

For Six Month Period Ending _____
(insert date)

Name of Registrant

Registration No. 2087

GOVERNMENT OF ONTARIO, CANADA

Business Address of Registrant

800 THIRD AVENUE
NEW YORK, N.Y.
10022

I-REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

- (1) Residence address Yes No
- (2) Citizenship Yes No
- (3) Occupation Yes No

(b) If an organization:

- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name

Position

Date Connection Ended

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4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?
Yes No

If yes, identify each such person and describe his services.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
Arnold Mansdorf	62 Third Place Brooklyn, N.Y. 11031	Commercial Officer	August 1987

II—FOREIGN PRINCIPAL

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name of foreign principal

Date of Termination

9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

GOVERNMENT OF ONTARIO, CANADA

XXXXXXXXXXXXXXXXXXXX

III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes No

If yes, identify each such foreign principal and describe in full detail your activities and services:

THE FOREIGN PRINCIPAL'S ACTIVITIES AND SERVICES ARE CONCENTRATED IN THREE CATEGORIES:

1. TOURISM - OUR OFFICE PROVIDES TRAVEL COUNSEL, MAPS, DESCRIPTIVE LITERATURE, ETC. TO INDIVIDUALS, TOURIST BUREAUS AND OFFICES.
2. INDUSTRIAL DEVELOPMENT - OUR OFFICES HAVE, DURING THE SIX MONTHS, COUNSELLED NUMEROUS U.S. CORPORATIONS WISHING TO EXPAND PRODUCTION FACILITIES IN THE PROVINCE OF ONTARIO, TO SERVE THE CANADIAN MARKET AND OTHER WORLD MARKETS. THIS CONSISTS MAINLY OF SUPPLYING THE NECESSARY DATA REQUIRED FOR ANALYSIS AND FEASIBILITY STUDIES.
3. MARKETING - OUR OFFICES WERE ENGAGED IN THE PROMOTION AND SALE OF ONTARIO MADE PRODUCTS IN THE U.S. MARKET AREAS. MANY ONTARIO BASED COMPANIES WERE ASSISTED IN MAKING CONTACT WITH U.S. BUYERS, MANUFACTURERS, REPRESENTATIVES, AGENTS AND DISTRIBUTORS.

SEE ATTACHMENT "ACTIVITIES" FOR DETAILS

¹The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).
A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?
Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes No

If yes, describe fully.

²The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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"REFER TO ATTACHED STATEMENT OF EXPENDITURES"

(WE ARE REIMBURSED FOR THESE AMOUNTS BY GOVERNMENT OF ONTARIO, QUEENS PARK, TORONTO, ONTARIO, CANADA.)

Total

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(c).
⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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"SEE ATTACHED" (GOVERNMENT OF ONTARIO, STATEMENT OF EXPENDITURES)

Total

(b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes No

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

ON BEHALF OF THE GOVERNMENT OF ONTARIO, CANADA

⁵Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

SEE ATTACHMENT "GOVERNMENT OF ONTARIO, CANADA, STATEMENT OF EXPENDITURES"

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- Public Officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) INDEPENDENT BUSINESS REPRESENTATIVES

21. What language was used in this political propaganda:

- English
- Other (specify) _____

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes No

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes No

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

- Exhibit A⁶ Yes No NOT APPLICABLE
- Exhibit B⁷ Yes No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No NOT APPLICABLE

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment. NOT APPLICABLE

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes No

NOT APPLICABLE

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes No

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (~~they have~~) read the information set forth in this registration statement and the attached exhibits and that he is (~~they are~~) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (~~their~~) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (~~their~~) personal knowledge.

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

DESMOND A. BENFIELD
DIRECTOR - EASTERN U.S.A.

Subscribed and sworn to before me at NEW YORK, NEW YORK

this 3RD day of FEBRUARY, 19 88

TIMOTHY V. SMITH
NOTARY PUBLIC, State of New York
Certificate No. 4865483
Qualified in New York County
Commission Expires June 23, 1988

(Signature of notary or other officer)

⁸The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

SECOND QUARTER TERRITORY REPORT

CENTRAL REGION, U.S.A.

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Kathleen Seebert
September 8, 1987

Activities Completed

Miesel/Sysco Food Service Co. Detroit, Michigan Incoming Mission

On August 10-11, Paul Prochazka and I hosted Bob Jones, Director of Merchandising, and Randy Church, Product Manager, Perishables, in an incoming mission with 23 Ontario perishable food companies. As in past missions, meetings were scheduled in half-hour intervals to allow sufficient time for each company to make a product presentation.

Miesel/Sysco representatives were particularly interested in Ontario's processed meat suppliers since they plan to expand their deli sales, largely to grocery chain store delis. Further, they were so interested in some of our produce suppliers that they may wish to arrange another mission with buyers from their Houston national headquarters to view certain Ontario produce operations on site.

A follow-up phone call to Miesel/Sysco will be made during the week of Sept. 8 to learn any further information as to their progress with companies met during the incoming mission.

Grand Rapids, Michigan Territory Reconnaissance/Show Audit

On July 20, I visited Grand Rapids, Michigan in conjunction with an audit of the American Association of Nurserymen's annual trade show. The show audit revealed several exhibits by Ontario companies in the nursery trade (Downham, Braun among them), but these exhibitors claimed that the show, though necessary for public relations value, did not provide a forum for OMAF to set up a government-sponsored booth in the future.

While in Grand Rapids, I visited the vice presidents of merchandising for both Meijer's, Inc. (Meijer's Thrifty Acres) and Spartan Foods (a major food wholesaler in the midwest U.S.). Both companies expressed an interest in attending an OMAF function in Grand Rapids, if we were to schedule such an event there in February or March, 1988. Both companies also thought that to travel to Detroit for such a show might reduce the

likelihood of attendance, since Detroit is a 2 1/2 hour drive from Grand Rapids. (Nonetheless, Spartan did send a group of representatives to our February, 1986 show.) It was not unusual that both companies were unwilling to discuss an incoming mission until they could locally evaluate some of our products first.

Several hotel sites for an Ontario function were recommended, and sites will be surveyed in third quarter.

Chicago, IL/Milwaukee, WI Reconnaissance

In preparation for the Taste of Canada show, tours of local stores in both Chicago and Milwaukee were completed. Phone calls and visits to each of the major food players in both cities were made to encourage show attendance and to insure that all necessary buyers in each organization received an invitation to the show.

Activities In Progress

Taste of Canada Food Mission Chicago, Illinois and Milwaukee, Wisconsin (with the Canadian Consulate and the Gov't. of Quebec)

Over 70 companies will exhibit to the food trade of Chicago and Milwaukee at this first-of-a-kind food show on Monday, September 14. At least 41 Ontario companies will be among the show's exhibitors. (Several companies are still on a waiting list in the event of a late cancellation.) The Chicago Canadian Consulate has recruited 20 companies, and the Gov't of Quebec has recruited 11 companies for the show.

Unlike other Ontario shows, a show entry fee of \$150.00 U.S. has been charged each participating company. The fee will help to cover the added expenses of a show manager who is handling all of the coordination of site negotiations, booth assignments, installation and dismantling, and food preparation for each of the participating companies.

The mission will commence with a welcome and introduction on the afternoon of Sunday, September 13 by each respective government officer. At 7:30 p.m., a general session, led by the show manager, will take place to acquaint the participants with the logistics of the mission events, and to offer them some trade show marketing training.

On Monday, September 14, show set-up will occur until approximately 12 noon. Official show hours will be from 1PM until 8PM to allow ample time for guests to visit the show at a time most convenient to their work day. Passenger van service has been offered to visiting Milwaukee guests to boost attendance from that market.

To date, expected attendance looks encouraging, and representatives from the major retailers, foodservice distributors, and private label firms are planning to attend the show. Based on the returns to date, it is safe to assume that attendance will be in the range of 300-500 guests.

The mission will proceed on Tuesday, September 15 with a follow-up meeting to allow each participant a chance to report his/her show results. Then a store tour will follow to view stores in Chicago and in Milwaukee.

take notes, slides

So far, the economies of scale and other benefits that result from a joint government program outweigh its disadvantages, especially for a major food market like Chicago. A complete report of this mission will be prepared after the show is over, and an assessment made as to its inclusion in future OMAF programs.

**National Super Markets
St. Louis, Missouri
"Canadian Days" Store Promotion**

On September 14-27, all 60 National Super Markets in the St. Louis area will showcase "Canadian Days," a store promotion featuring approximately 25 Ontario food and beverage products. Each of the featured products was evaluated by National's merchandising executives during the May, 1987 incoming mission to Toronto that I hosted with Laura Vasarais.

Some of the products that are included in the promotion include Ault's Royal Canadian Cheddar, LaBatt's beer, Wooden Paddle butter toasted nuts, Canadian Shield spring water, Sandler's Mustards, Shoal Lake Wild Rice, Red River Cereal, Dare cookies and crackers, Interbake crackers, John H. Mills Bagelsnax, Hiram Walker beverages, Pasquale vegetable oil and Smeader's Loganberry Drink.

All products will be demonstrated at selected National stores on September 18 and 19. I plan to visit certain stores on September 18 to have photographs taken of store decor, products, and product demonstrations.

National's "Canadian Days" is a good example of how a store promotion can be handled without a large investment of OMAF dollars. In planning this promotion, I provided National with camera-ready artwork for applications as store banners and price cards. We additionally made available to National some flag sets, aprons for demonstrators (available from the External Affairs Dept. of the federal government), and maple leaf pins for store managers and stickers for store employees to wear throughout the course of the promotion. I also secured four airplane tickets to Toronto from American Airlines as an advertising incentive to generate additional store traffic during the promotion.

National will advertise "Canadian Days" in all newspapers, and on 80 spots on television and 60 spots on radio during the two weeks of the promotion. In the television ads, the ad spokesman will be dressed in a Canadian mountie uniform, which should pique the interest of consumers to shop at National during the promotion, along with the very competitive prices that our products will command. A tape of the ads will be sent to my office upon completion.

Contingent on demand during the promotion, our products will continue to be ordered by National after its completion. One product, John H. Mills' Bagelsnax, has already been approved as a permanent addition to the delis at National, and will be regularly shipped to National when the company's internal growing pains are over.

Activities Planned

World Dairy Expo Madison, Wisconsin Trade Show Exhibit and Support

On September 29, I will attend World Dairy Expo, the largest show for the dairy breeding and dairy raising industries in the world. The OMAF exhibit will be placed in the show's international lounge area to support the individual exhibits set up by Eastern, Western, and United Breeders, and by the various Ontario dairy associations (such as the Holstein-Friesian Association) that will be represented at the show. Ross McKenzie will man the exhibit during the course of the show through October 4.

Incoming Floral Buyers Chicago, Illinois

I have spoken to Tony Stampfer about setting up a mission for the floral buyers of Jewel Food Stores and Anling's Florists, two of the largest retail floral buyers in Chicago. The executives of both companies were very helpful in setting up tours of their operations during the Chicago Floral and Produce Trade Mission last March, and both companies expressed an interest in evaluating our greenhouses prior to a holiday season. The dates for such a mission have not been established, but would reasonably occur in early October.

P.R.O.F.I.T. Seminar Windsor, Ontario/Detroit, Michigan

Alice Chapman and I discussed the dates of November 18-19 as the target for another P.R.O.F.I.T Seminar, and those dates have been tentatively reserved at the Hilton Hotel in Windsor for the seminar meeting room and guest rooms. I will again work with the Detroit Consulate and the U.S. seminar instructors to set up the U.S. side of the program.

**FMI Supermarket Industry Show
Chicago, Illinois
May, 1988**

50% of the cost of our exhibit space requirement (approximately 2,400 sq. ft.) was sent to FMI's headquarters in time to secure OMAF preferred status as an exhibitor. As such, we should be given priority over new show exhibitors when space is designated. To date, no space assignment has been confirmed, but FMI claims that our exhibit booth number will be assigned sometime this month.

Separately, Alice Chapman is preparing recruiting materials and intends to complete recruitment by December 31. I have reserved 25 rooms and two suites during the show dates at the Ambassador West Hotel, where our participants stayed this past year.

**Detroit, Michigan/Grand Rapids, Michigan
Trade Mission
Fourth Quarter (February or March, 1988)**

Banquet site information is being collected from key hotels in both cities. Later this fall, an on-site evaluation of hotels will be completed, and sites will be selected for this fourth quarter mission.

Based upon information gained in my reconnaissance trip to Grand Rapids, it appears that two separate functions will probably occur in Detroit and Grand Rapids. However, in my early discussions with Alice Chapman, the other mission leader, we are strongly inclined to holding one table top food show in Detroit, and a smaller reception featuring our products in Grand Rapids, since the Grand Rapids food trade is approximately 20% the size of the food trade in Detroit.

I have already received much interest from the Detroit Consulate to work jointly with us on this program. A decision on our level of participation with the Consulate has been put on hold until the Chicago Taste of Canada Show has been reviewed and evaluated.

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STATEMENT OF EXPENDITURES - U.S. OFFICES

FOR THE SIX MONTHS ENDED SEPTEMBER 30, 1987

	New York	Chicago	Los Angeles	Atlanta	Dallas	Boston
INSURANCES	0	2,300	0	0	500	0
OTHER SERVICES	800	200	600	100	2,300	0
SUPPLIES AND EQUIPMENT						
Office Equipment	700	700	0	0	1,000	0
Office Supplies	5,200	5,200	4,200	1,500	4,900	3,000
EDP Supplies	500	0	0	0	0	100
Promotional Items	0	0	800	200	0	0
Other Supplies	410	0	0	0	0	0
TOTAL EXPENDITURE	977,010	346,000	257,200	252,300	237,000	262,100

Financial Planning & Analysis
October 15, 1987

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INTERNAL SECURITY
SECTION
REGISTRATION UNIT

STATEMENT OF EXPENDITURES - U.S. OFFICES

FOR THE SIX MONTHS ENDED SEPTEMBER 30, 1987

	New York	Chicago	Los Angeles	Atlanta	Dallas	Boston
SALARIES AND BENEFITS						
	276,700	182,200	121,600	144,800	150,500	125,300
FOREIGN SERVICE ALLOWANCES						
Salary Equalization Adjustment	26,800	8,200	8,400	7,800	6,700	9,000
Foreign Service Premium	22,800	11,300	10,200	10,200	11,500	10,400
Rent Allowance	67,700	26,200	24,100	15,100	17,000	30,500
Representation Allowance	8,900	3,600	3,600	3,300	3,500	3,600
Utility Allowance	2,300	1,900	1,300	2,200	3,800	2,900
Education Allowance	500	0	0	100	0	700
TRANSPORTATION & COMMUNICATIONS						
Communications	17,300	13,300	13,300	6,100	6,300	4,700
Mailing	5,000	1,800	3,100	500	2,900	1,200
Staff Travel	37,100	14,100	9,600	13,900	12,600	10,000
Transportation of Goods	1,500	700	1,100	800	800	600
Hospitality	11,700	2,300	600	300	3,200	2,600
Advertising	300	100	1,600	0	0	300
Exhibits & Fairs	0	0	1,800	200	2,100	0
Publication's Printing	0	0	0	0	0	700
RENTAL						
Office Equipment	300	1,500	500	1,300	3,700	2,800
Photocopying & Printing	2,000	0	1,600	1,100	2,000	0
Physical Assets	481,900	68,400	49,100	39,900	0	50,500
REPAIRS						
Building & Land	0	500	100	0	500	0
Machinery & Equipment	6,600	0	0	0	100	3,200
PRESENTATION & SEMINARS						
	0	1,400	0	2,900	1,100	0



Government
of Ontario
Canada

Ministry of
Industry, Trade
and Technology

700 South Flower Street, Suite 1420
Los Angeles, California
U.S.A. 90017
(213) 622-4302

September 30, 1987

MEMORANDUM TO: Desmond Benfield
Senior Representative
New York Office

FROM: Bruce B. Williams
Senior Representative
Los Angeles Office

SUBJECT: U.S. DEPARTMENT OF JUSTICE
SEMI-ANNUAL REPORT
APRIL 1 - SEPTEMBER 30, 1987

STAFF CHANGES:

LOS ANGELES:

There were no changes during this period except Deborah Hryniuk was married and changed her name to Deborah Malone. The rest of the staff remains the same:

Bruce B. Williams
Susan J. MacDonald
Robin H. Jepsen
Gurpal S. Khaira
Mae Gnan Wong
Jim Hetler
Heather Bain
Jacquelyn Light
Rose Marie Smith

MINISTRY OF INDUSTRY, TRADE & TECHNOLOGY

APRIL 1987

Met with the following U.S. companies to discuss joint venture, branch plant and licensing possibilities in Ontario.

Digital Machines Int.	San Diego, CA
Aprex Corp.	Palo Alto, CA
Addept Systems	Santa Clara, CA
Data Maintenance Int.	Lakewood, CA
Don Shillington	Marina Del Rey, CA
Data Link Corp.	El Cajon, CA
Natural Food Products	Manhattan Beach, CA
International Shaving Systems	Garden Grove, CA
Wolf Automotive	Santa Ana, CA
Kaylien Inc.	Santee, CA
Host International	Santa Monica, CA
Playmor Products	Lemon Grove, CA
Applied Materials	Santa Clara, CA

The following agents were appointed to sell Ontario manufactured goods.

Lorraine Ross & Associates	Tarzana, CA
Pettco	So. California
Perink Machine	Washington
H.R. Machinery	No. California
Akhurst Machinery	Edmonton
Bauer Industries	Vancouver
Allenco Tool	Illinois
Alsup	Dallas, TX
H.R. Grabbie	New York

To assist Ontario manufacturers with exports the following trade shows were visited:

Western Toy & Hobby Fair	Pamona, CA
Southern California Construction Expo	Los Angeles, CA
West Week	Los Angeles, CA
SAMPE	Anaheim, CA
Cal Mart - Market Week	Los Angeles, CA

MAY 1987

Met with the following U.S. companies to discuss joint venture, branch plant and licensing possibilities in Ontario.

Aydin Systems	San Jose, CA
Jet Propulsion Labs	Pasadena, CA
Cine Video	Los Angeles, CA
Applied Materials	Santa Clara, CA

MAY 1987 (con't)

Met with the following U.S. companies to discuss joint venture, branch plant and licensing possibilities in Ontario.

Fluid Recycling Serv.	Santa Ana, CA
Electric Power Research	Palo Alto, CA
Inmac	Santa Clara, CA
Data Quest	San Jose, CA
Mr. A Saddick	Laverne, CA
J.M. Fryer Co. Inc.	Los Angeles, CA
Bright Marketing International	Long Beach, CA

The following agents were appointed to sell Ontario manufactured goods.

All West Associates	Newbury Park, CA
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To assist Ontario manufacturers with exports the following trade shows were visited:

Ceramic Tile World Expo	Los Angeles, CA
Festival of Canadian Fashion	Toronto, Ontario
Fur & Leather Apparel Show	Los Angeles, CA
Int'l Council of Shopping Centers	Las Vegas, NV
Semicon '87 West	San Mateo, CA

JUNE 1987

Met with the following U.S. companies to discuss joint venture, branch plant and licensing possibilities in Ontario.

S-Tron	Redwood City, CA
Finnigan MAT	San Jose, CA
Louis Licht	Mill Valley, CA
Yield Eng. Systems	Sunnyvale, CA
HR Engineering	San Jose, CA
Metallograph Industries	Sunnyvale, CA
Semetex Corp.	Torrance, CA
Automation Technology	Corvallis, OR
Varian Research Center	Palo Alto, CA
Cirrus Logic	Milpitas, CA
SMC Pneumatics	Fremont, CA
Integrated Device Tech	Santa Clara, CA
IR Int'l	Oceanside, CA
Usalco	Phoenix, AZ
New York Bagel Factory	Santa Barbara, CA

The following agents were appointed to sell Ontario manufactured goods.

Jackson & Rogers	Newport Beach, CA
Aaron Brothers	Los Angeles, CA
Denver Alarm	Denver, CO

JUNE 1987 (con't)

To assist Ontario manufacturers with exports the following trade shows were visited:

Woodworking Machinery and Furniture Supply Fair	Anaheim, CA
National Retail Merchants Assoc.	Los Angeles, CA
Jewellery & Accessories Show	Los Angeles, CA

To assist Ontario manufacturers to export, the following trade mission was organized:

Medical Health Care Mission	Los Angeles, CA and San Francisco, CA
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JULY 1987

Met with the following U.S. companies to discuss joint venture, branch plant and licensing possibilities in Ontario.

Axam/U-Cart Systems	Vancouver, WA
Gerald Li	Palo Alto, CA
Petroshield Int.	San Diego, CA
Monarch Helmets	Chula Vista, CA
Rohr Industries	Chula Vista, CA
Diving Unlimited	San Diego, CA
Remtron Inc.	Oceanside, CA
Advanced Assembly Tech	Milpitas, CA
Prosource Int'l	Pleasant Hill, CA
Lionel Harris & Assoc.	Los Angeles, CA

The following agents were appointed to sell Ontario manufactured goods.

Ray House	Costa Mesa, CA
Megatronic	Englewood, CO
VWR Scientific	San Francisco, CA
Health Care Marketing	Chicago, ILL
California Marketing Assoc.	Los Angeles, CA

To assist Ontario manufacturers with exports the following trade shows were visited:

Millimeter Wave Convention	Las Vegas, NV
California Gift Show	Los Angeles, CA

AUGUST 1987

Met with the following U.S. companies to discuss joint venture, branch plant and licensing possibilities in Ontario.

Noritsu America	Buena Park, CA
Nissan Motor Corp.	Buena Park, CA

AUGUST 1987 (con't)

Met with the following U.S. companies to discuss joint venture, branch plant and licensing possibilities in Ontario.

Pacer Corp.	Bothell, WA
F. Muscolino	San Ramon, CA
Simpson Strong Tie	San Leandro, CA
On Target Technology	Santa Clara, CA

The following agents were appointed to sell Ontario manufactured goods.

Wesmark Co. Inc.	Santa Fe Springs, CA
Dumont & Sons	El Monte, CA
Health Care Equipment	Huntington Beach, CA

To assist Ontario manufacturers with exports the following trade shows were visited:

Western Restaurant Show	Los Angeles, CA
National Hardware Show	Chicago, CA
International Trucking Show	Anaheim, CA

To assist Ontario manufacturers to export, exhibitors were sponsored at the following trade show:

Western Restaurant Show	Los Angeles, CA
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SEPTEMBER 1987

Met with the following U.S. companies to discuss joint venture, branch plant and licensing possibilities in Ontario.

Procreations	Portland, OR
Datalex	San Francisco, CA
Magnus Inc.	Dublin, CA
Inmotion Quick Change	Oakland, CA
Bagdasarian Products	Studio City, CA
Betts Spring	San Leandro, CA
Architectual Woodworking	Laguna Niguel, CA
Discovery Music	Sherman Oaks, CA

The following agents were appointed to sell Ontario manufactured goods.

Rick Smith	West Hill, CA
Spectrum Marketing	Seattle, WA
Mayfield Marketing	Scottsdale, AZ
Sieges Cannone	Paris, France

SEPTEMBER 1987 (con't)

To assist Ontario manufacturers with exports the following trade shows were visited:

MAGIC (Men's Apparel Build in California)	Los Angeles, CA
Outdoor Retailer	Long Beach, CA
NAFEM (National Food Equipment Manufacturers)	Las Vegas, NV
Houseworld Expo	Las Vegas, NV
Workspace '87	San Francisco, CA

MINISTRY OF AGRICULTURE AND FOOD

APRIL 1987

TRADE EXHIBITS AND SHOWS

Landscape Industry Show - Long Beach, CA

CONTACTS

Mr. Phil Mackie - Pocino Meats - City of Industry, CA
Mr. Donald Fincham - Corby Dist. - Montreal,
Mr. Ron Liepert - Alberta Consulate
Mr. Doug Lucero - Alltrans - Los Angeles, CA

MISSIONS

A.I. Stratford Mission - Mr. Phil Jayne
Landscape Trade Mission - Mr. John Felder, Mr. Peter Mitchell

SEMINARS

Beverage Seminar & Staff Meeting - Toronto, Canada

MAILINGS

Canadian Food & Beverage Manufacturers, Associations
United States Government Departments - Fruit Control

MAY 1987

TRADE SHOWS AND EXHIBITS

National Agriculture Expo. - Seattle, WA

CONTACTS

Mr. Phil Mackie - Pocino Meats - City of Industry, CA
Mr. Lively - Orient Hay Cube Dist. - Wilmington, CA
Ms. Joanie Gilbert - Hyatt Catering - Los Angeles, CA
Mr. Sloane Cass - Colonial Cookies - Ontario, Canada
Mr. Russell Duckworth - Ontario, Canada

CONTACTS CONT

Ms. Gillespie - Canadian Shield Water - Ontario, Canada
Pacific Livestock Service - Oakdale, CA
Mr. Dennis Alba - Los Angeles, CA
Mr. Sam Greco - Los Angeles, CA
Bittners Metro Packers - Toronto, Canada

MISSIONS

No missions this month.

SEMINARS

Annual Marketing Branch Staff Meeting - Toronto, Canada

MAILINGS

Inviatation for Certified Grocers Exposition

JUNE 1987

TRADE SHOWS AND EXHIBITS

Certified Grocers Exposition - Long Beach, CA

CONTACTS

Mr. Sam Greco - Los Angeles, CA
Mr. Jim Yaeger - Oakdale, CA
Mr. Phil Mackie - Pocino Meats - City of Industry, CA
Mr. Donovan - Shamrock Inc. - Ontario, Canada
Mr. Ken Lindsey - Dare Foods Ltd. - Ontario, Canada

MISSIONS

Pocino Meats Trade Mission To Ontario, Canada
Mr. Jack Pearlstein - Nurserymen's Exchange Trade Mission To Ontario, Canada.
Certified Grocers Exposition - Mr. Robert Palmer, Canadian Beverage Co., Mr. Cass Sloane, Colonial Cookies, Mr. George Bremer, Kerr Bros., Mr. Peter Meyer, Siena Foods, Mr. Tino Piscitelli, Colombo Prosciutto, Furlani's, Mr. George Paech, Rudolph's Speciality Bakeries, Mr. Michael Rich, David & Michaels Salad Dressings.

SEMINARS

Special Food & Confection Seminar and Staff Meeting - Toronto, Canada

MAILINGS

No mailings this month.

JULY 1987

TRADE SHOWS AND EXHIBITS

No shows or exhibits this month.

CONTACTS

Mr. Ed Mayer - Bittners - Ontario, Canada
Mr. Lionel Harris - Harris Assc. - Los Angeles, CA
Mr. Donald Fincham - Corbys Dist. - Quebec
Ocean Best - Palos Verdes, CA
Mr. Ken Burk - Goodman Assc. - Los Angeles, CA
Mr. Vern Lusby - Glencoe Sysco - Carson, CA

MISSIONS

No missions this month.

SEMINARS

Staff Meeting - Toronto, Canada

MAILINGS

Registration forms for the Western Restaurant Show.

AUGUST 1987

TRADE SHOWS AND EXHIBITS

International Food & Merch. Ethnic Show - Long Beach, CA
California Western Restaurant Show - Los Angeles, CA

CONTACTS

Ms. Linda Boring - Marriott Catering - Anaheim, CA
Ms. Marisu Asuncion - Hyatt Catering - Los Angeles, CA
Ms. Gilda Pirnia - Import/Export - Los Angeles, CA
Mr. Fred Rodman - Beesemeyer - Los Angeles, CA
Ms. Sandra Herndon - Gourmet Marketing - San Diego, CA
Ms. Johanna Pick - Hosp. Consultant - Los Angeles, CA
Mr. Kimball - Four Seasons Catering - San Francisco, CA

MISSIONS

Western Restaurant Show Trade Mission - Mr. Mrs. Wayne, Stone
County Specialities, Mr. Dave Young, Maple Lodge Farms, Mr.
Mrs. Adams, Canadian Calibre, Mr. Vic Reynaert, Nancy Plumb,
Omstead Foods Limited, Mr. Norm Boehm, Labatts, Mr. Dave
Uren, Derlea Brand Foods.

SEMINARS

Profit Seminar - Toronto, Canada

AUGUST 1987 CONT

MAILINGS

Brochures and invitations for the Western Restaurant Show.

SEPTEMBER 1987

TRADE SHOWS AND EXHIBITS

No shows or exhibits this month.

CONTACTS

Mr. Rafael Beltron - RBS Inter. USA - Santa Monica, CA

MISSIONS

Limousin Trade Mission - Dr. & Mrs. Lake, Mr. Cleland, Mr. Prosser.

SEMINARS

Livestock Seminar & Staff Meeting - Toronto, Canada

MAILINGS

No mailings this month.

MINISTRY OF TOURISM AND RECREATION

Tourism Activities:

Programs and activities carried out to assist U.S. wholesalers/operators in increasing their tour product to Ontario, Canada, and in the general marketing and development of tourism to Ontario.

Seminars/Travel Shows/Exhibits:-

April 28-30:

The Marketing Meetings were held in Toronto and the Manager attended.

May 3-6:

Rendezvous Canada, Winnipeg. The Manager attended as a first-time delegate.

May 14:

Four Seasons Hotels "Meeting in Progress". In conjunction with the opening of their new property in Los Angeles, Four Seasons Hotels chain invited travel industry personnel and

May 14 (con't)

meeting planners to meet with the representatives of their north American properties.

The Manager had appointments with the Four Seasons Ottawa, Toronto, Inn on the Park, and Minaki Lodge.

July 15:

Tauck Tours Inc. held a reception for Mr. Bill Rother, VP Sales, to introduce him to the travel industry on the west coast. The Manager attended the reception and film presentation.

August 11:

Frontier Travel & Tours Group Leader Destination Marketplace in Concord, California. Ontario Tourism participated with a booth and the attendance was 200 group leaders.

August 12:

Frontier Travel & Tours Group Leader Destination Marketplace in Sacramento, California. Ontario Tourism participated with a booth and the attendance was 300 group leaders.

September 16:

A seminar/film presentation given by the Manager to 50 attendees of the American Pacific Travel College. The presentation was an hour long, covering such facets as the Ministry's function on the west coast as well as the destination. The presentation was part of the test which would be given for qualifying as a CTC.

September 16:

The Manager attended Trust House Forte's Meeting in Progress at the Wilshire Country Club.

Bruce B. Williams

Bruce B. Williams

BBW/dm

JUSTICE DEPARTMENT REPORT
SUMMARY OF ACTIVITIES
OFFICE: NEW YORK

MONTH: April 1967

Ontario Companies Assisted: 84

Met with the following U.S. Companies to discuss investment opportunities:

- 1) Palom De Brons Russ Ltd.
Stamford, CT
- 2) Kold Inc.
Arlington, VA
- 3) Polky Assoc
- 4) Waldwater Inc
- 5) Pacific Coast Capital

The following U.S. Agents were appointed to sell Ontario goods: (3)

- 1) Al Lunn, NYC
- 2) Margata Carr, NYC
- 3) TOM Bennett, CT

Staff attended: 14 Trade Shows.
1 Consular Visits.
- Seminars.
4 Others.

JUSTICE DEPARTMENT REPORT
SUMMARY OF ACTIVITIES

OFFICE: NEW YORK

MONTH: May 1987

Ontario Companies Assisted: ND

Met with the following U.S. Companies to discuss investment opportunities:

- 1) Bleearings Corporation
- Liberty Corp, NJ
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

The following U.S. Agents were appointed to sell Ontario goods: 12

- 1) Murray Kondrin, NYC
- 2) Best Mfg Products, Hackettstown, NJ
- 3) TOA Inc, Hackettstown, PA
- 4) YOE Electronics Sales, Burlington, NJ
- 5) Kapay, Rydal, PA
- 6) Paul Kattner, E. Meadow, NY
- 7) Mahar Assoc, Blue Bell, PA
- 8) Youngs John, Chicago
- 9) Frank Kamelbach, NYC
- 10) Chelvey Imports, NYC
- 11) John Martin, NYC
- 12) Dex Lemaire & Assoc

Staff attended: 14 Trade Shows.
- Consular Visits.
1 Seminars.
5 Others.

JUSTICE DEPARTMENT REPORT
SUMMARY OF ACTIVITIES
OFFICE: NEW YORK

MONTH: June 1967

Ontario Companies Assisted: 97

Met with the following U.S. Companies to discuss investment opportunities:

- 1) King Corp.
- 2) Mc Hown Box
- 3) ARTEX Corp

The following U.S. Agents were appointed to sell Ontario goods: (6)

- 1) Norman Bepler, NYC
- 2) Joyce Martin, NYC
- 3) Jackie Angus, NYC
- 4) Paul Heilman Assoc
West Pt, CT
- 5) Erwyn Product
Marlboro, NJ
- 6) Lynn Balman

Staff attended: 18 Trade Shows.
- Consular Visits.
1 Seminars.
4 Others.

JUSTICE DEPARTMENT REPORT
SUMMARY OF ACTIVITIES

OFFICE: NEW YORK

MONTH: July 1957

Ontario Companies Assisted: 65

Met with the following U.S. Companies to discuss investment opportunities:

- ① Black Clawson
Yultra, NY
- ② Wen-Don Int'l Corp
Kalam, VA
- ③ EDISON PLASTIC
NEW JERSEY

The following U.S. Agents were appointed to sell Ontario goods: (20 TDJ but 3 were assigned 2X)

- 1) Keaton Controls Inc
Wayne, PA
- 2) Ed Leiby + Assoc
Huntington, PA
- 3) Kachern Robotics
New Jersey
- 4) P. Jenks Associates
Wallingford, CT
- 5) Triangle Assoc, PHILA
- 6) Phil Nazareto
- 7) C. Lee, NYC
- 8) Mervyl Assoc Inc, Baltimore
- 9) Hartcraft Assoc, PA
- 10) Joyce Martin, NYC
- 11) Safada
- 12) L.L. Corgan
- 13) Fred Kubit, Danbury, CT
- 14) Fink + Co, NYC
- 15) JJ Anagha, Kingston, PHILA
- 16) Bill Hummer, Syracuse, NY
- 17) Altman Assoc, Buffalo, NY

Staff attended: 2 Trade Shows.
2 Consular Visits.
— Seminars.
2 Others.

JUSTICE DEPARTMENT REPORT
SUMMARY OF ACTIVITIES
OFFICE: NEW YORK

MONTH: August 1967

Ontario Companies Assisted: 72

Met with the following U.S. Companies to discuss investment opportunities:

- NIL -

The following U.S. Agents were appointed to sell Ontario goods: (9)

- 1) Radon Detection Services, Ringoes, NJ
- 2) Dynamic Assoc, Camden, NJ
- 3) Unipress, Edison, NY
- 4) Castle Hammer, Ameca Castle, NY
- 5) Ontel Supply, Arcade, NY
- 6) Sam Fuch's, Brooklyn, NY
- 7) F. F. Schenker, Roseton, NY
- 8) Reduc'l Computer Spec, Williamsport, PA
- 9) ESO Associates, Huntington Station, NY

Staff attended: 5 Trade Shows.
— Consular Visits.
— Seminars.
6 Others.

JUSTICE DEPARTMENT REPORT
SUMMARY OF ACTIVITIES
OFFICE: NEW YORK

MONTH: September 1987

Ontario Companies Assisted: 138

Met with the following U.S. Companies to discuss investment opportunities:

1) Single Steel Corp, Chicago

The following U.S. Agents were appointed to sell Ontario goods: (9)

1) Ronald Hingley, Long Island, NY

2) Herbie Rosinsky

3) J. Finch, Cherry Hill, NJ

4) Keede Leather Labor, 498 7th Ave, NY, NY

5) Changqing Jinn, 385 5th Ave, NY, NY

6) Kood as Mold, 385 5th Ave, NY, NY

7) ADK FASHIONS, 488 7th Ave, NY, NY

8) Levahan Courtney

9) Rud Shapiro, Kingston, PA

Staff attended: 23 Trade Shows.

- Consular Visits.

- Seminars.

7 Others.

JUSTICE DEPARTMENT REPORT
SUMMARY OF ACTIVITIES
OFFICE: NEW YORK

MONTH: October 1987

Ontario Companies Assisted: 110

Met with the following U.S. Companies to discuss investment opportunities:

- NIL -

The following U.S. Agents were appointed to sell Ontario goods: (8)

- 1) New's Area 8) Mike Mangels, NY, NY
485 7th Ave, NY, NY
- 2) Victoria Water
1466 Broadway NY, NY
- 3) Victoria Books
1466 Broadway, NY NY
- 4) Spectra Audio, NY, NY
- 5) Phila. Protection Products, Phila, PA
- 6) A.T.O., Bethpage, NY
- 7) Ladies Assoc, Hollis, NY

Staff attended: 16 Trade Shows.
- Consular Visits.
2 Seminars.
8 Others.



Government
of Ontario
Canada

Ministry of
Industry, Trade
and Technology

Telephone
1-617-266-7172
Telex
753982

Suite 4066
Prudential Centre
Boston, Massachusetts
U.S.A. 02199

October 8, 1987

JUSTICE DEPARTMENT REPORT
BOSTON OFFICE ACTIVITIES
April 1, 1987 - September 30, 1987

April, 1987

Major Activities:

During this month 52 Ontario companies were assisted with their marketing plans for New England.

New England companies contacted about business prospects in Ontario:
Perini Construction Co; Astro Sales; Hamilton Standard

Trade Shows Visited: 8

May, 1987

Major Activities:

During this month 89 Ontario companies were assisted with their marketing plans for New England.

New England companies contacted about business prospects in Ontario:
Cramer Video, Montage Group

Trade Shows Visited: 5

June, 1987

Major Activities:

During this month 41 Ontario companies were assisted with their marketing plans for New England.

New England companies contacted about business prospects in Ontario: Arfco Sales Co.

Trade Shows visited: 4 This included Nepcon East '87.

July, 1987

Major Activities:

During this month 7 Ontario companies were assisted with their marketing plans for New England.

New England companies contacted about business prospects in Ontario:
Jordan Marsh Co, Jordan's Furniture Warehouse, Robert Allen Fabrics

Trade Shows Visited: 1 Furniture and Accessories Exhibition in
World Trade Center.

August, 1987

Major Activities:

During this month 33 Ontario companies were assisted with their marketing plans for New England.

New England companies contacted about business prospects in Ontario:
Raytheon, Avco, E G & G, Jordan Marsh.

Trade Shows visited: 3

September, 1987

Major Activities:

During this month 25 Ontario companies were assisted with their marketing plans for New England.

New England companies contacted about business prospects in Ontario:
Dynatech; HumaTech.

Trade Shows visited: 4 We visited Newport International Boat Show.
Approximately 6 Ontario manufacturers exhibited there.

A. Bruce Wilson, Sr Representative and Gordon N MacNeil, Representative returned to assume posts in Ontario in July.

John Brady is currently representing Ontario in the position of Senior Representative.



Government
of Ontario
Canada

Ministry of
Industry, Trade
and Technology

Telephone
404-956-1981
Cable Address:
Tradin Atl
Telex:
54 2665

Suite 620
1100 Circle 75 Parkway
Atlanta, Georgia
30339 U.S.A.

APRIL 1987

ATLANTA ACTIVITIES

TRADE

- . A total of 24 Ontario companies requested export assistance and were assigned to staff.
- . 9 sales reps/agents were appointed by 8 Ontario companies.
- . 10 Ontario companies visited Atlanta.

Activity Schedule

- a. Six companies participated in the Carolina Foodservice Expo. On site sales of 30,000. Can. were reported and lead generation good as far as future sales prospects.
- b. Super Show results in the order of 568,000. Can. were reported for the ten manufacturers that participated with additional sales projected for the next fiscal year.
- c. Spring sales figures blossomed in the automotive, contract furniture, sporting goods and construction equipment sectors.
- d. Arrangements underway for the new Governor of Florida, Bob Martinez, to visit Canada and our Province as the leader of an Urban Transportation Mission July 28th.
- e. Provided assistance to 2 Ontario based firms, Quik-Run Courier of Downsview and Madison Chemical of Milton who are arranging to set up operation in Atlanta.
- f. Attended:
 1. Exhibition of Mfg. Services - Atlanta, GA
 2. American Public Power - Nashville, TN
 3. American Tool Distributors - Atlanta, GA
 4. Spring Gift Show - Atlanta, GA
 5. Southcon - Atlanta, GA
 6. Carolina Food Service Expo - Atlanta, GA
 7. AFCEA Meeting - Atlanta, GA
 8. Can-Am Society Meeting - Atlanta, GA
 9. A.O.R.N. - Atlanta, GA
 10. Doing Business in Canada - Charlotte, NC
 11. Mobile, Alabama Presentation - Atlanta, GA

April, 1987
Atlanta Activities
Page 2

INDUSTRIAL

. Visit to Knoxville, TN - discussions with Oak Ridge Laboratories and 5 other groups involved with some form of technology transfer activity. Ceramics, biotechnology and waste management fields showed good promise.

. Brochures sent out to approximately 550 firms in the Southeast identified with mining and resource interests in support of an investment effort by the Sudbury Regional Development Corporation.

. Attended Doing Business in Canada Seminar held in Charlotte, NC at University of North Carolina, Charlotte. Support was provided by local government and private sector trade oriented groups. One good lead obtained.

. A good month for qualified new industrial development leads. Both calibre of the companies and the degree of their interest in the Canadian market bring promise for some early completions of their proposed projects in Ontario.

. 3 Sourcing Contacts provided.

. Provided 6 New Plant Leads and 1 Completion. Submitted 1 Joint Venture/Licensing Arrangement.

ADMINISTRATION

. Four mailings completed for Festival of Fashion. Early interest shown by 3 firms; 1 incoming buyer committed.

. Meetings arranged with Cobb County Chamber of Commerce and Georgia Dept. of Transportation to gather data on statewide urban transportation planning.

. Preparations underway for 7 Ontario companies to exhibit at SouthPack.



Ontario

Government
of Ontario
Canada

Ministry of
Industry, Trade
and Technology

Telephone
404-956-1981
Cable Address:
Tradin Atl.
Telex:
54 2665

Suite 620
1100 Circle 75 Parkway
Atlanta, Georgia
30339 U.S.A.

MAY 1987

ATLANTA ACTIVITIES

TRADE

- . A total of 35 Ontario companies requested export assistance and were assigned to staff.
- . 5 sales reps/agents were appointed by 3 Ontario companies.
- . 13 Ontario companies visited Atlanta.

Activity Schedule

a. Seven Ontario companies exhibited at SouthPack '87, a first time regional packaging equipment and suppliers show in Atlanta. Traffic was higher than expected and exhibitors reported many quality leads including the appointment of one distributor.

b. Twelve Ontario electronics firms exhibited at the El Tech '87 Electronics Representatives Association (ERA) show in Raleigh, NC April 27 & 28. The object of the program was to source representation for these companies in Research Triangle Park, a significant electronics manufacturing area. Companies reported significant contacts for representation and two orders for \$68,000 were received.

c. Attended:

1. Tour of Triad area of N.C.
2. National Kitchen & Bath Show, Multi-Housing World Show - Atlanta, GA
3. OMAF Presentation and Meeting
4. Memphis Area Transit Authority
5. Defense Industrial Plant Equipment Center - Memphis, TN
6. Memphis Chamber of Commerce
7. TABES - Huntsville, AL
8. SouthPack '87 - Atlanta, GA
9. Security Show - Atlanta, GA
10. AFCEA Meeting - Ft. McPherson

May, 1987
Atlanta Activities
Page 2

INDUSTRIAL

. Planning briefing and technology exchange in Toronto with Tampa area medical manufacturers mission to Canada for September, 1987.

. International Diagnostics of Dania, FL negotiating a joint development program with a Toronto company to produce an antiviral drug.

. 16 licensing opportunities reflecting new scientific activity by researchers at the Bowman Gray School of Medicine at Wake Forest University now ready for commercialization forwarded to Queens Park for matching.

. Offers and Requests for Technology in the medical field from the NRC TIP program forwarded to the N.C. Dept. of Commerce for dissemination to interested manufacturers in a new trial program.

. Meetings held at the Technical and Business Exposition & Symposium in Huntsville, AL with government agencies offering technology for license.

. 4 Sourcing Contacts provided; 1 company in North Carolina and 3 companies in Georgia.

. Provided 1 New Plant Lead and 1 Completion. Submitted 1 Joint Venture/Licensing Arrangement.

ADMINISTRATION

. The State of Florida is moving to expand the fledgling Canadian Studies Program at the University of Central Florida in Orlando to a fully sponsored Florida-Canada Institute to reflect the State's interest in Canadian business. There will be federal participation in the program which is under negotiation at this time.



Government
of Ontario
Canada

Ministry of
Industry, Trade
and Technology

Telephone
404-956-1981
Cable Address:
Tradin Atl.
Telex:
54 2665

Suite 620
1100 Circle 75 Parkway
Atlanta, Georgia
30339 U.S.A.

JUNE 1987

ATLANTA ACTIVITIES

TRADE

- . A total of 36 Ontario companies requested export assistance and were assigned to staff.
- . 11 sales reps/agents were appointed by 9 Ontario companies.
- . 7 Ontario companies visited Atlanta.

Activity Schedule

- a. Nine Ontario companies exhibited a broad range of building specialties at the Building Industries Show in Atlanta June 12-14. Despite attendance being far below expectations, 3 companies appointed sales agents during the show.
- b. Comdex, the annual spring event in U.S. for computer hardware, software and accessories took place in Atlanta with 20 Canadian firms exhibiting and prospects look promising.
- c. Cliff Coward met with the Athletic Dealers Association, a national buying group for 133 dealers with 280 stores and 216 road salesmen covering 45 states.
- d. Attended:
 1. Comdex Reception - Consulate
 2. Visit to office, L. Carriere, Defense Sector Consultant
 3. Cobb Chamber of Commerce - International Breakfast
 4. Meeting with Canadian Trade Office - Orlando, FL
 5. Chamber of Commerce - South Brevard area
 6. Peat Marwick Main - Survey of Foreign Based HQ Companies in Georgia
 7. Agent General visit and meetings
 8. Ontario reception for Agent General - Atlanta, GA
 9. Forest Products Expo - New Orleans, LA
 10. Consulate meeting - NRC TIP Program
 11. Can-Am Society Meeting - Atlanta, GA

June, 1987
Atlanta Activities
Page 2

INDUSTRIAL

. Tompkins Associates, Raleigh, NC, a leading engineering consulting firm specializing in material handling, warehousing etc., is seeking an association with an Ontario firm to expand their international activity. Referred to OIC.

. June 24-25: Mini B.O.M. - Memphis, TN

. 6 Sourcing Contacts provided; 1 company in North Carolina, 1 company in Tennessee, 2 companies in Florida and 2 companies in Georgia.

. Provided 1 New Plant Lead. Submitted 2 Joint Venture/
Licensing Arrangements.

ADMINISTRATION

. Agent General, Walter Stothers, visited the Atlanta office June 15-17 to familiarize himself with the staff and the Southeast programs. He was able to participate in Canadian American Society activities, attend a breakfast meeting of the Board of Directors, obtain a briefing of Consulate programs and meet with significant business, education and cultural contacts in the area. An Ontario reception for 75 guests from education, business, associations and government was held and good coverage was obtained in the local press.

. The Florida legislature approved \$50,000 for a Canadian Studies program in the new Florida-Canada Institute at the University of Central Florida in Orlando. Governor Bob Martinez to sign the agreement when he visits Ontario July 29, 1987 on the Florida Transit Mission. The Canadian federal government and Olympia and York (which has extensive developments in Florida) will also announce matching grants for the Institute. We have planned a visit for Mr. Stothers in the fall to participate in the new Institute programs and meet the Florida based Canadian American Business Association.

. Madame Rita Dionne-Marsolais, Delegate General for Quebec to the U.S.A., visited our office with Senior Representative Reginald Bourgeois to discuss our programs and perceptions of the Southeastern U.S.A.



Government
of Ontario
Canada

Ministry of
Industry, Trade
and Technology

Telephone
404-956-1981
Cable Address:
Tradin Atl.
Telex:
54 2665

Suite 620
1100 Circle 75 Parkway
Atlanta, Georgia
30339 U.S.A.

JULY 1987

ATLANTA ACTIVITIES

TRADE

- . A total of 22 Ontario companies requested export assistance and were assigned to staff.
- . 10 sales reps/agents were appointed by 7 Ontario companies.
- . 7 Ontario companies visited Atlanta.

Activity Schedule

- a. Atlanta surpassed Chicago as the most popular location for the nation's largest shows according to the recently released 13th annual edition of Tradeshow 200 published by Trade Show Week, the primary organization monitoring the exhibition and trade show industry. Atlanta led the pack this year by hosting 26 of the nation's 200 shows.
- b. A recent study indicated that the Georgia World Congress Center is currently the most well utilized major convention center in the United States and this has triggered serious expansion talks about the state owned facility.
- c. Ground breaking will take place for Atlanta's new \$150 million technology mart (Inforum) early in August. Scheduled for an August 1989 opening, the facility will have 600,000 sq. ft. of permanent showrooms, a 100,000 sq. ft. exhibit hall with balance in general session rooms. Site is located near downtown Merchandise & Apparel Mart.
- d. Even with Georgia's reputation as the carpet capital of North America, three Ontario firms found it to their advantage to exhibit at the important International Carpet and Rug market in Atlanta July 18-22.
- e. Excellent response has been shown by Ontario based manufacturers towards the upcoming Defense Components Show scheduled for December 9-10/87 in Orlando, Florida.

f. Attended:

1. National Gift Market
2. Jacksonville B.O.M. follow up
3. International Rug Market
4. Atlanta Home Furnishings & Accessories Market
5. National Office Machine Dealers
6. Meeting with show management AM 88 - Greenville, SC
7. AFCEA Meeting - Ft. McPherson
8. Meeting with Advanced Technology Development Center at Georgia Tech

INDUSTRIAL

. Alabama Power Company has announced plans for a major economic development centre designed to support economic and industrial development throughout the state. To be known as the Alabama Resource Center, this 15,000 sq. ft. facility located near Birmingham will be available for use by State of Alabama, local communities, Chambers of Commerce and the state's major universities as well as Alabama Power.

. Preliminary talks are underway in the states of Florida, Georgia and Tennessee to address interests of industry and academic R & D groups in the technology transfer fields. NASA Southern Technology Applications Center in Alachua, Florida was visited during the month and is a typical example reflecting the heated up business activity in this area.

. 4 Sourcing Contacts provided.

. Provided 3 New Plant Leads. Submitted 1 Joint Venture/Licensing Arrangement.

ADMINISTRATION

. Visited by Director of Americas Branch at our Atlanta office.

. Mailing to A&D group of 71 with interests in building specialties.

. New Ontario Mfrs. Directory and 1986 bilateral trade figures selectively mailed to 30 federal and state contacts in the territory.

. Canadian Consulate in Atlanta is proposing to increase activity in the Southeast and Puerto Rico by:

- 1) opening new one man office in San Juan
- 2) expanding Orlando Trade Office by adding a locally engaged commercial officer



Ontario

Government
of Ontario
Canada

Ministry of
Industry, Trade
and Technology

Telephone
404-956-1981
Cable Address:
Tradin Atl.
Telex:
54 2665

Suite 620
1100 Circle 75 Parkway
Atlanta, Georgia
30339 U.S.A.

AUGUST 1987

ATLANTA ACTIVITIES

TRADE

- . A total of 18 Ontario companies requested export assistance and were assigned to staff.
- . 15 sales reps/agents were appointed by 8 Ontario companies.
- . 2 Ontario companies visited Atlanta.

Activity Schedule

- a. A new Merchandise Mart has been announced for Orlando, FL. Scheduled for completion in early 1989, the Mart will be comprised of giftware and souvenir showrooms and regular market weeks will be scheduled throughout the year.
- b. Although not evident in the press, there is a great deal of interest being expressed by U.S. companies in the Southeast about the Canada/U.S. trade agreement. Requests have been received from three Dept. of Commerce offices in our territory for a jointly sponsored seminar to cover subject matter.
- c. Feedback from the Governor of Florida's urban transit mission to Canada indicates that impressions left by the Ontario exposure have generated some extremely complimentary remarks.
- d. Attended:
 1. Southern Nurserymen's Show
 2. International Gift Show
 3. American Fishing Tackle Manufacturers Association
 4. J. Brian Donoghue Visit
 5. Breakfast Meeting - Dow, Lohnes, Albertson
 6. Solo Furniture Display at Consulate
 7. National Association of Broadcasters
 8. Eastern Cable T.V. Association

August, 1987
Atlanta Activities
Page 2

INDUSTRIAL

- . Population and job projections formulated in 1985 for the Atlanta metropolitan area through the year 2010 have been revised upward to account for the growth spurt of this decade. Projections have been raised 20%
- . Investment results to date are exceeding our original estimates. Some others in the pipeline may come on sooner than expected -- it looks like a good year.
- . 2 Sourcing Contacts provided.
- . Provided 3 New Plant Leads and 2 Completions. Submitted 0 Joint Venture/Licensing Arrangements and signed 1 Contract.

ADMINISTRATION

- . Recruiting for Conexion Show - Atlanta, GA - Oct. 28-30/87.
- . Staff continues to bring up their awareness level on PC equipment.
- . R. Sawchuk, the Director, left at the end of the month to assume his new duties at our Sault Ste. Marie office.
- . J. Brian Donoghue, who replaces Russ, is expected to be relocated and ready for business during the week of September 21st.



Ontario

Government
of Ontario
Canada

Ministry of
Industry, Trade
and Technology

Telephone
404-956-1981
Cable Address:
Tradin Atl.
Telex:
54 2665

Suite 620
1100 Circle 75 Parkway
Atlanta, Georgia
30339 U.S.A.

SEPTEMBER 1987

ATLANTA ACTIVITIES

TRADE

- . A total of 21 Ontario companies requested export assistance and were assigned to staff.
- . 1 sales rep/agent was appointed by 1 Ontario company.
- . 5 Ontario companies visited Atlanta.

Activity Schedule

- a. Visits to defense contractors in Jackson, MS area.
- b. Current figures for Canadian exhibitors at Orlando Defense Components Show are 40 of which 27 are from Ontario.
- c. Final arrangements made for a Director of International Purchasing from BellSouth Services to visit Canadian High Tech Show and Ontario companies.
- d. Attended:
 - 1. Reconnaissance trip to Puerto Rico - auto parts, building supplies
 - 2. Bobbin Show - Atlanta, GA
 - 3. Atlanta Gift Market - Atlanta, GA

September, 1987
Atlanta Activities
Page 2

INDUSTRIAL

- . NRC generated requests for technology were mailed to 35 relevant contacts. This initiates a regular program to disseminate this type of lead to groups with similar interests.
- . Mailing completed to 27 companies identified as likely JV/Lic prospects. Submissions this month reflect some of the responses (5 in total).
- . Assistance provided to Ottawa and Renfrew economic development groups.
- . 1 Sourcing Contact provided; a Mississippi company.
- . Provided 0 New Plant Leads and 1 Completion. Submitted 5 Joint Venture/Licensing Arrangements and signed 0 Contracts.

ADMINISTRATION

- . During the month attended two planning meetings at the ATDC connected with the upcoming Nov. 18th technology transfer conference. J. Brian Donoghue will be a speaker at this event.
- . System was initiated for handling of N.R.C. materials. U.S. Section and other U.S. posts were copied with details.
- . J. Brian Donoghue relocated to Atlanta effective September 21, 1987.
- . Mailings have been completed to update office files on new MANA members.

DALLAS OFFICE ACTIVITIES

DEC 04 1987

April 1, 1987 - September 30, 1987

Major Activities - April 1987

During this period a total of 23 Ontario companies contacted our office for assistance for the first time and 62 Ontario companies were assisted total.

Twenty-five agents were appointed in the area:

Electrohome	3
Abba Parts, Inc.	1
Tervcon	3
Cygnus Air Industries	1
Westhead Associates	3
Microtel	1
TSB International	1
Ross Videa	1
Croven Crystals	4
The Tender Group	1
O-2 Systems International	1
Leblanco Ltd.	3
Magnorom Inc.	<u>2</u>
TOTAL	25

The 1987/88 year has started well and Dallas sent 10 visitors to the Toronto Festival of Canadian Fashion, recruited and accompanied by Melinda Sumurdy.

We had Walt Stothers visit us from New York and are following up his suggestion of using the major accounting firms as sources of new leads by developing a tailor-made presentation to them.

A total of 23 new Ontario client leads were developed with the bulk being contacted direct from here (Foreign Office = 18, Direct = 1, Field Offices = 3, Desks = 1).

Logistical details are being ironed out for the 9 Ontario exhibitors at the Forest Products Machinery & Equipment Show in New Orleans on June 18-20, 1987.

An aggressive followup was done on four branch plants and five JV/LA U.S. clients which are going to be deciding on their business moves in the forthcoming months.

Major Activities - May 1987

During this period there were 50 first-time assists and a total of 62 with Ontario companies.

Two (2) agents were appointed in the area:

Silcofab	1
Jaeger Canada	<u>1</u>
TOTAL	2

INDUSTRIAL DEVELOPMENT:

We are going through a very active period, particularly in the direct investment category. We currently have eight active clients; of these, four (CompuAdd, Dorskocil, Styrotech and Pioneer Balloon Co.) are likely to announce their decision to locate and their locations over the next two months. Three others (Laser Graphics, Printed Products of North America and Logistix) could well be firm by this fall. National Metal Finishing is longer range and may not be in a go/no go decision until late this year.

Logistix and Laser Graphics are primarily in the service sector and we are starting to get an increasing number of inquiries in this area.

Participation in a Canada Day seminar in Wichita, Kansas, resulted in several new investment leads which will be developed during our Ontario B.O.M. in June.

TRADE:

We are doing well in Trade with preparations for the Forest Products Show in June being finalized. Floyd Simpkins visited the office and met with local contacts, thus broadening his/our expertise of his product sector. Five Ontario firms participated in the National Solid Waste Show and from this and other activities we have been instrumental in appointing over 30% of our annual target.

Major Activities - June 1987

There were 36 first-time assists and a total of 62 assists with Ontario companies.

Two (2) agents were appointed in the area:

United Tire	1
Stamford Art	<u>1</u>
TOTAL	2

INDUSTRIAL DEVELOPMENT:

We had a very successful Business Opportunity Mission in Wichita, Kansas, with 14 company interviews. A breakdown of interests follows:

Joint Ventures	-	2
Licensing Agreements	-	3
Branch Plants	-	1
Exporting	-	5
Sourcing	-	3

The branch plant interest is with a company now selling in Canada, but still of the belief that F.I.R.A. would not permit them to establish. Two branch plants are reported this month, and we should be reporting two more by fall.

TRADE:

This has been a quiet time in trade. We participated in the Forest Products Machinery Show in New Orleans with nine Ontario companies taking part - a good show with sales results expected later.

A major project is underway with Bariven Corporation of Houston, and to date we have delivered coded information on 477 Ontario firms. Bariven will now decide which firms are of prime interest and enter them into their computerized, automatic bid system for future purchases. The potential is very large.

Major Activities - July 1987

There were 32 first-time assists and a total of 44 assists with Ontario companies.

Six (6) agents were appointed in the area:

C & S Micro Instruments Ltd.	2
Diamond Plastic Containers	2
Mr. Crispys	1
Glegg Water Conditioning	<u>1</u>
TOTAL	6

OTHER:

Ennio Vita-Finzi participated and spoke at the International Trade Council of Mid-America's annual meeting. This group represents 8000 U.S. manufacturers in the central and southern states, and future Dallas activities will be aimed at approaching this group of manufacturers for industrial development.

INDUSTRIAL DEVELOPMENT:

Four hundred and eighty invitations were mailed out for our Fort Worth Business Opportunity Mission to be held August 25 and 26, 1987.

A meeting was arranged between Aaplex of Arkansas and Shoemaker Milling of Elmira, Ontario, regarding a joint venture for production in Canada of Aaplex's street sweepers. With luck, we can report this in August as a joint venture completion. This developed from our Little Rock, Arkansas, Business Opportunity Mission last December.

Work is proceeding with six active branch plant prospects at this time - two of which may be completed in August 1987.

TRADE:

Activities continue to bring in good results in this area and the sector system is slowly becoming more effective.

Major Activities - July 1987 (Cont'd.)

John Ardagh visited the office and met with a large number of Dallas office contacts, the Feds and North Texas Commission representatives.

Major Activities - August 1987

There were 36 first-time assists and a total of 58 assists with Ontario companies.

Four (4) agents were appointed in the area:

Ashgold Products	1
Vintage Keeper	2
C.D.A. Industries	<u>1</u>
TOTAL	4

INDUSTRIAL DEVELOPMENT:

This year is very encouraging with our third Branch Plant reported. JV/LA activity is also well in hand with the only stumbling block being the lack of leads or matching-up at the Ontario end.

Bob Shelley held a BOM in Fort Worth and picked up eight JV/LA leads. Ennio Vita-Pinzi successfully participated in the Chicago Office's Investment Seminar in St. Louis and Evansville.

TRADE:

Our Trade activities are on target to date and final preparations are underway for our participation at HIDA in New Orleans in September.

Planning has already started on the 1988/89 Business Plan and September will be devoted to working closely with Sector Consultants on each area of development.

Our Bariven (Venezuelan Government Buying Office) project offering 470 Ontario manufacturers the opportunity of exporting to that country through their Houston Buying Office already has 20 interested replies.

DALLAS OFFICE ACTIVITIES

April 1, 1987 - September 30, 1987

Page Six

Major Activities - September 1987

There were 27 first-time assists and a total of 54 assists with Ontario companies.

Three (3) agents were appointed in the area:

Renfrew Tape	2
Centro Mfg.	<u>1</u>
TOTAL	3

INDUSTRIAL DEVELOPMENT:

There has been a great deal of interest and activity in Industrial Development. Three fairly large firms have indicated that they are going to wait for the final results of the free trade negotiations before they make any commitment.

Further results are expected from the Fort Worth Business Opportunity Mission and preparations are underway for the B.O.M. in Oklahoma City on October 13-14, 1987. Letters have been mailed to 318 Oklahoma companies inviting them to participate.

Lindsay Steel Fabricating Ltd. has reported a licensing agreement with Aaplex, Inc., of Maumelle, Arkansas. This will result in a \$150,000 investment and will employ approximately 10 people. Lindsay also expected this licensing agreement to result in increased sales next year amounting to \$1 million.

Our fourth branch plant was confirmed this month with Laser Graphics of Arlington, Texas, confirming a new facility in Mississauga after several months of assistance from Bob Shelley in our office.

TRADE:

A very successful HIDA Show took place in New Orleans, with good recruitment from the Sector Desk and Melinda Sumurdy's local professional arrangements. Results will be reported shortly.

DALLAS OFFICE ACTIVITIES

April 1, 1987 - September 30, 1987

Page Seven

All sector consultants have been in touch with our office and 1988/89 Business Plans are progressing well.

The Bariven (Venezuelan Government Buying Office) project has resulted in a total of 55 interested Ontario manufacturers wanting to be on the Bariven bidders' list. This project, coordinated by Ray Troyer, promises to develop several million dollars in new export sales in the near future.

Several months of behind-the-scenes work by Oscar Holt with American Airlines has landed a Cnd. \$9.7 million seat cover contract for an Ontario exporter.

Overall a satisfactory month with good activity in most sectors.

DALLAS OFFICE ACTIVITY REPORT

Period ending 30 September 1987

OCT - 7 1987

OCT - 2 1987

Total export sales for September are CDN \$10,151,550. Total for FY 1987/88 is CDN \$31,186,595, against a target of \$53.2 million. Total agents appointed in September were 3.

TRADE:

A very successful HIDA Show took place in New Orleans, with good recruitment from the Sector Desk and Melinda Sumurdy's local professional arrangements. Results will be reported shortly.

All sector consultants have been in touch with our office and 1988/89 Business Plans are progressing well.

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Overall a satisfactory month with good activity in most sectors.

INDUSTRIAL DEVELOPMENT:

There has been a great deal of interest and activity in Industrial Development. Three fairly large firms have indicated that they are going to wait for the final results of the free trade negotiations before they make any commitment.

Further results are expected from the Fort Worth Business Opportunity Mission and preparations are underway for the B.O.M. in Oklahoma City on October 13-14, 1987. Letters have been mailed to 318 Oklahoma companies inviting them to participate.

Continued...

Dallas Office Monthly Report
30 September 1987
Page Two

Lindsay Steel Fabricating Ltd. has reported a licensing agreement with Aaplex, Inc., of Maumelle, Arkansas. This will result in a \$150,000 investment and will employ approximately 10 people. Lindsay also expects this licensing agreement to result in increased sales next year amounting to \$1 million.

Our fourth branch plant was confirmed this month with Laser Graphics of Arlington, Texas, confirming a new facility in Mississauga after several months of assistance from Bob Shelley in our office.

E. Vita-Finzi
Senior Representative

cc: Walt Stothers, Agent General
New York Office

INTERNATIONAL OFFICESMONTHLY REPORTOffice: DallasMonth Of: September 1987

	TARGET	THIS MONTH	CUM. TO DATE 87/88
<u>TRADE DEVELOPMENT</u>			
<u>.ONTARIO CO'S. ASSISTED:</u>			
- NO. OF COMPANIES		27	204
- NO. OF ASSISTS		54	345
.SALES REPORTED (1.30 conv.)	53,250,000	10,151,550	31,186,595
.AGENTS REPORTED	91	3	42
<u>INDUSTRIAL DEVELOPMENT</u>			
<u>.NEW PLANTS/FACILITIES:</u>			
COMPLETIONS COMMITTED	3	1	4
ESTIMATED INVESTMENT \$		75,000	6,375,000
ESTIMATED EMPLOYMENT	50	7	174
<u>.JOINT VENTURES AND LICENSING ARRANGEMENTS:</u>			
COMPLETIONS COMMITTED	4	1	1
ESTIMATED INVESTMENT \$		150,000	150,000
ESTIMATED EMPLOYMENT		10	10
<u>.IMMIGRANT ENTREPRENEURS</u>			
VISAS ISSUED		-0-	-0-
CAPITAL TRANSFERRED \$			
JOBS RESULTING			
<u>SOURCE OF NEW MARKETING LEADS</u>			
FOREIGN OFFICE		23	124
CLIENT DIRECT		1	14
FIELD OFFICE		0	21
DESK		2	41
OTHER		2	5
TOTAL		28	205

OFFICE: Dallas

MONTH OF: September 1987

EXPORT SALES INFLUENCED

ONTARIO COMPANY AND LOCATION	\$ SALES (CDN.)	PRODUCT/SECTOR NUMBER	AGENT APPOINTED NAME	1st TIME EXPORTER	MARKET EXPANSION
ick 0-2 Burlington	4,550	Medical Equip. #14			
Medical Textiles Oakville	13,000	Medical Equip. #14	Medical Textiles for Eastern Seaboard		
Renfrew Tape Renfrew		Medical Equip. #14	Universal Care Corp. for Puerto Rico		
Centro Mfg. Mississauga		Medical Equip. #14	Medamerica Inc. Chicago, Illinois		
TempSec Inc. Downsview	384,000	Building Products #3			
Fell-Fab Products Hamilton	9,750,000	Aerospace #2d			

OFFICE: Dallas

MONTH OF: September 1987

INDUSTRIAL DEVELOPMENT - NEW PLANTS/FACILITIES

NAME/LOCATION OF FOREIGN COMPANY	NAME/LOCATION OF ONTARIO COMPANY	PRODUCT OR FACILITY	ESTIMATED INVESTMENT	ESTIMATED EMPLOYMENT	APPROX. START DATE	VERIFIED
Laser Graphics, Inc. Arlington, Tx.	Laser Graphics Canada Mississauga, Ontario	Laser printing	75,000	7	Oct. 87	

OFFICE: Dallas

MONTH OF: September 1987

INDUSTRIAL DEVELOPMENT - JOINT VENTURES/LICENSESING ARRANGEMENTS

NAME/LOCATION OF FOREIGN COMPANY	NAME/LOCATION OF ONTARIO COMPANY	PRODUCT OR FACILITY	ESTIMATED INVESTMENT (J.V. ONLY)	ESTIMATED EMPLOYMENT (J.V. ONLY)	VERIFIED
Aaplex, Inc. Maumelle, Arkansas	Lindsay Steel Fab, Ltd. 75 St. Peter Street Lindsay, Ontario	Street sweepers	(Licensing)		

WALTER G.D. STOTHERS REPORT FOR THE DEPARTMENT OF JUSTICE
FOR THE PERIOD APRIL 1, 1987 TO SEPTEMBER 30, 1987:

APRIL:

- 2 Attend performance of the Canadian
Production of "The Mikado" at the Virginia
Theatre, New York City and reception held
at The Tavern on the Green, New York City.
- 5, 6 Washington, D.C.
Attend the Standing Committee on Finance
and Economic Affairs, Legislature of
Ontario, Canada, Trade Discussions
- 7, 8, 9 Dallas, Texas
Visit the Offices Government of Ontario,
Ministry of Industry, Trade and
Technology
- 10 Attend luncheon at the Metropolitan Club,
New York City, with Amb. Stephen Lewis,
Canadian Mission to the U.N.
- 22 Meeting at Ontario House with
George Parselle, Parsells Associates
Discussions re representation of the
Province of Ontario
- 22 Meeting at Ontario House with
Fraser Gray, Senior Special Projects
Officer, Ministry of Citizenship and
Culture
Re: New York/Toronto Cultural activities

MAY 4TH:

Attend luncheon with Ken Taylor,
Senior Vice President, Nabisco Brands, Inc.
Re: Trade Discussions

11 Hosted farewell reception at residence of
Agent General, 100 United Nations Plaza,
for Ken Mueller, Ministry of Agriculture
and Food, Government of Ontario, Canada

12 Washington, D.C.
Attend meetings with Senator Long and
Martin Gibbs, attorney with the firm
of Finley, Kumble, et al.
Re: Trade Discussions

13 Washington, D.C.
Continuation of meetings

14 Meeting at Ontario House with
Caroline Lecker, Arts Film
Festival in New York, Canadian
Film Makers
Re: New York/Toronto arts festival

15 Meeting at Ontario House with
Norman Extract, President,
Norman Stephen Enterprises Ltd.
Re: Development of Canadian
Fashion in the U.S.A.

17 - 19 San Francisco
Meetings with the Offices of
The Government of Ontario, Canada
and appointments to visit several
companies regarding trade development

JUNE 1987

- 1 Attend farewell luncheon for Rita Dionne Marsolais, Agent General for the Province of Quebec Canada at the Americas Society 680 Park Avenue, New York
- 2 Attend luncheon with the Hon. Monte Kwinter, Minister of Financial Institutions, Government of Ontario, Canada
- 3 Attend reception at the Americas Soc. 680 Park Avenue, in honor of the donors to Le Chateau Dufresne, Musee des Arts Decoratifs de Montreal
- 4 Attend the Second Annual Conference on Canada/US Trade in Energy held at the Sheraton Hotel, New York City, arranged by the American Bar Assoc. Coordinating Group on Energy Law
- 4 Attend 10 Annual Hockey Night at the Waldorf Astoria Hotel, New York City, sponsored by the Canadian Society of New York
- 4 Attend reception at The Meadowlands Hilton, New Jersey hosted by the Min. of Agriculture and Food, Government of Ontario, Canada
5. Accompany Minister Bradley, Minister of The Environment, Government of Ontario, and Aides during their visit to New York re Acid Rain Conference, WPIX Radio
- 5 Meeting at Ontario House with Diane Jervis-Read, Cultural Officer Government of Ontario, London, England Discussions re cultural exchange between Toronto and New York
- 5 Attend reception held at the Offices of the Government of the Province of Alberta
- 8 Washington, D.C.
Attend meetings with Dow, Lohnes and Albertson
Re: Trade discussions
- 15 - 16 Atlanta, Georgia
Attend meetings at the offices of the Government of Ontario, Canada, Ministry of Industry, Trade and Technology

JULY 1987

- 14 Meeting at Ontario House with Jim Morgan,
Purchasing Magazine
Re: Made in Ontario Directories
- 15 Meetings at Canadian Consulate,
New York City
- 17, 18 Attend Meetings between Premier Peterson
of Ontario and Governor Cuomo of New York
at Sacketts Harbour, New York
- 23 Washington, D.C.
Attend Seminar Canada/US Free Trade
Negotiations/The Current U.S. Perspectives
- 26, 27, 28 Chicago, Illinois
Visit Offices of the Government of Ontario,
Canada, Ministry of Industry, Trade and
Technology

AUGUST 1987

- 2, 3. Attend the 7th Annual Atlantic City Furniture and Accessory Market Show at the Atlantic City Convention Center, Atlantic City, New Jersey.
3. Washington, D.C.
Attend reception and meetings of the International Association of Auditorium Managers held at the Sheraton Hotel, Washington
Re: Toronto's Skydome Project
- 11, 12 Pompey, New York
Attend Empire Farm Days Exhibit and meetings with NYS Dept. of Commerce and Greater Syracuse Chamber of Commerce
- 16 Los Angeles
Attend Western Restaurant Convention and Exposition Show and visit Government of Ontario Offices
- 20 Meet with Francisco Marin-Price, Executive Vice President, Iris Presss, International, Inc. at Ontario House
Re Advertising Promotions for the Province of Ontario.
- 24 Meeting with Ed Waitzer of Stikeman Elliott re trade matters
- 25 Attend Breakfast Convention of American Society Association Executives hosted by Ottawa Convention Bureau
- 26 Attend Luncheon with Nelson Sykes, President of Sykes Communications Ltd. past president of Yale Club, YMCA, New York Opera, New York Ballet
Re: Ontario Profile in USA/NY

SEPTEMBER 1987

- 9 Attend N.Y. Preview of "I've Heard The Mermaids Sing" Canadian Film, winner of the Prix de la Jeunesse at the Cannes Film Festival, at the 68th Street Playhouse and reception following at Cafe Marimba
- 10 Attend N.Y. Cash Exchange, New York Hilton, Financial Investment Management Seminar
- 16 Attend Emmy Awards Dinner at Sheraton Center, hosted by Flora MacDonald, Minister of Communications, Government of Ontario
- 21 Reception at residence of the Canadian Consul, Robert Johnstone in honor of Louis and Gino Quilico, re Gino Quilico's debut in Manon at The Metropolitan Opera House
- 22 Attend Debut of Gino Quilico in Manon at the Metropolitan Opera House, Lincoln Center
- 24 Attend Luncheon at The Plaza Hotel hosted by Northern Telecom, Canadian Communications Company
- 24 Meeting at Ontario House with Fern Bayer, Curator of the Government of Ontario's Art Collection
Re: supplying N.Y. Offices with art
- 27 Vancouver
- 30 Chicago/Visit Government of Ontario Offices



Government
of Ontario
Canada

Ministry of
Industry, Trade
and Technology

Telephone
312-782-8688
Telex:
20 6084

Suite 1806
208 South La Salle St.
Chicago, Illinois
U.S.A. 60604

October 6, 1987

Memorandum to:

~~Desmond Benfield~~
~~New York Office~~

From:

D. R. Counsell
Chicago Office

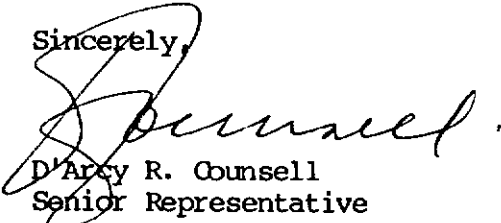
SUBJECT:

SEMI-ANNUAL U.S. DEPT. OF JUSTICE REPORT
Chicago Office-April 1/87 to Sept. 30/87

Attached is an outline of the activities of this office (MITT) for the six (6) month period April 1, 1987 to Sept. 30, 1987.

Also included are the Quarterly Reports of the activities of the Ministry of Tourism & Recreation and the Ministry of Agriculture & Food located in our office.

Sincerely,


D'Arcy R. Counsell
Senior Representative

DRC:ck

Attachments

cc: Mr. John Ardagh
Toronto Office

Mr. Walter Stothers, Agent General
New York Office



Government
of Ontario
Canada

Ministry of
Industry, Trade
and Technology

Telephone
312-782-8688
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Suite 1806
208 South La Salle St.
Chicago, Illinois
U.S.A. 60604

October 6, 1987

Chicago Office Activities - M.I.T.T.

April 1, 1987 to Sept. 30, 1987

Staff Changes

- Mrs. Wendy Lautenschlaeger commenced employment April 1, 1987 as a Secretary with M.I.T.T
- Ms. Joan Dessert commenced employment June 15, 1987 as a secretary with OMAF
- Mr. Gordon Ritchie was replaced as Ontario Representative by Ms. Cathy Dickson on September 1, 1987.

Major Activities - April, 1987

- Thirty-Five (35) Ontario companies requested marketing assistance.
- Seventeen (17) U.S. Manufacturers Agents were appointed by Ontario companies.
- Twelve (12) Midwest U.S. Fashion Buyers attended the Festival of Canadian Fashion in Toronto.
- One (1) Indiana company opened an office in Willowdale Ontario.

Major Activities - May, 1987

- Thirty-Three (33) Ontario companies requested marketing assistance.
- Nine (9) U.S. Manufacturers Agents were appointed by Ontario companies.
- Buyers from the Veterans Administration in Hines, Illinois attended a large seminar in Toronto.

SEMI-ANNUAL U.S. DEPT. OF JUSTICE REPORT
Chicago Office - April 1/87 to Sept. 30/87
Desmond Benfield
October 6, 1987
Page 2

Major Activities - May, 1987 (cont'd)

- Nine Ontario companies made selling trips to Midwest U.S.A.
- One Chicago company made a buying trip to Ontario.

Major Activities - June, 1987

- Forty-Four (44) Ontario companies requested marketing assistance.
- Nine (9) U.S. Manufacturers Agents were appointed by Ontario companies.
- Six (6) Ontario companies were sponsored by M.I.T.T. at the Advanced Manufacturing Systems Show in Chicago.
- Two (2) Minnesota Companies made buying trips to Ontario.
- One Oak Brook, Illinois company completed a joint venture with a Mississauga, Ontario Company.

Major Activities - July, 1987

- Fifty (50) Ontario companies requested marketing assistance.
- Nine (9) U.S. Manufacturers Agents were appointed by Ontario companies.
- Four (4) Ontario companies made selling trips to the Midwest U.S.
- The Chicago Gift Show and Dayton Air Show were attended by Chicago Office staff.

Major Activities - August, 1987

- Thirty-One (31) Ontario companies requested marketing assistance.
- Eight (8) U.S. Manufacturers Agents were appointed by Ontario companies.
- The International Hardware Show and APAA Show in Chicago were attended by staff.
- A Michigan company started building a branch plant in Whitby, Ontario.
- Six (6) Ontario companies made selling trips to Midwest U.S.

Major Activities - September, 1987

- Thirty-Seven (37) Ontario companies requested marketing assistance.
- Eight (8) U.S. Manufacturers Agents were appointed by Ontario companies.
- Eight (8) Ontario companies were sponsored by M.I.T.T. at the APWA Congress and Exhibition in Chicago.
- Seven (7) Ontario companies made selling trips to Midwest U.S.
- A Mishawaka, Indiana company completed a joint venture with a company from Downsview, Ontario.

Chicago Office Staff - Ministry of Industry, Trade, & Technology:

D. R. Counsell	- Senior Representative
C. M. Dickson	- Representative
E. J. McCluskey	- Commercial Officer
J. H. Cook	- Commercial Officer
R. L. Benton	- Commercial Officer
H. G. Scholten	- Commercial Officer
C. L. Kleszynski	- Senior Secretary
K. Counter	- Secretary
W. Lautenschlaeger	- Secretary

Chicago Office Staff - Ministry of Tourism & Recreation:

Jack Rezny	- Manager - U.S. Central
Jennifer Brugliera	- Tourism Counsellor

Chicago Office Staff - Ministry of Agricultural & Food:

Kathy Seebert	- Trade Development Consultant
Joan Dessert	- Trade Development Secretary



COPY

Government
of Ontario
Canada

Ministry of
Industry, Trade
and Technology

Telephone
312-782-8688
Telex:
20 6084

Suite 1806
208 South La Salle St.
Chicago, Illinois
U.S.A. 60604

October 6, 1987

Memorandum to: Desmond Benfield
New York Office

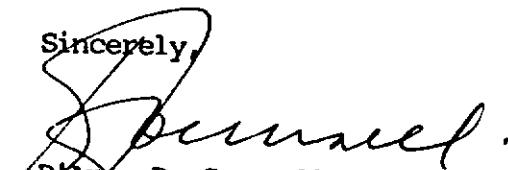
From: D. R. Counsell
Chicago Office

SUBJECT: SEMI-ANNUAL U.S. DEPT. OF JUSTICE REPORT
Chicago Office-April 1/87 to Sept. 30/87

Attached is an outline of the activities of this office (MITT) for the six (6) month period April 1, 1987 to Sept. 30, 1987.

Also included are the Quarterly Reports of the activities of the Ministry of Tourism & Recreation and the Ministry of Agriculture & Food located in our office.

Sincerely,



D'Arcy R. Counsell
Senior Representative

DRC:ck

Attachments

cc: Mr. John Ardagh
Toronto Office

Mr. Walter Stothers, Agent General ✓
New York Office

GOVERNMENT
OF
ONTARIO

OCT 15 1987

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NEW YORK OFFICE



Government
of Ontario
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Ministry of
Industry, Trade
and Technology

Telephone
312-782-8688
Telex:
20 6084

Suite 1806
208 South La Salle St.
Chicago, Illinois
U.S.A. 60604

October 6, 1987

Chicago Office Activities - M.I.T.T.

April 1, 1987 to Sept. 30, 1987

Staff Changes

- Mrs. Wendy Lautenschlaeger commenced employment April 1, 1987 as a Secretary with M.I.T.T
- Ms. Joan Dessert commenced employment June 15, 1987 as a secretary with OMAF
- Mr. Gordon Ritchie was replaced as Ontario Representative by Ms. Cathy Dickson on September 1, 1987.

Major Activities - April, 1987

- Thirty-Five (35) Ontario companies requested marketing assistance.
- Seventeen (17) U.S. Manufacturers Agents were appointed by Ontario companies.
- Twelve (12) Midwest U.S. Fashion Buyers attended the Festival of Canadian Fashion in Toronto.
- One (1) Indiana company opened an office in Willowdale Ontario.

Major Activities - May, 1987

- Thirty-Three (33) Ontario companies requested marketing assistance.
- Nine (9) U.S. Manufacturers Agents were appointed by Ontario companies.
- Buyers from the Veterans Administration in Hines, Illinois attended a large seminar in Toronto.

SEMI-ANNUAL U.S. DEPT. OF JUSTICE REPORT
Chicago Office - April 1/87 to Sept. 30/87
Desmond Benfield
October 6, 1987
Page 2

Major Activities - May, 1987 (cont'd)

- Nine Ontario companies made selling trips to Midwest U.S.A.
- One Chicago company made a buying trip to Ontario.

Major Activities - June, 1987

- Forty-Four (44) Ontario companies requested marketing assistance.
- Nine (9) U.S. Manufacturers Agents were appointed by Ontario companies.
- Six (6) Ontario companies were sponsored by M.I.T.T. at the Advanced Manufacturing Systems Show in Chicago.
- Two (2) Minnesota Companies made buying trips to Ontario.
- One Oak Brook, Illinois company completed a joint venture with a Mississauga, Ontario Company.

Major Activities - July, 1987

- Fifty (50) Ontario companies requested marketing assistance.
- Nine (9) U.S. Manufacturers Agents were appointed by Ontario companies.
- Four (4) Ontario companies made selling trips to the Midwest U.S.
- The Chicago Gift Show and Dayton Air Show were attended by Chicago Office staff.

Major Activities - August, 1987

- Thirty-One (31) Ontario companies requested marketing assistance.
- Eight (8) U.S. Manufacturers Agents were appointed by Ontario companies.
- The International Hardware Show and APAA Show in Chicago were attended by staff.
- A Michigan company started building a branch plant in Whitby, Ontario.
- Six (6) Ontario companies made selling trips to Midwest U.S.

Major Activities - September, 1987

- Thirty-Seven (37) Ontario companies requested marketing assistance.
- Eight (8) U.S. Manufacturers Agents were appointed by Ontario companies.
- Eight (8) Ontario companies were sponsored by M.I.T.T. at the APWA Congress and Exhibition in Chicago.
- Seven (7) Ontario companies made selling trips to Midwest U.S.
- A Mishawaka, Indiana company completed a joint venture with a company from Downsview, Ontario.

Chicago Office Staff - Ministry of Industry, Trade, & Technology:

D. R. Counsell	- Senior Representative
C. M. Dickson	- Representative
E. J. McCluskey	- Commercial Officer
J. H. Cook	- Commercial Officer
R. L. Benton	- Commercial Officer
H. G. Scholten	- Commercial Officer
C. L. Kleszynski	- Senior Secretary
K. Counter	- Secretary
W. Lautenschlaeger	- Secretary

Chicago Office Staff - Ministry of Tourism & Recreation:

Jack Rezny	- Manager - U.S. Central
Jennifer Brugliera	- Tourism Counsellor

Chicago Office Staff - Ministry of Agricultural & Food:

Kathy Seebert	- Trade Development Consultant
Joan Dessert	- Trade Development Secretary

QUARTERLY REPORT
FIRST QUARTER, FY 1988

Kathy Seebert

June 22, 1987

PROJECTS COMPLETED

FMI Supermarket Industry Show
Chicago, Illinois
May 4-7, 1987

Ten of Ontario's larger food companies participated in this world-class retail food show in an OMAF-sponsored exhibit. Ontario's presence was particularly noticeable, due to the prime exhibit space secured on the main floor of the exhibit hall, near the main entrance. The location gave our exhibitors maximum exposure to the show's 30,000 attendees. This exposure was further enhanced by a drawing for two prizes to visit Ontario fishing camps and by the added attraction of a mountie/actor who this year performed as a mannequin to welcome guests to our booth.

Preliminary sales projections from the show are being collected, but no final estimate has been reported. Exhibitors further stated that the show offers promotional exposure to the U.S. market and that their repeat visits add to their credibility and acceptance there. When surveyed, nine of the ten exhibitors expressed an interest in returning next year, and the remaining company requested to return in 1989.

NRA Annual Restaurant-Hotel-Motel Show
Chicago, Illinois
May 17-20, 1987

This show was audited with Alice Chapman and Gary Gander of the domestic marketing staff. A larger show than the FMI, both in terms of exhibitors and attendees, it nonetheless accepts a wider definition of both exhibitors and attendees. Probably 60-70% of the show's exhibitors are foodservice equipment and accessory companies. And whereas the FMI imposes a stiff entrance fee of \$250 for a show badge, the NRA charges a \$10 fee, thus allowing anyone even remotely connected with the restaurant trade to attend.

The Canadian Consulate (Chicago) took 11 companies to the show. Only two were from Ontario, and both were food equipment companies. Other countries represented included France, Holland, England, New Zealand, and Italy.

At this time, it is premature for us to exhibit at the NRA, until we know how many of our companies are capable of national U.S. foodservice distribution. Even then, we may hesitate to enter this show. In the meantime, there are good regional restaurant shows that would seem to be much more cost-effective.

National Super Markets
St. Louis, Missouri
Incoming Mission
May 27-28, 1987

Three buyers from this wholly-owned subsidiary of Loblaw's, including their vice-president of sales and marketing, visited Toronto on these dates for an introduction to 41 of our food and beverage manufacturers. The buyers were interested in 90% of the products introduced to them, primarily for a three-week Canadian store promotion that they are planning for September in all of their stores. The products viewed during this mission will also be considered as longer-term items on National's shelves, contingent upon their performance during the promotion.

PROFIT Seminar
Windsor, Ontario/Detroit, Michigan
June 17-18, 1987

Fifteen participants attended this export education seminar on these dates. As in the past, presentations were made on all aspects of exporting into the U.S., including transportation alternatives, USFDA regulations, warehousing, and a visit to the U.S. Customs border operation for an on-site inspection.

PROJECTS IN PROGRESS

"A Taste of Canada" Joint Government Food Show
Chicago, Illinois (O'Hare Airport Location)
Milwaukee, Wisconsin
September 13-16, 1987

Contracts are being evaluated for both hotel space and a project management company that will coordinate the details for this first-of-its-kind food show. Once these contracts are finalized, we will proceed with recruiting an allotment of 35 Ontario companies for this show. In total, we expect to engage a total of 75 food companies from across Canada.

Our joint decision is to hold the show at an O'Hare hotel, near the headquarters of the major players in the Chicago food trade. We will offer limousine service to interested parties from southeastern Wisconsin to boost attendance from the Milwaukee area. (Milwaukee is only 90 minutes north of this hotel location.) On the day after the show, a bus tour to Milwaukee is planned providing missionaries with the option to also view the Milwaukee food market.

National Super Markets
St. Louis, Missouri
Chainwide Canadian Store Promotion
September, 1987

As a result of last month's incoming mission, a "Canadian Days" promotion is planned for several weeks during the month of September. National wishes to decorate stores with POP material (posters, shelf-talkers, flags, etc.) and has requested our help in supplying or lending the same.

Selected stores will also offer in-store demonstrations. We discussed cross-merchandising of our products to economize on demo costs, although demo costs will be handled by our companies.

I will attend a meeting with National's entire buying team to present the concept. This meeting will be scheduled within the next weeks.

Miesel-Sysco Food Service Company
Detroit, Michigan
Incoming Mission
Summer, 1987

Although no firm date has yet been established, I have again contacted the vice president of sales of this major Michigan foodservice distributor to reschedule an incoming mission to Toronto (originally scheduled for January, 1987). In our last conversation, the summer months were cited as appropriate to reschedule the mission and I will continue to follow up until the mission is realized.

Chicago Area Floral and Produce Buyers
Incoming Mission
Summer, 1987

As a follow-up to the Chicago Floral and Produce Mission of March, 1987, I want to invite buyers from Jewel Food Stores and Amling's Florist who have expressed an interest in viewing some of our key floral and produce growing operations. Tony Stampfer plans to learn from our growers when an appropriate time would be to execute this mission.

Territory Reconnaissance
Summer, 1987

Chicago/Milwaukee: To promote quality attendance at the joint government September show.

St. Louis: To assist in the coordination of the National Super Markets' store promotion.

Cincinnati: To make a follow-up call at The Kroger Company.



CONFIDENTIAL



Government
of Ontario
Canada

Ministry of
Tourism and
Recreation

Telephone
1-312-782-8688
Telex
00206084

Suite 1806,
208 S. LaSalle
Chicago, Illinois
U.S.A. 60604

June 30, 1987

MEMORANDUM TO:

JOHN COLE - ASSISTANT MANAGER
NORTH AMERICA - TRAVEL TRADE
AND CONVENTION SERVICES

C.C.:

R. ADDUCI - BOSTON OFFICE
T. BRIGHT - NEW YORK OFFICE
J. LIGHT - LOS ANGELES OFFICE
J. O'NEILL - TORONTO OFFICE
D. COUNSELL -
SENIOR REPRESENTATIVE, CHICAGO

FROM:

JACK REZNY
MANAGER - CENTRAL U.S.
CHICAGO OFFICE

SUBJECT:

QUARTERLY TOURISM REPORT
APRIL 1 - JUNE 30, 1987

AREA OF COVERAGE:

Western Ohio, Indiana, Wisconsin, Illinois, Kentucky,
Minnesota, North and South Dakota, Missouri, Iowa, Kansas,
Oklahoma, Texas, Louisiana, Nebraska, and Arkansas.

PRIMARY MARKETS:

Wisconsin, Illinois, and Minnesota.

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1. OVERALL MARKET OUTLOOK

Competition for tourists continues to be extremely aggressive between state tourism offices as well as foreign tourist offices within my territory. With 1986/1987 state tourism budgets jumping an average of 11.3%, advertising campaigns continue to saturate the consumer markets via radio, television, newspaper and periodicals. The biggest spender is Illinois, with a \$15.5 million dollar total tourism budget.

The economy and high employment in the Midwest continues to be extremely positive and as the end result the majority of wholesalers I have been in communication with have related that they are very pleased with the first half of the tour season, and the majority of tours for all destinations are selling extremely well.

2. CLIENT RECORD FILES

At this time the Chicago office maintains a total of 328 active client record files.

3. TOUR PROGRAMME REPORTS

For the first quarter of 1987/1988 the Chicago office has completed and forwarded to head office 50 tour programme reports.

<u>Number of Operators</u>	<u>Number of Group Programs</u>
50	173
<u>Number of Group Departures</u>	<u>Number of Coach Nights in Ontario</u>
517	1,156

Total Number of Hotel Guest Rooms

23,120

4. ONTARIO SUPPLIER VISITS

-Durban Morrow, Consul and Trade Commissioner,
Canada Tourism

-Daina DiVeto / Anne Schooley, Sales Representatives,
Festival Country

-Bev Hill, Sales Manager, Toronto Hilton Harbour Castle

-Susanne Lepard, Director of Sales, CN Hotels

-Linda Thomas, Manager of Market Development,
Shaw Festival

5. SEMINARS AND TRADE SHOWS

Rendez-Vous Canada
May 3 - 7, 1987
Winnipeg

Once again, our participation at this annual Market-place proved to be extremely positive in regards to Ontario as a tour destination, however, it should be noted that the majority of programs for the 1987 season have been completed and new 1988 programs and destinations were discussed with the operators.

Arrangements were agreed upon with five operators, on a cooperative basis, to feature their Ontario programs utilizing our Ontario tour shells for distribution to group leaders.

In addition, arrangements were confirmed with four operators to sponsor group leader breakfast travel presentations on a cooperative basis.

Shaw Festival Theatre
Tour Wholesaler / Media Reception and Film Presentation
June 4, 1987
Chicago

This film presentation was attended by 46 major tour wholesalers and media representatives, and I am pleased to report that the slide presentation featuring Niagara On-The-Lake and the Shaw Theatre is outstanding.

The interest and enthusiasm shown by all in attendance was overwhelming and personal follow-up will continue by this office on behalf of the Shaw sales staff.

6. COOPERATIVE PROMOTIONAL ACTIVITIES

- April 1, 1987 Provided samples of tour shells available to Dee McCoy of Designers of Travel Unlimited. Forwarded tax rebate form and general information on the province.
- April 6, 1987 Provided a quantity of a variety of general brochures and a set of posters to RNR Travel Agency for use at their new agency in Mosinee, WI.
- April 6, 1987 Discussed slides of Toronto and Ottawa available with Judy Savitch of Kramer & Kramer advertising agency for newsletter put out by United Airlines promoting trips to Ontario.
- April 6, 1987 Provided Travel Forum, Inc. of Chicago with a supply of general information about the province.
- April 6, 1987 Forwarded a set of posters, travel trade information, and general consumer literature to Yvonne Sye of Emporium Travel.

6. COOPERATIVE PROMOTIONAL ACTIVITIES (Cont'd)

- April 6, 1987 Discussed in detail Toronto attractions and highlights with Jesse Bravo of Travel Center Tours. Provided 25 copies of the Toronto Discovery Guide for group traveling in June.
- April 8, 1987 Discussed current literature available on province with Dana of Adams Travel in Barrington, IL. Forwarded information to agency.
- April 14, 1987 Discussed with Ennio Vita-Finzi of the Government of Ontario office in Dallas, Texas promotional literature available for a CAT Bazaar April 24-25. Forwarded 4 boxes (2,000 pieces) of general brochures on Ontario.
- April 20, 1987 Distributed through the mail a quantity of descriptive literature available on Ontario to the Auto Club of Missouri in Jefferson City.

6. COOPERATIVE PROMOTIONAL ACTIVITIES (Cont'd)

- April 21, 1987 Discussed Toronto ground operators with Maria Schultz of Elgin Travel in Elgin, IL. Forwarded lures available and general information on the province.
- April 28, 1987 Discussed accommodations and attractions in Toronto with Valerie of Blue Angels International Travel of Naperville, IL.
- April 28, 1987 Forwarded hotel/accommodation information to the Management Group, Inc in Chicago, IL. Included brochures on Toronto and vicinity.
- May 8, 1987 Discussed Toronto summer Opera season with Barbara of Corbin Express Travel in Antioch, IL. Forwarded schedules and general information on the province.
- May 8, 1987 Forwarded packet of information to Janie of Group Travel Designers in Chicago. Discussed Niagara Falls and Toronto highlights.

6. COOPERATIVE PROMOTIONAL ACTIVITIES (Cont'd)

- May 11, 1987 Spoke with Georgia Oswald, Regional Sales Manager for Group Travel Directors, Inc. in Chicago. Provided her with a quantity of Ottawa literature including maps, accommodations and restaurant guides for group travel.
- May 14, 1987 Provided Leo Markes of Nationwide Travel in Appleton, WI with VHS copies of "Niagara Is", "Ottawa-Capitol City", and "Toronto - A Place for All Seasons" for use in presentations.
- May 14, 1987 Discussed the Stratford Festival and Toronto literature available with Kathi Rose, Divisional Administrator of the Office of Continuing Education at the University of Chicago. Provided 50 Toronto Annual Visitors Guides for group leaving in June.
- May 15, 1987 Discussed road service facilities near Kingston with Judy Richardson owner of Richardson Tours, Madison, WI. Mailed packet of general information on Ontario.

6. COOPERATIVE PROMOTIONAL ACTIVITIES (Cont'd)

- May 19, 1987 Forwarded information on fishing resorts in Ontario to Mary Graeter of Windward Travel of Louisville, Kentucky.
- May 20, 1987 Discussed slides available on Sault Ste. Marie with Dee Larson, President of American Tours, Inc. of Minneapolis, MN. Provided slides and brochures on Agawa Canyon and Sault Ste. Marie for presentation.
- May 20, 1987 Discussed with Linda Janis of Tour of the Month, Milwaukee, WI, slides available concerning several destinations in Ontario. Provided complete set of posters and 28 slides for presentation.
- May 20, 1987 Discussed ground operators and Harbour cruise availability with Ann Howard of On the Road Tours in Downer's Grove, IL. Forwarded information requested and gave details on promotional items available.
- May 26, 1987 Discussed Toronto newspapers with Father Bruce Forman of St. Louis, MO for information to include in event notice for musical group scheduled to perform in June.

6. COOPERATIVE PROMOTIONAL ACTIVITIES (Cont'd)

- May 28, 1987 Discussed promotional items available with Debbie Kash of See & Tour America in Streamwood, IL. Forwarded a sample of tour shells.
- June 1, 1987 Discussed highlights of Kingston/St. Lawrence area with Bunny Seemore of Alumni Holidays of Des Plaines, IL. Provided 20 slides and general information on Ontario.
- June 1, 1987 Discussed availability of Ontario Incredible bags with Marcia Purze of Anywhere on Earth Travel Service for groups going to Stratford & Toronto. Forwarded a quantity of 200 bags.
- June 1, 1987 Forwarded 2 VHS presentations on Ontario "Sunset Country" and "Minaki Lodge" (Meeting planners) to Debbie Kash of See & Tour America. Provided funds for printing and supplied 2500 tour shells to be mailed to group leaders.

6. COOPERATIVE PROMOTIONAL ACTIVITIES (Cont'd)

- June 2, 1987 Provided Kim Davis of Ludlow Travel in St. Joseph, MI with a copy of VHS presentation "Ottawa - Canada's Capitol City" and several black & white photographs of Parliament buildings in the province.
- June 3, 1987 Discussed sightseeing information for choir group travelling to Hamilton and Toronto. Forwarded 50 Toronto Annual Visitors Guides to Brenda Moore of Operation Push in Chicago.
- June 5, 1987 Discussed Toronto Discovery Guides with Susan MacNamara of Air Canada and forwarded 2 boxes to office in Chicago.
- June 8, 1987 Discussed National Parks in Ontario with Sylvia McNair, travel writer. Forwarded information and brochures on parks available.
- June 8, 1987 Discussed photographs available on Ontario destinations with Judy Elster of CMP Publications - Tour & Travel News. Forwarded general literature on province.

6. COOPERATIVE PROMOTIONAL ACTIVITIES (Cont'd)

- June 10, 1987 Spoke with Debbie Thomas of Transmark Travel in Minneapolis, MN about excursions and accommodations in Thunder Bay. Forwarded packet of information.
- June 16, 1987 Provided Hank of Discovery World Travel in Fond du Lac, WI with a quantity of information on Agawa Canyon and Sault Ste. Marie, plus general information.
- June 16, 1987 Discussed posters currently available with Barabara Biagi of Carefree Travel in Delavan, WI for display to promote tours to Canada.
- June 16, 1987 Discussed with Jim Blackwood of Blackwood Travel in Quincy, IL about providing a quantity of tour shells. Forwarded 1000 tour shells for group tour departure in October.
- June 22, 1987 Discussed general information on Ontario with Shirley Brown of Trips Travel Service Center of Austin, TX Forwarded a supply of current literature available to new agency.
- June 23, 1987 Forwarded a copy of motorcoach/tour operator list for Central U.S. territory to Toni Adey of the Kent/Chatham Tourist and Convention Bureau.

7. FAMILIARIZATION TOUR / V.O.P. ACTIVITY

Arrangements have been undertaken with Canada Tourism (Chicago) to co-sponsor a familiarization tour to Southwestern Ontario, escorting approximately 35 AAA Managers and Travel Counselors, representing 28 Illinois and Indiana Travel Branch offices.

Communications have been established with Mrs. Sandra Chabot, Southwestern Ontario Travel Association and a complete itinerary of events will be arranged through her office.

In accord with "CANPLAN", arrangements were completed through Canada Tourism (Chicago) on behalf of Spence Petros, Managing Editor, Fishing Facts magazine and Bob McNally, Outdoor Editor, Jacksonville Times-Journal to visit the Upper Manitou to do a series of feature fishing stories for both respective publications.

8. ADVERTISING

With the exception of a direct mailing (see Number 10 this report) the Chicago office has not participated in any advertising promotions this quarter.

9. PUBLICITY

Newspaper and magazine articles of interest for this quarter appeared in the following publications:

Minneapolis Star and Tribune
"Royal Ontario Museum Marks 75th Anniversary"

TravelAge Mid-America
"Ottawa To Hold Festival Of Spring"

Chicago Tribune
"From Mozart to Gershwin, Finding the Best Summer Fests"

Chicago Tribune
"3 Henry's, Back to Back"

Chicago Tribune
"If He Can't Find Muskies, No One Can"

Beacon News
"Allstar Anglers Fight Cancer"

9. PUBLICITY (Cont'd)

Chicago Sun Times
"The Canada Connection"

Chicago Tribune
"Canada - Foreign and Friendly"

Chicago Tribune
"Canada by Rail: The Hassle-Free Way to Go"

Chicago Tribune
"Shopping in Toronto, Atomic Age to Zephyr"

Chicago Tribune
"Wild or Urbane, Canada Has It All"

10. DIRECT MAIL

A direct mailing of the Ontario Summer Events booklet, with a cover letter, was forwarded to 1300 Travel Agencies within the territory. I am pleased to report that as a direct result our telephone inquiries regarding additional information has greatly increased.

11. PUBLICATIONS

Nothing to report this quarter.

12. CONVENTIONS, MEETING AND INCENTIVE TRAVEL

I am pleased to report a continued interest in Northwest Ontario Fishing Lodges and Resorts by Incentive and Association Management companies here in the Midwest requiring further information and recommendations.

It should be noted that in addition to supplying information I have suggested that they communicate with PanAngling Travel Service, "Our Resident Experts" for additional recommendations and travel service.

12. CONVENTIONS, MEETING AND INCENTIVE TRAVEL (Cont'd)

Robert Finnegan, CAE President
Professional Association and Society Management

Richard Bensen, Executive Director
International Association of Auditorium Managers

Arthur Engle, C.A.M. President
Association Management Center

Kathryn Bradford, Director of Meetings
National Council of Physical Distribution
Management

Jerry Bash, Vice President
Motivation Marketing, Inc.

Sandy Hackenwerth, Director of Marketing
Maritz Travel Company

Judith Kite, Division Manager
Meeting Trends

13. MARKETING INTELLIGENCE

Frank Galipeau, Consul and Trade Commissioner, Chicago Canada Tourism, has announced the CLOSING OF THE CONSUMER FACILITIES, and no longer will service consumer inquiries by telephone or walk-in, as the result of the recent reduction of staff personnel.

Enclosed is a sample information packet available (in public hallway) giving persons coming in for travel literature further information in obtaining additional materials. Information identical to the enclosed is also mailed to individuals making inquiries via letter or postcard.

Amtrak has been extremely active in promoting Toronto and a joint Chicago sales-blitz was held in April by representatives of Amtrak and Via Rail. Service on Amtrak's "Montrealer" now terminates in Springfield and passengers are bused in Montreal due to poor track conditions.

Air Canada will introduce non-stop service to Calgary in late June and a new IT fare is also being offered that must be booked with a land package.

TOURISM CANADA INFORMATION KIT

THANK YOU FOR YOUR INTEREST IN CANADA. FOR YOUR CONVENIENCE, WE HAVE ENCLOSED THE FOLLOWING GENERAL INFORMATION.

- A MAP OF CANADA
- A GENERAL INFORMATION BOOKLET
- A BORDER CROSSING INFORMATION BOOKLET

NOTE: U.S. CITIZENS AND RESIDENTS WITH ALIEN REGISTRATION CARDS DO NOT REQUIRE A VISA TO GO TO CANADA. ALL OTHERS SHOULD CONTACT THE IMMIGRATION DEPARTMENT (VISA SECTION) AT (312) 427-1410.

FOR INFORMATION ON SPECIFIC AREAS IN CANADA PLEASE CONTACT THE FOLLOWING:

DRIVING TO CANADA?

CALL YOUR AUTOMOBILE ASSOCIATION OR CLUB.

FLYING TO CANADA?

AIRLINES WHO SERVICE CANADA AND POINTS WITHIN CANADA ARE:

- * AIR CANADA1-800-422-6232
- * AMERICAN AIRLINES1-312-372-8000 (CHICAGO ONLY)
- CANADIAN INTERNATIONAL AIRLINES....1-800-426-7000
- DELTA AIR LINES.....1-800-221-1212
- EASTERN AIRLINES1-800-327-8376
- * NORTHWEST AIR LINES.....1-800-225-2525
- * REPUBLIC AIRLINES1-800-441-1414
- * UNITED AIRLINES1-800-241-6522

NOTE: * DESIGNATES SERVICE FROM CHICAGO.

GOING BY RAIL TO CANADA?

FOR TRAVELLERS WHO WISH TO SEE CANADA BY RAIL, THE FOLLOWING CAN BE CONTACTED FOR INFORMATION:

- AMTRAK.....1-800-USA-RAIL
- VIA RAIL CANADA.....1-800-387-1144 (ILLINOIS, IOWA,
INDIANA, WISCONSIN, MISSOURI)
-1-800-665-0200 (KANSAS)

GOING ON A PACKAGE TOUR?

THERE ARE MANY TOUR PACKAGES AVAILABLE TO ALL PARTS OF CANADA. THESE TOURS RANGE FROM INDEPENDENT TRAVEL TO GROUP TRAVEL ON ESCORTED TOURS VIA MOTORCOACH, AIR, RAIL OR A COMBINATION OF THESE. PACKAGE TOUR INFORMATION CAN BE OBTAINED BY CONTACTING YOUR TRAVEL AGENT.

LOOKING FOR SPECIFIC INFORMATION?

IF YOU ARE LOOKING FOR INFORMATION ON SPECIFIC DESTINATIONS IN CANADA SEE THE REVERSE FOR DIRECT SOURCES TO CONTACT.

IF TIME DOES NOT ALLOW, AND YOU'VE FOUND YOURSELF TRAVELLING "THIS WEEKEND", THERE ARE INFORMATION SERVICE CENTERS LOCATED AT MAJOR BORDER CROSSING POINTS INTO CANADA AND WITHIN CANADA.

THANK YOU FOR THINKING OF US AND WE HOPE THAT YOU'LL ENJOY YOUR VISIT TO.....

Canada

The World Next Door

Come Visit Canada

The World Next Door



- Travel Alberta, 15th Floor, 10025 Jasper Avenue, Edmonton, Alberta T5J 3Z3, Telephone: 1-800-661-8888
- Tourism British Columbia, Parliament Buildings, Victoria, B.C. V8W 2Z2, Telephone: (604) 387-1642
- Travel Manitoba, Dept. 6020, 7th Floor, 155 Carlton Avenue, Winnipeg, Manitoba R3C 3H8,
Telephone: 1-800-665-0040
- Tourism New Brunswick, P.O. 12345, Fredericton, New Brunswick E3B 5C3, Telephone: 1-800-561-0123
- Tourism Newfoundland, P.O. Box 2016, St. John's, Newfoundland A1C 5R8, Telephone 1-800-563-6353
- Travel Arctic, Yellowknife, Northwest Territories X1A 2L9, Telephone: 1-800-661-0788
- Nova Scotia Tourism, Information Office, 129 Commercial St. Portland, ME 04101/1-800-341-6096
- Ontario Travel, Queen's Park, Toronto, Ontario M7A 2E5, Telephone: 1-800-268-3735
- Prince Edward Island Tourism, P.O. Box 940, Charlottetown, PEI C1A 7M5, Telephone: 1-800-565-9060
- Tourisme Quebec, C.P. 20 000, Quebec, Quebec G1K 7X2, Telephone: 1-800-443-7000
- Tourism Saskatchewan, 2103-11th Avenue, Regina, Saskatchewan, S4P 3V7, Telephone: 1-800-667-7191
- Tourism Yukon, P.O. Box 2703, Whitehorse, Yukon, Y1A 2C6, Telephone: (403) 667-5340

13. MARKETING INTELLIGENCE (Cont'd)

N.E.W.S. Breaks Travel reports an extremely high consumer interest in the West Edmonton Mall which is contributed to recent media exposure in the Midwest.

On The Road Tours relates the "French Canada" Tour is their best selling program (note: two nights-Ontario). The company sees a trend towards shorter tours of 3 to 5 days in length and we are developing more Ontario destinations to include in these types of new programs.

Mayflower Tours reports that all of their Canadian programs are selling extremely well, with a high consumer interest in the Edmonton Mall.

Jack Rezny has been appointed new Chairman of the Association of Official Tourist Offices.

14. MARKETING PROBLEMS AND RECOMMENDATIONS

I have no major marketing problems to report at this time, however, it will be a great benefit to all of the regional offices once we install computers.

15. MARKETING OPPORTUNITIES

The following marketing and promotional activities are presently being developed and will coincide with my 1987/1988 marketing plan, and for further details, please advise.

July 15, 1987

On The Road Tours Group Leader Breakfast Presentation.

July 29, 1987

AAA Chicago Motor Club Travel Ontario presentation shown to all 29 Administrative branch office managers of Illinois and Indiana clubs.

September 9 - 13, 1987

AAA Chicago Motor Club Southwest Ontario Familiarization tour.

Fall, 1987

North of Superior Tourism/Northern Ontario Sales Seminars - Chicago, Milwaukee, Minneapolis.

Field Sales Trip in cooperation with Canada Tourism Dallas - Oklahoma City, Tulsa, Wichita.

September 22 - 24, 1987

Canada Tourism Dallas "Contact Canada" M&IT Marketplaces - Houston, Austin, Dallas.

January 17 - 18, 1988

Dan Dipert Travel Show - Arlington, Texas

March, 1988

Canada Tourism Minneapolis - M&IT/Travel Trade Marketplaces - Duluth, Rochester, Minneapolis, MN Des Moines, IA and Omaha, NE.

16. ASSISTANCE REQUIRED

None at this time.

17. FUTURE SALES PLANNING

July 1-3	Vacation
July 6-10	Chicago office and area
July 13-17	Chicago office and West Suburban area
July 20-24	Milwaukee/Madison/Rockford
July 27-31	Chicago office and area
August 3-7	Vacation
August 10-14	Southern Illinois
August 17-21	Chicago office and area
August 24-28	Eastern Illinois/Indiana
September 1-4	Chicago office and area
September 8-11	Southwest Ontario - AAA Chicago Motor Club FAM Trip
September 14-18	Chicago IT and ME Annual Trade Show
September 21-25	Dallas/Austin/Houston Canada Tourism Trade Shows
September 28-30	Oklahoma City/Tulsa/Wichita Field Sales Trip



ONTARIO
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of Ontario
Canada

Ministry of
Tourism and
Recreation

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Facsimile
(312) 782-5381

Suite 1806
208 S. LaSalle St.
Chicago, Illinois
U.S.A. 60604

September 30, 1987

MEMORANDUM TO:

JOHN COLE - ACTING MANAGER, NORTH AMERICA
TRAVEL TRADE AND CONVENTION SERVICES

CC:

R. ADDUCI - BOSTON OFFICE
T. BRITT - NEW YORK OFFICE
J. LIGHT - LOS ANGELES OFFICE
J. O'NEILL - TORONTO
D. COUNSELL - SENIOR REPRESENTATIVE, CHICAGO

FROM:

JACK REZNY
MANAGER - CENTRAL U.S.
CHICAGO OFFICE

SUBJECT:

QUARTERLY TOURISM REPORT
July 1 - September 30, 1987

AREA OF COVERAGE

Western Ohio, Indiana, Wisconsin, Illinois, Kentucky,
Minnesota, North and South Dakota, Missouri, Iowa, Kansas,
Oklahoma, Texas, Louisiana, Nebraska, and Arkansas.

PRIMARY MARKETS

Wisconsin, Illinois, Minnesota

1. OVERALL MARKET OUTLOOK

All reports being received from Tourism Canada suggest that 1987 has once again been a banner year for tourism. This can be attributed not only to the Federal Government advertising campaign but also to the campaigns mounted by the private sector and provinces.

The outlook for the 1988 travel trade tour operator/wholesaler market is extremely positive, which is reflected in the increase of new destinations and number of departures being scheduled by operators into Ontario for the 1988 tour season.

With the unemployment rate down, coupled with a very low rate of inflation forecasted to remain stable for the next year, tourism is expected to grow at a rapid pace. We will experience additional competition for 1988 from European destinations as many operators have shown an increase this season of 60 - 75% over 1986, and advance bookings for 1988 are greater than this same time last year.

Our primary competition, as in the past, will be from the U.S. as Florida and Hawaii have increased their tourism budgets for 1988 which is backed up by carrier advertising and substantial discounts. Illinois, Michigan and Indiana state tourism offices will continue with heavy year-round advertising campaigns soliciting the rubber-tire road warrior traffic market.

2. CLIENT RECORD FILES

At this time we have reduced our client record files (Operator and Wholesaler) by 22 accounts as the result of my personal telemarketing of accounts within the territory. Total active files as to date: 306

3. TOUR PROGRAM REPORTS

For the first two quarters of 1987/1988 the Chicago office has completed and forwarded to head office a total of 87 tour program reports.

4. ONTARIO SUPPLIER VISITS

Crozier Taylor, Owner, The Elora Mill and The Queen's Hotel

Bev McMullen, Sales Manager, Hospitality Services

Judy Wild, Manager, London Visitors and Convention Bureau

5. SEMINARS AND TRADE SHOWS

Traditionally this quarter is extremely slow regarding travel trade seminars and trade shows as it is the height of the tour season. All initial planning for the 1988 season is underway.

TOURISM CANADA

M & IT/ Wholesale Marketplaces

Houston - September 22

Austin - September 23

Dallas - September 24

These annual marketplaces featured the provinces of Ontario and Quebec, however I was extremely disappointed in the lack of support shown by our Ontario suppliers. The total number of Ontario suppliers were three (3); Holiday Inn, Deerhurst and Toronto Convention & Visitors Bureau. (Note: MICVB only participated at the Dallas marketplace.) Quebec was represented by ten (10) suppliers. In addition, regional representatives of CP, CN, Four Seasons and Trusthouse were in attendance.

Each of the respective marketplaces were attended by extremely good qualified accounts and all leads have been referred to Canada Tourism and the regional sales representatives participating.

6. COOPERATIVE PROMOTIONAL ACTIVITIES

During the week of August 24 - 27, in cooperation with Larry Kogut, Manager Travel Trade, Tourism Canada and Bev McMullen, Sales Manager, Hospitality Services (representing hotels in Niagara Falls, Orillia, and Collingwood, Ontario) I participated on a sales trip through Wisconsin calling on all major tour operators within the state.

Janesville -	Van Galder Tour & Travel
Madison -	Hemispheric Travel
Madison -	Richardson Bus Service
Madison -	Hello America Tours
Madison -	Badgerland Tours
Eau Claire -	Wisconsin Northern Tours
Eau Claire -	Holiday Travel
Green Bay -	Moore Fun Tours
Green Bay -	American Tour & Travel
Green Bay -	Lamers Tours
Appleton -	Have Group Will Travel Tours

It should be noted that our timing regarding the development of new tour programs and destinations was perfect for the 1988 tour season.

On July 22, in cooperation with Canada Tourism and Quebec Tourism, we sponsored on behalf of On The Road Tours a group leader breakfast presentation. A total of 37 group leaders were in attendance and we reviewed all tours available for the fall and winter season being promoted by On The Road Tours.

6. COOPERATIVE PROMOTIONAL ACTIVITIES (con't.)

On July 29th, in cooperation with Canada Tourism and Quebec Tourism we addressed ourselves to 27 regional managers of the Illinois and Indiana AAA Motor Club. During this presentation we announced our motorcoach tour to Southwestern Ontario and presented several films on the area.

- 13 July Discussed in detail tour guides for groups departing for Niagara-on-the-Lake with Marcia Purze of Anywhere on Earth Travel.
- 17 July Provided Nan Braun of HIT Travel with information on Toronto sightseeing and accommodations.
- 17 July Supplied Holiday Tour & Travel with information on Ontario including maps, attractions and accommodations.
- 17 July Forwarded 35 copies of Toronto's Annual Visitors Guide to Anne Howard of On The Road Tours for use by a group departure.
- 20 July A selection of materials were requested by Sharon Orawiec, Chicago Public Schools for aid in teaching a Tourism & Travel unit. A sample of posters and brochures were sent.

6. COOPERATIVE PROMOTIONAL ACTIVITIES (cont'd)

- 20 July Discussed travel opportunities for four handicapped individuals going to Toronto with Debbie Billiteri of Avianti Travel. Referred to Toronto for more specific information.
- 23 July Forwarded materials on Lake-Of-The-Woods to Rosemary Johnson of The Chicago Tribune for editorial review.
- 28 July Nyla Rease of Group Travel Specialists requested information on London for possible group departures. Forwarded 65 Toronto Annual Visitors Guides for annual group departing for Caribana.
- 6 August Discussed attractions, camping and parks information concerning the Rideau area with Sue of Tropical Travel & Tours. Forwarded all relevant materials.
- 6 August Investigated air charter service for a group of 14 that needed transportation into the Eagle Lake/Haliburton area. Forwarded rates/cost information to Amy Jannece of Carol's Travel.
- 7 August Forwarded 5 slides to Cheri David of Jefferson Lines for publication of a Polar Bear Express tour folder.

6. COOPERATIVE PROMOTIONAL ACTIVITIES Cont'd

- 11 August Discussed available service center information with Jim Gibbs of Transworld Travel. Sent diagram map and general information on Ontario.
- 14 August Forwarded group travel information to Heidi Grueninger of Grueninger Tours and Cruises. Included were sightseeing/attractions, group dining (for 200) and dinner cruise material for a 1988 departure.
- 14 August A quantity of brochures were sent to the Minneapolis AAA. Included were major city information, attractions and maps.
- 14 August A supply of literature on Toronto and other Ontario attractions/areas was forwarded to Powers Travel Service of Milwaukee, WI.
- 18 August 100 Ontario posters were forwarded for a Safeway store promotion in Kansas City as requested by Karen Willhite of the Canadian Consulate General (Chicago).
- 28 August Discussed boating regulations, camping and recreational facilities and publications available with Tamara Deven of Rand McNally. Sent brochures for use in updating Rand McNally's Annual RV/Camping guide.

6. COOPERATIVE PROMOTIONAL ACTIVITIES Cont'd

2 September A VHS film on NOTO was forwarded to Dave Hutchinson, President of the All Canada Hunting & Fishing Vacation Show.

9 September As requested by Tammy of Searchmont Ski, a copy of the VHS film "Ski Searchmont" was forwarded to Steven Mgaffbhencitter.

16 September Provided general reference information about Ontario to Adventura Travel of Evanston, IL

16 September Information about sightseeing, shopping and major attractions was forwarded to the Travel Co. of Elmwood park, IL.

16 September Provided Helen Wilson of First Travel with general information on the Province and a complete set of posters.

17 September Discussed tour shells and Ontario attractions with Janie Torres of Group Travel Designers for possible Toronto program. Forwarded package of information and set of tour shells.

17 September Tour shells were sent to the following tour operators/wholesalers/motorcoach:
Mr. Greg Sullivan
Crown Tours
Ms. Loweda Love
Western Tour & Travel

6. COOPERATIVE PROMOTIONAL ACTIVITIES Cont'd

17 September Ms. Marlene Mersman
 Northwest Iowa Tours
 Ms. Pat Inda
 Starved Rock Bus Co.
 Ms. Charlotte Dunn
 Ms. Mary Mulvey
 Windsor Travel
 Ms. Beth Hein
 DJ Tours
 Mr. Arlo J. Oyen
 Geissler Travel

29 September Sent a supply of Provincial refund forms to
 Don Walker of Hansen Tours in LaSalle, IL.

29 September Discussed the Royal Agricultural Winter Fair
 with Ben of Travel Ease. Discussed
 accommodations in Toronto area.

30 September Forwarded slides to Bob Hobel of Tour of The
 Month showing Ottawa, Kingston, Toronto and
 Moosonee for planning use in new departures
 for 1988.

30 September Forwarded 14 slides to Georgia Baldwin of
 Pace Tours for presentation on
 Niagara-On-The-Lake, Niagara Festival of
 Lights and Toronto.

7. FAM TOUR PRODUCT TEST/V.O.P. ACTIVITY

September 23 - 27, 1987

In accord with CANPLAN Ontario Tourism co-sponsored with Canada Tourism a familiarization tour to Southwest Ontario, via motorcoach. Twenty-four AAA managers, representing each of the Illinois and Indiana branch offices participated and Mr. Durban Morrow, Manager, Tourism Canada, Chicago escorted the group.

On September 29, 1987 Mr. Morrow verbally stated that he was not pleased with the tour arrangements set up by S.W.O.T.A. and a complete written report is to follow.

Canadian Empress/Kingston/Ottawa Fam Tour
September 20 - 24, 1987

Jennifer Brugliera, Travel Counsellor, Ontario Tourism, Chicago, escorted four major tour wholesalers and one media representative on this four day trip sponsored by the Ontario Ministry of Tourism.

This tour has proven to be very positive as several of the operators confirmed definite guest room accommodations during their visit to Ottawa for the 1988 tour season.

7. FAM TOUR PRODUCT TEST/V.O.P. ACTIVITY

London/Stratford
October 27 - 30, 1987

Arrangements have been completed with Judy Wild, Manager, London Visitors and Convention Bureau, to participate in a October Familiarization tour of London co-sponsored by Amtrak, Via Rail, London Convention and Visitors Bureau and the Ontario Ministry of Tourism.

Invitations have been extended to approximately 150 retail agents and tour operators and we anticipate participation of 40 total guests.

8. ADVERTISING

I am extremely pleased to report that we are making progress in achieving FREE advertising here in the midwest. (Note: We do not have budget or authorization in this category.)

*Jim Chapralis, President, PanAngling Travel Service was the guest of Bill Cullerton, host of WGN "The Great Outdoors" on two occasions, July/September, during which time they discussed in detail Reserve-A-Resort and Ontario Fishing.

In addition, Jim published detail articles regarding Reserve-A-Resort lodges in the monthly publication of the Pan Angler in July, August and September.

8. ADVERTISING (cont'd)

*Spence Petros, Associate Editor of Fishing Facts wrote an article in the September issue regarding Ontario fishing and Reserve-A-Resort.

9. PUBLICITY

Newspaper and magazine articles of interest for this quarter appeared in the following publications:

Chicago Sun Times

"Ontario Tandem : Rural Delights and City Lights"

Suburban News Papers

"Ottawa Plans Yearlong 1988 Celebration"

Chicago Tribune

"Fishermen Find Tale of Toxins to be Year's Most Powerful Lure"

Chicago Tribune

"Sophisticated, Diverse Toronto"

Chicago Tribune

"Wild or Urbane, Canada Has It All"

Chicago Tribune

"Shopping in Toronto, Atomic Age to Zephyr"

9. PUBLICITY Cont'd)

Chicago Tribune

"Toronto basks in its Cannes Like Spotlight"

Chicago Tribune

"Toronto: Worldly and Diverse"

St. Paul Pioneer Press Dispatch

"Leaving The World Behind"

Suburban Life Graphic

"North Central Plans October Theatre Tour"

Chicago Sun Times

"U.S., Canada Braced to Finish Their Landmark"

Chicago Sun Times

"Canadian Vistas Are Best When You Must Walk To Your Vantage
point"

10. DIRECT MAIL

Nothing undertaken this quarter.

11. PUBLICATIONS

Nothing to report this quarter.

12. CONVENTIONS, MEETING & INCENTIVE TRAVEL

See item #5 "Seminars & Trade Shows"

13. MARKETING INTELLIGENCE

Quebec Tourism was extremely visible and active at the September IT & ME Show here in Chicago with eighteen suppliers participating as exhibitors representing Montreal and Quebec City.

The Quebec Government Tourist office sponsored a grand reception at the Park Hyatt Hotel on the second evening of the convention, (by invitation only) and a total of 160 incentive and meeting planners were in attendance.

14. AIRLINES

As the direct result of the recent appointment of Ron Waters as the new manager of Air Canada here in Chicago, I am extremely encouraged by his positive marketing approach and attitude in supporting our office in Chicago.

Air Canada's main thrust is promoting Toronto and they have increased their radio advertising via WGN, WFMT, WBBM and WLAK accordingly in this market.

In addition, over the past three months Air Canada has developed a direct mailing to all repeat customers stressing service and advising of any Toronto supplier discount programs.

At present, Air Canada has three daily flights to Toronto and has proposed a fourth daily flight departing at noon. A possible approval is anticipated for early spring 1988.

15. MARKETING PROBLEMS & RECOMMENDATIONS

There are no marketing problems at the present time.

16. MARKETING OPPORTUNITIES

Holiday Travel Service has requested the use of our Ontario advertising videotape for their use in television advertising promoting Ontario as a tour destination. (Communication has been established with our Ontario Marketing department in this regard, and final approval of this request is pending.)

Negotiations have been undertaken with Air Canada regarding exclusive advertising in the Reserve-A-Resort directory and further details are forthcoming.

17. FUTURE SALES PLANNING

October 5-9

Chicago office - Telemarketing tour operators and wholesalers regarding 1987 tour programs

October 13 - 16

Chicago office - Telemarketing tour operator and wholesalers regarding 1987 tour programs

October 19 - 23

Chicago and suburban area - Tour operator and wholesalers sales calls.

October 26 - 30

Chicago office - Tentative marketing meeting Toronto

17. FUTURE SALES PLANNING

November 2 - 6

Chicago office - Milwaukee - Rockford sales calls

November 9 - 13

Chicago office and area sales calls

November 16 - 20

Indianapolis Travel Trade Show

Group Leaders Presentation - Green Bay, WI

November 23 - 25

Chicago office

December 1 - 4

Chicago and suburban area sales calls

December 7 - 11

Miami - American Bus Association Annual Convention

December 14 - 18

Chicago and suburban area sales calls

December 21 - 23

Chicago office

December 28 - 31

Chicago office

UNITED STATES DEPARTMENT OF JUSTICE
REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form OBD-64 - Supplemental Statement):

Yes x or No _____

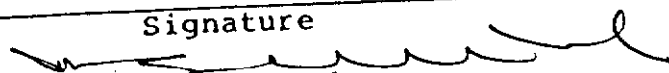
(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

Yes x or No _____

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

COPIES OF ALL MATERIALS DISSEMINATED BY OUR OFFICE ARE FORWARDED TO THE DEPARTMENT OF JUSTICE FOR REVIEW, ON AN ONGOING BASIS AS WE RECEIVE THEM.

Signature 

Date February 3 1988

D.A. BENFIELD
Please type or print name of signatory on the line above

DIRECTOR - EASTERN U.S.A.
Title

88 FEB -9 P 1:10

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