father.



TOP: Acting Mayor Susan Myers addresses the crowd at the awards ceremony.



TOP: TSSM Executive Director Ian McMillan gives the Student Hospitality Award to Nicole Walker.

ALTERNATIVE ENERGY: Starwood Energy moves forward with another solar project on Black Road

Another solar farm coming to the Sault

A deal for a second major solar project in Sault Ste. Marie has been reached. The addition will give the city the title of one of the largest solar energy producer in Canada.

Starwood Energy Group, which is currently establishing two 10 megawatt solar farms on Base Line, has announced that another project, totaling 30 megawatts, will be built on Black Road.

"We have received tremendous support from the stakeholders at the local and provincial levels for this important energy infrastructure project, and we are very grateful for this support," said Himanshu Saxena, Starwood's Vice-President.

Once complete, the second phase of Starwood's local solar project will provide electricity for up to 12,000 homes, generating their

power during the middle of the day, a time of highest demand on the power grid.

The facilities will also reduce yearly carbon emissions by an amount equal to displacing 5,700 cars and light trucks each driving 12,000 miles per year or to planting more than 24 million trees in Ontario's forests.

In total, Starwood's solar initiative in Sault Ste. Marie will generate 50 megawatts of electricity, enough to power more than 21,000 homes. This, along with other projects, including the Prince Wind Farm and Elementa's waste-to-energy project, is justifying the city's claim of being the Alternative Energy Capital of North America.

"We're making people believe that we are who we say we are," said Ward 1 Councillor Steve Butland, Co-Chair of the City's Green

Committee.

Meanwhile, the Sault Ste. Marie Economic Development Corporation congratulates Starwood on its announcement and looks forward to continuing to work with them, and other alternative energy producers, in the years to come.

"For a community of 75,000, we are fast becoming one of the largest when it comes to green technology,"

said Dave Murphy, Acting CEO of the Economic Development Corporation. "The second phase of Starwood's solar initiative further supports our branded name of being the Alternative Energy Capital of North America. The Economic Development Corporation is appreciative of the hard work by those in both the public and private sector who supported Starwood and its partners."



PHOTO: The EDC's John Febbraro listens as Councillor Butland speaks at the initial solar announcement in January.

Economic Development Corporation seeking new CEO

Change is sweeping across Sault Ste. Marie.

Not only does the city have a new mayor-elect and five new councillors, the Sault Ste. Marie Economic Development Corporation is also undergoing an exciting transformation. The non-profit organization is now competitively seeking a new Chief Executive Officer.

Bruce Strapp, who spent 18 years as CEO, stepped down to accept the position with the provincial government. The

call has been put out across the country to find a suitable replacement.

"We're very excited for the new era of economic development in Sault Ste. Marie," said Greg Punch, EDC President and Chair of the Board of Directors. "The community and Economic Development Corporation have a bright future, and we look forward to finding the right person to continue to lead us down the path to prosperity."

More information on Sault

Ste. Marie and the Economic Development Corporation is available on the web at www.sault-canada.com.

Those interested in the CEO position are asked to apply with an MS-Word document, no later than Nov. 18, to hr@ssmedc.ca.

The successful candidate will join the dynamic and dedicated team that helped secure the 2010 Scotties Tournament of Hearts, 2012 CARHA Hockey World Cup and the branded name of

North America's Alternative Energy Capital.

He or she will also join the team that spearheaded a \$10-million facelift for the Agawa Canyon Train Tour.

Put simply, the successful applicant will join a team with a proven track record of success.

And as successful as the Sault Ste. Marie Economic Development Corporation's history has been, the organization firmly believes that the best has yet to come.

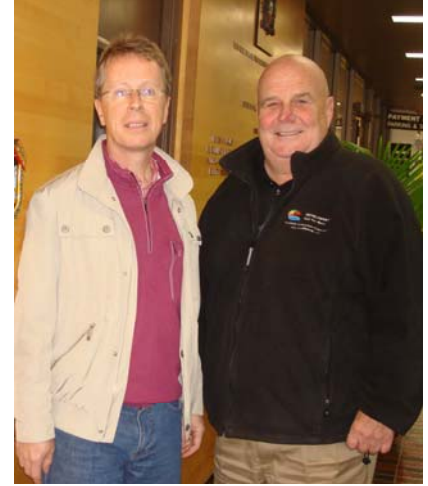
Out & About: EDC Photo Gallery



SPREADING THE GOOD WORD: Dave Murphy, Acting Chief Executive Officer of the Sault Ste. Marie Economic Development Corporation, delivers a speech to the local Kiwanis Club Oct. 14. The speech dealt with the many exciting economic and quality-of-life opportunities in the Sault, including development in the green sector and millions of dollars in infrastructure investments.



LUXURY LINER The Tourism Sault Ste. Marie ladies (Lindsey Errington, Tara Lucarelli and Rosalie Chilelli Graham) in front of the cruise ship, the Clelia II. The luxury vessel, which holds 100 passengers and 60 crew members, docked here a number of times in 2010. Tourism Sault Ste. Marie, a division of the EDC, helped attract the cruise ship to the area, with Executive Director Ian McMillan serving as Co-Chair of Cruise Ontario.



DEUTSCH ENDORSEMENT: Hans-Christoph Neidlein (left), Editor-in-Chief of PV Magazine, a German solar energy publication, with Randy Tallon, Director of International Relations & Global Logistics for the EDC's Business Sault Ste. Marie division. Neidlein was in town to scout out and write stories on Starwood's massive solar energy farm and other local alternative energy projects.

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Sault Ste. Marie
**ECONOMIC
DEVELOPMENT
CORPORATION**

The Sault Ste. Marie Economic Development Corporation recognizes the financial support it receives from the City of Sault Ste. Marie. As well, it recognizes the strong backing it receives from the Mayor, Council and City staff team. The SSMEDC also thanks the federal and provincial governments, and its many other partners, for their financial support.

The Sault Ste. Marie Economic Development Corporation is a non-profit organization, funded by public and private partners, whose goal is to be the community's leader in supporting and promoting an environment that generates sustainable employment in a healthy, growing and diversified economy.