

# 2008 IIHF World Hockey Championship Names Local Organizing Committee



**WORLD CHAMPIONSHIP CANADA**  
Halifax • Québec City

Fred MacGillivray, President and CEO of Trade Centre Limited and Event Chair of the 2008 IIHF World Championship, recently announced that the local organizing committee has been named for the 2008 event to be held in Halifax, NS and Québec City, QC May 1 – 18, 2008.

“With the success of the World Juniors and Women’s World Championships here in Halifax, I am very pleased to see the great team that we have reassembled for the 2008 IIHF World Championship.” MacGillivray said. “Each member of the Halifax Organizing Committee has worked the 2003 IIHF World Junior Hockey Championship and the 2004 IIHF World Women’s Championship, it just shows the commitment and dedication of our great volunteers in this city and without their support, these events would not be possible.”

Scott Ferguson, Executive Vice-President of Trade Centre Limited, will serve as City Chair for Halifax for the 2008 IIHF World Championship while Grant

MacDonald, General Manager of Events Halifax and former Event Manager of the 2004 IIHF World Women’s Hockey Championship and the Operations Manager of the 2003 IIHF World Junior Hockey Championship, will serve as a resource person to the World Championship.

MacGillivray also announced that Leroy McKinnon, former Director of Communications for the Western Hockey League (WHL) has been named the Event Manager and will oversee the overall management and administration for Halifax.

“It is a privilege and an honour to be entrusted by Mr. MacGillivray and Hockey Canada to serve as Event Manager for the IIHF World Championship that will come to

Canada for the first time ever in May 2008. I look forward to working very closely with the Halifax Organizing Committee, our partners in Québec City and the countless volunteers to make this the biggest and best World Championship ever,” McKinnon said.

For more information on the 2008 IIHF World Championship or to purchase tickets, visit [www.hockey2008.ca](http://www.hockey2008.ca).



## TCL Welcomes New Communications Manager!

Trade Centre Limited is pleased to announce the appointment of Barb Stegemann to the position of Communications Manager.

Barb is no stranger to Halifax. She earned her degree in journalism from the University of King’s College in Halifax. Upon graduating, she swapped coasts to write and produce for the Dave Chalk Technology show in Vancouver, British Columbia and went on to

form her own consulting communications company. Barb spent the past seven years creating innovative events and communications campaigns for a host of BC clients, including Lululemon Athletica, MAC Make-up and the City of Vancouver. She has earned five national marketing awards for her tourism marketing campaigns from the Economic Developers Association of Canada (EDAC).

Barb's specialty is in communi-

cating the importance of events as catalysts for building a healthy economy. For several years she wrote a column in British Columbia called “The Good Life” featuring three levels of government, non-profit and the private sector working together to build vibrant communities for visitors and residents alike.

Please join us in welcoming Barb back to the Maritimes and to the TCL team!



### Feature Articles

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- TCL Welcomes New Communications Manager
- WTCAC Co-hosts Chicago Trade Mission
- “CHEFS CORNER” - Cooks or Chefs?
- What’s Happening
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Don’t forget to sign up for our free online version of the Link for all the latest news and updates.

[www.TradeCentreLimited.com](http://www.TradeCentreLimited.com)

## WTCAC Co-hosts Chicago Trade Mission



Mike Young, WTCAC International Trade Consultant (2nd from left) and Atlantic Canadian Entrepreneurs

World Trade Centre Atlantic Canada and World Trade Center Illinois recently hosted ten Atlantic Canadian entrepreneurs on a Trade Mission to Chicago.

The mission, which was funded by the Atlantic Canada Opportunities Agency (ACOA) and, in part, by the registered company, enabled the young

entrepreneurs to identify new partnership opportunities and to promote their products and/or services abroad.

"This kind of experience for our young Atlantic Canadian entrepreneurs is absolutely invaluable and will have long term effects in our region", says Michael Young, International Trade Consultant for World Trade Centre Atlantic Canada and leader for the Trade

Mission. To register for Atlantic Canada - Youth Trade Mission, entrepreneurs had to follow a mentoring program, be under 35 years of age, own or manage their own company, and have a potentially exportable product or service.

To reinforce the follow-up process, Young plans to organize a return Youth Trade Mission to Chicago later this year.

**WORLD TRADE CENTRE  
ATLANTIC  
CANADA**



## "CHEFS CORNER" - Cooks or Chefs?

Ever wonder why some people are called cooks and others are considered chefs? In today's rock star reality glazed world, we truly expect to see people do real things in real ways.

Two cooking trades people were discussing the difference within their profession as to who cooks and who is a "real" chef. Just how they would introduce themselves to others and what they did. Some would say "I cook", while others would say "I'm a chef".

The truth of the matter is in Nova Scotia, if one attends a certified program in the cooking trade and succeeds the inter-provincial

standards exams, one becomes a certified journey-person cook working in a brigade full of chefs. The position within this brigade determines what you get to prepare and thus cook.

So next time your watching an episode of "The Next Great Chef" or some reasonable facsimile, you be the judge! People cook, artists create and chefs rule!

Next time we'll talk recipes. Mom's or Rachael Ray's?

## What's Happening



### Warrior 2007 ILF World Indoor Lacrosse Championship Fast Approaching!

Excitement continues to build as the city of Halifax prepares to host the Warrior 2007 ILF World Indoor Lacrosse Championship. Australia, Canada, Czech Republic, England, Ireland, Iroquois Nationals, Scotland and the United States have officially registered for the tournament, to be held at the Halifax Metro Centre May 14-20, 2007.

For more details and ticket information, please visit [www.ticketatlantic.com](http://www.ticketatlantic.com).

### WTCAC & FITTskills Upcoming Courses

Throughout the year the World Trade Centre Atlantic Canada (WTCAC) delivers courses in international trade in conjunction with the Forum for International Trade Training (FITT).

FITT is the only organization in Canada to accredit a professional designation to international trade practitioners, the C.I.T.P. (Certified International Trade Professional). It is the highest level of professional accreditation available to international business and trade professionals in Canada. The following courses are available April – June at the World Trade and Convention Centre:

#### April 19-20 International Trade Research

Marketing success in international trade depends greatly upon developing an in-depth understanding and analysis of target markets. International Trade Research will take you step-by-step through the research process.

#### May 17-18 International Market Entry & Distribution

Winning at international trade takes more than just good marketing. A roadmap for getting products where they need to go is necessary. This course will help you chart a course to international markets and negotiate the inevitable obstacles along the way.

#### June 14-15 International Marketing

Marketing is one of the key customer focused aspects of business. Nowhere is marketing more important than in the global marketplace where competition is fierce. This course will teach you how to outdistance the competition

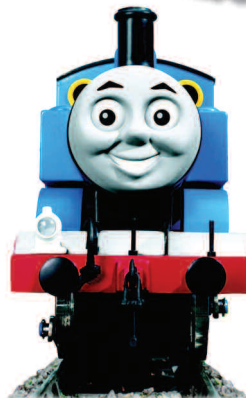
For more information or to register for the course, please contact Sandy Gordon (902) 421-1302 ext. 231; by email at [sgordon@tradecentrelimited.com](mailto:sgordon@tradecentrelimited.com) or visit [www.wtcac.com](http://www.wtcac.com).



We Love Our Children-Atlantic Canada's Family Expo is a two day expo which gives parents, grandparents and guardians access to experts on various subjects dealing with raising children. Families will be exposed to the latest in child safety, the scoop on the "how to's" and the "whys", family travel, the best activities to fill their lives and advice on how to plan for their future!



For more information, please visit [www.exhibitionpark.com](http://www.exhibitionpark.com) or [www.familyexpo.ca](http://www.familyexpo.ca).



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"Thomas and Friends Live! On Stage" invites preschoolers and their families to enter a world of imagination and adventure through engaging story-telling and exciting songs that encourage discovery, friendship and cooperation. Don't miss "Thomas and Friends Live! On Stage", making tracks in Halifax June 6 and 7, 2007!

For more information, visit [www.ticketatlantic.com](http://www.ticketatlantic.com) or call (902) 451-1221

# Upcoming Events at Trade Centre Limited

For more information on upcoming events link to us at [TradeCentreLimited.com](http://TradeCentreLimited.com)



**April 11**  
NovaKnowledge Luncheon Series,  
300 attendees

**April 11 – 13**  
Restaurant Equipment Distributors  
of Canada,  
120 attendees

**April 14 – 15**  
Maritime Beauty – Carnival of Beauty,  
400 attendees

**April 16 – 17**  
Canadian Association of Wound Care,  
250 attendees

**April 19**  
Legal Information Society of Nova  
Scotia, Law Luncheon & Auction,  
300 attendees

**Apr 19 – 20**  
TOPS 2007, Promotional Products  
Association of Canada Inc.,  
400 attendees

**April 21**  
Canadian Olympic Committee's 2007  
Congress and Hall of Fame Induction,  
450 attendees

**April 25**  
Halifax Chamber of Commerce Spring  
Dinner 2007, 1,000 attendees

**April 26**  
BioNova Celebration of Research  
Excellence Awards Dinner,  
200 attendees

**April 27 – 29**  
Pedorthic Association of Canada,  
300 attendees

**May 1**  
Emera Inc. 2007 Annual General  
Meeting, 800 attendees

**May 7**  
Mental Health Foundation of Nova  
Scotia – 3rd Annual Inspiring Lives  
Awards, 450 attendees

**May 8 – 9**  
Canadian Manufacturers & Exporters  
Conference, 350 attendees

**May 10**  
2007 Export Achievement Awards,  
500 attendees

**May 12**  
Grocery Foundation of Atlantic  
Canada Annual Gala, 700 attendees

**May 16**  
E-Spirit - National Aboriginal Youth  
Business Plan Competition (BDC),  
500 attendees

**May 17**  
Canadian Association of Insolvency  
& Restructuring Professionals,  
110 attendees

**May 17**  
NovaKnowledge Luncheon Series,  
300 attendees

**May 22 – 25**  
8th Atlantic Human Resources  
Conference, 600 attendees

**May 26 – 30**  
CIPS - Informatics Conference,  
300 attendees

**May 31**  
Habitat for Humanity Dinner and  
Auction, 300 attendees

**May 31 – June 3**  
Canadian Orthopaedic Association,  
600 attendees

**June 5**  
Junior Achievement of Nova Scotia -  
NS Business Hall of Fame Dinner,  
1,100 attendees

**June 5 – 8**  
Financial Executives International  
Canada, 500 attendees

**June 13**  
NovaKnowledge Luncheon Series,  
300 attendees

**June 23 – 24**  
Can-Fit-Pro Halifax 2007 Fitness  
Conference and Trade Show

**July 2007**  
Assembly of First Nations -  
Annual General Assembly,  
700 – 1,000 attendees

**July 17 – 20**  
Council of Engineering and Scientific  
Executives (CESSE), 1,000 attendees

**Sept 16 – 19**  
BEACONS - 2007 RIMS CANADA  
Conference & Trade Show

**Sept 18**  
Health Careers Interaction 2007,  
1,000 attendees

**Sept 20 – 22**  
Canadian Society of Gastroenterology  
Nurses and Associates, 300 attendees

**Sept 27**  
BioPort Atlantic 2007, 300 attendees



**April 26 – 29**  
The Piano House – Piano Sales

**April 27 – 29**  
Saltscapes East Coast Expo 2007

**May 5 – 6**  
We Love Our Children Atlantic  
Canada's Family Expo

**June 8 – 9**  
50+ Expo

**Aug 26**  
Halifax Antique Car Show 2007

**Sept 1 – 3**  
Halifax Kennel Club

**Sept 28 – 30**  
Fall Ideal Home Show,  
Nova Scotia Home Show



**Halifax Metro Centre**

**April 5**  
The Harlem Globetrotters

**April 7**  
Il Divo in concert

**April 12**  
Ann Arden in concert

**May 12**  
Gordon Lightfoot in concert

**May 14 – 20**  
Warrior 2007 ILF World Indoor  
Lacrosse Championship

**June 6**  
Thomas & Friends Live! On Stage  
(1 show)

**June 7**  
Thomas & Friends Live! On Stage  
(2 shows)

**June 8**  
Nana Mouskouri in concert

**July 1 – 8**  
2007 Royal Nova Scotia International  
Tattoo

**Sept 23**  
NHL Pre-Season: Montreal Canadiens  
vs. Boston Bruins

**For More Information Contact:  
Communications Department  
Tel: (902) 421-1302 ext. 183**

**World Trade Centre Atlantic Canada | Events Halifax! | Ticket Atlantic  
Exhibition Park | Halifax Metro Centre | World Trade and Convention Centre**