U.S. Department of Justice
Washington, DC 20530

**Supplemental Statement**
*Pursuant to Section 2 of the Foreign Agents Registration Act of 1938, as amended.*

OMB No. 1105-0002

For Six Month Period Ending 11 OCT 1991
(Insert date)

Name of Registrant

GOVERNMENT OF ONTARIO, CANADA

Registration No.

2087

Business Address of Registrant

SUTTE 2800
800 THIRD AVENUE
NEW YORK, NY 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.

N/A

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REGISTRATION UNIT

**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* |
|---|---|---|---|
| JOAN SUTTON STRAUS | AGENT GENERAL | | JUNE 30, 1991 |
| FLOYD SIMPKINS | REPRESENTATIVE | JULY 31, 1991 | [illegible] |
| [illegible] | [illegible] | | [illegible] |
| GURPAL KHAIRA | COMMERCIAL REPRESENTATIVE | | AUGUST 27, 1991 |

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:

| *Name* | *Residence Address* | *Citizenship* | *Position* | *Date Assumed* |
|---|---|---|---|---|
| | N/A | | | |

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.

N/A

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:

| *Name* | *Position or connection* | *Date terminated* |
|---|---|---|
| | N/A | |

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:

| *Name* | *Residence Address* | *Position or connection* | *Date connection began* |
|---|---|---|---|
| LEONARD LAVARDERA | 577 Hamilton Pl, Rivervale, NJ | Business Dev. Consultant | July 22,1991 |
| RONALD DECKER | 1001 N.Marion St. Oak Pk. IL | Investment Counsellor | July 17, 1991 |
| JOHN SMITH | 16108 Barrier Reef Ct. MO | Commercial Officer | July 17, 1991 |
| ROSS SPAULDING | 3843 Elderberry Glen CA | Investment Counsellor | Oct 29 1991 |
| SHERI DETERMAN | 10913 Landale St. N, CA | Commercial Officer | Oct 24 1991 |

11 OCT 1991

## II—FOREIGN PRINCIPAL



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

N/A

If yes, furnish the following information:

*Name of foreign principal* — *Date of Termination*

N/S

9. Have you acquired any new foreign principal[1] 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 principals[1] whom you continued to represent during the 6 month reporting period.

GOVERNMENT OF ONTARIO, CANADA

## 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, MPAS, DESCRIPTIVE LITERATURE, ETC. TO INDIVIDUALS, TOURIST BUREAUS AND OFFICES.

2. INDUSTRIAL DEVELOPMENT - OUR OFFICES HAVE, DURING THE PAST 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 ATTACHED "ACTIVITIES" FOR DETAILS

[1]The 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 activity[2] 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.

N/A

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.

N/A

[2]The 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]

| *Date* | *From Whom* | *Purpose* | *Amount* |
|---|---|---|---|
| | "STATEMENT OF EXPENDITURE TO FOLLOW REPORT" (ATTACHED) | | |
| | (WE ARE REIMBURSED FOR THESE AMOUNTS BY THE GOVERNMENT OF ONTARIO, QUEEN'S PARK, TORONTO, ONTARIO, CANADA). | | |
| | | Total | |

(b) **RECEIPTS—THINGS OF VALUE**
During this 6 month reporting period, have you received any thing of value[4] 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:

| *Name of foreign principal* | *Date received* | *Description of thing of value* | *Purpose* |
|---|---|---|---|
| | N/A | | |

[3]A 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(e).
[4]Things 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.

| *Date* | *To Whom* | *Purpose* | *Amount* |
|---|---|---|---|

"GOVERNMENT OF ONTARIO STATEMENT OF EXPENDITURE TO FOLLOW"

(SEE ATTACHED)

Total

15. (b) **DISBURSEMENTS—THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value[5] 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:

| *Date disposed* | *Name of person to whom given* | *On behalf of what foreign principal* | *Description of thing of value* | *Purpose* |
|---|---|---|---|---|
| | N/A | | | |

(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 value[5] 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:

| *Date* | *Amount or thing of value* | *Name of political organization* | *Name of candidate* |
|---|---|---|---|
| | N/A | | |

## 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

[5]Things 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 ATTACHED GOVERNMENT OF ONTARIO, CANADA. STATEMENT OF EXPENDITURE

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

AS STATED IN MONTHLY DISSEMINATION REPORTS

☐ 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 A[6] Yes ☐ No ☐

Exhibit B[7] Yes ☐ No ☐

NOT APPLICABLE

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

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

[7]The 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 C[8], 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.

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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 ☐

NOT APPLICABLE

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

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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.)

WALTER G. LONG

DIRECTOR, BUSINESS DEVELOPMENT

Subscribed and sworn to before me at New York, NY

this 29th day of October, 19 91

CAROLYN J. HILL
Notary Public, State of New York
No. 31-8897070
Qualified in New York County
Commission Expires June 30, 1992

(Signature of notary or other officer)

[8]The 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.)

**U.S. DEPARTMENT OF JUSTICE**

**REPORT**

**GOVERNMENT OF ONTARIO/CANADA**

**SUMMARY OF ACTIVITIES OF ALL U.S. OFFICES**

**APRIL 1, 1991 - SEPTEMBER 31, 1991**

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INTERNAL SECURITY
SECTION
REGISTRATION UNIT

**ACTIVITIES OF MINISTRY OF INDUSTRY, TRADE**

**AND TECHNOLOGY - NEW YORK OFFICE**

**FOR THE MONTHS OF APRIL, MAY & JUNE 1991**

**The following events were attended by members of this office**

**TRADE SHOWS AND EVENTS:**

| | | | |
|---|---|---|---|
| * | Reception Canadian Consulate, N.Y.<br>Hon. John Crosbie - Minister of<br>International Trade | Apr 11 | WGL/Mrs. |
| * | The U.S. International Bath, Bed &<br>Linen Show - Javits Center, NYC | Apr 15 | WGL/BG |
| * | Dinner Hosted for Canadian Exhibitors<br>at Electro Int'l Trade Show<br>Hosted by Canadian Consulate | Apr 16 | WGL/JD |
| * | Electro Int'l Trade Show<br>Javits Center - NYC | Apr 17/18 | WGL/JD/SK<br>RG/CW/CB/ML |
| * | Auto Trim & Accessories Trade Show<br>Atlantic City, New Jersey | Apr 20 | WGL |
| * | ASD/AMD Trade Show<br>Atlantic City, New Jersey | May 5 | WGL |
| * | Premium Incentive Show<br>New York City | May 6 | BG |
| * | Premium Incentive Show - N.Y.C. | May 7 | WGL |
| * | On Line Show - New York City | May 7 | JD |
| * | Copex Show - Defence<br>Baltimore, MD | May 8 | JD |
| * | Water Pollution Control Show<br>Atlantic City, New Jersey | May 12 | BS |
| * | Fashion Accessory Expo<br>New York City | May 14 | BG |
| * | American Institute of Architects Expo<br>Reception Hosted by Ontario House N.Y. | May 17 | WGL/Mrs//BS<br>JE |
| * | American Institute of Architects Expo<br>Washington, D.C. | May 18 | WGL/BS/JE |

| | | | |
|---|---|---|---|
| * | Stationery Show/Contemporary Furniture/ Surtex - New York City | May 19 | BG |
| * | "Selling to U.S. Libraries" Seminar for Canadian Publishers | May 31 | IB |
| * | American Booksellers Trade Show/ Reception - New York City | June 1 | WGL/Mrs/IB |
| * | Hazmat Show - Atlantic City, N.J. | June 6,7 | BS |
| * | Variety Merchandise Show/ China Trade Expo '91 | June 15 | WGL |
| * | Electric '91 - Int'l Electrical Exposition & Congress - N.Y.C. | June 19 | WGL/BS |

**INVESTMENT EVENTS:**

| | | | |
|---|---|---|---|
| * | Annual Dinner - The Montgomery High Technology Council - Rockville, MD | Apr 23 | WGL/JD |
| * | Meeting with New York State Dept. Of Economic Development - Albany, NY | Apr 29 | WGL |
| | Southern New Jersey Economic and Business Development Conference Atlantic City, New Jersey | May 8/9 | WGL |
| * | A.B.C. Conference & Reception Hosted By Ontario House - Washington, D.C. | May 13 | WGL/JE |
| * | Meeting with State of Delaware Development Office, Dover, Delaware | May 17 | WGL |
| * | The New York Chapter of Commerce and Industry Inc. Small Business Awards Luncheon - New York City | May 23 | WGL/IP |
| * | Assistant Deputy Minister Claudette MacKay - Lassonde's visit to New York Office | June 5 | All Ontario House Staff |
| * | Office opening reception for Canadian Law Firm - Osler Renault Ladner, N.Y.C. | June 5 | WGL/Mrs |

**OTHER EVENTS:**

| | | | |
|---|---|---|---|
| * | National Film Board of Canada Special Screening of "Strangers in Good Company" Sponsored by the Canadian Consulate General N.Y.C. | Apr 1 | WGL/Mrs |

| | | | |
|---|---|---|---|
| * | Luncheon The Canadian Society of New York | Apr 10 | WGL |
| * | Ottawa Tourism Reception<br>Canadian Consulate, New York City | Apr 17 | WGL/Mrs |
| * | Concert & reception celebrating exchange program between the Manhattan School of Music and The Royal Conservatory of Music, Toronto | Apr 19 | WGL/Mrs |
| * | Exhibition - The National World of James Houston - New York City | May 1 | WGL/Mrs |
| * | Reception hosted by the National Academy of Design and the New York Botanical Gardens, New York City | May 14 | WGL/Mrs |
| * | Reception & dinner hosted by Agent General for Treasurer of Ontario, Mr. Floyd Loughren & Mrs. Loughren - New York City | May 19 | WGL/Mrs |
| * | Reception for Treasurer of Ontario hosted by Agent General - New York City | May 21 | WGL/Mrs |
| * | Breakfast meeting with Treasurer of Ontario Speaking engagement - hosted by Americas Society - New York City | May 22 | WGL/BG/<br>BS/JE/<br>JD/IB |
| * | Concert Artists Guild & Americas Society Reception & Musical Performance - N.Y.C. | May 23 | WGL/Mrs |
| * | Americas Branch meetings - Toronto | May 26,29 | WGL |
| * | Ministry Planning meetings - Toronto | May 28,30 | WGL |
| * | Americas Society Spring Party - N.Y.C. | June 4 | WGL/Mrs |
| * | The Canadian Society of New York<br>Hockey Night Dinner | June 6 | WGL/Mrs |
| * | Mitsubishi Motor Sales of America and Forbes Magazine reception - N.Y.C. | June 7 | WGL/Mrs |
| * | Seminar "Employee & Customer Relations" Sponsored by New York Chamber of Commerce - New York City | June 19 | WGL |
| * | Luncheon hosted by the Canadian Society of New York with Deputy Prime Minister & Minister of Finance as guest speaker | June 20 | WGL/JSS |

| | | | |
|---|---|---|---|
| * | Reception co-hosted by Mitsubishi Motor Sales of America & Forbes Magazine - N.Y.C. | June 20 | WGL/Mrs |
| * | "La Fete National du Quebec" - N.Y.C. | June 24 | WGL/Mrs BG/JE/BS/IB |
| * | Reception & Dinner for Agent General Designate Carl Masters & Mrs. Berjuki Masters - New York City | June 25 | WGL/JSS JE/BG/ BS/IB/JD |
| * | Reception & dinner hosted by Agent General and Ministry of Tourism and Recreation in N.Y. at A.G. residence | June 26 | WGL/Mrs |
| * | Reception for Premier Getty of Alberta Alberta House - New York City | June 27 | WGL/Mrs |

**ACTIVITIES OF MINISTRY OF INDUSTRY, TRADE**

**AND TECHNOLOGY - NEW YORK OFFICE**

**FOR THE MONTHS OF JULY, AUGUST & SEPTEMBER 1991**

**The following events were attednded by members of this office**

**TRADE SHOWS AND EVENTS:**

| | | | |
|---|---|---|---|
| * | Toronto Bid for International Raod Federation 1997 World Meeting Toronto, Ontario | July 7-9 | WGL |
| * | Apartment House Show New York City | July 10 | BS |
| * | Firehouse Expo Baltimore, MD | July 20 | BS |
| * | Furniture & Accessory Market Trade Show - Atlantic City, NJ | Aug 3 | WGL |
| * | Empire Farm Days - Seneca Falls, NY | Aug 6-7 | WGL/BS |
| * | State Technologies - Albany, NY Re: Gov. Technology Conference | Aug 3 | WGL/JD |
| * | International Fashion Butique Show New York City | Aug 24 | WGL |
| * | Modern Day Marine Military Exposition Washington D.C. | Aug 28 | WGL |
| * | International Security Conference & Exposition - New York City | Aug 29 | WGL |
| * | National Merchandise Show New York City | Sept 21 | WGL |
| * | Iron and Steel Show Pittsburgh, PA | Sept 22-23 | BS |
| * | Buffalo Industrial Show Buffalo, NY | Sept 24 | BS |
| * | Government Technology Conference Albany, NY | Sept 25-26 | WGL/CM JD/SK/KR/JE |
| * | Canada Mode - Canadian Womenswear Trade Show & Reception New York City | Sept 29 | WGL/MRS BG |

| | | | |
|---|---|---|---|
| * | American Institute of Architects Expo Washington, D.C. | May 18 | WGL/BS/JE |
| * | Stationery Show/Contemporary Furniture/ Surtex - New York City | May 19 | BG |
| * | "Selling to U.S. Libraries" Seminar for Canadian Publishers | May 31 | IB |
| * | American Booksellers Trade Show/ Reception - New York City | June 1 | WGL/Mrs/IB |
| * | Hazmat Show - Atlantic City, N.J. | June 6,7 | BS |
| * | Variety Merchandise Show/ China Trade Expo '91 | June 15 | WGL |
| * | Electric '91 - Int'l Electrical Exposition & Congress - N.Y.C. | June 19 | WGL/BS |

**INVESTMENT EVENTS:**

| | | | |
|---|---|---|---|
| * | Washington Technology Executive Beakfast "Going Global" - Tysons Corner Virginia | July 17 | CM/JE/ JD/WGL |
| * | Wastewater Management Seminar Canadian Consulate, New York City | July 18 | WGL/JE |
| * | Environment Protection Agency Washington D.C. | July 18 | WGL/JE |
| * | Environmental Protection Agency Washington D.C. | Aug 15 | WGL/LL |
| * | Canadian Embassy Washington D.C. | Aug 15 | WGL/LL |
| * | United Nations Industrial Development Office - Washington D.C. | Aug 28 | WGL |
| * | Business Technology Exchange Breakfast Albany, NY | Sept 26 | WGL/CM JR/JE/ JD/SK |

**OTHER EVENTS:**

| | | | |
|---|---|---|---|
| * | "Caught in the Crossfire" film & reception United Nations - New York City | Sept 19 | WGL/Mrs CM/Mrs.KS/AS |
| * | The Canada - U.S.A. Air Quality Accord Gold Medal Award - New York City | Sept 23 | WGL/LL KR/AS/ IP/CM |

AMERICAN COMPANIES VISITED FOR TRADE & INVESTMENT PURPOSES
FROM APRIL 1st 1991 - SEPTEMBER 31st 1991

DATE: 04/03/91
COMPANY: Osler Renault Ladner
LOCATION: New York, NY
CONTACT: Michael Gough
OFFICER: Walter G. Long

DATE: 04/09/91
COMPANY: Chemical Bank
LOCATION: New York, NY
CONTACT: Pat Dunn
TITLE: Vice President
OFFICER: Walter G. Long

DATE: 04/09/91
COMPANY: S. livingston
LOCATION: New York, NY
CONTACT: Alfredo Ogdon
TITLE: Attorney
OFFICER: Walter G. Long

DATE: 04/11/91
COMPANY: Tempest Environmental Systems Inc.
LOCATION: New York, NY
CONTACT: Mr. R. Tempest
TITLE: Vice President
OFFICER: Walter G. Long

DATE: 04/15/91
COMPANY: Ella Art & Design
LOCATION: New York, NY
CONTACT: E. Calderon
TITLE: President
OFFICER: Walter G. Long

DATE: 04/16/91
COMPANY: Cushman & Wakefield
LOCATION: New York, NY
CONTACT: Stephens Downes
OFFICER: Walter G. Long

DATE: 04/22/91
COMPANY: United Nations
LOCATION: New York, NY
CONTACT: Russell Merryfield
OFFICER: Walter G. Long

DATE: 04/23/91
COMPANY: International Raod Federation
LOCATION: Washington, D.C.
CONTACT: Dick Robertson
OFFICER: Walter G. Long

DATE: 04/23/91
COMPANY: Washington Chamber of Commerce
LOCATION: Washington, D.C.
CONTACT: Allan Gesser
OFFICER: Walter G. Long

DATE: 04/29/91
COMPANY: N.Y. State Dept. of Economic Development
LOCATION: Albany, NY
CONTACT: Anthony Gaetran
OFFICER: Walter G. Long

DATE: 05/06/91
COMPANY: Lehman Brothers
LOCATION: New York, NY
CONTACT: Norman Angus
TITLE: Senior V.P.
OFFICER: Walter G. Long

DATE: 05/08/91
COMPANY: U.N.I.D.O.
LOCATION: New York, NY
CONTACT: Stephen Halliday
OFFICER: Walter G. Long

DATE: 05/14/91
COMPANY: National Association of Design
LOCATION: Washington, D.C.
CONTACT: J. Stephenson
OFFICER: Walter G. Long

DATE: 05/17/91
COMPANY: State of Delaware
LOCATION: Dover, DE
CONTACT: Larry Windley
OFFICER: Walter G. Long

DATE: 05/22/91
COMPANY: Tohoku Electric Power Co.
LOCATION: New York, NY
CONTACT: Mr. Sugawara
OFFICER: Walter G. Long

DATE: 05/24/91
COMPANY: United Nations
LOCATION: New York, NY
CONTACT: Mr. J. Kramer
OFFICER: Walter G. Long

DATE: 06/11/91
COMPANY: Barris Bartok Network Design
LOCATION: New York, NY
OFFICER: Walter G. Long

DATE: 06/28/91
COMPANY: J.S.A. Development Corp.
LOCATION: New York, NY
CONTACT: Mr. M. Oki
OFFICER: Walter G. Long

DATE: 07/17/91
COMPANY: Selbre Associates
LOCATION: Bethesda, MD
CONTACT: Michael Lund
OFFICER: Walter G. Long

DATE: 08/15/91
COMPANY: EPA Sites Program
LOCATION: Washington, D.C.
CONTACT: Meg Kelly
TITLE: Deputy Director
OFFICER: Walter G. Long

DATE: 08/16/91
COMPANY: New York State
LOCATION: Albany, NY
CONTACT: Bob Bathgate
OFFICER: Walter G. Long

DATE: 08/22/81
COMPANY: New York/New Jersey Port Authority
LOCATION: New York, NY
OFFICER: Walter G. Long

DATE: 08/27/91
COMPANY: Cushman & Wakefield
LOCATION: New York, NY
CONTACT: Jeff Wakefield
OFFICER: Walter G. Long

DATE: 08/28/91
COMPANY: U.N.I.D.O. Investment Promotion Office
LOCATION: Washington, D.C.
CONTACT: Steven Halliday
OFFICER: Walter G. Long

DATE: 09/05/91
COMPANY: Paul Stuart Stores
LOCATION: New York, NY
CONTACT: Arthur Grodd
OFFICER: Walter G. Long

DATE: 09/09/91
COMPANY: Jones Day
LOCATION: New York, NY
CONTACT: Nancy Lee
OFFICER: Walter G. Long

DATE: 09/17/91
COMPANY: C.J. Tower
LOCATION: Buffalo, NY
CONTACT: Elizabeth Kuroski
TITLE: Trade Specialist, Canada-USA
OFFICER: Walter G. Long

MINISTRY OF INDUSTRY, TRADE AND TECHNOLOGY

STATEMENT OF EXPENDITURES - U.S. OFFICES

FOR THE SIX MONTHS ENDED SEPTEMBER 30, 1991

| | New York | Atlanta | Boston | Chicago | Dallas | Los Angeles | TOTAL |
|---|---|---|---|---|---|---|---|
| SALARIES AND BENEFITS | 560,800 | 197,100 | 226,900 | 334,900 | 198,200 | 222,100 | 1,740,000 |
| FOREIGN SERVICE ALLOWANCES | | | | | | | |
| Salary Equalization Adjustment | 14,100 | 1,600 | 5,200 | 3,500 | 1,500 | 4,700 | 30,600 |
| Foreign Service Premium | 15,600 | 5,900 | 8,900 | 7,700 | 5,900 | 12,900 | 56,900 |
| Rent Allowance | 112,400 | 12,100 | 37,500 | 26,200 | 20,100 | 104,500 | 312,800 |
| Representation Allowance | 6,300 | 2,200 | 3,300 | 2,900 | 2,200 | 5,100 | 22,000 |
| Utility Allowance | 900 | 1,700 | 1,900 | 4,300 | 4,100 | 3,100 | 16,000 |
| Education Allowance | 32,100 | | | 27,200 | 500 | | 59,800 |
| Incidental Allowance | 9,200 | | | 2,500 | | 2,600 | 14,300 |
| Relocation Expenses | 36,900 | | 500 | 100 | 600 | 1,400 | 39,500 |
| TRANSPORTATION & COMMUNICATIONS | | | | | | | |
| Communications | 27,100 | 5,100 | 10,800 | 19,700 | 6,400 | 15,000 | 84,100 |
| Mailing | 6,800 | 3,000 | 13,500 | 3,900 | 1,600 | 1,700 | 30,500 |
| Transportation of Goods | 8,400 | 1,200 | 2,200 | 4,300 | 1,300 | 3,700 | 21,100 |
| Staff Travel | 35,600 | 5,200 | 4,000 | 2,100 | 3,000 | 11,400 | 61,300 |
| Receptions/Hospitality | 71,300 | 20,400 | 9,200 | 3,900 | 2,200 | 22,000 | 129,000 |
| Advertising | 4,100 | | 1,400 | 6,900 | | 4,000 | 16,400 |
| Exhibits & Fairs | 73,800 | 70,600 | 34,000 | 13,700 | 91,000 | 80,800 | 363,900 |
| Publication's Printing | 1,100 | | | | | 18,900 | 20,000 |
| RENTAL | | | | | | | |
| Office Equipment | | 1,000 | 700 | 800 | 1,500 | | 4,000 |
| Photocopying & Printing | | 1,200 | 1,200 | 2,300 | 3,100 | | 7,800 |
| Physical Assets | 623,900 | 32,300 | 116,900 | 89,000 | 49,600 | 138,400 | 1,050,100 |

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INTERNAL SECURITY
SECTION
REGISTRATION UNIT

MINISTRY OF INDUSTRY, TRADE AND TECHNOLOGY

STATEMENT OF EXPENDITURES - U.S. OFFICES

FOR THE SIX MONTHS ENDED SEPTEMBER 30, 1991

| | New York | Atlanta | Boston | Chicago | Dallas | Los Angeles | TOTAL |
|---|---|---|---|---|---|---|---|
| REPAIRS | | | | | | | |
| Building and Land | | | | | | | |
| Machinery & Equipment | 5,200 | 500 | 400 | 600 | 800 | 500 | 8,000 |
| PRESENTATION & SEMINARS | | | | 200 | | | 200 |
| INSURANCES | 2,700 | | | | | | 2,700 |
| OTHER SERVICES | 900 | 300 | 1,100 | 5,800 | 800 | 6,400 | 15,300 |
| SUPPLIES AND EQUIPMENT | | | | | | | |
| Office Furniture/Equipment | | | | 600 | 300 | 2,300 | 3,200 |
| Office Supplies | 16,500 | 3,600 | 5,300 | 6,800 | 1,600 | 8,800 | 42,600 |
| EDP Supplies | 200 | 100 | 200 | 1,100 | 300 | | 1,900 |
| EDP Equipment | 500 | | | | 8,500 | 100 | 9,100 |
| Promotional Items | | 500 | 600 | 1,000 | | 200 | 2,300 |
| Other Supplies | | | | | | 4,700 | 4,700 |
| Other Equipment | | | | | | | |
| TOTAL EXPENDITURE | 1,666,400 | 365,600 | 485,700 | 572,000 | 405,100 | 675,300 | 4,170,100 |

Finance and Administration

October 10, 1991

**CULTURAL ACTIVITIES FOR 1ST QUARTER 1991-1992**
**CONSULTANT: IAN BIRNIE**

Friday, April 12

Canadian Art at Cleveland Center for Contemporary Art

A group show including seven Ontario artists curated by Ontario dealer Olga Korper.

Supported by Arts Abroad and External Affairs.

Ontario House and the Agent General co-hosted with the Canadian Consulate a opening reception for 500 corporate and gallery guests.

Thurs, April 18

Royal Conservatory/Manhattan School of Music Benefit.

High ticket recital & reception at Steinway Hall to benefit a scholarship fund for Royal Conservatory of Music in Toronto students attending the Manhattan School of Music M.A. Programme.

Ontario House co-sponsored the event with the Canadian Consulate collaborate on press, honorary committees and media. Co-sponsors included Steinway Hall & Canadian Women's Club of New York.

Wed, April 24

Mary Lou Fallis Showcase at C.A.M.I. Hall, NY

Ontario soprano in a private presentation of a one-woman show for managers, agents and programmers.

Sun, April 28

Duo Volodarsky at Alice Tuly Hall

Classical violin-piano duo in self-produced concert. Ontario House consulted with a professional press agent on the publicity and promotion.

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| | |
|---|---|
| Thurs, May 22 | Liz Magor at Spoletto Festival |
| | Ontario contemporary artist in international exhibition. Ontario House co-hosted reception with Canadian Consulate, Atlanta and Quebec Trade Office, Atlanta. |
| Fri, May 31 | General Idea at Feature Gallery |
| | Exhibition of portfolio of prints at small NY gallery. Ontario House sponsored printing of the invitation. |

6/22/91

**Cultural Commercial Officer.**

**Quarterly Report. July, August, September 1991**

July 13 - 17 <u>New Music Seminar, New York City.</u>

* Attended conferences and showcases with rep from Cultural Industries, MCC.

Sept. 5 - 7 <u>Print 91 Convention, Chicago.</u>

* Attended first 2 days of convention: seven Ontario companies in attendance through External Affairs.
* Attended hospitality event for Cdn. companies and clients, hosted by Cdn. Consulate.

Sept. 19 <u>U.N. Screening of "The Peacekeepers".</u>

* Co-organized screening and reception with the Permanent Mission of Canada to the U.N.

Sept. 26 - 28 <u>Southern Arts Alliance Conference, Louisville KY.</u>

* Co-sponsored with Cdn. Consulate a showcase of 5 Canadian performers; co-hosted a lunch for Southern Arts presenters.

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REGISTRATION UNIT

**Cultural Commercial Officer.**

**Quarterly Report. July, August, September 1991**

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* Co-sponsored with Cdn. Consulate a showcase of 5 Canadian performers; co-hosted a lunch for Southern Arts presenters.

# NORTHEASTERN QUARTERLY REPORT

## April, May, June/1991

**Prepared by:**

**Myra Clement**
**OMAF - New York**
**June 21, 1991**

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INTERNAL SECURITY
SECTION

## A. MAJOR ACTIVITIES COMPLETED

### 1. Niche Market Seminar, March 27, 1991, Toronto (w. L. Vasarais, G. Cooke)

Objective
To provide processed food exporters from Ontario with an overview of niche marketing in the U.S., with emphasis on two particular niches that have shown dramatic growth nationwide.

Programme
a) An Overview of Niche Marketing in the '90s
Speaker: Timothy Pervin, Managing Director
Taylor-Tarpay Direct Advertising (Saatchi and Saatchi)
Toronto
b) The Kosher Foods Niche
Speaker: Menachem Lubinsky, President, Lubicom, NY
c) The Prepared/Frozen Foods Niche
Speaker: Stephen Byk, General Manager
Damon Associates, New York and Montreal

Attendance
52 representatives from 47 companies were present. Their evaluations of the seminar were very positive.

Further Action
Several companies expressed an interest in securing specific information on the Kosher niche and/or on certification alternatives and procedures. Consequently, preparations are currently underway for an in-depth Kosher Foods Seminar, scheduled to take place in Toronto on October 8, 1991.

OMAF development of the prepared/frozen niche will include: a 10-booth Ontario Pavilion at the National Prepared/Frozen Foods (NPFFF) Festival, September 25, 1991 in Meadowlands, New Jersey, preceded by a briefing seminar for exhibitors that will feature a presentation by NPFFF President Michael Isaacs.

2. **IFT Suppliers Night Expo, April 10, 1991, Suffern, New York, (w. L. Vasarals, T. Brush)**

Objective
To introduce Ontario ingredient companies to this annual event-- a 3- to 4-hour table top providing a singular opportunity to network with food industry professionals--and, consequently, expand exports in the northeastern U.S.

Participation
MLG Enterprises, Multifoods Inc. and an OMAF information booth comprised the Ontario Pavilion. Both participants were very satisfied with the event. In total, there were 120 exhibiting companies.

Attendance
There were an estimated 500 attendees.

Future Action
Still being considered, the alternatives being continued participation in this and other IFT regional shows or one-on-one introductions of manufacturer to regional brokers and buyers.

3. **New England Dairy Deli Association "Taste" Show, April 16-17, 1991, Boston, MA (w. D. Field)**

Objective
To provide Ontario manufacturers with an opportunity to achieve visibility for their products in this annual two-day event, attracting decision-makers from the New England perishable foods industry and consequently, expand their sales in the New England market.

Participation
Five exhibitors--Bagelsnax, Sun Foods, Summersweet, Gourmet Baker and Patty Palace--comprised the 4-booth Ontario Pavilion. Exhibitors rated this show "very good" and were satisfied by the contacts made. In total, there were 296 exhibiting companies in 402 booths.

Attendance
6200 visitors from distribution, broker, retail and media sectors.

Future Action
This show represents for Ontario perishable food manufacturers, the most effective vehicle to reach their audience and, as such, will be recommended in the 1992/93 Marketing Plan.

## B. ON-GOING ACTIVITIES

### 1. Image-Building/Sales Promotion Programme Development

Objective
To enhance OMAF's event-driven programmes and provide additional support to Ontario's food and beverage exporters, a two-part programme is currently being developed, as follows:

**A seminar on the value of image-building** will be presented to OMAF management and staff at the Sept. 1991 Quarterly.

**The presentation of an OMAF image-building/sales promotion game-plan** will be made at a date to be determined.

Three consultants who may contribute to the two-part program have been interviewed and briefed during the past quarter. Two have submitted proposals which are now under review.

### 2. OMAF Representation

Represented OMAF at:
- Dinner honoring Floyd Laughren 19/05/91
- Reception honoring Floyd Laughren 21/05/91
- Breakfast at Americas Society, also featuring Mr. Laughren 22/05/91
- Luncheon honoring MITT Assistant Deputy Minister Claudette Mackay Lassonde 05/06/91
- Luncheon welcoming new Agent-General Carl Masters 18/05/91

### 3. Ontario House Newsletter

Coordinated writing, photos and captions for "Flower Power," a feature story on Ontario's horticulture industry.

4. **Industry Networking**

Media: frequent exchanges with K. Gallagher, Director of Advertising for "Modern Grocer."

Intense exchanges with three regional brokers under consideration for the Incoming Buyers Mission, October, 1991.

5. **Business Development**

Met with R. Fortin and MITT-Boston 20/05/91
Met with R. Fortin and MITT-NY 21/05/91
Met with R. Fortin and Connolly Cole, Director, Investment Development for Australia 21/05/91

C. **AUDITS**

1. **Food Marketing Institute, May 5-8, 1991, Chicago, IL**

Visited Show.

Attended three seminars:
- In-Store Marketing in the 1990s: A Retailer's Perspective *
- Marketing with a Flair
- Challenges in the 1990s *

* Reports prepared and submitted to Toronto.

2. **Premiums and Incentive Show, May 5-9, 1991, New York, NY**

Visited show for input re OMAF image-building programme.

D. **UPCOMING ACTIVITIES - SECOND QUARTER**

1. **International Fancy Food and Confection Show (IFFCS), July 7-10, 1991, New York, NY (w. K. Moore)**

Objective
To achieve maximum visibility for Ontario processed foods and beverages at the most important trade event for specialty foods in the U.S., a 4-day trade show sponsored by the National Association for the Specialty Food Trade.

Participation
12 Ontario exhibitors in 10 of the 20 booths that comprise the Canadian Pavilion plus Ontario Showcase: a booth adjacent to the Canadian Pavilion featuring a wide variety of Ontario products and two noted Ontario chefs to demo them. To-date 25 companies have confirmed participation.

2. **International Fancy Food and Confection Show (IFFCS) Audit Mission, July 8-10, 1991, New York (w. L. Vasarais)**

7 Ontario manufacturers will participate in this 3-day program including store tours and visits to the show.

3. **National Prepared Frozen Foods Festival, September 25, 1991, Meadowlands, NJ (w. L. Vasarais)**

Objective
To develop Ontario manufacturers' involvement in this growing category in the U.S., by exhibiting in this major 1-day trade show.

This will be Step 3 in a 3-part program that began with an overview of this category at a seminar on niche marketing in March, 1991; Step 2 will be a briefing seminar for exhibitors in early September 1991, featuring Michael Isaacs, President of the National Prepared Frozen Foods Association.

## E. UPCOMING ACTIVITIES - THIRD QUARTER

1. **Kosher Foods Seminar, October 8, 1991, Toronto (w. Gina Martin)**

Objective
To intensify Ontario manufacturers' knowledge of this growing niche in the U.S. through an in-depth seminar featuring leading industry players.

This seminar is the second stage in a programme that began with an overview of this category during a seminar on niche marketing in March 1991 and will conclude with an OMAF pavilion at Kosherfest 1992.

2. **Incoming Buyers Mission, October 1991, Toronto (Date T.B.A.) (Toronto-based personnel T.B.A.)**

3. **Produce Marketing Association (PMA) Show, October 19-22, 1991, Boston (w. T. Stampfer)**

Government
of Ontario
Canada

Ministry of
Agriculture and
Food

Suite 2800
800 Third Ave.
New York, NY 10022

212-308-1616
212-888-3186 Fax

# NORTHEASTERN U.S.

## SECOND QUARTER REPORT
## July, August, September 1991

**Prepared by**

**Myra Clement**
**OMAF - New York**
**September 16, 1991**

## A. MAJOR ACTIVITIES COMPLETED

### 1. International Fancy Food and Confection Show, July 7-10, 1991, New York City (w. Karen Moore)

Objectives

a) to generate awareness for specialty foods from Ontario;
b) To reinforce the sales efforts of Ontario specialty food manufacturers with products in the U.S. distribution network;
c) To introduce new products to potential buyers.

Participants

12 Ontario manufacturers (please see directory attached) in 10 of the 20 booths that comprised the Canadian Pavilion plus "Ontario Showcase": a booth adjacent to the Canadian Pavilion featuring products from 32 participating companies (please see flyer attached) plus two noted Ontario chefs who demoed throughout the show.

Attendance

29,000 visitors in total, with emphasis on these three sectors:

| | |
|---|---|
| Retail | 11,200 |
| Food Service | 4,590 |
| Distribution/Wholesalers | 3,910 |

Corollary Program

A promotion/publicity program was put in place that called for:

- a VIP invitation to 1,000 key contacts throughout the U.S.
- a second invitation/directory to 5,000 key contacts nationwide
- Ontario Showcase booth and 10,000 flyers distributed on-site

Results

- Companies project combined sales of $1.13 million in the next 12 months.
- Over 500 sales leads were generated at the Showcase and forwarded to companies for follow up.
- OMAF made contact with key importers and journalists with whom they are now following up.

Future Action

OMAF and Canadian External Affairs have entered into negotiations concerning cooperation on the 1992 Summer Fancy Food Show. It is expected that OMAF will exhibit as part of the Canadian Pavilion, pending, of course, the outcome of these negotiations.

2. **International Fancy Food and Confection Show Audit Mission, July 8-10, 1991, New York City (w. Laura Vasarais)**

Objective

a) To provide Ontario manufacturers contemplating entrance into the NY market with exposure to the specialty food trade through store tours and visits to the Fancy Food Show.

Participants

Seven manufacturers took part, as follows: Alpha Candies (1988) Ltd., Bigros Foods Inc., Bush Bakeries, La Zecca Specialty Foods, Orange Crate, Woolwich & Nova Cheese Dairy Inc., Riversong Studios Limited

Program

Day I - Store Tours
Day II - Show Visit
Day III - Show Visit & Debrief

**B. ON-GOING ACTIVITIES**

**1. Image-building**

- Interministerial effort with Tourism and Recreation: Luncheon for editors of "Food and Wine" magazine and "Travel and Leisure."
- Food and wine recruitment for MITT hi-tech reception/conference in Albany, NY.

**2. Industry Networking**

- Meetings with:
  Sy Goldstein, Axelrod Distributing
  Robert Pincus, American Roland
  Jeff Friedman & Kevin Czesak, Anco Foods

**3. Audits**

EDDA "Taste" Show, August 20-21, 1991, New York

4. Client Calls: Danisco, Brights, Lynn Oyrzslo
5. Career Devl - 2-day class on Presentation Skills

## C. UPCOMING ACTIVITIES - END SECOND QUARTER/ THIRD QUARTER

### 1. National Prepared Frozen Foods Festival (NPFFF), September 25, 1991, Meadowlands, NJ (w. Laura Vasarais)

Objective/Program
To commence trade activity in the fast-growing frozen/prepared foods niche by participating in this one day food-service trade show drawing attendance by some 5,000 buyers from the NY Tri-State and Pennsylvania.

Participants Confirmed: Sun Foods, Thyme and Truffles, Peter the Chef Fine Foods, Transcontinental Gourmet Foods.

### 2. Kosher Foods Seminar, October 8, 1991, Toronto (w. Gina Martin)

Objective/Program
To sensitize the client group to the additional sales potential offered to products with Kosher certification in the U.S. at a half-day seminar, providing information from the perspective of a manufacturer importer/distributor and retailer.

### 3. Produce Marketing Association (PMA), October 20-22, 1991, Boston (w. Tony Stampfer)

Objective
To reinforce awareness for Ontario horticultural products and produce among buyers from across the U.S. who attend this national "bible" show of the produce industry.

Participants
Eleven Confirmed: Chantler Packaging, Inc., Fernlea Flowers Ltd., Lakeshore Produce Inc., Linsey Foods Ltd., Ontario Flower Growers Co-op Ltd., Ontario Produce Company, Plansky Gardens Inc., Sheldricks Dried Flowers Ltd., P. Vander Dussen Greenhouses, C. Van Staalduinen Greenhouses Ltd., Westbrook Floral Ltd.

9. Planning

Ontario

Ontario Incredible!

Government of Ontario Canada

Ministry of Tourism and Recreation

Telephone 1-212-308-1616
Facsimile (212) 888-3186

28th Floor
800 Third Avenue
New York, N.Y.
U.S.A. 10022

October 23, 1991

TOURISM REPORT FOR THE PERIOD UNDER REVIEW
April 1, 1991 through September 30, 1991

During the above period, regular communications were maintained with key Travel Industry Account Managers such as Tour Wholesalers, Operators, and select Travel Agencies, Airline and Rail Suppliers.

These contacts were maintained in order to assist the Travel Professionals in the development of their Ontario Tour Products and to render assistance as required. Primary promotion activities were as follows:

Promotion Activities:

April 1991

Harrisburg, PA: Trade Show
The Ministry participated as a trade show exhibitor in the Pennsylvania Bus Association Group Influencer Trade Show. This took place to create destination awareness of the United States and Canada for Senior Group Travel Buyers from the Pennsylvania region.

Ottawa, Canada: Familiarization Tour
The Ministry co-sponsored with partners a site inspection tour of Ottawa, Canada, on behalf of Conestoga Tours, PA. Forty Group Leaders participated in the three day promotion activity.

June 1991

Philadelphia, PA: Trade Show/Seminar
The Ministry participated with partners in a two day educational seminar trade show sponsored by the Pennsylvania Society of Association Executives. This took place to create awareness of the United States and Canada for Executive Meeting Planners.

.../2

New York, NY: Media Promotion
The Ministry participated in "Showcase Canada", a two day seminar marketplace trade show. This took place to create media awareness of Canada among travel journalists and media specialists from the Eastern United States.

Tampa, FL: American Airlines Seminar
At the request of American Airlines in Florida, the Ministry participated with the Carrier to create travel trade awareness of Toronto and the American Airline's new service to Ontario from the Southern United States. 150 Travel Agents were in attendance.

July 1991

Northern, Ontario, Canada: Familiarization Tour
The Ministry's Toronto office organized and sponsored a four day familiarization tour into Northern Ontario for tour operators and wholesalers from the Overseas and U.S. Markets. Camino Tours participated from the New York area.

September 1991

New York, NY: Travel Trade Reception
The Ministry, in cooperation with Partners, organized a travel trade reception at the Canadian Consulate to create travel trade awareness of the Attractions of the Niagara Falls region.

New Jersey: Group Leader Trade Show
The Ministry participated as an exhibitor in the NASTP Trade Show organized to enable Senior Group Leader Travel Planners to meet with travel industry suppliers from Canada and the United States.

Thomas J. Britt
Manager
Eastern United States

TJB/do

Ontario

Government of Ontario Canada

Ministry of Industry, Trade and Technology

Telephone
214/386-8071
Fax: 214/991-5159

14901 Quorum Drive
Suite 485
Dallas, Texas 75240

DATE: October 18, 1991

TO: Walter Long
Senior Representative
New York Office

FROM: Peter McDonald
Senior Representative
Dallas Office

RE: **SEMI-ANNUAL JUSTICE DEPARTMENT REPORT**
**APRIL 1, 1991 - SEPTEMBER 30, 1991**

---

Attached is a summary of our activities for the six-month period named above.

Peter McDonald
Senior Representative

Attachment

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FOREIGN AGENTS REGISTRATION

# DALLAS OFFICE ACTIVITIES

**April 1, 1991 - September 30, 1991**

## Major Activities - April 1991

Total Sales - $1,500,000
Agents Appointed - 10
Companies Assisted - 71

**Highlights:**

We participated with the Consulate in the Petro-Chem Show '91 held in Houston, Texas. There were seven Ontario manufacturers that participated in this show. The Ontario manufacturers that were at this show were pleased with the results from this show.

An aerospace/defense mission had taken place in the Austin/San Antonio area. Several Ontario manufacturers were taken around to meet with key people in top industry companies in the area. The Ontario manufacturers got to enjoy a bit of that southern hospitality at a barbecue held at a ranch.

## Major Activities - May 1991

Total Sales - $3,800
Agents Appointed - 0
Companies Assisted - 30

1 Joint Venture - Ambler & Hickerson, Dallas, Texas &
Excell Best View Labs, Mississuaga, Ont.

**Highlights:**

Staffed an information booth with the Canadian Consulate at the Offshore Technology Conference held in Houston, Texas. We distributed literature for several Ontario manufacturers.

Our office held an investment mission in Albuquerque, New Mexico. We met several good contacts with people interested in doing business in Ontario.

## Major Activities - June 1991

Total Sales - $1,530,000
Agents Appointed - 2
Companies Assisted - 98

1 Licensing Agreement - Ortech Int'l., Mississauga, Ont. & Stewart & Stevenson, Houston, TX

1 Branch Plant - Martin Sprocket & Gear Inc., Arlington, TX

**Highlights:**

Staffed an information booth with the Canadian Consulate at the Forest Products Machinery & Equipment Expo held in New Orleans, Louisiana. We co-hosted a reception for the agents and distributors at the show in cooperation with the Canadian Consulate. This gave Ontario manufacturers who were at the show an opportunity to make some key contacts.

Tom Hauser, Commercial Officer, organized an International Alternative Fuel Conference with the cooperation of the Oklahoma University. This was the first of its kind and was a great success. There were several Ontario manufacturers there and were pleased with the conference. There are plans to hold another one next year possibly.

A utility mission had taken place in Texas. We took several Ontario manufacturers to major utility companies in Texas. This mission proved beneficial for all.

We had a visit by our Assistant Deputy Minister, Claudette MacKay-Lassonde. She attended the briefing we had for the Ontario manufacturers that came down for the utility mission. The Ontario manufacturers were pleased to have met her.

## Major Activities - July 1991

Total Sales - $-0-
Agents Appointed - 1
Companies Assisted - 48

**Highlights:**

Jerry Conner and Peter McDonald went to Little Rock, Arkansas to hold a business opportunity mission. They meet with Little Rock (and surrounding area) manufacturers interested in dealing with Ontario manufacturers in Joint Ventures and/or Licensing Agreements.

Michael Fells assisted the Canadian Consulate with their aerospace mission to New Mexico. He recruited several Ontario manufacturers to participate in this mission.

## Major Activities - August 1991

Total Sales - $82,900
Agents Appointed - 0
Companies Assisted - 26

**Highlights :**

Melinda Sumurdy made a presentation to PB/MK for 50 Ontario companies. PB/MK is in charge of getting the bids for the production of the Superconducting Super Collider. These Ontario companies are being entered into PB/MK's existing database of close to 4,000 firms. When a bid situation arises companies that fall into the category(ies) which they are looking for will receive an Advance Notice Announcement on bidding that will be tendered.

## Major Activities - September 1991

Total Sales - $15,234,000
Agents Appointed - 2
Companies Assisted - 15

1 Strategic Alliance - Steelfabco, Inc. (Paris, Ontario)
Trinity Industries (Dallas, TX)

1 Joint Venture - Back Fourty Ent. (Campbellford, Ont.)
Laron Aviation Technologies (Portales, NM)

1 Licensing Agreement - Kirstees (Scarborough, Ontario)
Casero Fashions (Carrollton, TX)

**Highlights:**

Held a business opportunity mission in Marshall, Texas. This mission included the East Texas and West Louisiana area. They met with several manufacturers interested in doing business with Ontario manufacturers.

Peter McDonald and Jerry Conner attended the Texas Industrial Development Council Conference that took place in Corpus Christi, Texas this year. Prospect of several partnering contacts made. The program focus was on the North America Trade Agreement.

During the American Public Transit Association (APTA) Conference, we will assist several transit companies from this area with their hotel bill. Also we have planned a tour of the major transit companies in Ontario for these people.

Ontario

Government of Ontario Canada

Ministry of Industry, Trade and Technology

Telephone 404-956-1981
Fax: 404-955-5699

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

# SEMI ANNUAL JUSTICE DEPARTMENT REPORT

## ATLANTA ACTIVITY

### ACTIVITY SCHEDULE

- 7 Ontario companies sponsored by MITT exhibited in Southpack'91 in Atlanta.
- Technical & Business Expo and Symposium in Huntsville, AL - May 13-16/91. Joint program with Atlanta Canadian consulate.
- Our office and the Atlanta Consulate have jointly supported companies at the TABES (Technical & Business Exhibition and Symposium) in Huntsville, AL.
- Four Ontario suppliers of Unix software applications shared the Ontario exhibit at the USENIX Technical Conference and Exhibition in Nashville, TN.
- Participated in CUE II (Canada/US Environment Expo) in Raleigh, NC. Fifteen (15) Ontario companies were involved.
- S.E.T.A. Five Ontario companies exhibited at Southeast Telecom Assn. Show in Nashville.

### INDUSTRIAL

- BOM Ft. Lauderdale - May7-9/91.
- Held video teleconference between Knoxville/Oak Ridge TN and Ontario highlighting advanced ceramic materials, nuclear waste disposal and robotics. 15 companies participated.
- BOM held in Atlanta, September 10-11, 1991.

10/25/91

Ontario

Government of Ontario Canada

Ministry of Industry, Trade and Technology

333 South Grand Avenue, Suite 620
Los Angeles, California
U.S.A. 90071
Telephone: (213) 621-2070
Facsimile: (213) 621-2624

September 30/91

Memorandum To: Walter Long
Senior Representative
MITT - New York

From: Ray McCague
Senior Representative
MITT - Los Angeles

Subject: SEMI ANNUAL JUSTICE REPORT
APRIL 1, 1991 - SEPTEMBER 30, 1991

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STAFF CHANGES

LOS ANGELES

There were five staff changes this period.

| | | |
|---|---|---|
| **New Employees** | 6/24/91 | Sheri Determan - Commercial Officer |
| | 8/12/91 | Ross Spalding - Investment Counselor |
| | 8/17/91 | Michael Clarkson - Travel Counselor |
| **New Posting** | 7/31/91 | Floyd Simpkins - Metro Toronto Office |
| **Departed** | 8/27/91 | Gurpal Khaira |

**Unchanged Office Staff**

Mae Gnan Wong
Robin Jepsen
Gary Cooke
Maria Montano

RECEIVED
NOV 12 91
INTERNATIONAL TRADE SECRETARIAT

Jacquelyn Light
Holly Gauthier
Wendy Ruiz
Julia Bass
Ray McCague

JUSTICE REPORT

MINISTRY OF INDUSTRY, TRADE & TECHNOLOGY

APRIL 1991

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

| | |
|---|---|
| Miragen Inc. | San Diego, CA |
| Olympic Camera | Los Angeles, CA |

The following agents were appointed to sell Ontario manufactured goods.

| | |
|---|---|
| Keiko Winans | Los Angeles, CA |
| Bob Sibbit | San Francisco, CA |

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

| | |
|---|---|
| Aerocon | Anaheim, CA |
| SAMPE | San Diego, CA |

MAY 1991

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

| | |
|---|---|
| Sterling Health Care | Bellevue, WA |
| Biomerica | Newport Beach, CA |
| CMS Enhancements | Irvine, CA |

The following agents were appointed to sell Ontario manufactured goods.

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

| | |
|---|---|
| Federal Computer Conference | Anaheim, CA |

JUNE 1990

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

| | |
|---|---|
| BDT Products | Irvine, CA |
| Specialty Vehicle Manufacturing | Downey, CA |
| AG Technologies | Fullerton, CA |
| Project Design Systems | Irvine, CA |
| Cresta International | Newport Beach, CA |
| Ionetics | Costa Mesa, CA |
| ADTECH Power | Anaheim, CA |
| Cal Corn | Irvine, CA |
| Special Construction Design | San Marcos, CA |
| Zical Ltd. | Santa Ana, CA |
| E-O Products | Laguna Nigel, CA |
| A State of the Art | Irvine, CA |
| Bridal Fashions | Laguna Nigel, CA |

The following agents were appointed to sell Ontario manufactured goods.

| | |
|---|---|
| Baird & Associaties | Azusa, CA |
| Aerospec Associates | Woodland Hills,CA |

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

JULY 1990

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

| | |
|---|---|
| CMS Enhancements | Irvine, CA |
| Rasna Corporation | Santa Clara, CA |
| On-Target Technology | Santa Clara, CA |
| International Technology Group | San Rafael, CA |
| Photonics Corporation | Campbell, CA |

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

| | |
|---|---|
| SIGGRAPH | Las Vegas, NV |

AUGUST 1990

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

| | |
|---|---|
| Tracer Research Corporation | Tucson, AZ |
| HDT Importers | Portland, Oregon |
| Traditional Concepts | Tucson, AZ |

The following agents were appointed to sell Ontario manufactured goods.

| | |
|---|---|
| Derek Irwin | Los Angeles, CA |

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

| | |
|---|---|
| Washington State Transprotation | Spokane, WA |
| Outdoor Retailer Expo | Reno, NV |
| McClellan Air Force Base | Sacramento, CA |

SEPTEMBER 1990

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

| | |
|---|---|
| Rib-Roof | Rialto, CA |
| Compressed Air Parts | Phoenix, AZ |
| Compound Semiconductor Materials, Inc. | Chandler, AZ |
| Toward Engineering Associates, Inc. | Phoenix, AZ |
| Insi Corp. | Tempe, Az |
| Aztec Industries | Mesa, AZ |
| Shanwick International Corp. | Scottsdale, AZ |
| MUPI | Marana, AZ |
| Bio-Rad | Hercules, CA |
| EnviroMD | Tucson, AZ |
| Kaman | Tucson, AZ |
| Cancer Technologies, Inc | Tucson, AZ |
| Pro Orthopedic Devices, Inc. | Tucson, AZ |
| Sunbelt Coatings Co. | Tucson, AZ |
| Lightpath Technologies | Tucson, AZ |
| Imperial Water Products | Tucson, AZ |
| KevTon, Inc. | Chula Vista, CA |

The following agents were appointed to sell Ontario manufactured goods.

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

| | |
|---|---|
| TCA | San Diego, CA |
| Westpac | Anaheim, CA |
| HIDA | Las Vegas, NV |
| EIA | San Diego, CA |
| Interop '91 | San Jose, CA |

Ray McCoy

# OMTR DEPARTMENT OF JUSTICE

## APRIL - SEPTEMBER 1991

| | |
|---|---|
| April 4-7 | Neil & Judith Morgan, San Diego Tribune Editor & Freelance Writer: visited Toronto under M.O.S.T. program; five (5) articles produced as a result. |
| April 4-7 | Air Canada (LAX) in conjunction with CP Hotels conducted a corporate fam tour to Toronto & Niagara Falls with 21 participants aboard. The Ministry covered the cost of ground transportation. |
| April 9-15 | Golden Gate Tours, Concord, CA: took 24 group leaders to Toronto & Ottawa to introduce new winter product. Ten (10) group departures sold as a result. |
| April 11-14 | Grand National Tours, Portland, OR: visited Toronto & Niagara Falls to develop group & FIT packages. Ministry covered all ground arrangements & organized the itinerary. |
| April 22 | Japan Travel Bureau International (Canada Ltd.), Vancouver, B.C.: utilized 20 fall foliage colour slides to develop shoulder season packages for Japan. |
| April 22 | World Trade Magazine utilized shots of Toronto which were featured in the July issue of the magazine. |
| May 1 & 2 | Ontario participated in the L.A. Marketplace organized for travel writers in the territory. A total of 31 contacts were made. |

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|---|---|
| May 5-8 | The Manager attended Rendezvous Canada as a registered delegate in Calgary. |
| May 2-6 | Princess Tours, Seattle, WA in conjunction with Frontier Tours & Travel conducted a product testing tour with 18 group leaders. The Ministry financially participated. |
| May 13 | Great Western Tours & Travel, Pasadena, CA: utilized 31 colour slides for a group presentation (100 attendees). |
| May 14-17 | The L.A. office developed an itinerary for Thai Airways International, Seattle Tour Operators (7) fam (ex Taipei). The purpose is to develop Ontario tour product. The Ministry financially participated. |
| May 25-31 | Nik Wheeler, freelance Journalist/Photographer: visited Ontario under the MOST program. Itinerary outlined by the L.A. office. |
| June 19 | The LA office opening reception to which all Ministry contacts were invited. MTR supplied 35 contacts. |
| July 3-11 | Ms Pat Neiser, Photo-journalist: visited Ontario under the MOST program. The itinerary was outlined by the LA office. |
| July 6 | An MC&IT in Seattle in conjunction with The Canadian Consulate General, Thai Airways International & CP Hotels. 81 corporate attendees. |

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| | |
|---|---|
| July 14-16 | Cecil Scaglione, Freelance writer: visited Toronto under the MOST program. |
| August 8 | Nippon Express Travel, Vancouver B.C.: received 32 colour slides featuring Algonquin Park in order to promote outdoor packages to Japanese clientele in Vancouver as well as Japan. |
| August 21-27 | Sherrie Strausfogel, LA Travel Writer participated in Media Fishing Tour + Toronto. Itineraries organized by H.O. |
| August 22 | Balboa Travel, San Diego, CA: utilized 32 Ontario colour slides as a sales tool for their Ontario tour. |
| August 25-30 | Four (4) tour operators from this marketing territory participated in a Northern Ontario tour operators fam tour co-ordinated by H.O. |
| August 28 | "The Today Show" aired its Travel segment featuring Lasley/Harryman (LA Travel writers/radio hosts). The LA office supplied video footage. |
| September 4-9 & September 4-14 | Leslie Westbrook, LA: visited Toronto & Muskoka's primarily to highlight the "Festival of Festivals". Two radio programs have been aired.<br><br>David Armstrong, Staff writer/San Francisco Examiner to "Festival of Festivals" & also articles on Toronto. |

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| | |
|---|---|
| September 12-16 | Rick Aragon, new owner of J.Tek Tours visited Ontario on a fam tour. The Ministry financially participated. |
| September 17-19 | Mr Jack Young Jr, Clement Tours & Travel to Ottawa, Toronto & Niagara Falls to develop new tour product. The Manager escorted & the Ministry financially participated. |

APRIL - SEPTEMBER 1991

Trade Shows/Exhibits:

A.J.'s In-Store Promotion: Phoenix, AZ; April 1-7.
Pacific Hospitality Showcase: Portland, OR; April 13-15.
Rocky Mountain Food Service Audit: Denver, CO; April 28-30.
Food Marketing Institute Convention: Chicago, IL; May 5-8.
Big Bear In-Store Promotion: San Diego, CA; May 13-19.
Retail Grocers Show: Phoenix, AZ; May 17-19.
Certified Grocers Show Audit: Long Beach, CA; June 19-20.
Western Restaurant Show: Los Angeles, CA; August 10-13.
Washington State Food Dealers Audit: Tacoma, WA; September 5-8.

Contacts:

Tammy Fisher, AJ'S FINE FOODS, Scottsdale, AZ.
Jay Larson, Q-FRESH, Scottsdale, AZ.
Randy Speight, AJ'S FINE FOODS, Scottsdale, AZ.
Rick Tamer, BAYLESS SPECIAL EDITION, Carefree, AZ.
Bill Spear, ARIZONA SUPERMARKETS, Phoenix, AZ.
Dennis Williamson, CANADIAN SHIELD SPRING WATER CO., Sault Ste. Marie, ONT.
Jim Castorina, MOLSON BREWERIES, Rexdale, ONT.
Jack Bartol, MOLSON BREWERIES, Rexdale, ONT.
Adrian Vanderhulft, THORNBURY GRANDVIEW FARMS, Thornbury, ONT.
Ben Ratuski, SHOAL LAKE WIL RICE, Keewatin, ONT.
Peter Meyer, SIENA FOODS, Toronto, ONT.
Stephanie Matheson, ACME FOOD SALES, Seattle, WA.
Don Morton Jr., MORTON & ASSOCIATES, Tualatin, OR.
Don Sciascia, LABATT USA, Kirkland, WA.
Manuel Arias, PACNORTH GROUP, Kent, WA.
Everett Dingwell, CERTIFIED GROCERS OF CA LTD., Commerce, CA.
Cary Maving, BIG BEAR MARKETS, San Diego, CA.
Gina Pachiano, PRECISION MARKETING INC., City of Industry, CA.
Nancy Giacomi, GLENDALE COSTUMES, Glendale, CA.
David Busby, FAIRLEE FRUIT JUICE LTD., Rexdale, ONT.
Nino Younan, FAIRLEE FRUIT JUICE LTD., Rexdale, ONT.
George Garant, JAMES WHITTAKER SALES LTD., Scottsdale, AZ.
Jim Whittaker, JAMES WHITTAKER SALES LTD., Scottsdale, AZ.
Alfons Bach, BIGROS FOODS LTD., Gloucester, ONT.
Gerald Russell, CANADIAN ARCTIC BEVERAGE, Mississauga, ONT.
Darlene Smart, CANADIAN ARCTIC BEVERAGE, Mississauga, ONT.

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Contacts: (continued)

Bob Flournoy, LABATT'S USA, Parker, CA.
Chuck Burris, LABATT'S USA, Parker, CA.
Jim Byer, LABATT'S USA, Parker, CA.
Hank Ford, H. FORD SALES LTD., King City, ONT.
Sam Greco, SIENA FOODS LTD., Toronto, ONT.
Steve Vaughan, NATIONAL DRY COMPANY, West Ontario, ONT.
Keith Sutherland, NATIONAL DRY COMPANY, West Ontario, ONT.
Margaret Holms, NATIONAL DRY COMPANY, West Ontario, ONT.
Joe Giulio, NATIONAL DRY COMPANY, West Ontario, ONT.
Joey Cruz, CALIFORNIA RESTAURANT ASSOCIATION, Los Angeles, CA.
Vince Andaloro, ARCTICA DISPLAY SYSTEMS, Malibu, CA.
Sydney Wayne, STONE COUNTY SPECIALTIES, Don Mills, ONT.
Jake Jacobson, STONE COUNTY SPECIALTIES, Don Mills, ONT.
John Eagan, COSTCO WHOLESALE CORP., Garden Grove, CA.
Kerry Whisler, PACE MEMBERSHIP WAREHOUSE, Englewood, CO.
Carol Crawford Claus, ROGERS POULTRY COMPANY, Los Angeles, CA.
Renee Ferguson, ARDINAL BROKERAGE CO., Huntington Beach, CA.
Richard Williams, NUTRI-BON DISTRIBUTION CO., Santa Fe Springs, CA.
Joseph Curila, J. RICH LTD., Westminster, CA.
Hani Teebi, CANARY TRADOMG CO., San Diego, CA.
Diane Weintraub, COMMUNIQUE EXHIBITOR EDUCATION, Marco Island, FL.
Robert Lynch, WARREN COMPANY, Providence, RI.
Mark Francis, ALLIANCE FORUM, San Francisco, CA.
Mike Van Horn, PACIFIC RIM CONSORTIUM, San Francisco, CA.
Colleen Flanagan, LAWRY'S CALIFORIA CENTER, Los Angeles, CA.
Michael Nancowski, LAWRY'S CALIFORIA CENTER, Los Angeles, CA.
Alex Lanag, THE BILTMORE HOTEL, Los Angeles, CA.
Helga Markner, BECKMANN & MARKNER, Grimsby, ONT.
Helen Gillespie, CANADIAN SHIELD SPRING WATER, Sault Ste. Marie, ONT.
John Schwalbach, CENTURY IMPORTERS, Upland, CA.
Tino Piscitelli, CCOLOMBO PROSCIUTTO CORP., Mississauga, ONT.
Kim Braiden, FERNBROOK SPRINGS BOTTLED WATER, Shelburne, ONT.
Chris Niles, HARVEST FOODWORKS LTD., Smith Falls, ONT.
Paul Kramer, HEARTLAND FOODS LTD., Ingersoll, ONT.
Robert Jakeman, JAKEMAN'S MAPLE PRODUCTS, Beachville, ONT.
Ed Firth, LINSEY FOODS, Toronto, ONT.
David Knappett, MAPLE ORCHARD FARMS, Bracebridge, ONT.
Carrie Bell, NIPISSING GAME FARM, Callander, ONT.
Ces Nucci, NU-STEF FOODS LTD., Mississauga, ONT.
Bev Worth, RUDOLPH'S SPECIALTY BAKERIES, Toronto, ONT.
Myra Sable, SABLE & ROSENFELD, Toronto, ONT.
Hal Noble, Shoal Lake Wild Rice, Keewatin, ONT.
Steven Muchnik, SUMMERSWEET FINE FOODS, Richmond Hill, ONT.
Harry Ha, SUN FOODS, Toronto, ONT.
Gerry Golosky, THORNBURY GRANDVIEW FARMS, Thornbury, ONT.

Missions:

Processed Foods Mission: Los Angeles, CA; June 11-13.
Limousin Sale: Guelph, Ontario; August 16-18.

Seminars/Special Project:

Horse Industry Study and Reconnaissance: Los Angeles, CA; ongoing.
Exhibiting Skills Workshop: Los Angeles, CA; April 3.
Establishing Joint Ventures & Strategic Alliances: San Francisco, CA; August 19-20.

Mailings:

For Processed Foods Mission:
2 mailings of approximately 4,200 invitations each covering the Southern California retailers, wholesalers, distributors, hotels, restaurants and foodservice/institutional outlets.
For Limousin Sale:
Carl & Glenyce Peterson, MILL ROAD LIMOUSIN, Menomonie, WI.
Rob & Brenda Brawner, BULLIS CREEK LIMOUSIN, Livingston, MT.
Red Friedlund, FRIEDLUND FARMS, Dekalb, IL.
Terry O'Neil, TOMAHAWK LIMOUSIN, Billings, MT.

GOVERNMENT OF ONTARIO, LOS ANGELES

EVENTS ATTENDED BY SENIOR AGENT 1991 - 1992

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APRIL

2 Monthly federal-provincial meeting of all Canadian reps and Consular officials.

Luncheon with Ron Lamb, Director, Government Relations, L.A. Area Chamber of Commerce, re business trends and government contacts in L.A. area.

3 Board Meeting of the Canada-California Chamber of Commerce.

4 SAN FRANCISCO:

12 - 2: Luncheon hosted by Canadian American Chamber of Commerce. Topic: "The Political and Economic Outlook in Canada." Westin St. Francis Hotel. Speakers: Gordon Osbaldeston, Lynn Williams, Red Wilson.

2-5:30: Session of the Canadian-American Committee re Quebec, Medicare and NAFTA. Fairmount Hotel. (Influential group of CEOs, academics, union leaders from both countries. Discussion indicates real concern by business leaders re state of health care in U.S. This should be really emphasized in our investment promotion work.)

6 p.m: Reception hosted by San Francisco Consulate for CAC.

5 Meeting with David Ellis of Omnia Communications
re business opportunities in L.A.

8 First day in new premises, 333 S. Grand.

10 Book signing by Alberto Manguel at Book Soup, part of promotional tour for new book "News From a Foreign Country Came".

APRIL, CONT.

| | |
|---|---|
| 10 | Dinner with Alberto Manguel, Book Soup owner Glenn Goldman and art consultants Phillip Jelley and Charles Credaroli. |
| 11 | Meeting with Canadian Living editor Bonnie Cowan and freelancer Linda Renaud. |
| | Canada-California Chamber of Commerce luncheon. Speaker: Cdn. Ambassador Ken Taylor. Topic: "The Gulf, Iran & the Future: Will There Ever Be Peace." At L.A. Hilton. |
| 12 | Dinner with Robert Burns re project for Toronto/L.A. Environmental Telethon. |
| 15 | Luncheon with Acting Consul General Jack Kepper. |
| 16-19 | Vacation. |
| 23 | Monthly managers' meeting of MITT, OMAF and MTR and Senior Agent. (Discussion of new premises and planning for Open House on June 19.) |
| 24 | Meeting with Alan Alexandroff of Tory, Tory etc. of Toronto, visiting professor of politics at UCLA, discussion re NAFTA, etc. |
| 26 | Town Hall luncheon. Speaker: Malcolm Forbes Jr. Topic: "An Economic Forecast." At Biltmore, seated with representatives of the L.A. Zoo. Possible interest in visiting Toronto Zoo. |
| 30 | Luncheon with Canadian actress Linda Sorenson. |
| | Meeting with Beatrice Jacobs, representative for several Toronto artists in the L.A. market. |

MAY

1 Tourism Media Marketplace, Doubletree Hotel, Marina del Rey. (Doubletree chain has been acquired by CP Hotels.) Presentation re CP Hotels renovation program and new environmental policies.

3 UTDC's bi-level train on display at Union Station.

Assisted with hosting viewing of car by Los Angeles County Transportation Commission (LACTC) staff.

Meeting with L. A. office managers.

5 Brunch with UCLA Dept. of English (Chairman Jonathan Post and Prof. Stephen Yenser) re visit of Toronto poet Ricardo Sternberg.

6 Dinner meeting with federal and provincial colleagues in San Francisco, re activities in Northern California.

7 Federal-provincial meetings in San Francisco.

8 Board meeting of Canada-California Chamber of Commerce.

9 L.A. Area Chamber of Commerce breakfast seminar.
Subject: World trade in Los Angeles County.

Lunch with Geoff Miller, publisher of Los Angeles Magazine.

Meeting with Frank Ruddock, Dept. of External Affairs, Ottawa. Re: current issues.

10 General meeting of all Los Angeles office staff.

Luncheon with Monica Parker, Academy of Canadian Cinema & TV (ACCT).

14 Monthly federal-provincial meeting of all L.A. based provincial and consular representatives. Held in our new boardroom for the first time.

Luncheon with Jack Kepper, Acting Consul General.

MAY CONT'D

16 ACCT-LA reception and screening of "Falling Over Backwards" at Raleigh Studios.

20 Luncheon hosted by Foreign Trade Association of Southern California and L.A. Area Chamber of Commerce. Speaker: Senator John Seymour.

21 Meeting of L.A. office managers.

22 Meeting with Wayne Clifford, ADM, International Affairs Branch, Gov't of Alberta.

Presentation of Electrohome's new multi-screen projection unit. At Canadian Consulate.

23-June 3 Meetings of international staff. Held in Toronto.

EVENTS, JUNE 1991

May 23 - June 3 International Planning Meetings and DMC, held in Toronto.

3 Monthly meeting of all federal and provincial representatives. Held at Canadian Consulate.

5 Reception for the exhibition, "The Competition For the United States Pavilion, Expo 92" featuring competion submission by Barton Myers & Associates. Held at the UCLA Graduate School of Architecture & Urban Planning.

LA Area Chamber of Commerce reception, Holiday Inn Downtown.

6 Joint meeting with Rich Fortin, OMAF - Toronto,

Manager, Business Development Unit. Re procedures for developing investment leads for food industry.

7 Meeting with Peter Rawley, Executive Vice President, International Creative Management Inc., regarding co-productions and incentives to film
in Ontario.

JUNE CONT'D

9 Los Angeles Art Council 7th Annual Art Scholarship Awards Ceremony. Held in Beverly Hills.

10 Luncheon meeting with Dick Graff, Astral Films.

11 Monthly Managers' Meeting.

Planning meeting with Doug Paterson, Consul, Bernie Brandenburg, Commercial Officer, Dennis Goresky, Consul, Roz Wolfe Media Relations Officer - CCG. L.A., Robin Jepsen, MITT - L.A. Re: American Public Transit Association (APTA) - pre-conference VIP mission in connection with the APTA Conference - it is proposed to invite several guests from the Western States to arrive early for the APTA meeting in Toronto.

12 Meeting with Dermod Mark, Commodity Export Manager, OMAF.

3 PM - OMAF promotion, "A Taste of Ontario" Held at Lawry's California Center.

Meeting with Zoe Huggins to discuss promoting Canadian books in the California market eg., new packaging and promotional concepts for Canadian literature.

13 Reception to introduce Norman Gardner, Director, Trade & Investment for B.C. in Los Angeles held by the British Columbia Trade & Tourism Office, held at Canadian Consulate Residence.

14 General office staff meeting.

World Trade Center Assoc. luncheon featuring speaker Ira Goldman, Special Assistant to the Governor. Topic: "What the State of California Can Do To Strengthen International Business." Held at Le Meridien Hotel - an interesting account of the state of California's internaitonal role. Mr. Goldman beleives that the current budget crisis in California will preclude the state from opening an office in Canada.

**JUNE CONT'D**

| | |
|---|---|
| 19 | Open House. Attendees included MITT ADM Claudette MacKay-Lassonde, Agent General Carl Masters, OMAF U.S. Manager Jackson Gardner, Toronto artist Charles Pachter and approximately 200 local business contacts. |
| 22 | Reception for artist Charles Pachter, hosted by Jill Finsten, Getty Museum. |
| 24 | Meeting with Ontario Film Development Corporation, Senior Marketing Consultant Sandra Johnson, re procedures for following up leads. |
| 27 | Meeting with Sam Wendel, Telefilm Canada. |
| 28 | Meeting with Tim Wilson, Australian Theatre Centre, re Toronto theatre scene. |
| 30 | Canada Day festivities at the Police Academy grounds, attended by 800 people, the largest-ever turnout. Event Chairman, Floyd Simpkins. |

**JULY EVENTS**

| | |
|---|---|
| 2 | Evening session with Consulate General LA and 10 visiting ADM's from Ottawa, part of federal executive development programme. Theme: California politics with discussion led by Eric Shockman, USC. |
| 3 | Accompanied guests: Tom Deacon, Head of Programming, KUSC, radio station of the University of Southern California (USC) and Stuart Henderson, USC to the Hollywood Bowl evening sponsored by the Canada California Chamber of Commerce. |
| 7 | Hosted brunch for Jill Finsten, Getty Museum, Edward Goldman, KCRW etc. |
| 4 | Independence Day reception at home of Jim Nelson, Director of Property Development, MCA. |
| 8 | Weekly Managers' Meeting. |
| 9 | Federal-provincial meeting at Consulate. |

| | |
|---|---|
| 9 | Performance by Ontario jazz/fusion band MANTECA at West Los Angeles club, "Blak and Bloo" for music industry and press. Reception co-hosted by Ontario Government and Canadian Consulate. |
| 12 | Farewell dinner for Floyd Simpkins, Representative. All ministries were in attendance. |
| 14 | Bastille Day Reception, French Consulate. |
| 17 | The Los Angeles Chamber of Commerce Health Issues Committee and the National Health Foundation presented a one day seminar on "The Health Insurance Dilemma Faced by Business". A forum examining cost factors and the availability of health care coverage focused at the needs of small and medium-size businesses. Held at the New Otani Hotel. |
| 18 | Monthly Board of Directors Meeting for the Canada California Chamber. |
| 19 | Events planning committee, CCCC. |
| | Dinner, Alain Bernheim, Producer. |
| 20 - 22 | Wine Country Film Festival Reception in Calistoga, California. Seven Canadian films were featured, including three Ontario films. Ontario co-hosted the reception with Quebec, Telefilm Canada and the San Fransisco Consulate. Producer, Director & cast of "Beautiful Dreamers" (filmed in London, Ontario) in attendance. |
| 22 | Business lunch with Professor Steve Cohen, Berkeley Round-Table on International Economics. Prof. Cohen will be recipient of the Claude Bissel distinguished visiting scholar fellowship at U of T this fall and is developing a relationship with the U of T international economics programme. His specialty is international comparative economics, especially Europe & Japan. He also has a consulting practice with some interesting corporate clients. |

JULY CONT'D

24 Meeting with Judy Morr, General Manager and Richard Bryant, Public Relations Director, Orange County Performing Arts Center to discuss a pre-performance reception for business contacts at the National Ballet of Canada opening night October 8, 1991.

25 Canada California Chamber of Commerce meeting.

Special screening of, "The Plague Sower" held by the Italian Cultural Institute viewed at Warner Brothers Studio.

Seminar on Women In Film with the creators of films including: Thelma & Louise, Terminator 2: Judgement Day, Robin Hood held at the City Club.

EVENTS AUGUST

August 2-16 Vacation

22 A.M. meeting with Edward Lubieniecki re: Toronto urban planning consultants. He is presently working on a project for LACTC, advising on redevelopment of land near new subway stations.

Screening "White Room" by Patricia Rozema, at the Directors' Guild.

23 Dinner with Jonathan & Rita Lynn, Independant Director at Fox Studios.

27 Meeting with Isaac Babbs, District Manager, Alias (America) Corp. Tour of Alias facilities and discussion of future promotional projects, including guest speaker opportunity for Alias at Canadian Chamber of Commerce. Sheri Determan, Commercial Officer also in attendance.

30 Meeting with Diego De Lara, Consul General of Argentina and and trade delegation from Argentina re commuter rail projects in Buenos Aires at the Beverly Hilton.

Dinner meeting with Bob Furniss re status of LACTC project.

**EVENTS SEPTEMBER**

| | |
|---|---|
| 3 | Federal-provincial meeting at the Consulate. |
| 5 | Edward Nye, U.S Ambassador to Canada addresses the Commonwealth Club on "The US-Canada Relationship".<br>Co-sponsored by the Can-Am Chamber. |
| 11 | Reception and preview screening of, "Strangers in Good Company". A film directed by Cynthia Scott. Hosted by the Canadian Consulate, The Academy of Canadian Cinema & Television and Telefilm Canada. |
| 13 | Attend Southern California Regional Railway Association meeting at Glendale City Hall at which the operator of the LA commuter rail was to be selected. |
| | Federal-provincial meetings held at the Canadian Consulate's trade office in Santa Clara. |
| | The Canadian Brass at Paul Masson Winery, performance and reception as trade promotion for Silicon Valley corporate leaders. |
| 17 | Luncheon hosted by the Town Hall of California. Guest speaker: Lynne V. Cheney, Chairman, National Endowment for the Humanities. Chair: Jean Firstenberg, Director American Film Institute. |
| 19 | Groundbreaking ceremony the Los Angeles Area Chamber of Commerce. |
| | Voices on Los Angeles: The City Speaks hosted by Town Hall. Centered around the ideas and opinions of some of Los Angeles' most established pundits as well as members of the "new guard" those up-and-coming young L.A. leaders. |
| 20 | Hosted dinner at my residence for Mr. Prichard, President, University of Toronto. |
| 21 | The University of Toronto Alumni Association (Los Angeles Chapter) hosted a reception in honor of the University's new President, Mr. Prichard. Held at the Canadian Consul's residence. |

SEPTEMBER CONT'D

22 Attend briefing dinner for MITT's Ontario incoming trade participants for HIDA '91 in Las Vegas.

25 Toast of the Town meeting - Stanley K. Sheinbaum, member of the L.A. Plice Commission Publisher hosted by Arthur Andersen. Held at the First Interstate World Center.

26 Morning workshop with Governor Wilson's Administration. Issues covered: reforming California's small business climate and restoring California's competiveness in the market. Sponsored by the Los Angeles Area Chamber of Commerce.

27 APTA briefing - Toronto

Ontario

Government of Ontario Canada

Ministry of Industry, Trade and Technology

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**JUSTICE DEPARTMENT REPORT**
**BOSTON OFFICE ACTIVITY**
**April 1991 through September 1991**

## APRIL 1991

**Major Activities:**

Because there were few scheduled Boston office trade/investment events in the first quarter of our fiscal year, activity focused primarily on following up with individual clients and investment leads.

April was spent filing end of year results and getting all paperwork processed for this fiscal year's events.

## MAY 1991

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**Major Activities:**

Several highlights did take place, one being the New England Environmental Expo, May 21 -23. Twelve Ontario firms participated and reported good initial results. Anticipated sales over the next 2 - 8 months should exceed $ 2 million.

As a marketing approach for Ontario high tech firms seeking to penetrate fast moving markets, we are continuing to emphasize the need for firms to use the media to promote their products. Product endorsements by editors can go a long way towards developing credibility and acceptance in the market. Our consultant, Catharine Arnston, organized a tour of the Boston computer media for Richard Maran, President of Hypergraphics. Hypergraphics is a firm which produces simplified user guides for mainstream software packages. Five media meetings were set up and are expected to result in favorable coverage for the company.

**JUNE 1991**

**Major Activities:**

Early in the month we were visited by Assistant Deputy Minister, Claudette MacKay-Lassonde. She and John Brady, Senior Representative of the Boston Office, visited with the CEO and senior staff of the International Space University in Cambridge, MA and had a business lunch with the editor and senior staff at New England Business Magazine.

Several retention and expansion meetings took place this month with Gillette Company (Boston MA), Sprague Electric Company (Sanford ME) and Davidson-Textron (Dover NH).

In terms of clients results, one major success has been Tectrol Incorporated of Downsview Ontario, an electronics components firm. Via the assistance of the Boston office the firm has generated sales of over $ 7 million with immediate prospects of some $ 6 to $ 10 million. These include both sales to major New England high tech manufacturers (Polaroid and Prime Computer), and designation as the official source of all power supplies to G-Tech Inc. (Warwick, RI), the manufacturer of all lottery terminals for the Ontario Lottery Corporation.

Investment related meetings and seminars attended included the Maine World Trade Association annual meeting in Augusta ME on June 25, and the Licensing Executives Society regional meeting in Boston on June 27 - 29.

**JULY 1991**

**Major Activities:**

Success was reached this month with two companies the Boston office has been instrumental in developing business relations for.

Reltek Incorporated, a Kanata Ontario based developer of data communications, has entered into a licensing agreement with Natural Microsystems Incorporated of Natick MA. Benefits to Ontario are expected to be in the order of $ 1.8 million over the next two years.

On the retention and expansion side, Xenergy Incorporated of Burlington MA is opening a Toronto office to serve Ontario Hydro and other Ontario accounts. Xenergy supplies software for energy management aimed at increasing energy efficiency. The estimated investment is $ 500,000 with 10 jobs created.

**AUGUST 1991**

**Major Activities:**

Ortech International has targeted the Boston area as a prime opportunity location for gaining research contracts for Ontario. Work by Ortech in the territory is now paying off as contracts were signed this month of $ 570,000 for product development and design.

As mentioned in the reporting of May 1991, Tectrol Incorporated of Downsview Ontario has generated very significant sales of electronic components in the New England territory. In addition to what has been previously reported, Tectrol has now been given the assembly contract for a new generation of Ontario lottery terminals. This contract was awarded through G-Tech Incorporated (Warwick RI) and is worth $ 18 million over two years.

**September 1991**

**Major Activities:**

On September 30, the Ministry of Industry Trade and Technology Minister, Ed Phillips, announced that Ontario would support a bid by the Ontario Institute for Space and Terrestrial Science to become the site of the permanent campus of the International Space University which is now administratively headquartered in Cambridge MA. The ISU is accepting bids from around the world with a decision to be announced in August 1992.

Fourteen Ontario firms participated in the Boston office Electronics Components Mission to the Boston area on September 30 - October 2, 1991. The focus of the mission was an exhibit and conference of the electronics components group of the National Purchasing Managers Association. Conference participants were top level purchasing managers. Ontario had a major presence at the conference and was able to enhance its image as a major supplier of high quality components, in addition to making excellent inroads to key buying personnel with AT&T, Polaroid, etc.

Terry Gain has left the Boston office and returned to Toronto as of the end of September to serve as Senior Consultant in the Americas Branch.

# FIRST QUARTER REPORT

# CENTRAL REGION

# APRIL - JUNE, 1991


## THOMAS J. BRUSH


## JUNE, 1991


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SECTION

**FIRST QUARTER REPORT**

**CENTRAL REGION, U.S.A.**

**JUNE, 1991**

**FIRST QUARTER ACTIVITIES**

* I.F.T. Suppliers Night, Sufferin, N.Y.
  April 10, 1991

This is a regional table top exhibition organized by the local chapter of the Institute of Food Technologists. The exhibition is an annual event giving food industry professionals in the area the opportunity to meet with suppliers of ingredients, equipment and services. Two companies exhibited; MLG Enterprises Ltd., and Multi Foods, Inc. Both reported excellent contacts and opportunities.

* R.B.A. Convention, Minneapolis, MN
  April 13 - 16, 1991

This is the USA's largest bakery industry trade exhibition. It is a national show which moves to different locations each year. The 1992 convention will be held in Anaheim, CA. The exhibition attracted 9500+ attendees to over 350 booths. Six Ontario companies exhibited at the show. Products displayed included specialty bakery ingredients, toppings, decorations, baked and unbaked muffins and croissants, pizza, wild rice and gourmet breads. All participating companies reported excellent contacts and export opportunities. Manoucher Fine Foods, Inc. received authorization from Byerly's, an upscale Minneapolis based Grocery Retailer.

* F.M.I. Convention, Chicago, IL
  May 2 - 5, 1991

This is an international conference and exhibition focused on the grocery industry. A record attendance of over 34,000 viewed the show. Eight Ontario companies participated under the OMAF banner. Products exhibited included candy, cookies, crackers, breads, and salad mixes. The majority of exhibitors expressed very favorable results. Members of the U.S. Program attended the conferences and exposition for the first time.

* I.F.T. Convention, Dallas, TX
  June 2 - 5, 1991

This is an international conference and exhibition focused on processed food industry. This event is organized by the Institute of Food Technologists. It is an annual event which is held in a different city each year. The 1992 exhibition will take place in New Orleans. The exhibition drew over 13,000 attendees. 1991 was the first year in which OMAF participated. Two Ontario companies exhibited; G.S. Dunn & Co., Ltd. and MLG Enterprises Ltd. In addition, the Business Development Unit brought individuals from eleven other companies to audit the show. The exhibiting companies were favorably impressed by their contacts. OMAF maintained an information booth which attracted a large audience.

Numerous inquiries were made by Mexican attendees, along with German, & Japanese. A number of representatives from Ontario companies expressed interest in future expositions.

* Super Floral Show, Kansas City, MO
  June 19 - 22, 1991

This annual exhibition is a marketplace of flowers, plants, floral accessories, equipment and services for the supermarket industry. 300+ qualified buyers will be attending this exhibition. Eight Ontario floral companies will be exhibiting.

**FIRST QUARTER AUDITS**

* N.R.A. Convention, Chicago, IL
  May 18 - 22, 1991

This is an international conference and exhibition focused on the food service industry. 50,000+ attend this exhibition. The Canadian Federal Government has a strong presence with six of the exhibitors being Ontario based food processors.

**COMPANY ASSISTANCE PROVIDED**

Tony Pallante
Cott Beverages
* Contacted by Tony to further discuss export opportunities in Midwest Region. Meeting tentatively planned for June.

Bruce DeBlock
Tradition Fine Foods, Ltd.
* Requested information regarding L. Karp & Sons distribution in Canada. Requested copy of U.S. Robinson-Patman Act. Inquired into type of promotional programs are suitable for in-store bakery segment, i.e. rebates.

D. L. DeWan
Pretzel D'Lite Inc.
* Exhibited at N.R.A. Convention. Reviewed OMAF programs and Midwest Region. Further contact to be made by Commodity Officer.

Brian J. Orr
Multi-Unit Marketing
* Exhibited at N.R.A. Show. Reviewed OMAF programs and Midwest Region. Requested list of meat distributors and brokers specializing in game meats.

Willy Effinger
Thornbury Grandview Farms
* Exhibited at N.R.A. Show. Reviewed OMAF programs and Midwest Region. Interest expressed for further information.

Doug Woolsey
Linsey Foods, Ltd.
* Contacted Oscar Mayer at I.F.T. regarding portion control bacon bits.

John Dimos
Fairlee Fruit Juice Ltd.
* Recommended type and placement of advertisement for U.S. sales person. Reserved meeting room at Gov't. of Ontario's Chicago Office.

**SECOND QUARTER ACTIVITIES**

* Territory Reconnaissance, Illinois, Ohio, Wisconsin
  July, August, September, 1991

View sites for upcoming missions. Meet with key industry people in each area.

* Incoming Limousin Mission, Ontario
  August 16 - 18, 1991

Midwest breeders will view cattle at a number of auctions. Recruitment list will be supplied by Ross McKenzie.

* Incoming Hereford Mission, Ontario
  September 20 - 22, 1991

Midwest breeders will view cattle at a number of auctions. Recruitment list will be provided by Ross McKenzie.

* New Exporters Trade Mission, Cleveland, OH
  September 5, 1991

Part II of the Boarder States Program. Participants from Profit I, held in February, along with seasoned exporters will present their products on the Northern Ohio Market. Recruitment will be handled by Maureen Angus.

* Show Audits

Midwest Grocers Trade Show, Indianapolis, IN
September 8 - 10, 1991

Michigan Grocers Trade Show, Traverse City, MI
September 15 - 18, 1991

* Floral Trade Mission, Chicago, IL
  September 25, 1991

Ontario floral growers will present their products to key Chicago and surrounding area buyers. Recruitment will be handled by Tony Stampfer.

# SECOND QUARTER REPORT

# CENTRAL REGION

# JULY-SEPTEMBER, 1991

THOMAS J. BRUSH

SEPTEMBER, 1991

SECOND QUARTER REPORT

CENTRAL REGION, U.S.A.

SEPTEMBER, 1991

SECOND QUARTER ACTIVITIES

* Borderstate Mission, Cleveland, OH
  September 12, 1991

This is a table top exhibition designed for the border states and new exporters program. Seventeen Ontario based companies participated. Three companies were involved in this type of program for the first time. Over 100 attendees from the Cleveland market will attend.

* Floral Mission Chicago, IL
  September 25, 1991

This is a table top exhibition expressly for the Ontario based floral industry. Ten companies will participate. Over 1, 800 invitations were sent to industry members in Illinois, Wisconsin, Indiana, and Michigan.

SECOND QUARTER AUDITS -

* Michigan Grocers Assoc., Conv. & Trade show Traverse City, MI
  September 15-18, 1991

This is an annual event for the Retail Food Industry in Michigan. The Detroit Canadian Consulate has reserved exhibit space.

Company Assistance Provided

Tony Pallante
**Cott Beverages, Inc.**

* Discussed OMAF's involvement in Private Label Trade Show. Mentioned Michigan Grocer's Show Opportunity.

Ron Koopman
**Cold Water Fisheries, Inc.**

* Recommend cold storage facilities in Cincinnati market area.

Paul Kramer
**Heartland Foods, Ltd.**

* Discussed opportunities & OMAF's involvement in National Grocer Assoc. Trade Show.

Robert Aiellow
**Beverly Hills Pasta**

* Sent listing of Food Service Distributors in the Midwest.

Dave Knappet
**Maple Orchard**
Bob Jakeman
**Jakeman's Maple Syrup**

* Contacted both with sales lead in Chicago area.

Bill Snooks
**Patty Palace**

* Sent listing of Food Brokers in Michigan Market

Tony Pallante
**Cott Berverages, Inc.**
George Bremer
**Kerr Bros. Ltd.**

* Sent information regarding '91 Private Label Show.

THIRD QUARTER ACTIVITIES

* Audits

World Dairy Expo, Madison, WI
October 2-4, 1991

Michigan Foodservice Show, Detroit, MI
October 13-15, 1991

AMI Convention and Expo, Chicago, IL
October 17-20, 1991

Food & Dairy Expo, Chicago, IL
October 26-30, 1991

Private Label Show, Chicago, IL
November 17-20, 1991

* I. F. T. Regional suppliers night, Chicago, IL.
  November 6, 1991

Table Top exhibition for area Food Technologists. Over 200 exhibitiors expected. Over 2,000 attendees expected.

* Territory reconnaisance, Illinois, Ohio, Wisconsin.
  October, November, December, 1991

View Sites for upcoming missions. Meet with key industry people in each area.

* Conferences
  Gorman New Products Conference, Ft. Lauderdale, FL
  October 20-23, 1991

**MONTHLY REPORT**

ACTIVITY: To Increase Travel Trade Sales in Group and Independent Travellers from International Markets to Ontario

International Travel Trade
For Period Ending: APRIL, 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities | Completed | Developed with Kobelt Travel new Bingo Motorcoach to Windsor for July, 1991 | Rezny |
| • Monitoring of the key accounts and secondary account activity and tracking of number of sales calls and results | Pending | Developing new Canadian Empress Cruise with Travel Tours for 1992 and cost sharing application pending | Rezny |
| | Completed | All details and cost sharing applications approved for new FIT auto tour to Toronto/Ottawa with Cartan Tours | Rezny |
| • Increasing the number of wholesale companies packaging group and independent product to Ontario from U.S. Investment Markets and four traditional offshore markets | Pending | Cost sharing application pending Alumni Holiday Intl. promoting new Canadian Empress tours for 1991 | Rezny |

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Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Increase Travel Trade Sales in Group and Independent Travellers from International Markets to Ontario

International Travel Trade
For the Period Ending: APRIL, 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities | Pending | Completed all detail arrangements with Mayflower Tours for April 30/May 3 Group Leaders Fam tour, promoting new tour for 1991, Stratford/Shaw Theatres. Escort:Rezny | Rezny |
| • To develop and organize familiarization tours for targetted potential buyers interested in packaging new Ontario product | Completed | Air Canada Toronto Fam Tour with 17 Key travel personnel of IVI Travel Chicago/Cleveland offices | Rezny/Weggeman |
| • Organization of International Marketplaces for Ontario suppliers to participate in that follow guidelines for participation. Emphasis will be placed on Investment Markets in the U.S. and overseas (eg. world travel market, Rendez-vous Canada, Atelier, California Marketplaces) | Pending | Continued development with American Express Dallas summer Toronto Fam tour for 10 key personnel | Rezny |
| • Other activities | | | |
| New Initiatives | Pending | Recommended Toronto/N.F. fam tour for 30 key travel trade reps from Dallas, TX. Working w/CCG-Dallas, AA; details to follow | Rezny |
| | Pending | Developing with CCG-Minn. motorcoach operators Minaki Lodge fam tour for June, 1991; details to follow | Rezny |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Develop New Product in Relation to Marketing Plan and Tourism Strategy in Ontario to be Introduced in International Markets

International Travel Trade
For Period Ending: APRIL, 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities<br>• To encourage Wholesalers and Tour Operators to include new product their packages. | Pending | In developing new African American Heritage Tour I have communicated with four major motorcoach tour operators; Group Travel Designers-Chicago, Presley Tours-St. Louis, Shockey Tours-Louisville, KY, and Croswell Tours- Cincinnati, OH. I have reviewed with them the progress on the development of this new tour | Rezny |
| • To communicate new product information to the travel trade. | Completed | Co-hosted media reception with Air Canada; the attendance was 36 top media reps from the Chicago area **(SEE MEDIA) | Rezny |
| • To provide seminars (with partners) to selected elements of the tourism industry. | Completed | Participated at J&D Expo Travel Shows; Milwaukee-448, and Chicago-1,948 total attendance. Had the opportunity to identify several new retail travel agents who were developing group motorcoach tours. | Rezny |
| • To engage in cost-sharing and related promotional activities with partners in the development of new/revised products and tours to Ontario. | | | |
| New Initiatives | Pending | Developing with the Chicago Council on Foreign Relations New Toronto/Ottawa Group tour; will cost share in brochure and mailing costs | Rezny |
| | Pending | Developing with Air Canada new King Ranch promotion on cost share basis and further details to follow. | Rezny |
| Comments/Early Warning/Unexpected Activity Pending | | Developing with Presley Tours "Key Account" participation at July 9, 1991 Group leaders marketplace | Rezny |

**MONTHLY REPORT**

ACTIVITY: To Encourage all Forms of Media and Public Relations to Produce Editorial Compatible with MTR Marketing Objectives and Strategy.

International Travel Trade
For Period Ending: APRIL, 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities | | | |
| • Advertising | Pending | Continued development with Air Canada/Mulqueen Production Co. cost share promotion for Stratford Festival and cost share application pending | Rezny |
| | Completed | Media reception and travel presentation with Air Canada 36 media guests in attendance | Rezny |
| • Public Relations | Pending | Continued direct mail reply card processing for Avid Angling/Adventure mailings | Weggeman |
| • M.O.S.T. | Pending | Continued communications with Moccasin Trails in developing MOST trip for Chicago Tribune and Fishing Facts staff | Rezny |
| New Initiatives | Pending | MOST: At media reception (see above), the following have stated they would like to do articles on Ontario<br>•Camille Stagg, Dining Editor, Chicago Magazine<br>•Sherren Leigh, President, Today's Chicago Women<br>•Mike Michaelson, President, The Best of the Best<br>•Dan Ferris, V.P., Midwest Outdoors<br>•Mike Steere, Free Lance Writer, Outdoor/Fishing Public. | Rezny |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: Corporate Planning/Administration

Travel Trade and Convention Services
For the Period Ending: April, 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| | Completed | April 1991 Monthly Activity Report | Rezny |
| <u>Ongoing Priorities</u><br>• To provide input into the Branch Marketing and Human Resources Plans<br>• To develop and implement the office operations and Human Resources Plan<br>• To co-ordinate and communicate international marketing/operations plans<br>• To seek potential corporate activities in international offices<br>• To administer international budgets<br>• To produce an office International Monthly Report for Head Office<br>• To provide coordination for Deputy Minister International Relations Task Group & Corporate Activities ie. Premier's/Minister's Missions. | Completed | Revised work plan for 1991/92 | Rezny |

Comments/Early Warning/Unexpected Activity

MONTHLY REPORT:
FOR THE PERIOD ENDING: APRIL, 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Marketing Planning</u><br>Canadian Consulate Offices<br>•Chicago, Dallas, Minneapolis & Detroit | 4 | 6 | .75 | | | | Dallas:<br>Toronto/N.F. travel trade mrkt-places with American Airlines<br><br>Minn:<br>Developing Minaki Lodge Motor-coach fam tour<br><br>Proposed Ohio Fishing Assoc. give away prize at Ontario Lodge; no lodges have offered free accom-modations |

MONTHLY REPORT:
FOR THE PERIOD ENDING: APRIL, 1991

OFFICE:

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Travel Trade Sales | | | | | | | |
| J & D Expo Retail Travel Agents Marketplaces Chicago/Milwaukee | | 16 | 2 | | | | |
| Key Account telephone communication regarding new Heritage Tour | | 2 | .25 | | | | |
| Personal Sales Calls<br>•Cartan, Group Travel Designers, Mayflower Tours | | 8 | 1 | | | | |

MONTHLY REPORT:
FOR THE PERIOD ENDING: APRIL, 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>New Product Development</u> | | | | | | | |
| Personal Site Inspection of Essex County Ontario, Black Historical Sites with Elizabeth Hamel, Windsor C & VB | 12 | 24 | 3 | | | | New African American Heritage Tour Development |

MONTHLY REPORT:
FOR THE PERIOD ENDING: APRIL, 1991

OFFICE:

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Meetings/Incentives/Conventions<br><br>In revised 91/92 Operational Plan; submitted suggested corporate and association listing of potential accounts to be researched | | 4 | .50 | | | | |

MONTHLY REPORT:
FOR THE PERIOD ENDING: APRIL, 1991

OFFICE:

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Ontario Suppliers Visits | | | | | | | |
| Industry Consulting | | | | | | | |
| Nancy Shallhorn, Radisson Hotel, Don Mills, ONT | 2 | 2 | .25 | | | | |
| Betsy Foster, Niagara Parks Commiss. | 1 | 2 | .25 | | | | |

MONTHLY REPORT:
FOR THE PERIOD ENDING: APRIL 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Industry Committees | | | | | | | |
| Meeting with CCG-Chicago, Alberta, and Quebec Tourism offices | | 4 | .50 | | | | Developing proposed MC & IT reception around annual Chicago Society of Association Executive meeting, December, 1991. |

MONTHLY REPORT:
FOR THE PERIOD ENDING: APRIL, 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Other | | | | | | | |
| Miscellaneous | | | | | | | |
| Completed monthly activity report | | 4 | .50 | | | | |
| Revised 91/92 Operational Plan | | 6 | .75 | | | | |
| Consumer and Retail Travel Agents follow-up Ontario Travel Information | | 8 | 1 | | | | |
| Account follow-up; sales development and new product presentations correspondence | | 70 | 8.75 | | | | |

**MONTHLY REPORT**

ACTIVITY: To Increase Travel Trade Sales in Group and Independent Travellers from International Markets to Ontario

International Travel Trade
For Period Ending: MAY, 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities<br>• Monitoring of the key accounts and secondary account activity and tracking of number of sales calls and results | Pending<br>Completed | Continued communications with Alumni Holiday Intl. re: cost share application promoting new Canadian Empress Tour for 1991 tour season.<br>Monitoring of key accounts: Telephoned all key accounts re: Official Tour Directory research project by H.O. Discussed 1991 tours to Ontario and future 1992 new tour development. Note: No scheduled tours for 1991 have been cancelled to date. | Rezny<br>Rezny |
| • Increasing the number of wholesale companies packaging group and independent product to Ontario from U.S. Investment Markets and four traditional offshore markets | Completed | Working with MHI (Musical Heritage Intl.) to organize concert performance sites for McHenry County Youth Orchestra in London, Toronto, and Ottawa for June tour. | Weggeman |

Comments/Early Warning/Unexpected Activity

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**MONTHLY REPORT**

ACTIVITY: To Increase Travel Trade Sales in Group and Independent Travellers from International Markets to Ontario

International Travel Trade
For the Period Ending: MAY 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| <u>Ongoing Priorities</u><br><br>• To develop and organize familiarization tours for targetted potential buyers interested in packaging new Ontario product<br><br>• Organization of International Marketplaces for Ontario suppliers to participate in that follow guidelines for participation. Emphasis will be placed on Investment Markets in the U.S. and overseas (eg. world travel market, Rendez-vous Canada, Atelier, California Marketplaces)<br><br>• Other activities | Completed<br><br>Pending<br><br>Pending<br><br>Pending | Escorted Mayflower Tours Group Leaders Chatham/Kitchener Niagara-On-The-Lake Fam Tour. Forty Group Leaders on tour and to date 2 groups have booked the Curtain Call tour.<br><br>Continued development of American Express(Dallas) Retail Travel Agents Toronto Fam Tour (10 Guests). Dates are confirmed for 26-28 July, 1991. Partners: American Airlines & Westin Hotel<br>Recommendation to develop Toronto/N.Falls supplier market places with American Airlines for 30 Dallas Retail Agents<br>Developed all details with CCG-Minneapolis, motorcoach operators Minaki Lodge Fam Tour. | Rezny<br><br>Rezny<br><br>Rezny<br><br>Weggeman |
| <u>New Initiatives</u> | Pending | In developing new African American Heritage Tour discuss-our present progress with program and the possiblity of conducting group leaders Fall Fam tours with each operator. | Rezny |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Develop New Product in Relation to Marketing Plan and Tourism Strategy in Ontario to be Introduced in International Markets

International Travel Trade
For Period Ending: MAY 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities | Completed | Communicated with Dewitt Farm Bureau re: Agricultural Tours Forwarded contact to Niagara Falls and London C & VB. | Weggeman |
| | Pending | Developing with the Chicago Council on Foreign Relations New Toronto/Ottawa Group Tour and considering cost share in brochure and mailing costs. | Weggeman/Rezny |
| • To encourage Wholesalers and Tour Operators to include new product their packages. | Completed | Completed with Air Canada/King Ranch; Retail Travel Agents Two programs conducted-52 agents in attendance | Weggeman |
| | Completed | Participated at CCG-Dallas/Houston MC & IT Marketplaces Total of 165 meeting planners were in attendance | Rezny |
| • To communicate new product information to the travel trade. | Pending | Continued communications with CCG-Chicago for funding of American Heritage Tour brochure production. | Rezny |
| | Completed | Cost share in printing and postage for Windy City Travel Stratford summer programs. | Weggeman |
| • To provide seminars (with partners) to selected elements of the tourism industry. | | | |
| • To engage in cost-sharing and related promotional activities with partners in the development of new/revised products and tours to Ontario. | | | |
| New Initiatives | Pending | Discussing with CCG-Chicago/Canadian Airlines participation at Wisconsin Women in Travel Canadian Travel Show. | Rezny |
| | Completed | Developed with Mayflower Tours new Fall Mystery Tours with overnight in Chatham: 4 departures/3 sections each | Rezny |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Encourage all Forms of Media and Public Relations to Produce Editorial Compatible with MTR Marketing Objectives and Strategy.

International Travel Trade
For Period Ending: MAY 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities<br>• Advertising<br>• Public Relations<br>• M.O.S.T. | Pending<br>Pending | Continued direct mail reply card processing for Avid Angling/Adventure Mailings.<br>Completed all details with Moccasin Trails in developing MOST details for Chicago Tribune/Fishing Facts magazine for June Media Program | Weggeman<br>Rezny |
| New Initiatives | Pending | Developing with President of Today's Chicago Women Magazine to participate on MOST Media Ladies Fishing Program | Rezny |
| | Pending | Developing with Barry Stokes, Outdoor Trails National TV Fishing Show; to film 4 shows in Ontario | Rezny |
| | Pending | Developing with Mike Schoonveld, Writer, Great Lakes Fisherman/Steel Head Magazine fishing trip to Thunder Bay. | Rezny |
| | Pending | Developing with Robert Montgomery, Senior Writer Bass Master Magazine Fishing Trips for national publication | Rezny |
| | Pending | Developing with WGN Radio, Stratford Visit for Roy Leonard (Has daily 3 hour talk show and also does travel articles for Home & Away Magazine (AAA publication) | Rezny |
| | Pending | Developing with Julieanna Richardson, Executive Producer, SCTN Showcase Television Network of marketing video featuring new "Road to Freedom Tour program. Will also have air time of 3-6 times a day for seven days on cable T.V. | Rezny |

**MONTHLY REPORT**

ACTIVITY: Corporate Planning/Administration

Travel Trade and Convention Services
For the Period Ending: MAY 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities | Completed | May 1991 Monthly Activity Report | Rezny |
| • To provide input into the Branch Marketing and Human Resources Plans | Completed | Telephone research project regarding Official Tour Directory | Rezny |
| • To develop and implement the office operations and Human Resources Plan | | | |
| • To co-ordinate and communicate international marketing/operations plans | | | |
| • To seek potential corporate activities in international offices | | | |
| • To administer international budgets | | | |
| • To produce an office International Monthly Report for Head Office | | | |
| • To provide coordination for Deputy Minister International Relations Task Group & Corporate Activities ie. Premier's/Minister's Missions. | | | |

Comments/Early Warning/Unexpected Activity

MONTHLY REPORT:
FOR THE PERIOD ENDING: MAY 1991

OFFICE:

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Marketing Planning | | | | | | | Chicago: Developing August sales trip in Midwest to key accounts |
| Canadian Consulate Offices: Chicago, Dallas, Minneapolis, Cincinnati | 4 | 6 | .75 | | | | Minneapolis: Completed details Minaki Lodge Motorcoach Operator Fam Tour<br><br>Dallas: Continued development Outdoor Trails Media Fam Tour<br><br>Cincinnati: Continued communications regarding future key acct. sales calls and cost share participation in producing new Road to Freedom brochure. |
| Air Canada Chicago | 2 | 2 | .25 | | | | Developed two travel agents presentations with King Ranch |

MONTHLY REPORT:
FOR THE PERIOD ENDING: MAY 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Travel Trade Sales</u> | | | | | | | |
| Personal Sales Calls | 5 | 8 | 1 | | | | Developed with Mayflower Tours new Fall 1991 Mystery Tour for Sept./Oct/Nov. which will have 4 sections (coaches) each month. Forcasted to produce $102,000.00 in revenue to Ontario.<br><br>Cartan Tour developing retail travel agents travel product presentations.<br><br>Munsen's Discovery discussed N. Falls Festival of Lights winter tour. |
| Air Canada/King Ranch Travel Product Presentations (2) | 52 | 4 | .50 | | | | Cosponsored travel agents promo with Air Canada/King Ranch |
| Telephone communciations all key accounts in research project for H.O. | 32 | 8 | 1 | | | | |

MONTHLY REPORT:
FOR THE PERIOD ENDING: MAY/1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>New Product Development</u><br><br>SCTN Showcase Television | 1 | 4 | .50 | | | | Mayflower Tours (see Travel Trade Sales)<br><br>Met with producer and reviewed complete Road to Freedom tour and possiblity of producing video of tour and TV programming |

MONTHLY REPORT:
FOR THE PERIOD ENDING: MAY 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Meetings/Incentives/Conventions</u> | | | | | | | |
| King Ranch/Bruce Wilson, Director, Chicago Office/Ed Forrestor | 1 | 2 | .25 | | | | As requested by Director, contact with Ed Forrester and King Ranch to coordinate Board of Directors meeting August, 1991. |
| Ottawa Tourism and Convention Authority | 1 | 2 | .25 | | | | September Meeting Planner Event communications with Jennifer Barnaby |
| CCG-Dallas MC & IT Marketplaces | 165 | 24 | 3 | | | | |

MONTHLY REPORT:
FOR THE PERIOD ENDING: MAY 1991

OFFICE:

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Ontario Suppliers Visits | | | | | | | |
| Industry Consulting | | | | | | | |
| Betsy Foster, Niagara Parks | 2 | 2 | .25 | | | | Arrangements for Chicago Sales Trip |
| Lesley Carey, Stephanie Rogliano King Ranch | 2 | 8 | 1 | | | | Sales Calls with Air Canada & J. Weggeman |

MONTHLY REPORT:
FOR THE PERIOD ENDING: MAY 1991

OFFICE:

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Industry Committees | | | | | | | |
| Association of Official Tourist Offices Annual Media Luncheon | 40 | 2 | .25 | | | | |
| National Association Of Women Business Owners Annual Luncheon | 15 | 2 | .25 | | | | |

MONTHLY REPORT:
FOR THE PERIOD ENDING: MAY 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Other | | | | | | | |
| Miscellaneous | | | | | | | |
| Personal Vacation | | 40 | 5 | | | | Gone Fishing! |
| Completed Monthly Activity Report | | 4 | .50 | | | | |
| Consumer and Retail Travel Agent Follow-up for requested Ontario Travel Attractions Information | | 16 | 2 | | | | We can hardly handle the large amount of consumer calls that can not get through on the 800 ONTARIO line. |
| Account follow-up; sales development and new product presentations | | 68 | 8.5 | | | | |

**MONTHLY REPORT**

ACTIVITY: To Increase Travel Trade Sales in Group and Independent Travellers from International Markets to Ontario

International Travel Trade
For the Period Ending: JUNE

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| <u>Ongoing Priorities</u><br>• To develop and organize familiarization tours for targetted potential buyers interested in packaging new Ontario product | Pending | Mayflower Tours discussed Fall Group Leaders Fam Tour to Sault Ste. Marie:Algoma Central Railway. | Rezny |
| | Pending | Group Travel Designers; discussed in detail progress on African American Heritage Tour, Group Leaders Fam Tours, and participation at Sept. 20th Kick-off program. Also discussed with Shockey Tours and Croswell Tours. | Rezny |
| • Organization of International Marketplaces for Ontario suppliers to participate in that follow guidelines for participation. Emphasis will be placed on Investment Markets in the U.S. and overseas (eg. world travel market, Rendez-vous Canada, Atelier, California Marketplaces) | Pending | Continued development of American Express (Dallas) Retail Travel Agents Toronto Fam Tour (10 Guests) for July 26-28 Partners: American Airlines and Westin Hotel | Rezny |
| | Completed | Minaki Lodge Minneapolis Motorcoach Operators Fam Tour May 30/ June 4, 1991 | Weggeman |
| • Other activities | | | |
| <u>New Initiatives</u> | | | |

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SECTION
REGISTRATION UNIT

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Develop New Product in Relation to Marketing Plan and Tourism Strategy in Ontario to be Introduced in International Markets

International Travel Trade
For Period Ending: JUNE

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities | | | |
| • To encourage Wholesalers and Tour Operators to include new product their packages. | Pending | See Familiarization Tour Section to refer to new product in operators packages. | Rezny |
| • To communicate new product information to the travel trade. | Pending | Developing with the Chicago Council on Foreign Relations new Toronto/Ottawa group tour;considering cost share in brochure and mailing costs. | Weggeman/Rezny |
| | Pending | All arrangements to particpate at Wisconsin Women in Travel Canadian Travel Show | Rezny |
| • To provide seminars (with partners) to selected elements of the tourism industry. | Pending | All arrangements completed to participate at Presley Tours Group Leaders, Travel Agents Marketplace July 9, 1991 | Weggeman |
| • To engage in cost-sharing and related promotional activities with partners in the development of new/revised products and tours to Ontario. | Pending | Arrangements for Canada Day Travel Promotion with Air Canada | Weggeman |
| New Initiatives | | | |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Encourage all Forms of Media and Public Relations to Produce Editorial Compatible with MTR Marketing Objectives and Strategy.

International Travel Trade
For Period Ending: JUNE

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| <u>Ongoing Priorities</u> | Pending | Continued direct mail reply card processing for Avid Adventure mailings. | Weggeman |
| • Advertising | Pending | Pending MOST programs as follows:<br>•Chicago Women Magazine<br>•Outdoor Trails TV and Radio Shows<br>•Bassmaster Magazine | Rezny |
| • Public Relations | Comp. 6/16 | MOST Visit Mike Schoonveld, Writer for Great Lakes Fisherman; fishing trip to Thunder Bay | Rezny |
| • M.O.S.T. | Comp. 6/22 | MOST Visit North Central Ontario Chicago Tribune/Fishing Facts Magazine | Rezny |
| | Pending | Continued communications SCTN Showcase Television; video marketing strategy featuring new "Road to Freedom" tour | Rezny |
| | Pending | Developing MOST visit with Don Bluhn, Travel Editor, Milwaukee Journal | Rezny/Weggeman |
| <u>New Initiatives</u> | Pending | Confirmed with Roy Leonard, WGN Radio Host & Writer AAA Home & Away Magazine to develop tour to Stratford to visit new theater for 1992 tour season | Rezny |
| | Pending | Met with Midwest Outdoor,(TV and newspaper); discussed possible cost share, advertising, and MOST program which will be forwarded to SMW advertising for consideration | Rezny |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: Corporate Planning/Administration

Travel Trade and Convention Services
For the Period Ending: JUNE

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| <u>Ongoing Priorities</u><br>• To provide input into the Branch Marketing and Human Resources Plans<br>• To develop and implement the office operations and Human Resources Plan<br>• To co-ordinate and communicate international marketing/operations plans<br>• To seek potential corporate activities in international offices<br>• To administer international budgets<br>• To produce an office International Monthly Report for Head Office<br>• To provide coordination for Deputy Minister International Relations Task Group & Corporate Activities ie. Premier's/Minister's Missions. | | Completed June 1991 Monthly activity report | Rezny |

Comments/Early Warning/Unexpected Activity

MONTHLY REPORT:
FOR THE PERIOD ENDING: JUNE

OFFICE:

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Marketing Planning | | | | | | | |
| Canadian Consulate Offices | 4 | 8 | 1 | | | | Chicago: Continued development August sales trip to Midwest motorcoach operators<br><br>Dallas: Continued development American Airlines Toronto/N.Falls & Retail Agents Fall Marketplaces<br><br>Cincinnati: Developing Fall key Account product development programs |

MONTHLY REPORT:
FOR THE PERIOD ENDING: JUNE

OFFICE:

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Travel Trade Sales</u> | | | | | | | |
| Personal Sales Calls | 2 | 4 | .50 | | | | Mayflower Tours; Group Leaders fam tour to Sault Ste. Marie<br><br>Group Travel Designers; reviewed October Group Leaders Fam Tour<br><br>AAA Motorclub; discussed new Holiday House FIT Program which has been approved and to be sold through 28 retail agencies |

MONTHLY REPORT:
FOR THE PERIOD ENDING: JUNE

OFFICE:

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>New Product Development</u> | | | | | | | |
| Northern Ontario Moosonee Motorcoach Operators Fam Tour | 15 | 6 | .75 | | | | Communicated with Key Accounts to review Fam program which we follow-up with complete itin. |
| Windsor "African American Heritage Tour" | 5 | 6 | .75 | | | | Written/Oral Communications<br>•Windsor C & VB<br>•MTR Toronto<br>•Brochure Design<br>•4 Motorcoach Operators |

MONTHLY REPORT:
FOR THE PERIOD ENDING: JUNE

OFFICE:

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Meetings/Incentives/Conventions</u> | | | | | | | |
| Developing with CCG - Chicago & MTCVA Two Baseball Promotions and Marketplace in Chicago & Toronto | 4 | 4 | .50 | | | | |
| King Ranch Corporate Sales Board of Directors Meeting August - confirmed space as direct result of lead | 2 | 1 | .14 | | | | |

MONTHLY REPORT:
FOR THE PERIOD ENDING: JUNE

OFFICE:

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Ontario Suppliers Visits</u><br>Industry Consulting<br><br>Hilton Canada National Sales Office Representative | 2 | 4 | .50 | | | | Discussed in great detail how we can develop new motorcoach operator sales and promotional programs on a co-operative basis |

MONTHLY REPORT:
FOR THE PERIOD ENDING: JUNE

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Industry Committees</u> | | | | | | | |
| Association of Official Tourist Offices Media and MC & IT promotional meeting | 6 | 6 | .75 | | | | |
| "Canadians are Great Sports" meeting re: December event | 2 | 2 | .25 | | | | |

MONTHLY REPORT:
FOR THE PERIOD ENDING: JUNE

OFFICE:

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Other | | | | | | | |
| Miscellaneous | | | | | | | Communications with Supplier Lodges, Airlines, Travel Agents and following company represent-ives. •Chicago Tribune •Fishing Facts Magazine •Great Lakes Fisherman •Bassmaster Magazine •Outdoor Trails •WGN Radio •Toronto Head office •Moccasin Trails |
| MOST Programs Communications | 20 | 16 | 2 | | | | |
| MOST Escort for story development Chicago Tribune/Fishing Facts | 2 | 40 | 5 | | | | |
| Personal Vacation | | 40 | 5 | | | | |
| Accounts: Telephone, Written corr. Sales Follow-up | 30 | 16 | 2 | | | | |
| Consumer and retail agents follow - up for requested information | 50-60 | 16 | 2 | | | | As previously reported; 800 # is busy, consumers not receiving requested literature information |

**MONTHLY REPORT**

ACTIVITY: To Increase Travel Trade Sales in Group and Independent Travellers from International Markets to Ontario

International Travel Trade
For Period Ending: July 1991

**OFFICE:** CHICAGO

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| <u>Ongoing Priorities</u> | | | |
| • Monitoring of the key accounts and secondary account activity and tracking of number of sales calls and results | Pending | Communicated with four key accounts regarding our African American Heritage Tour; kick-off promotion in Windsor September 20, 1991 & cost-share programs to promote tours | Rezny |
| | Completed | Continued communciation with 15 key accounts regarding August Northern Ontario Fam Tour - no operators able to attend. | Rezny |
| • Increasing the number of wholesale companies packaging group and independent product to Ontario from U.S. Investment Markets and four traditional offshore markets | Pending | Continued communications with Alumni Holiday International regarding cost-share program promoting New Canadian Empress tour in 1992. Processing final paperwork. | Rezny |
| | Pending | Developing new account - Oasis Tickets and Tours - to promote new heritage tour. | Rezny |

Comments/Early Warning/Unexpected Activity

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**MONTHLY REPORT**

ACTIVITY: To Increase Travel Trade Sales in Group and Independent Travellers from International Markets to Ontario

International Travel Trade
For the Period Ending: July 1991

**OFFICE:** CHICAGO

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities | | | |
| • To develop and organize familiarization tours for targetted potential buyers interested in packaging new Ontario product | Pending | Continued communications with Group Travel Designers and confirmed group leaders fam tour (Windsor Heritage Tour) for November 8-10, 1991. All details to be completed by Chicago office. | Rezny |
| | Pending | Communicated with Oasis Tickets and Tours/Croswell Tours Shockley Tours in development of October/November Windsor Group Leader Heritage Fam Tour. | Rezny |
| • Organization of International Marketplaces for Ontario suppliers to participate in that follow guidelines for participation. Emphasis will be placed on Investment Markets in the U.S. and overseas (eg. world travel market, Rendez-vous Canada, Atelier, California Marketplaces) | Completed | American Express Retail Travel Agent (Corporate)- Dallas Toronto Fam Tour in conjunction with MTCVA; fam went very well - July 26-28, 1991. | Rezny |
| | Pending | Continued development American Airlines Dallas; Toronto Niagara Falls October 1991 Fam Tour and Attractions Marketplace. | Rezny |
| • Other activities | | | |
| New Initiatives | | | |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Develop New Product in Relation to Marketing Plan and Tourism Strategy in Ontario to be Introduced in International Markets

International Travel Trade
For Period Ending: July 1991

**OFFICE:** CHICAGO

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities<br>• To encourage Wholesalers and Tour Operators to include new product their packages. | Pending | Continued communications with Chicago Council on Foreign Relations Travel Dept. in developing new Toronto/Ottawa group tour for members; possible tour shell cost-share. | Weggeman |
| • To communicate new product information to the travel trade. | Pending | Continued communications with tour operators in the devel- of new African American Heritage tour to Windsor:<br>•Group Travel Designers •Oasis Tickets and Tours<br>•Shockey Tours •Croswell Tours | Rezny |
| • To provide seminars (with partners) to selected elements of the tourism industry. | Pending | Confirmed arrangements to participate at Wisconsin Women in Travel Supplier Marketplace. | Rezny |
| | Completed | Participated at Group Leaders (34) & Retail Travel Agents (80) Presley Tours travel marketplace July 9, 1991 St. Louis | Weggeman |
| • To engage in cost-sharing and related promotional activities with partners in the development of new/revised products and tours to Ontario. | Completed | Air Canada Canada Day Travel Agent Promotion July 1, 1991 | Weggeman |
| | Pending | NEW<br>Developing new Farm Tour with Tri-State Tours; set up appt. Aug. 23, 1991 for owner and Wheels Inn Sales Mgr. to meet with owner of Tri-State Tours. To discuss cost-share programs. | Rezny |
| New Initiatives | Pending | Discussing cost-share promotional program with Munsen's Discovery Tours for Fall 1991 Phantom of the Opera (Fly) Group Tours. | Rezny |
| | Pending | Discussing with AAA IL\IN 32 Retail Outlets to promote and develop new group & FIT theatre packages to Stratford Will promote via Home & Away magazine and WGN Radio | Rezny |
| | Pending | Developed focus group luncheon for Group Travel Designers to discuss new Heritage tour brochure prior to printing. | Rezny |
| | Pending | Confirmed all arrangements to exhibit at Croswell Tours Group Leaders Marketplace and Travel Show Nov. 4, 1991. | Rezny |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Encourage all Forms of Media and Public Relations to Produce Editorial Compatible with MTR Marketing Objectives and Strategy.

International Travel Trade
For Period Ending: July 1991

**OFFICE:** CHICAGO

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities | Pending | Continued direct mail reply card processing for Avid Angling | Weggeman |
| • Advertising | Pending | Continued development of media arrangements for Outdoor Trails T.V. and Radio/Bassmaster magazine | Rezny |
| • Public Relations | Pending | Continued development of MOST visit details; Don Blum, Travel Editor, Milwaukee Journal. Visit confirmed for September 21-28, 1991 and itinerary being developed. | Weggeman |
| • M.O.S.T. | Completed | MOST participation Media Trip to Thunder Bay/Fly-In Lakes Babe Winkelman Production Co. and writers. | Rezny |
| | Completed | Escorted WGN Radio Host/Writer AAA Home & Away Magazine Roy Leonard for development of new 1992 theatre tour. | Rezny |
| New Initiatives | Pending | Continued development of Advertising Program with Midwest Outdoors TV & Newspaper which has been forwarded to SMW for consideration. | Rezny |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: Corporate Planning/Administration

Travel Trade and Convention Services
For the Period Ending: July 1991

**OFFICE:** CHICAGO

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities | | | |
| • To provide input into the Branch Marketing and Human Resources Plans | | | |
| • To develop and implement the office operations and Human Resources Plan | | | |
| • To co-ordinate and communicate international marketing/operations plans | | | |
| • To seek potential corporate activities in international offices | | | |
| • To administer international budgets | | | |
| • To produce an office International Monthly Report for Head Office | Completed | July 1991 Monthly Activity Report | |
| • To provide coordination for Deputy Minister International Relations Task Group & Corporate Activities ie. Premier's/Minister's Missions. | | | |

Comments/Early Warning/Unexpected Activity

MONTHLY REPORT:
FOR THE PERIOD ENDING; July 1991

OFFICE: CHICAGO

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Meetings with Head of Post</u> | | | | | | | |
| Mike Ruby, Manager, Intl. Travel Trade | 1 | 2 | .25 | | | | Reviewed in detail new African American Heritage Tour |

MONTHLY REPORT:
FOR THE PERIOD ENDING; July 1991

OFFICE: CHICAGO

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Marketing Planning</u><br><br>Canadian Consulate Offices<br>•Dallas<br>•Chicago<br>•Cincinnati | <br><br><br>2<br>1<br>1 | <br><br><br>4<br>2<br>2 | <br><br><br>.50<br>.25<br>.25 | | | | Dallas: Continued development of October 1991 American Express Toronto/N.F. Marketplaces<br><br>Dallas:Discussing with AAA Texas Southwest Division conducting Travel Seminars with Managers and Counsellors in Houston/Oklahoma/Albuquerque<br><br>Chicago: Reviewing Sales Calls in Wisconsin<br><br>Cincinnati:Confirmed joint participation in Croswell Tours Nov. 1991 Group Leaders Mrktplc. |

MONTHLY REPORT:
FOR THE PERIOD ENDING; JULY 1991

OFFICE: CHICAGO

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Travel Trade Sales<br>SEE NEW PRODUCT DEVELOPMENT PAGE | | | | | | | |

MONTHLY REPORT:
FOR THE PERIOD ENDING; JULY 1991

OFFICE: CHICAGO

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>New Product Development</u> | | | | | | | |
| Munsen's Discovery | | 2 | .25 | | | | Developing for Oct. 1991 Fly Tour Program Toronto Phantom of the Opera; cost-share program Doing research to obtain IMAX film for Group Leaders Promotion |
| Tri-State Tours | | 2 | .25 | | | | Developing new farm tour to Southwest Ontario with Wheels Inn and Bradley Farms. Will request assistance from Ingrid Brand in developing new farm products. |
| Group Travel Designers<br>Oasis Tickets and Tours<br>Croswell Tours<br>Shockey Tours | | 6 | .75 | | | | Development of African American Heritage Tour:<br>Written/Oral Communications<br>Windsor C & VB<br>Brochure Design<br>Motorcoach Operators |

MONTHLY REPORT:
FOR THE PERIOD ENDING; JULY 1991

OFFICE: CHICAGO

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|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Meetings/Incentives/Conventions | | | | | | | |
| Chicago Toronto MC & IT Promotion | 25 | 6 | .75 | | | | Co-sponsored Corporate Meeting Planners/Association & Incentive executives Baseball promotion with MTCVA and CCG - Chicago |
| Chicago CCG & Quebec Tourism | 2 | 4 | .50 | | | | Attended meetings to discuss future"Canada Travel Promotions" for IT & ME Show in October and CSAE annual meeting. |

MONTHLY REPORT:
FOR THE PERIOD ENDING; JULY, 1991

OFFICE: CHICAGO

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Ontario Suppliers Visits | | | | | | | |
| Industry Consulting | | | | | | | |
| Timothy Taylor, Owner/Mgr. The Elora Mill and Queen's Inn | 1 | 2 | .25 | | | | Reviewed in detail the Chicago OMTR office responsiblities and assistance we can provide to all Ontario suppliers. |

MONTHLY REPORT:
FOR THE PERIOD ENDING: JULY 1991

OFFICE: CHICAGO

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Industry Committees<br><br>SEE MEETINGS/INCENTIVES/CONVENTIONS | | | | | | | |

MONTHLY REPORT:
FOR THE PERIOD ENDING: JULY 1991

OFFICE: CHICAGO

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Other | | | | | | | |
| Miscellaneous | | | | | | | |
| MOST Escort for story development | 6 | 72 | 9 | | | | Thunder Bay/Hollingshead Babe Winkelman Fishing TV Show<br>Don Talac, Southwest Messenger Newspapers and Mike Cyze, Mid-west Outdoors |
| Communications for future MOST Programs | 10 | 8 | 1 | | | | Outdoor Trails TV<br>BassMaster Magazine<br>Communications with airlines, lodges and government agencies. |
| Consumer and Retail Travel Agents | 50 | 24 | 3 | | | | As previously reported, 800 # is perpetually busy, consumers not receiving requested literature |
| MOST escort for tour and story development | 1 | 32 | 4 | | | | Roy Leonard Radio Host WGN/Writer Home & Away Magazine (AAA) visit to Stratford for future article and new tour. |

**MONTHLY REPORT**

ACTIVITY: To Increase Travel Trade Sales in Group and Independent Travellers from International Markets to Ontario

International Travel Trade
For Period Ending: August, 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities<br>• Monitoring of the key accounts and secondary account activity and tracking of number of sales calls and results<br>• Increasing the number of wholesale companies packaging group and independent product to Ontario from U.S. Investment Markets and four traditional offshore markets | Completed | Conducted personal sales calls with Dave Hyde, President Niagara Falls Tours, to sell winter 91/92 Festival of Lights programs.<br>•Munsen's Discovery-Holding tenative space at Table Rock Restaurant for New Years Eve Party for 350 guests with two nights accommodation for 1992. We will cost share in advertising promotional mailing in October, 1992.<br>•Moore Fun Tours-Confirmed one motorcoach departure for N.F. Festival of Lights 1991 that will total 60 room nights.<br>•Holiday Travel Service-Confirmed two motorcoach departures for N.F. Festival of Lights that will total 120 room nights.<br>•Cartan Tours-Confirmed Fall 1991 and Spring 1992 Toronto N.F. FIT Packages; will utilize a confirmed block of 5 guest rooms on a weekly basis that will total 200 plus room nights.<br>•Van Galder Tours-Pending program N.F. Festival of Lights proposal pending<br>•Nationwide Travellers-Confirmed arrangements for VOP Fam tour to NorthEast Ontario to develop new tour for 1992. | Rezny |
| | Completed | •Mayflower Tours/AAA IL IN/Group Travel Designers Munsen's Discovery-Confirmed Toronto/Phantom of the Opera Program for Nov./Dec. 1991 that will be run in 5 consecutive weeks; will total 200 room nights. | Rezny |
| | Completed | Developed with 4-Star Travel and Tours new N.F. Festival of Lights December 1991 tour for one departure that will total 66 room nights. | Rezny |

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Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Increase Travel Trade Sales in Group and Independent Travellers from International Markets to Ontario

International Travel Trade
For Period Ending: August, 1991 P.2

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities<br>• Monitoring of the key accounts and secondary account activity and tracking of number of sales calls and results | | Tri-State Tours conducted sales presentations with reps of Wheels Inn and Bradley Farms. Confirmed two coach departures for '92 Season; will total 80 room nights. We are continuing to develop additional farm tour products with Tri-State Tours. Reviewed in detail our cost-share advertising and promotional support in developing all new tours. | Rezny |
| • Increasing the number of wholesale companies packaging group and independent product to Ontario from U.S. Investment Markets and four traditional offshore markets | Pending | Communications with Oak Park Festival Theatre tour planner regarding Spring 1992 theatre tour for members. | Weggeman |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Increase Travel Trade Sales in Group and Independent Travellers from International Markets to Ontario

International Travel Trade
For the Period Ending: August, 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities | Pending | Continued communications with Windsor in developing with Elite Travel Services, Shockey Tours, Oasis Tickets & Tours November 1991 Group Leaders/Media Fam tours in promoting new African American Heritage tour. | Rezny |
| • To develop and organize familiarization tours for targetted potential buyers interested in packaging new Ontario product | Completed | Cancelled American Airlines FlyAway Vacation Fam Toronto/ Niagara Falls as AA wil not print a Canadian Destination brochure in 1992. However, DFW Tours is willing to pick up on this program, and we are presently considering a Spring 1992 fam tour with DFW agents. | Rezny |
| • Organization of International Marketplaces for Ontario suppliers to participate in that follow guidelines for participation. Emphasis will be placed on Investment Markets in the U.S. and overseas (eg. world travel market, Rendez-vous Canada, Atelier, California Marketplaces) | Completed | Participated on Northwestern Ontario Travel Counsellor Fam Trip August 20-27, 1991 | Weggeman |
| | Completed | Obtained Agawa Canyon slides for upcoming tour publication for Munsen's Discovery | Weggeman |
| • Other activities | Completed | Obtained information regarding bankrupt business for tour operator's client (fur coat purchase:Windsor) and for closed fishing camp (Miminiska Sportsman) for consumers. Referred to Ministry of Consumer and Commercial Relations | Weggeman/Rezny |
| New Initiatives | | | |

Comments/Early Warning/Unexpected Activity

3-4 11

**MONTHLY REPORT**

ACTIVITY: To Develop New Product in Relation to Marketing Plan and Tourism Strategy in Ontario to be Introduced in International Markets

International Travel Trade
For Period Ending: August, 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities<br>• To encourage Wholesalers and Tour Operators to include new product their packages. | Pending | Continued communications with tour operators in developing New African American Heritage Tour. Confirmed arrangements to visit the following operators in Louisville, Cincinnati and Indianapolis September 12 & 13, 1991 to review program in detail, cost-sharing, fam tours, advertising and utilization of VHS film: Group Travel Designers/Shockey Tours Oasis Tickets and Tours/Elite Travel Services | Rezny |
| • To communicate new product information to the travel trade. | Pending | Developing with new account: Johnson Travel Consultants New Fort Frances/Thunder Bay Farm Tour for 1992. Arrangements being completed for VOP visit site inspection for October 1991. | Rezny |
| • To provide seminars (with partners) to selected elements of the tourism industry. | Pending | Developing with AAA IL/IN and Roy Leonard WGN Radio Stratford/Toronto/N-O-L Summer 1992 Theater Tour. | Rezny |
| • To engage in cost-sharing and related promotional activities with partners in the development of new/revised products and tours to Ontario. | Completed | Focus group luncheon with Group Travel Designers to review proposed Heritage Tour Brochure. Results were very positive and no alterations required. | Weggeman |
| New Initiatives | Pending | Discussing with Air Canada cost share of mailing to 3000 corporate accounts regarding the announcement of additional 5th Flight Chicago/Toronto. Possible Toronto inclusion in mailing. | Rezny |

Comments/Early Warning/Unexpected Activity

4 of 11

**MONTHLY REPORT**

ACTIVITY: To Encourage all Forms of Media and Public Relations to Produce Editorial Compatible with MTR Marketing Objectives and Strategy.

International Travel Trade
For Period Ending:_____

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| <u>Ongoing Priorities</u> | Pending | Continued Direct Mail reply card processing for Avid Angling | Weggeman |
| • Advertising | Pending | Completed all travel and customs arrangements for MOST Visit for Outdoor Trails and Bass Master Magazine | Rezny |
| • Public Relations | Completed | Supplied contact information to Al Borcover regarding Royal Canadian Train service cancellation | Weggeman/Rezny |
| • M.O.S.T. | Completed | All arrangements for Don Bluhn, Milwaukee Journal Travel Section Editor completed for Sept. 21-28, 1991 | Weggeman |
| <u>New Initiatives</u> | | | |

Comments/Early Warning/Unexpected Activity

ACTIVITY: Corporate Planning/Administration

**MONTHLY REPORT**

Travel Trade and Convention Services
For the Period Ending: August 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| <u>Ongoing Priorities</u><br>• To provide input into the Branch Marketing and Human Resources Plans<br>• To develop and implement the office operations and Human Resources Plan<br>• To co-ordinate and communicate international marketing/operations plans<br>• To seek potential corporate activities in international offices<br>• To administer international budgets<br>• To produce an office International Monthly Report for Head Office<br>• To provide coordination for Deputy Minister International Relations Task Group & Corporate Activities ie. Premier's/Minister's Missions. | Completed | August 1991 Monthly Activity Report | |

Comments/Early Warning/Unexpected Activity

MONTHLY REPORT:
FOR THE PERIOD ENDING; August, 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Marketing Planning</u><br><br>Canadian Consulate Offices<br>•Dallas<br>•Chicago<br>•Minneapolis | <br><br><br>2<br>1<br>1 | <br><br><br>2<br>4<br>2 | <br><br><br>.25<br>.50<br>.25 | | | | DALLAS:<br>Completed all arrangements for Outdoor Trails MOST Visit<br>Developing Arrangements for Winter Travel Trade Shows<br>CHICAGO:<br>Completed arrangements for WI sales calls. |

MONTHLY REPORT:
FOR THE PERIOD ENDING;August, 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Travel Trade Sales</u> | | | | | | | |
| Personal Sales Calls Key Accounts:<br>VanGalder Tour & Travel<br>Lamers Tour & Travel<br>Nationwide Travellers<br>Moore Fun Tours<br>Holiday Travel Service<br>Mayflower Tours<br>AAA Travel Agency<br>Munsen's Discovery<br>Group Travel Designers<br>Cartan Tours<br>Tri-State Tours | 22 | 50 | 6.25 | | | | See "Monitoring of Key Accts" |
| Time devoted to setting up all appointments and follow-up corresp. | | 6 | .75 | | | | |
| Developed with 4-Star Travel new Niagara Falls Festival of Lights Tour | 1 | 2 | .25 | | | | |

8 of 1

MONTHLY REPORT:
FOR THE PERIOD ENDING;August, 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>New Product Development</u> | | | | | | | |
| Continued communications with Group Travel Designers, Oasis Tickets & Tours, Shockey Tours, Elite Travel | 4 | 4 | .50 | | | | Confirmed meetings Sept. 12-13th to review Heritage Tour Program and cost-share participation. Includes representatives from Windsor and Chatham |
| Johnson Travel Consultants | 1 | 4 | .50 | | | | Developing with Thunder Bay new farm tour and VOP Site inspection |
| AAA Roy Leonard/Stratford/Toronto/ N-O-L June 1992 Theatre Tour | | 2 | .25 | | | | Developing complete itinerary |

9,4

MONTHLY REPORT:
FOR THE PERIOD ENDING;August, 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Meetings/Incentives/Conventions</u> | | | | | | | |
| Chicago CCG/Quebec Tourism | 2 | 4 | .50 | | | | Attended meetings to discuss future Canada Travel Promotions for IT & ME show in Oct. and CSAE annual meeting in Dec. |

MONTHLY REPORT:
FOR THE PERIOD ENDING;August, 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Other</u> | | | | | | | |
| Miscellaneous | | | | | | | |
| Participated at Heritage Tour Site Inspection with OMTR Staff | 10 | 16 | 2 | | | | Continued discussion regarding advertising and promotion of this new tour |
| Completed all travel and customs arrangements for MOST visit Outdoor Trails, Bassmaster Magazine | 2 | 4 | .50 | | | | Communications with Airlines, Lodges and govt. agencies |
| Consumer and Retail travel agents follow-up for travel information | 25 | 24 | 3 | | | | As previously reported, 800# is always busy and consumers will call this office for travel information |
| Completed Monthly activity report | | 4 | .50 | | | | |
| Completed all general account follow-up | | 24 | 3 | | | | |
| Participated on Northwestern Ontario Travel Counsellor Fam Tour | 40 | 64 | 8 | | | | Weggeman |
| New phone system installation and training | 5 | 32 | 4 | | | | Weggeman |

MONTHLY REPORT:
FOR THE PERIOD ENDING; Sept. 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Other | | | | | | | |
| Miscellaneous | | | | | | | |
| Completed report for Marketing Mtg. | | 8 | 1 | | | | |
| Monthly activity report | | 4 | .50 | | | | |
| Telephone communications with tour operators for U.S. publication update | 32 | 16 | 2 | | | | |
| Confirmed cost-share arrangements | 4 | 4 | .50 | | | | |

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MONTHLY REPORT:
FOR THE PERIOD ENDING; Sept. 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| Industry Committees | | | | | | | |
| Chicago Women in Travel | 16 | 4 | .50 | | | | Attended monthly meeting J. Weggeman |

MONTHLY REPORT:
FOR THE PERIOD ENDING;Sept. 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Ontario Suppliers Visits</u><br>Industry Consulting<br>Dave Cash, Director, Kingston Area Economic Development Commission | 1 | 3 | .25 | | | | Reviewed in detail the Regional (Chicago)OMTR office operational sales and promotional activities and how we can assist in new tour development to Kingston. |

MONTHLY REPORT:
FOR THE PERIOD ENDING; Sept. 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Meetings/Incentives/Conventions</u><br><br>Chicago CSAE and IT & ME All-Canada event planning with CCG-Chicago & Quebec Representatives | 4 | 4 | .50 | | | | |

MONTHLY REPORT:
FOR THE PERIOD ENDING;Sept. 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>New Product Development</u> | | | | | | | |
| Continued telephone and written communications with three group tour operators and Windsor C & VB. | 4 | 4 | .50 | | | | |
| AAA/WGN Radio Stratford/Toronto Theater tour | 2 | 2 | .25 | | | | |

MONTHLY REPORT:
FOR THE PERIOD ENDING;Sept. 1991

**OFFICE:**

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|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Travel Trade Sales</u> | | | | | | | |
| Conducted sales calls w/Windsor & Chatham: Shockey Tour/Louisville, Elite Travel/Oasis/Indianapolis | 8 | 30 | 3 | | | | See:Monitoring of Key account |
| Ambassadiar/ATA Fly/Coach Program | 1 | 2 | .25 | | | | Meeting on Oct. 11, 1991 |
| Johnson Travel Consultants Fam | 1 | 2 | .25 | | | | Completed itinerary arrange-ments for fam tour |
| Group Travel Designers Fam | 2 | 4 | .50 | | | | Completed all arrangements |
| Roy Leonard Stratford Theater Tour | 1 | 2 | .25 | | | | |
| Key account follow-up | 14 | 16 | 2 | | | | |

MONTHLY REPORT:
FOR THE PERIOD ENDING;Sept. 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Marketing Planning</u> | | | | | | | |
| Preparation for MTR Marketing Mtg. in Toronto Oct. 1991 | | 8 | 1 | | | | SEE: Corporate Planning |
| CCG<br>•Chicago<br>•Dallas<br>•Minneapolis<br>•Detroit<br>•Cincinnati | | 8 | 1 | | | | Cin./Det - arrangements for fams (African-American)<br>Dallas - reviewed tour operator and retail group accounts<br>Chicago - developing CSAE & IT & ME All-Canada receptions |

MONTHLY REPORT:
FOR THE PERIOD ENDING;Sept. 1991

**OFFICE:**

| ONGOING ACTIVITIES | # OF CONTACTS THIS MTH. | | | YEAR TO DATE | | | REMARKS |
|---|---|---|---|---|---|---|---|
| | CONTACTS REQUESTS | NO. OF HOURS | PERSON DAYS | CONTACTS | NO. OF HOURS | PERSON DAYS | |
| <u>Meetings with Head of Post</u> | | | | | | | |
| Reviewed actities | | 2 | .25 | | | | |

**MONTHLY REPORT**

ACTIVITY: Corporate Planning/Administration

Travel Trade and Convention Services
For the Period Ending: September, 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities<br>• To provide input into the Branch Marketing and Human Resources Plans<br>• To develop and implement the office operations and Human Resources Plan<br>• To co-ordinate and communicate international marketing/operations plans<br>• To seek potential corporate activities in international offices<br>• To administer international budgets<br>• To produce an office International Monthly Report for Head Office<br>• To provide coordination for Deputy Minister International Relations Task Group & Corporate Activities ie. Premier's/Minister's Missions. | Completed<br><br>Completed<br><br>Completed | Overview of Regional (Chicago) new tour development programs, MOST activities and future sales and promotional plans for Oct. MTR marketing meeting.<br><br>Telephone account update research to verify accounts for tour operator directory<br><br>Monthly activity report | Rezny<br><br>Rezny<br><br>Rezny |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Encourage all Forms of Media and Public Relations to Produce Editorial Compatible with MTR Marketing Objectives and Strategy.

International Travel Trade
For Period Ending: September, 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities | Pending | Continued reply card direct mail processing for Avid Angling and Adventure promotions | Weggeman |
| • Advertising | Completed | Completed all travel and customs arrangements for MOST visit for Outdoor Trails Film crew. Visit went extremely well and crew filmed three half hour fishing shows to be previewed this winter to promote this spring and summer Ontario fishing and vacation season. | Rezny |
| • Public Relations | | | |
| • M.O.S.T. | Completed | All arrangements completed for Robert Montgomery, Bass Master Magazine and MOST visit went extremely well. Feature article to be published in Jan. or Feb. 1992 to promote Ontario Fishing product. | Rezny |
| | Pending | Roy Leonard WGN Radio/AAA IL/IN -following Stratford visit continuing to develop Theater tour. | Rezny |
| New Initiatives | | No new MOST initiatives as we have gone over our 1991/92 media promotion budget limit. | Rezny |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Develop New Product in Relation to Marketing Plan and Tourism Strategy in Ontario to be Introduced in International Markets

International Travel Trade
For Period Ending: September 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities | | | |
| • To encourage Wholesalers and Tour Operators to include new product their packages. | Pending | Discussing with Ambassadair/American Trans Air a new fly/coach African-American Heritage tour and a sales call is scheduled for Oct. 11, 1991. | Rezny |
| • To communicate new product information to the travel trade. | Completed | Air Canada cost-sharing of direct mail program to 3,000 corporate accounts announcing 5th flight ORD/YYZ. MTCVA publication "Toronto Fall Happenings and Activities" incl. | Rezny |
| • To provide seminars (with partners) to selected elements of the tourism industry. | Pending | Confirmed with CCG in Detroit and Cincinnati to cost-share for promoting Windsor African American Heritage tour Nov. Fam for Oasis/Elite. CCG in Chicago will contribute for Group Travel Designers Fam. | Rezny |
| • To engage in cost-sharing and related promotional activities with partners in the development of new/revised products and tours to Ontario. | Pending | Continued direct sales communication with Shockey Tours, Oasis Tickets and Tours, Elite Travel, and Group Travel Designers to develop African-American Heritage Tour. | Rezny |
| New Initiatives | Pending | Discussing developing a second Phantom/Fly/Coach with Pleasure Break | Rezny |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Increase Travel Trade Sales in Group and Independent Travellers from International Markets to Ontario

International Travel Trade
For the Period Ending: September 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities | | | |
| • To develop and organize familiarization tours for targetted potential buyers interested in packaging new Ontario product | Pending | Confirmed joint promotion with Oasis Tickets and Tours/ Elite Travel Nov. 15-17, 1991 Windsor Group Leader Heritage Fam Tour. | Rezny |
| | Pending | Confirmed Group Leader Windsor Heritage Tour Fam with Group Travel Designers Nov. 8-10, 1991 | Rezny |
| • Organization of International Marketplaces for Ontario suppliers to participate in that follow guidelines for participation. Emphasis will be placed on Investment Markets in the U.S. and overseas (eg. world travel market, Rendez-vous Canada, Atelier, California Marketplaces) | Pending | Confirmed Fort Frances/Thunder Bay Fam Tour with Johnson Travel Consultants Oct. 23-25, 1991 to develop new farm tours. | Renzy |
| • Other activities | | | |
| New Initiatives | Pending | Discussing with Mayflower Tours (Key Account) developing a Spring 1992 Sault Ste. Marie Group Leaders Fam Tour | Rezny |

Comments/Early Warning/Unexpected Activity

**MONTHLY REPORT**

ACTIVITY: To Increase Travel Trade Sales in Group and Independent Travellers from International Markets to Ontario

International Travel Trade
For Period Ending: September 1991

**OFFICE:**

| ACTIVITY | COMPLETION DATE | STATUS | RESPONSIBILITY |
|---|---|---|---|
| Ongoing Priorities<br>• Monitoring of the key accounts and secondary account activity and tracking of number of sales calls and results | Pending | Conducted sales presentations with Windsor & Chatham VCB representatives to Oasis Tickets and Tours/Elite Travel and Shockey Tours.Presented new African-American Heritage Tour. Confirmed Nov. 15-17, 1991 for group leaders fam w/Oasis and Elite. Also confirmed Oct. 10, 1991 group leader and school administrators Heritage Tour Travel Presentation. | Rezny |
| • Increasing the number of wholesale companies packaging group and independent product to Ontario from U.S. Investment Markets and four traditional offshore markets | Pending | Confirmed group leaders fam with Group Travel Designers Nov. 8-10, 1991 to Windsor to include Heritage tour. NOTE Pending publication of Heritage Tour Brochure, meeting w/ Deputy Superintendant of the Chicago Public School to present Heritage Tour program. | Rezny |
| | Completed | Telephone communications to update accounts for U.S. Tour Operators Directory. | Rezny |
| | Completed | Follow-up telephone communications with Key Accounts after sales calls to present new tours and encourage future bookings to Ontario. | Rezny |

Comments/Early Warning/Unexpected Activity

# 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 CRM-154, formerly 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* _____ *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.)

*Signature*

October 24, 1991
*Date*

WALTER C. LONG

Please type or print name of signatory on the line above

DIRECTOR, BUSINESS DEVELOPMENT

*Title*

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