

2023 Outfitting Industry Convention December 12th & 13th • Sheraton Cavalier • Saskatoon, SK

Welcome to SCPO's Annual Convention.

On behalf of SCPO's Board of Directors, I want to extend our thanks and appreciation to those of you that made the effort to join us for these two days.

We have important annual business matters to take care of, have a line up of great sessions to trigger discussion and planning, and, as always, are looking forward to our annual banquet where we can pause and celebrate the sector as we look ahead to 2024.

KEYNOTE SPEAKERS & SPECIAL GUESTS

Honourable Christine Tell

Christine Tell has served Saskatchewan in various roles including Minister of Corrections, Policing and Public Safety, Minister of Government Services, Minister responsible for Saskatchewan Liquor and Gaming Authority, Minister of Tourism, Parks, Culture and Sport, Minister responsible for the Provincial Capital Commission, and now **Minister of Environment**. Christine served on the Saskatoon Police Service for three years before joining the Regina city police. Christine served in the Regina Police Association and the Saskatchewan Federation of Police Officers.

Stephen Maybury

Stephen is a registered Professional Engineer, Accredited Airport Executive and a Certified International Trade Professional. Since 2001, he has worked in leadership roles with various airports across Canada including the Greater Toronto Airports Authority, Charlottetown Airport Authority, and Southport Aerospace Centre Inc. In 2012, Stephen was appointed **President and Chief Executive Officer of the Saskatoon Airport Authority** to strategically build corporate success and deliver Canada's most valued airport experience.

Brooke Lochbaum

Brooke is the **Executive Director, Marketing at Tourism Saskatchewan**, overseeing content creation, asset management, consumer website development and digital marketing initiatives for both domestic and international markets. With a solid educational foundation in marketing, Brooke brings experience as a former Account Executive in advertising and Executive Director of Marketing and Communications for the Ministry of Parks, Culture, and Sport.

Steve Dobko

Steve Dobko is the **Chief Superintendent for the Provincial Protective Services Branch of the Ministry of Corrections, Policing and Public Safety**. In this role he is responsible for all conservation officer provincial operations and program delivery through 43 field offices. Throughout his 35-year career, Steve has worked across Saskatchewan from as far north as Wollaston Lake to Smeaton, Nipawin, Yorkton, and Saskatoon and has developed relationships with a number of Saskatchewan outfitters.

The program includes opportunities for delegates and stakeholders to participate in discussions on the initiatives we are driving – and planning for – to support the outfitting sector. Thanks again, and enjoy the convention.

I also thank you for your continued support of the SCPO.

Harvey Kroll *SCPO Chair*

Amy McInnis

As **Vice-President Marketing and Communications**, Amy leads Tourism Saskatchewan's Marketing and Communications Division, responsible for brand stewardship, marketing strategies in domestic and international markets and event and industry partnerships. She holds a B.Sc. and a B.S.A from the University of Saskatchewan and received her Certified Tourism Industry Professional designation from Indiana University–Purdue University Indianapolis.

Tracy Arno

Tracy is the **CEO and founder of Essence Recruitment**, and has over 25 years of experience in recruitment and executive leadership. In 2011, she founded Essence Recruitment which is now recognized as one of Saskatchewan's top players. She has complemented Essence's recruitment services with the 'How to Recruit and Retain' one day training program where she helps small to mid size companies learn how to recruit from the side of their desk.

Jordan Anderson

Jordan is a **partner at A1 Accounting Group LLP**. He specializes in small business tax planning. The firm has served Saskatoon since the 1970s. A1 has grown from their beginnings as a proprietorship specializing in personal tax in the 70s to a boutique accountancy group that can provide services in tax, assurance, and management.

Clare Schell

Clare, **CEO of Clash Creative**, combines over 10 years of expertise in marketing, copywriting, and leadership. Having transitioned from a career in IT and freelance copywriting, she established Clash Creative in 2020 with a clear vision: to propel a variety of businesses forward, including those in the outdoor sector, such as outfitting. Her mission is to boost online visibility and generate leads, enabling businesses to fully realize their potential through digital marketing strategies.

Serena White

Serena has spent over two decades as a DJ, bringing countless people to their feet with her ability to read and rock a crowd. Now, she rocks clients' expectations by optimizing their websites and leveling up their businesses. Serena is passionate about working with people, understanding their issues, and bringing their online presence to the next level. When she's not working with a client, she spends her time furthering her skills to become increasingly outstanding at the web optimization game.

TUESDAY, DECEMBER 12th, 2023

**9:00 AM DELEGATE
-12:00 PM REGISTRATION**

Welcome to the SCPO Annual Convention

Delegate Registration opens

10:30 AM ANNUAL AGM

Executive Reports, Financial Update, Election of Officers, Association Succession Planning

**11:45 AM OPENING
LUNCHEON**

*Welcoming remarks from SCPO Board Chair & Delegate address from the Honourable **Christine Tell**, Minister of Environment.*

**1:30 PM PREPARING YOUR
-2:45 PM CLIENTS FOR A
SEAMLESS TRIP**

*Representatives from the **Canadian Border Security Agency** (CBSA) and the province's **Conservation Officer Services** will present on key tips and information your clients should know when travelling to Saskatchewan, or when enjoying their outfitted trip in Saskatchewan.*

**FINDING
SEASONAL
EMPLOYEES IN A
COMPETITIVE
LABOUR MARKET**

***Tracy Arno** from Essence Recruitment will share information on the state of your labour market, how to position your business as an employer of choice, and how to retain the employees you find. She will also provide an overview of relevant recruitment processes, and how to build a plan that ensures you find and hold onto great talent.*

Concurrent Sessions

delegates choose one concurrent session to attend

2:45 PM Refreshment Break

3:00 PM SECTOR MEETING

***SCPO's Sector Chairs** will provide an update on key issues and programs from their sector ... and, as always, open discussion and dialogue will be facilitated with the delegates. Representatives from the Ministry of Environment may also attend to share updates and information.*

**4:30 PM TRADE SHOW &
COCKTAIL HOUR**

The banquet evening will kick off with the Allied Associate trade show and afternoon cocktails (cash bar) and cold appetizers.

**6:30 PM SCPO BANQUET &
-11:00 PM ENTERTAINMENT**

Our evening celebration of the outfitting sector will include the recognition of our many association and event sponsors, a great meal, and our live and silent auctions.

*After the banquet dinner, we head up for a concert by **JJ Voss**, followed by the live music antics and entertainment of **'Two Easy'**.*

WEDNESDAY, DECEMBER 13th, 2023

**8:00 AM DELEGATE
BREAKFAST**

**8:30 AM SCPO UPDATE
-9:30 AM**

SCPO's CEO will provide an update on key files and initiatives from 2023, and will highlight key initiatives and programs planned for 2024. This session will also provide ample time for open discussion and questions from member outfitters.

**9:30 AM DIGITAL GROWTH
-10:45 AM STRATEGIES:
HELPING NEW
CLIENTS FIND
YOU ONLINE**

Discover the untapped potential of your website. This session by Clash Copy demystifies websites and SEO, turning them into powerful tools for business growth. We'll guide you through the essentials of creating a standout website and reveal simple yet effective SEO tactics to elevate your online visibility - practical insights and tips to attract new clients in the digital age.

**ASK THE
ACCOUNTANT**

Our perennial presenter – Jordon from A1 – will share information on key tips for your businesses. In addition to fielding your questions, Jordon will touch on CPP changes, succession planning, changes to UHT (underused housing tax), and other CRA updates.

Concurrent Sessions

delegates choose one concurrent session to attend

10:45 AM Refreshment Break

**11:00 AM KEY STAKEHOLDER
PRESENTATIONS**

Tourism
Saskatchewan

Hunters and anglers from the U.S. are Saskatchewan's highest-yield travellers. Learn about Tourism Saskatchewan's marketing strategy and current tactics targeting market segments across 11 states with the greatest propensity to travel for outfitted experiences.

Saskatoon Airport
Authority

Seamless air access from the US to Saskatoon is important to the outfitting sector – with 32,000 clients per year staged from this airport. SAA's CEO Stephen Maybury will provide an update on the performance of the WestJet Minneapolis/Saskatoon connection, and provide insight into the ongoing work of the SAA and partners related to the future of air services and specifically this connection.

**12:00 PM CLOSING
LUNCHEON**

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