



e-News: November 2015

Welcome to the November e-News! I hope you had a meaningful **Remembrance Day** and were able to spend some time reflecting on the tremendous sacrifices of our past, present and future Canadian troops – all in the name of the wonderful freedom and peace that we Canadians, from coast to coast to coast, are so fortunate to enjoy. **LEST WE FORGET!**



Even though our beloved Roughriders had a pretty rough season this year, it was great to see the 103rd Grey Cup trophy stay in the West! Congrats to the Edmonton Eskimos. Enjoy it now, Esks, because look out next year – better times (and many more wins!) to come next year in Riderville! **GO GREEN!**

Since this 2015–16 school year began, I've been very fortunate to have been able to attend a number of excellent career development–related presentations, meetings and workshops. This month, I'd like to share some of these valuable highlights (and short snappers!) I've been collecting that hopefully you will find interesting and useful too!



November is National Financial Literacy Month!



Education Minister Don Morgan has declared November to be Financial Literacy Month. Some of us were able to attend the first **SK Financial Literacy Network Forum**, organized by the SIEC (Saskatoon Industry Education Council), held on Nov. 12 at the Sheraton Hotel in Saskatoon. It was an extremely interesting day of lively dialogue between federal and provincial government representatives, educators, organizations representing indigenous and new Canadian citizens, banking and investment companies, and other community-based organizations. When we were shown the consequences of how the lack of good solid financial literacy information can lead to serious money mismanagement and overwhelming personal debt, there was unanimous agreement at the Forum that we all want to see more financial literacy provided to the citizens of SK, and the sooner the better – beginning in elementary school and carrying on through the high school and university years and beyond. Here are just a few scary consequences that can result from people living with the burden of debt:

- A. Physical and mental health issues – serious stress that often leads to sleeplessness, depression, shame, embarrassment, severe anxiety, thoughts of suicide, high blood pressure/heart attack, stomach problems, stress-related cancers, etc.
- B. Family issues – money problems are the #1 predictor of divorce, debt limits what families can do and can impact relationships between parents and kids
- C. Work/Employer issues – decreased productivity, stress-related illness and increased absenteeism, job loss, retention/recruitment/rehiring costs for employers, university student debt stress can impact their studies, missing classes, dropping out, suicide

CFEE President, Gary Rabbior, shared some other fascinating – and frightening – financial statistics and information:

- Canada has one of the highest debt levels in the world – personally, Canadians are living at the 163% debt level, meaning we are spending 163% of what we are making!
- We are on a very dangerous road financially – low interest rates are hiding a lot of facts and causing us to spend well beyond our means – and those rates WILL rise!
- Financial literacy must start early, since it is easier to start students young with the right knowledge and behaviours, than trying to change behaviours later when they are deeply entrenched. We need to enable people to be in control at a young age, so they can control their lives and their spending actions as they get older.
- Financial literacy curriculum must be based on “competencies” – what our students be able to do and how they will act with regards to money once they have the knowledge.
- We need to teach our learners to “pause and think” before making ANY financial decisions, and to help them resist the forces and influences designed to get them to buy – to be aware of the clever marketing schemes trying to convince them to spend!
- Our students need to learn how to track their expenses, so they realize where their money is going, and where they WANT it to go. We should avoid using the term “budget” – it’s a term most people don’t like to hear – but rather refer to it as a “personal financial plan”, then give them a REASON to set up a plan.
- We need to encourage our students to ask LOTS of questions about money and to TALK about money with parents, teachers and other adults. Just talking about it increases awareness and they realize they are not alone in trying to navigate this area of their lives.
- We also need to encourage them to be disciplined in paying themselves first BEFORE they spend, and also to provide experiences for them to help others in need. They need to feel how good it is be charitable and giving, along with saving.
- We all need to set our OWN limits when it comes to debt and spending, not the limits of our friends and neighbours.
- We need to help our students learn how to capture all of the benefits they are entitled to, such as learning bonds, tax credits, and also about fees and penalties!
- Our students need help in making thoughtful, knowledgeable career and educational choices – to construct a plan – and that a variety of options are feasible. 1/4 of all students at Humber College, one of Canada’s largest Polytechnical institutes, and 1/3 of all students at SK Polytechnic already have university degrees!
- Finally, money can’t buy happiness. It can be a valuable tool, but living a happy, fulfilling life is not all about the money.

ON the lighter side, here are three interesting discussion questions to ask **ourselves**:

- 1) What financial advice would you give your younger self?
- 2) What are your financial “dreams”?
- 3) What was your best financial decision you’ve ever made? The worst?? (Note: Did you know that less than 35% of Canadians are “planning” for their retirements?)

It is definitely a SHARED RESPONSIBILITY, between education, business and community partners, to help our citizens become better life-long personal money managers. As EDUCATORS, when and where do we have opportunities to deliver Financial Literacy information to our students? Here are a few ideas:

- Grades 1 – 8: Talk with our Kids about Money – third Wed. in April – excellent on-line resources for every grade level and every subject area! But not just for one day!
- Grades 6-9:
 - Career Ed 6,7,8,9
 - Real Game – Good Budgeting lessons
- Grade 10:
 - EFS (“Economics for Success” Program)
 - MWP 10 (Workplace and Apprenticeship Math – a unit of financial literacy)

- CWE 10
- Grade 11 and 12:
 - CWE 20/30
 - Transitions 30
- SaskCareers.ca – Financial Literacy information and resources coming soon!

The Wilson Center for Entrepreneurial Excellence presents:

“Pitch Party” 2015!

If you’ve never attended a Pitch Party, you really need to take one in! It is Saskatchewan’s largest celebration of entrepreneurship, held annually at Prairieland Park in mid-November, and provides entrepreneurs and business folks with wonderful opportunities to network, listen to dynamic, successful SK entrepreneurs/business owners (including Brett Wilson himself!), enjoy some delicious food, and take in a



number of booths where local entrepreneurs are showcasing and selling their latest inventions!

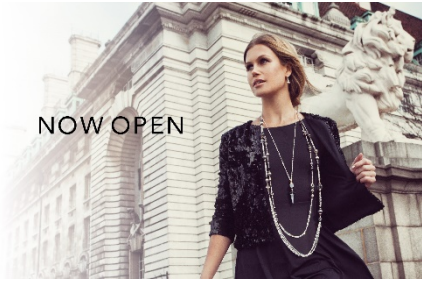
This year, we were treated to fascinating presentations by the following guest speakers:

- **Monique Martin** – Artist in Creative Thinking, who emphasized the importance of being extremely organized, delivering on time and focusing on improving things every day.
- **Brian Storey** – Saskatoon Entrepreneur/Developer – creator and former owner of Pelican Signs, creator and owner of Drift

Café/Vista Lounge, encouraged young entrepreneurs to take an existing idea, think creatively around it, and come up with something new and cool! If you want to think “inside the box”, buy a franchise. If you want to think “outside the box”, start your own business!

- **Stephanie Yong** – Executive Director of the Wilson Center for Entrepreneurial Excellence (who I am very proud to say is a former high school student/athlete of mine!) explained the new concept of **“User-Based Idea Building**, that is encouraged and supported at the new location for the Wilson “Catalyst Center”. How does this process of creative “user-based” thinking and innovation work?
 - **Observe** – we focus on what is truly important to the human being – think of the end user – what’s most important to them, we need to observe human behaviour, take pictures, etc.
 - **Reflect** – we collect our observations, dig deeper and come up with an inspirational action problem. Our goal is to produce a coherent vision and structure by organizing our observations.
 - **Identify** – we explore a big solution space and explore MULTIPLE ideas and come up with one clear and focused solution! Time to brain-storm dozens of ideas and identify the winning idea!
 - **Create** – we now have the opportunity to turn our idea into a physical and experiential object, to deepen our understanding of our product and explore ways to improve it.
 - **Test** – testing our product will tell us if we’ve created a product that will be in demand. We need to get people to try it out – get customers to test-drive it! This is the best way to understand what is working and what isn’t, and to be very mindful of what can be improved.
- **Brett Wilson**, as in past years, also shared his vast entrepreneurial experiences and wisdom with the audience, talked about his time on the Dragon’s Den TV show, and heard several clever “pitches” from audience members.

- **Rachel Melke** – entrepreneur turned business owner of Hillberg & Berk Jewelry – is one Dragon’s Den pitch that Brett could not resist – and it has proven to be a huge success! Rachel’s jewelry is very popular nationally and even internationally – and the grand opening of her new store at Midtown Center in Saskatoon coincided with this year’s Pitch Party! Rachel is a true SK success story, and shows that dreams DO come true, when you work hard, stay focused, help others throughout your success and stay true to yourself and your prairie roots! Brett admits having a real soft-spot for energetic SK entrepreneurs! Check out the beautiful new Hillberg & Berk store and visit their beautiful website – you might just get some Christmas gift ideas for that special someone!



All in all, it was another GREAT evening! Keep an eye open next November for the promotion of this great event and get your ticket early. It was another packed house this year, and seems to get bigger and better every year. See you there! Now check out the new Catalyst Center on the next page ...

The new “Catalyst” Center has divided its space into different areas/rooms that focus on each of these areas. Drop by any time, introduce yourself to Stephanie, and check out their new digs! She’ll be happy to give you a little tour!

The new Wilson “Catalyst Centre”



Originally housed within the Edwards School of Business, check out the Center’s new location - and massive increase in size - at Innovation Place! Very cool!

The Wilson Centre
 Innovation Place
 #129 - 116 Research Drive
 Saskatoon, SK S7N 3R3

“Space is an instrument for innovation and collaboration” - David Kelly, Founder of IDEO

In July 2015, the Wilson Centre moved from a 250 square-foot office in the Edwards School of Business to 4,200 square-feet of space in the Concourse Building at Innovation Place. We are extremely excited about this expansion and look forward to utilizing our new space as a “Catalyst Centre” to educate and mentor innovative thinkers in a creative, collaborative environment.

Our focus is shifting to not only help early stage entrepreneurs take their ideas to the next step, but to also educate individuals on the process of recognizing opportunities and solving problems using the principles human-centered design. The Catalyst Centre space will allow us to facilitate these new hands-on, experiential learning programs and get participants exploring, building and testing innovative ideas.

We are so appreciative to Innovation Place for being supportive and generous community partners in this initiative and look forward to the new opportunities this brings for University of Saskatchewan students, alumni, and members of the community to get involved with the Wilson Centre.

Junior Achievement of Saskatchewan ONLINE COMMUNITY



Speaking of entrepreneurs, Junior Achievement’s fantastic annual “**JINGLE BELL LUNCHES**” are coming up next week – in Saskatoon, on **Wed. Dec. 9, at their usual Saskatoon Travelodge location** and in Regina, on **Thur. Dec. 10, at the Delta Regina**. Come by early, at 11:00 am., to take in the Student Trade Show (and perhaps pick up a few MORE Christmas gifts!), then join educators,

business leaders/owners, community leaders, and everyone else who is there to support entrepreneurship and small business in SK! The lunch and program in both locations begin at 11:45 am. The guest speakers at the Saskatoon event will be Michael Goldney and Cary Bowman, from LB Distillers.

To pick up your ticket for this wonderful Christmassy event, click on the appropriate link below:

For Saskatoon Jingle Bell Lunch: <https://www.picatic.com/JBLSaskatoon>

For Regina Jingle Bell Lunch: <https://www.picatic.com/JBLRegina>

+++++

TRY – A – TRADE: Battleford Style!

The Try-A-Trade event in Battleford, hosted by North West College, was a great success for the 4 MLTC schools who attended! Each hour of the event saw more and more students being dropped off to participate. 25+ vendors were on site to provide different "hands-on" activities for the students. The local radio station was on hand to do small one-minute interview with the students, to get their take on what they were experiencing. Stay tuned to see some of “action shots” from this great event in December issue of e-News!

+++++

SASKCAREERS.ca – Update!

Now hear this! Did you know that the new “Resume Builder” and Cover Letter features are now up and running on saskcareers.ca? Check them out and see what you think! Don’t forget to keep your OWN professional resume current – you never know when your own career path may take a twist or turn!

- ❖ Relationship-Building and Communication skills
 - ❖ Teamwork and Collaboration skills
 - ❖ Ability to adapt quickly to change
 - ❖ Strong creative Leadership and Management skills
 - ❖ Implementation skills
- Other key elements to innovation success is understanding client's needs, what does the end-user really need and want, what do they wish they had, and then to work hard to exceed their needs. The quality of the product we make is also VERY important!
 - Most inventors/entrepreneurs don't know how to communicate and negotiate with venture capitalists to raise money to produce and market their newly created products and services.
 - There is also a big shortage of strong managerial skills in Canada.
 - We are innovators but most don't have these "Commercialization Skills":
 - Business Management skills
 - Capital-raising skills
 - Collaboration and Networking skills
 - Sales and Marketing skills
 - We also lack the skills and knowledge to build "strategic alliances" – if researchers and innovators can show how their projects intersect different disciplines (like physics and agriculture at the Fedorak Center), Innovation SK will score them higher when it comes to approving grants.
 - Innovation SK has financially supported a number of impressive innovation agencies:
 - The Global Institute for Food Security
 - The Fedorak Center
 - CLS – Canadian Light Source – Synchrotron
 - Unfortunately, we have lost the "selling skills" we used to have. Very few teachers and professors teach "selling skills" – only 6% of one professor in Canada is teaching these skills!

Jerome ended his keynote by saying that both Innovation SK and the Conference Board of Canada are working hard to improve innovation, commercialization, capacity-building, selling and negotiation skills and that they can arrange for these skill-development seminars to be delivered to our students. To contact them:

Dr. Jerome Konecsni
President & CEO
Innovation Saskatchewan
innovationsask.ca

Bruce Good
Executive Director
Center for Business Innovation
The Conference Board of Canada
conferenceboard.ca

That's all for this time, folks! Hang on tight for a busy December as we ramp up toward Christmas break! Stay tuned for more interesting and useful career development information through our monthly e-NEWS newsletters! If you, as a member, ever have anything you'd like to share far and wide with our SCWEA membership, be sure to just end it our way, to any of the members on our Executive. We are all about SHARING! Enjoy this fantastic winter weather!! **YAY El Nino!** ☺