

The Sales Call

FEBRUARY 2017

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

President's Message

And here we are, knee deep into 2017 and about to take the deeper plunge into the remaining 11 months worth. With all the geopolitical turmoil taking place, there is little likelihood that the remaining portion remains steady as she goes. Prognostications point to either better or worse, with nobody anticipates zero change. Interesting.

Even our little old Niagara enterprises may not be immune to the anticipated winds of change that are about to affect us. Do find this JFK quote to be appropriate:

“The Chinese use two brush strokes to write the word 'crisis.' One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger--but recognize the opportunity.”

— John F. Kennedy

Anyhow, so much for sobriety of the moment. This letter is not about sobriety; actually, it's about our upcoming Ad & Sales get together happening this Thursday, February 9th at where else but the Blue Mermaid...☺

Bring your happy face, share in the fraternity and let's just Carpe Diem the night away. See you there for some good laughs.

YT Verne

This Month's Speaker

Bram Cotton

Bram Cotton is a graduate of Bishop's University with his BBA, Brock University with a Bachelor of Sport Management, and has had a 15 year career in the field of sport management.

Bram is currently the CEO of the Niagara Sport Commission, a regional development agency that uses sport as a catalyst for economic and community development.

The NSC has successfully hosted over 25 events that have had an economic impact of \$35 million on the community, most recently the 2016 IIHF U18 World Women's Hockey Championship at the Meridian Centre. The NSC is currently leading the 2021 Canada Summer Games bid on behalf of the Niagara Region.

Bram currently resides in St. Catharines with his family Justine, Celia and recent addition Colin.

2016 Calendar of Meetings & Events

Mark these dates on your calendar!

Thursday February 9 th	Meeting @ 7pm	Blue Mermaid
Thursday March 9 th	Meeting @ 7pm	Blue Mermaid
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.

Boosters Needed

Have you had some recent changes with your business? Would you like to tell new members and remind the seasoned members what your business is? Please let Steve Gilliam know you would like to be a two minute booster.

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).