

# Team TCL: Going for Gold



The entire Trade Centre Limited team is rewiring up to host the 2008 IIHF World Championship May 2–14<sup>th</sup>. Halifax is the only city in the world to have hosted all three IIHF World Championships: first the World Juniors in 2003, then the Women’s World Championship in 2004 and now the Men’s World Championship in 2008. We broke every attendance record for the previous events and with 560 million TV viewers the world over expected to tune in this May, the TCL staff are getting ready to handle one of the most exciting events being held for the first time ever on Canadian soil!

“This is an historic first for Halifax, Nova Scotia and Canada,” says TCL CEO Fred MacGillivray, who is chairing the event. “The preparation for such a world-class event began many months ago and engaged all our people from all business units at TCL and so many community partners from all levels of government, non-profit and business – it really has brought the community together.”

Halifax will host 8 teams – Canada, USA, Finland, Slovakia, Germany, Norway, Latvia and Slovenia during this 100<sup>th</sup> anniversary year for the International Ice Hockey Federation.



With Canada defending its gold medal and ticket sales moving fast, the city’s energy and vibe will be the stuff people talk about for years to come.

This event will inject an estimated \$30 million in economic impacts and spin-off activity into Halifax and Nova Scotia. That means more jobs and support for businesses in the area as local hotels, restaurants and entertainment venues show our international guests our famous Maritime hospitality.

There are a number of other activities in Halifax that will coincide with the Worlds. Hockey Canada will host a World Adult Recreational Challenge with over 100 teams participating from all over the world (May 5–10). And TCL will be hosting the 2008 Canadian Sponsorship Forum during the championship to connect business, sport and sponsorship interests.



The focus of the conference is looking at what makes a really successful event.

Successful large-scale events are built upon a strong foundation in Halifax, and that’s our incredible community spirit. From the hundreds of enthusiastic volunteers to the dedicated staff to the fans who come out in droves – this is what makes our events here extraordinary and unique. And at TCL, it’s all about teamwork. From the bidding team at Events Halifax and the box office staff at Ticket Atlantic, to the event technicians at Halifax Metro Centre and the World Trade and Convention Centre banquet staff, we’re all focused on one goal: we are poised to break some more event records and support our Team Canada champs to victory.



## Feature Articles

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# “CHEF’S CORNER”

## Food Safety 101

*“Oh waiter, there’s a fly in my soup.”*

*“Thank you for assisting with our food safety program!”*

Whether you’re having a few friends over for a casual get-together and a quick meal, or you’re part of a team that’s hosting a couple of thousand convention guests having breakfast, lunch and dinner, the concerns and processes dedicated to food safety are the same.

As diners, we expect to have a responsible level of cleanliness and sanitation when we go out to share in a culinary adventure. As hosts, the key to making these events successful is rooted in some very basic concepts and techniques.

The first rule is to avoid contamination of any kind. This could be in the form of a chemical, physical or biological contaminant – cleaning solutions, foreign objects or poisons from wild mushrooms or berries. Make sure to keep your ingredients separate and protected until you’re ready to use them.

Second, use proper cooking techniques with regards to temperature controls. Serve hot food hot and cold food cold. Get into the habit of using a cooking thermometer to measure the internal temperature of everything you’re cooking and ensure it has reached sufficiently high heat to destroy unwanted micro-organisms like Salmonella and E. Coli (potential illness-causing bacteria). And refrigerate unused portions promptly.

And third, we all have a public responsibility to practice acceptable standards of personal hygiene. Practice meticulous hand washing, wear proper apparel and remove any jewelry during what we call the “flow of food” production, from purchasing, storage, preparation and service.

Make your next special dining event memorable for the *right* reasons, by sending guests on their way with good tidings and great cheers.

Next time: Labor Force vs. Market Skills.



## LIVE ON-AIR

TCL has teamed up with the C100 Breakfast Club to get the word out into our community about upcoming events – and the “behind the scenes” stuff that the rest of HRM doesn’t know. Spread the word: there are plenty of tickets to be won and opportunities to tune in and find out what’s happening in our exciting venues.

## Scarlet Soiree

Many of the complex issues facing youth today make them vulnerable and place them at risk of homelessness, criminal activity, addiction and despair. Women in law enforcement, who confront these challenges every day, believe that young people can be positively influenced, belong in our communities and deserve a chance.

This spring, policewomen from across Nova Scotia are hosting an event to raise awareness of this important cause. The second annual Scarlet Soiree, to be held on May 21 at the World Trade and Convention Centre, is a gala evening featuring a silent

auction of fabulous celebrity purses. Come bid on purses donated by local celebrities, including Oscar-nominated actress Ellen Page.

All proceeds will be donated to the HomeBridge Youth Society, an organization that assists the many at-risk Nova Scotia youth, with the goal of supporting them to stay in school and feel positive about their futures.

For ticket information or to donate a purse or gift items, please contact Cst. June Chiasson, Scarlet Soiree committee chair, at (902) 220-2014. You can learn more about HomeBridge at [www.homebridgeyouth.ca](http://www.homebridgeyouth.ca).



## Swing! Batter

Nova Scotia baseball fans lined up three-deep in January, sporting grins and memorabilia, for an opportunity to have their photo taken with the Boston Red Sox’s 2007 World Series Trophy and the team’s official mascot, Wally the Green Monster.

Events Halifax organized the whirlwind Nova Scotia tour, which made stops at the Nova Scotia Sports Hall of Fame, Mic Mac Mall, the IWK-Grace Health Centre and St. Patrick’s-Alexandra Elementary School.

“Bringing the trophy to Halifax underscores the deep bond that exists between Nova Scotia and Boston,” said Red Sox Vice-President Chuck Steedman. “We’re pleased to build on this relationship and recognize the longtime devotion shown by thousands of Nova Scotian baseball fans to the Boston franchise.”

Before Major League Baseball expanded to Canada in 1969, the Red Sox were truly Nova Scotia’s home team. The province has a dedicated group of fans called the Bluenose BoSox Brotherhood.

## What's Happening

### 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 from April through June at the World Trade and Convention Centre:

#### April 17-18, 2008 **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 out-distance the competition.

Course facilitated by Pernille Fischer Boulter.

#### May 22-23, 2008 **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 seminar will help you chart a course to international markets and negotiate the inevitable obstacles along the way.

Course facilitated by Pernille Fischer Boulter.

#### June 26-27, 2008 **International Trade Logistics**

Logistics are the steps you take to get your product to market. International Trade Logistics will teach you the crucial interplay of the export team, documents, preparation and transportation to get the goods from the seller to the buyer.

Course facilitated by Barrie Reid.

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

### 2008 Stars on Ice presented by Smucker's: Live and in Colour

Get ready to see some of the hottest names in figure skating on April 17 at Halifax Metro Centre! Stars on Ice presented by Smucker's features a stellar line-up including 2006 Olympic silver medalist Sasha Cohen, Kurt Browning, Jamie Salé and David Pelletier, Xue Shen and Hongbo Zhao, Jeff Buttle, Marie-France Dubreuil and Patrice Lauzon, and more.

If you have enjoyed skating on television but have never seen it in person, these performances will provide an unforgettable experience only derived from witnessing a live show. Imagine an evening of flawless artistic expression combined with uplifting music, intricate lighting, dynamic costumes, and cutting-edge choreography!

Contact Ticket Atlantic to reserve your seats. Tickets can be purchased at



the Ticket Atlantic Box Office at the Halifax Metro Centre, at 17 participating Atlantic Superstore outlets, online at [www.ticketatlantic.com](http://www.ticketatlantic.com) or charged by phone at (902) 451-1221. For more information on Stars on Ice, visit [www.ticketatlantic.com](http://www.ticketatlantic.com).



Don't miss Atlantic Canada's largest Family Expo, coming May 3 and 4 to Exhibition Park in Halifax. The expo offers a long lineup of great entertainment, loads of interactive exhibits and all the latest resources for parents of babies, kids and teens, along with soon-to-be parents.



Bring the whole family – there's fun for all ages. Take part in exciting family events like the SuperHero Safety Show, Meet and Greet with Dora the Explorer, a Hannah Montana Look-Alike Contest, the Rainforest, Fairyland Fantasy, the amazing Diaper Dash, the Baby Boogie Contest and much more. For more information visit [www.familyexpo.ca](http://www.familyexpo.ca)



# Upcoming Events at Trade Centre Limited

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



**April 2-6**  
National Metropolis Conference,  
600 guests

**April 10-11**  
NS Dept. of Education  
"Principals-in-Focus," 500 guests

**April 12-13**  
Maritime Beauty Supply Limited  
"Carnival of Beauty 2008," 400 guests

**April 16**  
Legal Information Society of NS  
Luncheon & Auction, 300 guests

**April 17**  
Nova Scotia Leadership Prayer Breakfast,  
550 guests

**April 17**  
Halifax Chamber of Commerce  
Spring Dinner, 1000 guests

**April 18**  
Destination Halifax  
Ambassador Club Dinner, 70 guests

**April 18-19**  
Dalhousie University – "Atlantic  
Canada Cardiovascular Conference,  
200 guests

**April 20**  
Junior Achievement of NS Awards Gala,  
350 guests

**April 20**  
Gary V Live!!! The Filipino pop star  
in concert, 1000 guests

**April 23**  
Promotional Products Association of  
Canada "TOPS 2008" show, 15 exhibitors,  
300 guests

**April 25**  
Nova Scotia School Athletic Federation  
Luncheon, 600 guests

**May 16-18**  
BlueNose International Marathon,  
8000 guests

**May 15**  
Atlantic Business Magazine's  
10th Annual Top 50 CEO Awards,  
700 guests

**May 18**  
Nova Scotia Football Officials  
Association Biannual National  
Conference Dinner, 150 guests

**May 21**  
Scarlet Soiree celebrity purse auction

**May 22**  
NSBI's 2008 Export Achievement Awards,  
400 guests

**May 24-27**  
Administrative Science Association of  
Canada 2008 Conference, 550 guests

**May 27-29**  
Canadian International Development  
Agency, 250 guests

**May 30-June 4**  
Canadian Public Health Association  
Annual Conference, 1000 guests

**May 30**  
Nova Scotia Teachers Union, Halifax  
Local Retirement Teachers' Dinner,  
350 guests

**May 31**  
Workers Compensation Board of NS  
Awards Dinner/Dance, 450 guests

**May 31**  
Hockey Nova Scotia AGM Dinner,  
200 guests

**June 1-4**  
Canadian Public Health Association-  
2008 CPHA Annual Conference,  
1000 guests

**June 5**  
Habitat for Humanity Annual Dinner  
and Auction, 300 guests

**June 6-8**  
Le Conseil de développement  
économique de la Nouvelle-Écosse/  
Expo Internationale de l'Acadie 2008,  
200 guests

**June 10**  
NSPSC "Premier's Awards of Excellence,"  
150 guests

**June 13-17**  
Canadian Anesthesiologists' Society  
Annual Meeting, 1400 guests

**June 12**  
Junior Achievement of Nova Scotia  
Business Hall of Fame Dinner,  
1000 guests

**June 20**  
CompuCollege Graduation, 1500 guests

**June 21**  
Nova Scotia Teachers Union Halifax  
County Local, 300 guests

**June 22-25**  
SMU for the Joint Venture of the  
2008 ICSB Conference, 660 guests

**June 26**  
Halifax West H.S. Graduation  
Dinner/Dance, 650 guests

**June 26-July 1**  
CanAt Bridge Tournament 2008,  
400 guests

**September 20-29**  
BIO: 2008 International Council for  
the Exploration of the Sea conference,  
700 guests



**April 12-13**  
Halifax Biker Bash

**April 25-27**  
Saltscapes East Coast Expo 2008

**April 24-27**  
The Piano House

**May 3-4**  
We Love Our Children – Atlantic  
Canada's Family Expo

**May 25**  
NS Safety Council Motorcycle Rodeo

**May 30-June 1**  
Global Art Liquidators

**June 6-8**  
Leisure Days RV Centre

**June 13-14**  
50+ EXPO 2008

**June 28-July 1**  
La Finale des Jeux de l'Acadie 2008



**April 10**  
Larry the Cable Guy

**April 12**  
George Jones in concert

**April 17**  
Stars On Ice

**April 18**  
Anne Murray in concert

**May 2-14**  
IIHF World Hockey Championship 2008

**May 16-18**  
BlueNose International Marathon

**May 30**  
Daniel O'Donnell in concert

**June 1-4**  
Canadian Public Health Association –  
2008 Annual Conference and Trade Show

**June 7-8**  
Rivdance

**June 9-15**  
2008 Clipper Round the World Yacht Race,  
Halifax Waterfront

**June 12-15**  
Canadian Anesthesiologists – Trade Show

**July 1-8**  
Royal Nova Scotia International Tattoo

**September 22**  
NHL Exhibition Game –  
Montreal Canadiens vs. Boston Bruins

**September 25**  
NHL Exhibition Game – Detroit Red Wings  
vs. Boston Bruins

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

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