

post

ATLANTIC PROVINCES CHAMBERS OF COMMERCE



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AUGUST 2009 VOL. 1 NO. 2



Bon
Accueil!
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Acadien!

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President's Message

HOME

Appreciating what we have to offer here in Atlantic Canada

It's human nature to love your home, and where you're from. It seems everywhere you go (well, almost everywhere), those who live there believe deep in their hearts it's the best place on earth. And nowhere is that more true than in Atlantic Canada. Sure, there are lots of great places to live across this grand country, and around the world, but we really are truly blessed right here at home. While many of us know this, a lot of us just don't give it much thought.

As president at APCC, I am fortunate to have a job that gives me the opportunity to travel to every part of our region - from small communities in Newfoundland and Labrador to Halifax, our biggest city - and everywhere in between. I get to travel both across Canada and internationally, which is truly great. But rather than dream about living or working in an exotic place, my travels actually make me appreciate more and more what we have here in Atlantic Canada. I admit I like to spend a week or two in a nice warm place every winter, but I spend every summer vacation here at home. Last summer, we spent two weeks entertaining relatives from B.C. With them, we had a great opportunity to visit all those popular tourist attractions we take for granted but so seldom take the time to enjoy.

The vacation options in Atlantic Canada are amazing. Whether you want an intense, activity-packed vacation including wilderness backpacking, canoeing or kayaking, an excursion into big-city nightlife, or perhaps a quieter cultural experience like live theatre, a tour of local wineries or visiting an almost endless list of museums and historical sites, you will find it all here. From the dramatic rocky coasts of Newfoundland, to the spectacular highlands of Cape Breton, the rolling farmlands of PEI, and the mighty Saint John River, our scenic beauty is remarkable!

Personally, vacation this summer for me has meant lots of local camping and taking in some of the great events being staged throughout the area. I hope you, too, are enjoying a great summer here at home!

Bill Denyar,
President & CEO,
Atlantic Provinces
Chambers of Commerce



from the Hip

I love August. It isn't just the warm weather and the plushness of everything that is so appealing - it is the buzz of activity that permeates across the entire Atlantic region. There is so much going on in each of our four provinces that it has become almost impossible to choose where to visit and what to experience; PEI is hosting the Canada Games from August 15 - 29; Halifax has the Busker's Festival on the go right now and St. John's is simultaneously hosting four events at the same time this month - the George Street Festival, the Newfoundland and Labrador Folk Festival, the Buskers Festival, and the Royal St. John's Regatta.

Having grown up in Quebec, however, I have a real soft-spot for Francophone culture. And I believe that the vitality and vibrancy of our multicultural roots is likely no better on display this month than along the gorgeous coastline of North Eastern New Brunswick, where the Congrès Mondial Acadien will bring thousands of French-speaking people together for 17 days of celebrations and family reunions.

The history and heritage of the Acadian people is an important and essential part of Atlantic Canadian culture - an influence that is as profound today as it was during the early years of their settlement across the region. They continue to bring a distinct color and flavor to our shores, and without them we would most certainly be a lesser people. I encourage you to take some time this month to explore those roots - you might very well be amazed by what you discover.

A bientot,
Stephen Clare
sclare@apcc.ca



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Monthly Contest

Summer is a great time of the year to get some outdoor exercise, and we would like nothing more than to see you get out there and enjoy the good weather. Simply email us at sclare@apcc.ca and we will enter your name in a draw for a \$100 gift certificate courtesy of SportChek. Deadline for submission is Aug. 21 and the winner will be contacted directly by email. Good luck!

**Congratulations to July's contest winner,
Heather Gautreau of Halifax!**

Bon Accueil

By Stephen Patrick Clare



Michel Cormier is wearing his heart on his sleeve. Literally. The 42-year-old machinist from Shediac is dressed from head-to-toe in his full Acadian regalia; he wears the traditional bleu, blanc et rouge as a tribute to his ancestors who first settled in North America in the early 1700's. "These are my people," he smiles. "And this is my land."

Cormier has good reason to feel at home. Like thousands of his fellow Francophones, he has come to New Brunswick's Acadian Peninsula this month to honor his past, present and future at the fourth World Acadian Congress (WAC). "Anywhere else and I might be arrested for wearing this costume," he laughs. "But here, I feel welcome and like I am a part of something bigger than myself."

That sense of belonging has been at the heart of the WAC since the idea for an international gathering of Acadians first took root in 1988. Six years later, nine municipalities across Southeast New Brunswick hosted families from around the world looking to explore their roots. In 1999, the celebrations went south to Louisiana, eventually returning to Nova Scotia in 2004.

This year's festivities run from August 7 to 23 at a variety of locales across North Eastern New Brunswick –and include historic tours of the area, art and photography exhibits, workshops, seminars and a host of social activities.

"This is our chance to come together and celebrate our uniqueness," extols

Robert Frenette, general director of the WAC. "And because it takes place only once every five years, there is a lot of excitement about the event."

The gathering is also a boon for the area's economies, with an estimated \$2-4 million dollars pumped into coffers in places like Lamèque, Tracadie-Sheila, Shippagan and Caraquet over the course of the festival's 17 days.

"Sure, it helps," notes Frenette. "However, the real focus for all of us is the family reunions. Acadians are scattered all around the world, and this is our one opportunity to bring them all together and have them reconnect with long-lost relatives."

Michel Cormier has already met several distant cousins for the first time at this year's get together. "When I was young, I often heard my grandmother or my parents talk about so-and-so, wondering what had happened to them and where they were now. Getting the chance to know them now, and to see how much we have in common, has been a wonderful experience." Cormier admits that he didn't always have that kind of appreciation or gratitude for his heritage. "It amazes me to think that our people and our culture have been able to survive all of these years and everything that we have been through," he says. "The living conditions here back then were treacherous; the harsh climate, poverty, disease, war. And then we endured the injustice of the expulsion, even managing to return to our roots. That speaks volumes about the spirit of Acadia and the strength of our family ties."



Bon Accueil



By Stephen Patrick Clare

Michel Cormier laisse voir ses sentiments, littéralement! Le machiniste de 42 ans de Shediac a enfilé ses atours aux couleurs acadiennes. Il porte le bleu, le blanc et le rouge traditionnels de la tête aux pieds en guise d'hommage à ses ancêtres qui se sont établis pour la première fois en Amérique du Nord au début des années 1700. « C'est mon peuple, dit-il en souriant, et c'est ma terre. »

Cormier a raison de se sentir à l'aise. Comme des milliers de compatriotes francophones acadiens, ce mois-ci, il est venu dans la Péninsule acadienne au Nouveau Brunswick pour honorer son passé, son présent et son avenir dans le cadre du Congrès mondial acadien (CMA). « N'importe où ailleurs, je pourrais me faire arrêter pour porter ce costume, dit-il en riant, mais ici, je me sens bienvenu et comme si je fais partie d'une chose plus grande que moi-même. »

Ce sentiment d'appartenance a été au coeur du CMA depuis que l'idée d'une réunion internationale des Acadiens a été exprimée pour la première fois en 1988. Six années plus tard, en 1994, neuf municipalités du Sud-Est du Nouveau Brunswick accueillèrent les Acadiens francophones du monde entier. En 1999, le CMA a eu lieu en Louisiane, et en 2004, en Nouvelle-Écosse.

Les festivités de cette année se déroulent du 7 au 23 août à divers endroits de la Péninsule acadienne, dans le Nord-Est du Nouveau Brunswick. Les activités incluent des excursions historiques du secteur, des expositions d'objets d'art et de photographies, des ateliers, des conférences et une foule d'activités sociales et communautaires.

« C'est l'occasion de nous réunir pour célébrer notre patrimoine unique, souligne Robert Frenette, directeur général du CMA. Et parce que le CMA a lieu tous les cinq ans seulement, il suscite beaucoup d'exaltation. »

Le rassemblement est également avantageux pour l'économie de la région, car on estime que de 2 à 4 millions de dollars seront injectés dans les coffres d'endroits comme Lamèque, Tracadie-Sheila, Shippagan et Caraquet au cours des 17 jours du CMA. « Oui, ça aide, dit Frenette, cependant, ce sont les réunions de famille qui constituent le point central du CMA. Les Acadiens sont dispersés partout dans le monde, et c'est une occasion de les réunir et de renouer avec des proches qu'on a perdus de vue. »

Lors du CMA 2009, Michel Cormier a déjà rencontré plusieurs cousins éloignés pour la première fois. « Quand j'étais jeune, j'ai souvent entendu ma grand-mère ou mes parents parler d'un tel ou d'un tel, se demandant ce qui leur était arrivé et où ils se trouvaient maintenant. Avoir la chance de les connaître et de voir ce nous avons en commun a été une expérience merveilleuse. »

Michel Cormier admet qu'il n'a pas toujours eu ce genre d'appréciation ou de gratitude pour son patrimoine. « Je suis étonné de voir que notre peuple et notre culture ont été capables de survivre pendant toutes ces années et tout ce que nous avons enduré. Les conditions de vie de l'époque étaient très difficiles; le climat hostile, la pauvreté, la maladie, la guerre. Et nous avons ensuite vécu l'injustice de la Déportation. Mais nous avons quand même réussi à retrouver nos racines. Cela en dit beaucoup au sujet de l'esprit acadien et de la force de nos liens familiaux. »



Founded on April 16, 1969 by an Act of the PEI Legislature, Holland College is dedicated to excellence in performance and committed to providing quality life-long learning opportunities to support learner, industry and community development.





Web 2.5

By Stephen Patrick Clare

With internet usage at an all-time high across the country and around the world, opportunities abound for Atlantic Canadian businesses to capitalize upon new technologies. However, some experts believe that companies in the region risk losing out if they can't stay up to speed with what many are calling the "new media".

"Like it or not, it's a brave new world," says Stephen Kimber, Halifax-based journalist, author and the Rogers Communications Chair in Journalism at the University of King's College. "And businesses here can either adapt or die."

Kimber believes that traditional media outlets are quickly becoming a thing of the past. "With the demise of The Daily News in Halifax last year, and rumours swirling about the fate of the Chronicle Herald and other print publications in the region, it would appear that people are turning to other sources for their information," he says.

Even the onslaught of satellite radio and television isn't bringing in the kinds of numbers that were first expected. "People today are overwhelmed with options," says Kimber. "And the younger generation, in particular, is tuning out. My students don't read newspapers, watch TV or listen to the radio. They surf the internet."

It would appear that everyone else is too. With 93 per cent of Canadian homes now wired for the World Wide Web, the door is wide open for East Coast companies to peddle their wares to the rest of the country, and the world.

"The potential for businesses here to grow their marketplace through the internet is unbelievable," says Ashley King, co-owner of Haligoniac.ca, Atlantic Canada's first live-to-web broadcasting company. "At this point, because content has yet to be regulated, the possibilities are boundless."

That may change in the coming years. Last October, the Canadian Radio-Television and Telecommunications Commission declared its intent to initiate discussions on regulating broadcasting content in what it is calling the 'new media environment.'

King isn't concerned just yet, however. "The internet is a monster, and trying to police it or put restrictions on it is almost impossible," says the 41-year-old producer. "It will be another 5 – 10 years before we begin to see decisions being made on that front here in Canada."

He adds that web-based media, including the explosion of new social networking websites, is proving to be particularly effective for small-to-medium

sized businesses. "It creates a level playing field, and our companies are now better able to compete with bigger firms here and abroad."

Margaret Evans of Scrapbooks by Design in Summerside says that her Facebook and Twitter accounts have already had a huge impact upon her home-based business. "Sales of my products and services are up by 20 per cent in the last six months alone."

She feels that the medium has allowed her to increase her visibility in a busy marketplace. "Most companies my size can't afford to advertise regularly on television, radio, or in the newspapers or the phone book. Not only does this get my name out there, but it also allows me to showcase what I do in greater detail than a traditional ad would."

King says that more local and regional businesses will be using this "window of opportunity" over the coming years. "Because the way that we absorb information has changed so quickly, the key for these companies will be to create content that is both informative and entertaining. In this industry, content is king, and consumers today need to be engaged like never before."

He believes that just having a website is no longer enough. "The Web 2.5 generation expects more from their media," says King. "Everything now is interactive and on-demand. Companies here in Atlantic Canada must learn to be more pro-active in their approach to getting their message out to existing and potential clients."



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Gallery

Meet some of the chamber representatives in our region:



Valerie Payne,
President of the Halifax Chamber
of Commerce



Valerie Roy,
CEO of the Greater Moncton
Area Chamber of Commerce



Imelda Gilman,
President of the Saint John Board
of Trade



Kristy Herron,
President of the Digby & Area
Board of Trade



Russell Durant,
President of the Mount Pearl
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President of the Greater Charlottetown
Area Chamber of Commerce



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Mike MacSween

Congratulations!

Congratulations to Mike MacSween, who has accepted a fulltime position with the Nova Scotia provincial government as Executive Assistant to the Minister of the Department of Transportation and Infrastructure Renewal, as well as the Department of Energy.

The change in employment has meant, regretfully, Mike's resignation as a director of the Atlantic Provinces Chambers of Commerce (APCC), as well as from executive director of the Sydney and Area Chamber of Commerce, and chair of the Urban Caucus.

We would like to wish Mike all the best in his new endeavor!

Félicitations à Mike MacSween, qui a accepté un poste à plein temps au gouvernement provincial de Nouvelle Ecosse à titre de directeur exécutif auprès du ministre des Transports et du Renouvellement de l'infrastructure ainsi qu'auprès du ministère de l'Énergie.

Malheureusement, ce changement d'emploi de Mike entraîne sa démission à titre d'administrateur des Chambres de commerce des provinces de l'Atlantique (CCPA) ainsi que du poste de directeur exécutif de la chambre de commerce de Sydney et de la région et de président du Caucus urbain.

Nous souhaitons beaucoup de succès à Mike dans ses projets futurs!

Cheers / Salutations cordiales,

Bill Denyar
President & CEO,
Atlantic Provinces
Chambers of Commerce

Spotlight


The St. John's Board of Trade was founded in 1971 to enhance the economic prosperity and quality of life in St. John's and throughout the Province of Newfoundland and Labrador. It is a not-for-profit organization led by a volunteer executive and board of directors representing local business, and is the most influential voice of business in the province to all levels of government. Its mission statement is "...to be the principal voice of the business community for the St. John's region, on economic issues and matters of significant interest to business, for the purpose of enhancing opportunities for our members, and to improve their ability to do business."

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APCC NEWS / NOUVELLES

Proposed Maine truck weight exemption a move in the right direction

After years of advocating for harmonized rules and regulations for the trucking industry and, most specifically, standardized weight restrictions on both sides of the Canada/United States border, the Atlantic Provinces Chambers of Commerce (APCC) is delighted the State of Maine has proposed a one-year pilot program exempting Maine's Interstate highway system from the current federal 80,000 pound load limit.

"Maine's proposed pilot to allow loads to move up from 80,000 pounds to 100,000 pounds on its Interstate highways is very encouraging," says Bill Denyar, APCC's president and CEO. "For Atlantic Canada and the eastern United States, it would facilitate trade between the two regions and reduce the cost of moving goods across the border."

The exemption would increase the efficiency and safety of truck transportation; it would reduce the number of trucks, net fuel consumption, and overall transportation costs, improving economic productivity. Trucks coming from Canada could then carry full weight without offloading on the American side to meet restrictions, or diverting to more rural roads where 100,000 pound loads are permitted.

In a recent release, Maine governor John E. Baldacci stated he and the Maine Congressional delegation are strong supporters of changing federal law to raise the six-axle truck weight limit to 100,000 pounds. There have been concerns in Maine about the diversion of heavy trucks to smaller state and local roads, which impacts safety, the economy and the environment.

Representing over 16,000 businesses, the Atlantic Provinces Chambers of Commerce is an alliance of more than 100 local chambers of commerce and boards of trade across Atlantic Canada.

La proposition d'exemption des restrictions touchant le poids des camions du Maine constitue un pas dans la bonne direction

Après des années de négociations entourant l'harmonisation des règlements de l'industrie du camionnage et, en particulier, les restrictions de poids uniformes des deux côtés de la frontière canado-américaine, les Chambres de commerce des provinces de l'Atlantique (CCPA) sont heureuses que l'État du Maine ait proposé un programme pilote d'un exemptant le réseau routier de l'Interstate du Maine de la limite fédérale actuelle de 80 000 livres.

« Le programme pilote du Maine permettant d'augmenter les charges de 80 000 à 100 000 livres sur ses autoroutes de l'Interstate est très encourageant, a déclaré Bill Denyar, président-directeur général des CCPA. Pour le Canada atlantique et l'Est des États-Unis, cela faciliterait le commerce entre les deux régions et réduirait le coût de déplacement transfrontalier des marchandises. »

L'exemption améliorerait l'efficacité et la sécurité du transport par camion; elle réduirait le nombre de camions, la consommation nette de carburant et les coûts de transport généraux. Du même coup, cela améliorerait la productivité et l'économie. Les camions canadiens pourraient transporter le plein poids sans laisser une partie de leur charge à la frontière américaine afin de respecter les restrictions ou sans emprunter des routes plus rurales où l'on permet des charges de 100 000 livres.

Dans un communiqué récent, le gouverneur du Maine, John E. Baldacci, a déclaré que lui et la délégation du Maine au Congrès américain appuyaient fortement le changement de la loi fédérale afin de relever la limite du poids des camions à six essieux à 100 000 livres. Dans le Maine, on s'est inquiété au sujet du fait que certains camions lourds empruntent d'autres routes de l'État et d'autres locales, ce qui a une incidence sur la sécurité, l'économie et l'environnement.

Représentant plus de 16 000 entreprises, les Chambres de commerce des provinces de l'Atlantique constituent une alliance de plus de 100 chambres de commerce du Canada atlantique.

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APCC Member News & Notes

New Brunswick

The provincial government will fund a business mentorship pilot program designed to help immigrant entrepreneurs learn about doing business in New Brunswick.

The announcement was made by Business New Brunswick Minister Victor Boudreau, who is also minister responsible for the population growth secretariat, and Lee Winchester, president of the Fredericton Chamber of Commerce.

"This pilot project will link immigrant entrepreneurs with New Brunswickers who have experience doing business in our province," said Boudreau. "Ultimately our goal is to help immigrants be successful with their investments in our province, and in doing so, bring our province closer to self-sufficiency."

The Population Growth Secretariat will provide \$75,000 in funding for the Fredericton Chamber of Commerce to implement the project. The chamber of commerce will be an important partner in the initiative by managing the program and matching business mentors with eligible immigrant entrepreneurs. The funding will be used to hire a part-time project co-ordinator, develop the program, perform outreach activities, and help with translation costs.

"We're pleased to be offering this important new program in partnership with the Population Growth Secretariat," said Anthony Knight, chief executive officer of the Fredericton Chamber of Commerce. "We feel strongly that newcomers have much to contribute to Fredericton's economic growth, and we look forward to connecting our network of experienced entrepreneurs with business immigrants to foster this growth."

Boudreau said that the program could become a model for similar programs in other regions of the province.

"This program is the first of its kind in New Brunswick," he said. "Other chambers of commerce have already indicated a desire to partner going forward."

Two groups will go through the program in its first year, beginning in August 2009. Each group will consist of 12 immigrant/mentor pairs. Efforts will be made to find mentors and immigrant entrepreneurs who have similar businesses to maximize the benefits for both parties.

"The program offers benefits for the mentor as well as the mentored," said Boudreau. "By mentoring immigrant entrepreneurs, participants could learn about foreign markets and potential business opportunities."

A steering committee consisting of representatives from the Population Growth Secretariat, the Fredericton Chamber of Commerce, Enterprise Fredericton, the Multicultural Association of Fredericton, and local business representatives will oversee and evaluate the program.

The Atlantic Provinces Chambers of Commerce

Representing almost 16,000 businesses, the Atlantic Provinces Chambers of Commerce (APCC) is an alliance of more than 100 local chambers of commerce and boards of trade across Atlantic Canada. More than 80 of these businesses support APCC directly as corporate members through our Patron Partnership Program.

Patron Partners join APCC because they want to work with us to promote growth and prosperity throughout the region. We at APCC invite you to partner with us as we build one strong voice for business in Atlantic Canada. And to ensure the voices of our patron partners are heard, our by-laws provide for seven patron partner director seats on our board of directors.

Please join us as we strive to achieve our vision to be recognized as the region's leading business organization; one that helps to create a vibrant business environment through the effective delivery of policy development and advocacy, the promotion of economic development initiatives, and member services.

For more information, please contact:

Peter Gildart

Vice President Business Development

(902) 252-7770

pgildart@apcc.com



Upcoming Events

Sunday, August 16th: The Kensington & Area Chamber of Commerce, with the Town of Kensington and the Tourism Association is holding a Cultural Arts Festival in conjunction with the 2009 Canada Games, to be held at the Kensington Rail Yard. From 10am-10pm, some of the best in local visual, performing and culinary arts will be displayed and enjoyed by audiences of all ages. If you are an artist who is interested in participating, please contact the chamber office at 902-836-3209. For more information, please visit www.kensington.ca.

Thursday, August 20th: The Saint John Board of Trade is hosting its annual Golf Classic Mixer and Banquet at the Rockwood Park Golf Course. For more information, please visit www.sjboardoftrade.com.

Thursday, August 27th: The Fredericton Chamber of Commerce is hosting its annual golf tournament at the Kingswood Golf Club in Fredericton. For more information, please visit www.frederictonchamber.ca.

Samedi 29 août 2009 : La Chambre de Commerce de Shippagan organise la Méga Vente Multi-Marché au Centre Rhéal Cormier de Shippagan de 10 h à 18 h. Cette activité permet au commerçants de liquider de la marchandise, aux artistes locaux de vendre leurs produits et chef d'œuvres, et aux citoyens de vendre des articles légèrement usagés. Il ya aura des prix de présence tirés à toutes les heures! Le coût d'entrée est de 2\$ par personne. Si vous avez des questions ou êtes intéressés à louer une table, veuillez communiquer avec Natasha Landry au (506) 336-3993 ou au (506) 344-5458 ou par courriel à chambredecommercedeshippagan@nb.aibn.com.

Saturday, August 29th: The Shippagan Chamber of Commerce is hosting the "Méga Vente Multi-Marché" at the Centre Rhéal Cormier Arena from 10am – 6pm in Shippagan, N.B. The arena will be filled with businesses liquidating merchandise, local artists selling their crafts and others selling gently used articles. Door prizes will be drawn every hour! The cost is 2\$ per person at the door. For more information on the event, or to rent a table, contact Natasha Landry at (506) 336-3993, (506) 344-5458, or by email at chambredecommercedeshippagan@nb.aibn.com.

September 11-13th: The Greater Corner Brook Board of Trade is hosting the 4th International Symposium on Oil and Gas Resources in Western Newfoundland. For more information, please visit www.wnloilandgas.com.



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The Importance of Staying Informed

The Information Age has changed our society just as greatly, if not more than, the Industrial Revolution changed the farming society of the 1800s. It's a fast-paced wired world, with news flashing around the world almost instantly, e-mail connecting far-flung correspondents all over the globe, and information bombarding us from all sides.

Unfortunately, often the information bombarding us is not information that can help our businesses thrive. We must learn to cultivate our own methods for staying abreast of developments in our particular field - and we must learn to ignore information we can't use.

Where to start? The following list of suggested resources is just that: a starting point. We hope you will use these ideas to develop and move on to your own, more sophisticated, network of information resources.

Ten Ways to Stay Informed

- 1** Subscribe to industry or trade publications that focus on your business or the business of your clients and customers.
- 2** Join a professional association, chamber of commerce/board of trade, or network with other entrepreneurs in similar industries.
- 3** Look for information on the Internet. Watch for opportunities to interact with business or industry experts in chat room interviews. Put the interviews on your appointment calendar and be sure to show up.
- 4** Subscribe to Internet newsgroups that focus on your industry.
- 5** Read newspapers - local and national - to track business trends.
- 6** Talk to your customers and clients. What issues are troubling them? What is their mission? What factors do they think will affect their business in the future? Ask yourself, "How might this affect my business?"
- 7** Invest in training: attend a conference or seminar on a subject that affects your business. Once there, don't be a wallflower. Strike up conversations with other participants. If a session is particularly helpful, go up to the speaker to thank him/her or add a comment of your own. Ask for his/her business card. If he/she agrees, you'll have a resource who is just a phone call away when you need a fast reality check. Most people are flattered to be consulted - but remember, their time is valuable, so don't waste it. Ideally, information exchange should be a two-way street. Do you have information that might benefit your source? Share it with him/her.
- 8** Visit or call your local library or check out the library at a nearby college. Find out what resources - periodicals, newspapers, reference materials - they offer for someone interested in a business like yours.
- 9** Recognize that at some point you may not be able to know everything about your business. Learn to use consultants or hire employees who can compensate for the gaps in your knowledge.
- 10** Cultivate your curiosity. Don't be afraid to try new things. The most important skill you can develop is not the ability to remember information, but the ability to seek out and find the information you need, when you need it and then use it for the benefit of your business.

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