

Strategic Integrated Knowledge

Volume 2, Issue 4

April 2011

Services:

- International Trade
- Business Growth
- Marketing
- Government Relations
- Media Relations
- Public Relations
- Event Planning

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CUTTING THROUGH:



Normally in this space I have a political or business comment and I stay away from those things that get sent around on the internet. This time though I

thought these were too good to pass up. They are not my stories but I wish they were.

Life Lesson One: Everyone is important

During my second month of college, our professor gave us a pop quiz. I was a conscientious student and had breezed through the questions until I read the last one:

"What is the first name of the woman who cleans the school?"

Surely this was some kind of joke. I had seen the cleaning woman several

times. She was tall, dark-haired and in her 50's, but how would I know her name?

I handed in my paper, leaving the last question blank. Just before class ended, one student asked if the last question would count toward our quiz grade.

"Absolutely," said the professor. "In your careers, you will meet many people. All are significant. They deserve your attention and care, even if all you do is smile and say 'hello.'"

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SUPPORTING RELIEF FOR JAPAN

As many of you know I have lived and continue to work in Japan. Luckily my friends and family are all safe following the earthquake and tsunami. Unfortunately, that is not true for everyone.

Norman Leach & Associates is assisting with earthquake relief by working with the Calgary Japanese Community Association (CJCA) and its members.

While there has been an outpouring of support community to date, your continued support is urgently needed.

You are invited to a special fundraising

event, "Night of 1000 Cranes" Japanese Tsunami and Earthquake Relief Gala on Sunday, April 17.

This event is at Hotel Arts in the Spectrum Ballroom, commencing at 4:00 PM.

All monies raised will go to the relief efforts in Japan. We anticipate that this event will be attended by approximately 500 to 700 guests.

Tickets are \$250.00 each and are available from Norman Leach & Associates. Maritza and I look forward to seeing you there.

EVENTS

Saturday April 9
Unveiling of the Calgary Soldiers Memorial

Sunday April 17
Calgary Japanese Community Association fundraiser for Japanese Earthquake Relief

Wednesday April 27
AMCHAM Canada West Interesting cocktails featuring the Calgary International Film Festival.

Friday April 29
Royal Wedding of Prince William and Kate Middleton

Saturday April 30
Jeunesse Classique Ballet "Pirouettes and Pasta" a Fundraiser for the AB Children's Hospital Foundation

June 1-2
CANSEC—Canada's Largest Military Show—Ottawa

June 12-14
AMCHAM Canada West trade delegation to GO-EXPO 2011—Calgary.

For more information on these and other events please contact Norman Leach at 403-279-8455 or nleach@telusplanet.net

CUTTING THROUGH (Cont)

I've never forgotten that lesson.. I also learned her name was Dorothy.

Life Lesson Two: Always remember those who serve.

Years ago when a sundae cost much less, a 10-year-old boy entered a coffee shop and sat at a table. A waitress put a glass of water in front of him.

"How much is an ice cream sundae?" he asked. "Fifty cents," replied the waitress.

The little boy pulled his hand out of his pocket and studied the coins in it.

"Well, how much is a plain dish of ice cream?" he inquired.

By now more people were waiting for a table and the waitress was growing impatient.

"Thirty-five cents," she brusquely replied.

The little boy again counted his coins.

"I'll have the plain ice

cream," he said. The waitress brought the ice cream, put the bill on the table and walked away. The boy finished the ice cream, paid the cashier and left.

When the waitress came back, she began to cry. There, placed neatly beside the empty dish, were two nickels and five pennies.

You see, he couldn't have the sundae, because he had to have enough left to leave her a tip.

AMCHAM CANADA WEST

New Members this Month

AMCHAM Canada West is pleased to welcome the following new and renewing AAA members:

- 1) NewAlta
- 2) Conoco-Philips

Edmonton AMCHAM Sub-Chapter holds first meeting

The new Edmonton sub-Chapter of AMCHAM, chaired by Dwain May, Sr. Manager Government Relations at Capital Power Corporation recently held its first members lunch. Twenty Edmonton business leaders joined AMCHAM Canada West Chair Jim Rowling and Board member Brian Sinclair at Ruth

Chris Steak House.

The guest speaker was Rich Steffens, Minister Counselor for Commercial Affairs at the US Embassy in Ottawa.

AMCHAM Annual Golf Tournament almost sold out

There are just a few spots left in the AMCHAM Canada West Annual Golf Tournament in support of the Veterans Food Bank.

Tee-off is June 21, 2011 at the D'Arcy Ranch Golf Club.

US Consul General Laura Lochman has agreed to be this year's honorary tournament chair and all proceeds will go to the Veteran's Food Bank.

AMCHAM Canada West Trade Delegation to GO-EXPO 2011

AMCHAM members interested in meeting with potential buyers one-on-one should contact the AMCHAM as soon as possible.

Norman Leach is the Executive Director of the American Chamber of Commerce in Canada Western Chapter and sits as a Director on the National Board of Directors.



SPEECHES

Norman will be speaking at:

1) **May 3**

“Evolution of Peacekeeping.
Military Museums Calgary

2) **May 6**

“One Man’s Terrorist” Military
Museums Calgary

3) **June 25**

“History in the Movies” Cana-
dian Historical Aviation Society
Annual Convention Edmonton

**To book Norman contact
Maritza:**

maritsam @telusplanet.net

INSTRUCTOR OF THE YEAR

Norman Leach was named Instruc-
tor of the Year on April 2 at the
University of Lethbridge Calgary
Campus annual Instructor Appre-
ciation Dinner at Lynx Ridge Golf
Course.

Associate VP Academic Robert
Boudreau brought greetings from
the Lethbridge Campus and
handed out a number of awards.

“I am truly honoured when you
see the others who have won this
award,” said Norman.

**Norman teaches International
Trade Management, Doing Busi-
ness in Asia and Doing Business
in Latin America at the U of L.**

CALGARY FILM FESTIVAL

Since 1998, the Calgary Interna-
tional Film Festival Society (CIFF)
has enlightened and entertained
audiences with dynamic and enga-
ging programming and a celebratory
atmosphere that promotes aware-
ness for cinema, the arts, and our
stakeholders.

The 10-day festival of cinema has
become one of the largest film fes-
tivals in Canada and a premiere
cultural event in Calgary’s social
calendar.

CIFF has now launched its Com-
munity Mavericks Program giving
Calgarians the chance to invest in
the Festival and its future.

Sponsorship levels are::

Leader - \$1,000 cash donation –
one year Community Maverick

Visionary - \$2,500 cash donation –
two year Community Maverick

Maverick - \$5,000 cash donation –
five year Community Maverick

For More Information Visit:

www.calgaryfilm.com

WESTERN CAN. DEFENSE INDUSTRIES ASSOC

The Western Ca-
nadian Defence
Industries Asso-
ciation (WCDIA)
promotes Western
businesses as vi-
able suppliers for
federal defence procurement initia-
tives.

The association provides mutual
support to Tier 2 and smaller West-
ern Canadian companies; to develop
their ability to serve the procure-
ment needs of the Canadian defence
industry.

The association also engages the
Prime and Tier-1 defence contrac-
tors as a means of developing quali-
fied supply chain partners in the
Western Canadian region.

Currently, the WCDIA is in a mem-
bership drive. Membership is open
to companies and individuals who
are actively selling to or serving the



defence industry in Canada.

ADIS 2011

This year the WCDIA is again
hosting the Alberta Defence In-
dustries Symposia.

ADIS will be held in Calgary on
July 11 and 12. The symposium
theme is "Sustainability in the
Army, Navy and Air Force;
bringing together industry and
the end user."

If you have any inquires about
the event, are interested in spon-
sorship or would like to partici-
pate, please contact Denean
Tomlin at:

dtomlin@wavvbizdev.com

**Norman Leach is an Hon-
ourary Member of the Western
Canada Defense Industries As-
sociation and Managing Direc-
tor.**

EVENT RISK MANAGEMENT

Each year Norman teaches a class
on Event Risk Management at
Mount Royal University.

This year’s ten week class ended
on March 31. A group of 19 new
event planning professionals are
ready to join the ranks.

**Norman Leach & Associates pro-
vides comprehensive event plan-
ning and management services.**

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Strategic Integrated

Marketing Blog:

normansleach.blogspot.com



Read Norman's Columns:

The Business Edge
www.businessedge.ca

iPolitics
www.iPolitics.ca

Strategic Integrated Marketing

Norman Leach & Associates has become a leader in the field of Strategic Integrated Marketing. Too often organizations look at marketing as an after thought - something to do once the product is completed. We look at your organization in a different way and show you how to strategically enhance your products and services, your marketing - and ultimately - your success. When you succeed - so do we.

NORMAN LEACH & ASSOCIATES SERVICES

International Trade Development

- Business Development
 - Marketing
- Government Relations
 - Media Relations
 - Public Relations
 - Event Management

FEATURED NON PROFIT—Legion of Frontiersmen

The Legion of Frontiersmen was formed in Britain in 1905 with the goal to assist civil authorities in time of need.

Prompted by pre-war fears of an impending invasion of Britain, the organisation was founded as a field intelligence corps.

Headquartered in London, branches of the Legion of Frontiersmen were formed throughout the empire to prepare patriots for war and to foster vigilance in peacetime.

Many Legion members enlisted at the onset of the First World War and



Frontiersmen also served as special constables in London for the duration of hostilities.

Today the Legion is diminished in numbers but is active in Great Britain, Canada, the US, Australia and New Zealand with

Frontiersmen scattered around the world.

Just like in 1905 Frontiersmen today assist civil authorities in times of need.

In England the Legion can be seen doing security work at air shows and other public events while in Canada the Legion focuses on personal service through volunteer fire departments, the Red Cross etc.

Norman holds the rank of Corporal in the Legion of Frontiersmen and serves at both the local and international levels.