

The Sales Call

APRIL 2017

A Monthly Publication of the St. Catharines Ad & Sales Association

President's Message

This coming Thursday ushers in our first A&S spring dinner meeting! There is a great speaker lined up with a wealth of information related to the fast food, franchise sector of the Canadian economy. In Canada alone, it is a \$22 billion industry, employing over 400,000 people in over 16,000 businesses. This is guaranteed to be a great discussion.

Don't forget, if you know someone who would be a valued contribution to our Ad & Sales social/business network, why not invite them as your guest to an upcoming meeting! With a bit of forewarning, we'll all try to behave... 😊

See you on the 13th at Blue Mermaid for a rewarding evening.

YT Verne

This Month's Speaker

Jean W. Champagne International Dairy Queen, Inc. Chief Operating Officer International Groups

Jean Champagne, chief operating officer International Groups, is responsible for managing the operations of the *Dairy Queen* and *Orange Julius* concepts internationally for International Dairy Queen Inc. (IDQ). He joined the corporation as District Manager Trainee in 1981 for DQ Canada, Inc., and in 1981 became the District Manager of Western Canada. In 1987, Champagne was promoted to Development Manager and in 1990, became Regional Manager of Western Canada, which was later changed to Director of Operations. In 1997, Champagne became Vice President of the Operations Division for DQ Canada, and in 2001, he was promoted to Executive Vice President of the Canadian Division. He became Chief Operating Officer International Groups for IDQ in January 2005.

During most of the 1970s, Champagne worked for his parents at their Niagara Falls, Ontario *Dairy Queen* store, and at his brother's store located in Welland, Ontario.

Champagne received his diploma in Business Administration and Marketing from the Niagara College of Applied Arts and Technologies.

He resides in Burlington, Ontario, in Canada, with his wife, Connie. He has two children, Stephen and Renee.

2016 Calendar of Meetings & Events

Mark these dates on your calendar!

Thursday April 13 th	Meeting @ 7pm	Blue Mermaid
Thursday May 11 th	Meeting @ 7pm	Blue Mermaid
June BBQ	TBA	

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MEMBERSHIP INFORMATION

New Members

If you know of anyone who may be interested in becoming a member of the St. Catharines Ad & Sales Association please contact Tony Alfieri.

April Booster

Verne Milot
Growth Associates

PLEASE NOTE: If you are bringing a guest to a meeting or any other Ad & Sales function, please bring payment for the guest to that function. Receipts can be issued right away. (Our treasurer will appreciate it).