



**CPS REMEMBERS LOCAL ENTREPRENEUR, JIM SCHARF**



This edition of the CPS Newsletter is dedicated to the memory of Mr. Jim Scharf; founder of Ezeewrap and Perdue Oasis Golf & RV Resort, a dedicated multi-successful Saskatchewan entrepreneur and a true visionary! Mr. Scharf was a friend of CPS and an outstanding person to work with who treated suppliers like his best customer, with dignity and respect. In a letter to CPS in February 2009, Mr. Scharf commented, **"After several years it continues to amaze me of its (CPS) power to grow our business at the Oasis Golf Resort!"** We encourage all CPS clients to attend the first annual *In Memory of Jim Scharf Heart & Stroke Foundation Golf Classic* at Perdue Oasis Golf Resort on July 7, 2009. For more information or to enter the tournament, contact Leanna at (306) 237-4365.

Hotels in the city are busier than ever! 2009/10 is expected to be a **BANNER YEAR** for tourism in Saskatoon with events, conventions and activities all year long! As a result, we are discovering through our clients that our city's exposure to guests through The City Profile Show is generating significant interest in what's happening in Saskatoon. The services provided on the show inform visitors about many of the amenities available to them while they enjoy their stay in our fabulous city!

**THE WORLD JUNIORS ARE COMING TO TOWN!**

There will be visitors from all over the **WORLD** tuning in to CPS in Saskatoon's finest hotels during the World Junior Hockey Championships next winter - it is certainly an ideal time to be a participant in the CPS show, as exposure is sure to be higher than ever!!

**OTHER CPS NEWS**

CPS is pleased to be contracting **Gwendolyn Gresham** in Saskatoon; she is an Account Executive with extensive experience in media. Also, **Melissa Henderson**, a CPS show host, has been contracted to complete Hotel Liaison and Training. This is done to keep new hotel staff and management informed about the show so they can inform their valued guests about the great amenities it offers! At CPS, we pledge to increase viewership at all times and continue to expand the authentic experience the viewers receive through watching the show.

**To contact Gwendolyn directly, call her at 230-8277 (CPSS)**

**WE WELCOME NEW & EXISTING CLIENTS TO CPS!**

We are very excited to confirm many of our participating clients are continuing to renew this June for the 2009/10 season of CPS! Thank you for your continued patronage!

**CONGRATULATIONS!!**

The Saskatoon Delta Bessborough has been awarded **HOTEL OF THE YEAR** honours by the Delta Hotels and Resorts chain. The Bessborough has been a great CPS supporter since 2005!



The City Profile Show, Television for Travelers



**SASKATCHEWAN TOURISM BY THE NUMBERS**

**1.474 BILLION**

Expenditure by travelers in Saskatchewan...making tourism the province's 4th highest economic driver

**8.7 MILLION**

Combined number of visits to and within the province of Saskatchewan

**56,000 PLUS**

Saskatchewan citizens employed in tourism or tourism-related jobs in Saskatchewan

**OVER 4,000**

Distinct tourism businesses, events, attractions and organizations in the province

Source: Saskatchewan Tourism Education Council and Tourism Saskatchewan

**QUOTABLE QUOTE:**

You cannot receive a sincere compliment without feeling better and, just as important, you cannot give a sincere compliment without feeling better yourself! -Zig Ziglar-