

Rees' Pieces

'ReCalculating...' Nova Scotia's need for Entrepreneurial Road Map

Soul searching is required by all Nova Scotians to map out a new course of action, which will see Nova Scotia reverse its downward spiral of loss of our young people, what we expect from government, how to better educate our students and everything that's required to turn the province into a "have" province.

We can reach our desired goals, but at the basis of all that needs to be done it's an attitudinal change which is at the top of the list. Just like the NHL players who represented Canada at the Olympics to win the gold, a team effort is required.

Now that the Olympics are over, we need to immediately focus on what we can do to stop Nova Scotia's downward spiral; gather our thoughts, then implement a process whereby just under 1-million people put their shoulder to the wheel with everyone pushing in the same direction.

The stage has been set. The long awaited Ivany report on economic development has finally been released; a study is being conducted on "fracking"; locally the province has taken control of Nova Scotia Provincial Exhibition and Truro Raceway – promising a new team to bring about a positive movement and eliminating years of losses and despair; education minister, Karen Casey has announced a panel to study and revamp the education system and there is more to come.

Controlling costs, grasping onto new opportunities, bringing enthusiasm to the table and a team approach are paramount to a successful outcome.

Minister Colwell's decision to conduct an audit, then having the Farm Loan Board call the mortgage on NSPE has saved Colchester taxpayers a minimum of \$500,000, which would have been required for county council to take control of the assets and pay off the mortgage to the loan board and start the rebuilding process. Colwell has promised a new regime to deliver results and capture many opportunities to benefit the region and the province as a whole.

A major initiative of fracking for oil and gas has delivered thousands of jobs and billions in royalty revenues to the USA in the past decade. With our geology, and potential of on-shore oil and gas reserves, we must find a way to use new technologies in a way which is acceptable to the public and does not endanger the environment.

Debert might have been the guinea pig on fracking. Colchester's refusal to permit fracking fluids be dumped into the sewer system. AIS then proceeded and used reverse osmosis treatment resulting fluids which far exceeded any standards.

Maybe the reverse osmosis process could be used to treat fluids at fracking sites. This would mean each area would be responsible for its own waste. We must not allow fracking if it can't be done safely with preservation of the environment and public acceptance at the top of the list. It could be the "kick-starter" to a more prosperous future.

To retain our young people in the area, we must create the employment opportunities. However, a more important role is to better educate all Nova Scotians. For decades we have been dropping in the ratings to deliver quality education which started when trade schools and apprenticeships were de-emphasized. Not everyone is suited to university. Trades now offer the best long term opportunities for most young people.

We must ensure an education system exists which delivers the best to all, whether it be junior and high school, or adults wishing to better themselves. Accountability by educators and a plan to get there is required.

As to the Ivany Report there has been criticism about not telling us how to get to the promised land. The report's bluntness should give the jolt for all to work together to take action and produce results.

Entrepreneurs don't need to be told what to do. They create the opportunity. Nova Scotia has its icons: Sobey, Joudrey, Risley, Shannon, and the list goes on. Now there are new ones on the scene.

Take Laurie Jennings for example, he's furthering what father, Eric started nearly 45 years ago. He doesn't need to be told. He just goes ahead and does it. If you need an example on how to rebuild Nova Scotia's rural economy look no further than Masstown.

Maurice

Letters to the editor

This is an open forum for your opinions and comments.

MAIL TO: The Shoreline Journal, P.O. Box 41, Bass River, NS, B0M 1B0
(902) 647-2968; Fax: 902-647-2194 Email: maurice@thesorelinejournal.com

February 8, 2014

Good day

My name is Genevieve Westley Lacy. I live in Parkview, Johannesburg, South Africa.

I am doing intense research on the Wesley/Westley family. I can always elaborate on this if you require me to do so. Suffice it for now to say that I am tracing my paternal ancestral line (Westley). I go back to 1733 in England. I am more or less finished the gathering of info. This has taken 4 years and I have been in touch with our American connection. Mostly this has been very successful.

I have very little on a particular section of the family with the surname Campbell. I recently googled Victor L Campbell and came across Merna (Campbell) Perry's obituary in your newspaper. The only part of the obituary that fitted into my info was "Victor L Campbell".

Then on further investigation, I found an article by Joyce Starratt, November 2009, page 7. In the article she mentions her "friend", Merna (Campbell) Perry. I wonder if I may please have a contact for Joyce?

I would really appreciate a bit more info and

it seems that Joyce knew her and her father. So, Victor L Campbell's progenitors are Eliza Wesley/Westley and her husband William Campbell. Victor was their 7th child.

I so hope I am on the right track. I will be very grateful for any assistance.

Unfortunately I am running out of time rapidly. The printer and all that goes with that, is waiting.

*Kind regards, Genevieve Westley Lacy
Parkview, Johannesburg, South Africa
glacy@telkommsa.net*

(Editor's Note: Immediately I responded with contact information for Joyce Starratt. However, with the name Wesley, I also send contact data for Dan Wesley in Londonderry, and contacted him directly with Mrs. Lacy's request. If other readers have Wesley or Campbell ancestry and feel they can contribute further information, please contact Mrs Lacy directly.)

Letter to the Editor:

My sister received her first copy of the Shoreline in Feb, thanks very much. She was so excited to get it.

Sincerely , Alexis Corcoran

Spring Concert Series Announced

By Patricia Burke

The Parrsboro Band Association Concert Committee has announced its concert line-up for the winter & spring. Without concerts in 2013 the committee has regrouped and has welcomed a couple of new members namely Janice McClellan and Natasha MacLellan. Others on the committee are: Lori Lynch, Michael Fuller and Patricia Burke. The vision of the

Concert Series is to host 6 concerts during the year. The committee has announced the first three concerts for 2014:

Saturday, April 26 will see Catherine MacLellan a PEI native, ballad singer songwriter perform at "The Band Hall" at 8 pm. Tickets will be \$25.00

Friday, May 16 will see Asif Illyas at 8 pm. Asif, Halifax has been a professional artist for

20 years. In 2011 he received the award for "Best Score" at the Atlantic Film Festival.

Saturday, June 21 will see Prairie Sea take to the stage at 8 pm. (information on this artist will be made available soon).

Ticket information will be made available soon. Check back regularly at: www.the-hall.ca to see the prices of tickets where they will be available. Bar will be available at must be 19 or over.

Savvy Investors can benefit from Olympic Games Investing

By Kim Inglis

The Olympics Games are a showcase of athleticism, perseverance and sheer determination. For athletes, the Games represent the culmination of their life's work. For corporations, they are a platform for building brands and profits. The Olympics also have the potential to benefit the savvy investor.

The International Olympic Committee says 220 countries and territories broadcast the 2010 Vancouver Olympic Winter Games, reaching a record potential audience of 3.8 billion people worldwide and approximately 1.8 billion viewers. It's arguably one of the most important international marketing platforms in the world.

In exchange for exclusive worldwide marketing rights the top eleven corporate sponsors, known as The Olympic Partner Programme (TOP) companies, contribute over 40% of the Olympic Games revenue. The 2014 Sochi Winter Olympic Games TOP companies were Atos, Coca Cola, Dow Chemical, General Electric, McDonalds, Omega, Panasonic, Procter & Gamble, Samsung, and Visa.

TOP companies are often repeat customers, having enjoyed success following their Olympics campaigns. Procter & Gamble reportedly received a \$500 billion sales boost related to the London 2012 Summer Olympics. While they expect the figure will drop to a third of that for the Winter Games, the reduction is logically attributed to the difference in size of the two events.

Some sponsors benefit in other ways. General Electric reported that its technology was included all official London 2012 Olympic Games competition venues and commercial buildings, totaling more than \$100 million in sales. GE's infrastructure sales exceed \$1 billion over the past four Olympic Games.

Not all outcomes are what sponsors would want. A Toluna Global Omnibus survey showed consumers' ability to recall 2012 Olympics sponsors was surprisingly low, and some even chose names that were competitors of TOP companies. For example, respondents named Pepsi (28%) and Burger King (19%) as sponsors instead of Coca-Cola and McDonald's.

Hosts haven't fared well. A 2012 Oxford University Saïd Business School paper (Flyvbjerg and Stewart) found that every Olympiad since 1960 went over budget, averaging 179%. According to Fidelity Investments the 2004 Athens Games overspent by more than 300%, and many analysts believe the real accrued debt of roughly \$15 billion was a key contributor to Greece's financial crisis.

The 2014 Sochi Winter Olympic Games, originally estimated at \$12 billion, have skyrocketed to roughly \$51 billion. Fidelity says the majority of Olympic host nations have not experienced sustained growth in GDP.

Are the Olympics good for investors? On a broad scale the data are positive. According to Bespoke Investment Group, the stock market has historically done quite well during the Summer Games. Bespoke analyzed the performance of the Dow Jones Industrial Average during the Olympics since 1900 (from opening ceremony through closing ceremony) and found the average gain was 3.88%. Overall, the DJIA was positive 69.2% of the time.



Although the TOP companies are all major corporations, investors hoping to profit from the Olympics must do their homework. Investing solely because a company was a sponsor, or a country was a host, should not form the thesis behind an investment. Investors should properly assess any Olympic advertiser's long-term prospects for growth, and the sustainability of their business plan.

Kim Inglis, CIM, PFP, FCSI, AIFP is an Investment Advisor & Portfolio Manager with Canaccord Genuity Wealth Management, a division of Canaccord Genuity Corp., Member – Canadian Investor Protection Fund. www.reynolds-inglis.ca. The views in this column are solely those of the author.

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PHONE: 902-647-2968; Fax: 902-647-2194 Toll Free 1-800-406-1426; Cell: 902-890-9850 • E-MAIL: maurice@thesorelinejournal.com

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