

SUMMER
2006



Tuchodi

Connecting BC Communities to the Vancouver 2010 Winter Games

There is a new network serving communities across the Province in gaining access to 2010 Winter Games related speakers on a wide range of topics. The **2010 Speakers Bureau** is a unique joint collaboration between the **BC Olympic and Paralympic Winter Games Secretariat**, **2010 Legacies Now** and the **Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC)**, – each of these organizations is responsible for delivering different aspects of the Games and each is connected to communities throughout

British Columbia. The Speakers Bureau works closely with the BC Secretariat's 2010 Commerce Centre to provide business organizations with workshop and conference presenters who can bring first hand information on Games-related opportunities.

For other community groups, speakers can provide information about initiatives to help build lasting athletic and artistic partnerships or discover resources to develop stronger volunteer programs to mention a few of the possible topics. Many of the speakers are leaders in the three Partner organizations which include:

- **The BC Olympic and Paralympic Winter Games Secretariat** – responsible for ensuring people throughout BC have opportunities to participate in and benefit from hosting the 2010 Winter Games. The BC Secretariat is designed to help create access to business, investment and promotional opportunities in the province. In addition to the 2010 Speakers Bureau, the BC Secretariat has created the **2010 Commerce Centre**, **BC Stories**, **BC Explorer** (an interactive video kiosk featuring BC's communities), and the highly successful **BC - Canada Place**, a huge attraction at the 2006 Winter Games in Torino Italy.
www.2010commercecentre.gov.bc.ca
www.bcstories.gov.bc.ca
www.bccanadaplace.gov.bc.ca

- **2010 Legacies Now** – works in partnership with community organi-

zations to discover and create unique, sustainable and inclusive social, cultural and sport opportunities related to the Games.

www.2010legaciesnow.com

- **The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC)** – aims to support and promote the development of sport in Canada through the planning, organizing, and staging of the Games.
www.vancouver2010.com

To best meet community needs, the 2010 Speakers Bureau also works with other partners in the Vancouver 2010 Winter Games family including the **2010 Olympic and Paralympic Winter Games Federal Secretariat**; **Four Host First Nation Secretariats**; the **City of Vancouver**; and the **Resort Municipality of Whistler**.
www.canadianheritage.gc.ca/2010
www.fourhostfirstnations.com

Although the 2010 Speakers Bureau strives to supply speakers to as many communities and events as possible free of charge, it may not always be feasible to successfully find speakers for every request. That said, there are a wide variety of speakers available to make the spirit of the Winter Games come alive in your community.

Groups can request speakers through the website at:

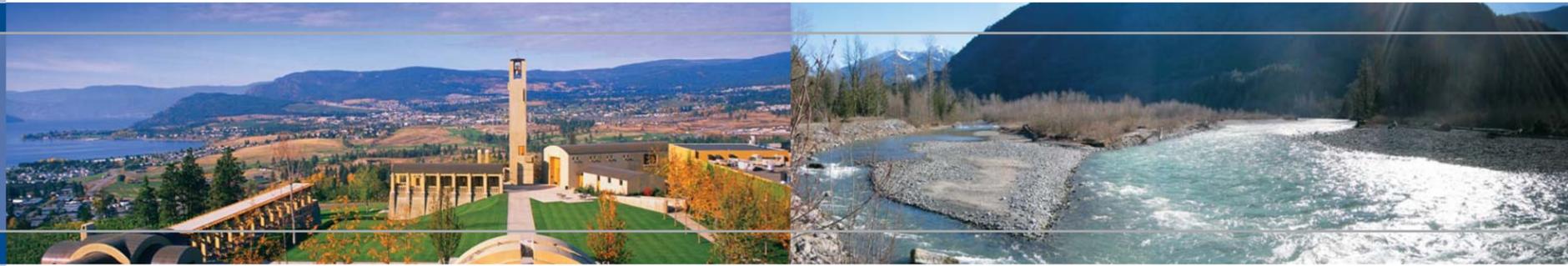
www.2010speakersbureau.com

or through a toll-free telephone number: **1-877-826-2010**.

Check out:
www.2010SpeakersBureau.com



www.2010CommerceCentre.gov.bc.ca



Okanagan

Chilliwack

www.2010CommerceCentre.gov.bc.ca

Asia Opportunities



On a recent trade mission to Asia, I visited **Beijing**, the host city of the 2008 Olympic and Paralympic Summer Games. After the tremendous success of **British Columbia-Canada Place** in Torino, we are planning to have a similar presence for British Columbia in 2008.

Our intention in Beijing is to expose the rich potential of our province to the vast Asian market as a tourist destination, an investment centre and as North America's gateway to doing business with Asia.

Beijing will present fantastic opportunities for BC's wood, green energy and environmental sectors to show why their products are world leaders. Our First Nation partners will also be able to showcase their history, art and culture to the world market.

Based on the success of British Columbia – Canada Place, we know the opportunities that BC businesses have at the site of the Olympic Games. Through the business relationships that were built and continue to grow from Torino, to the estimated \$30-million in ad value BC received from international media coverage, we know our investment in Beijing will be a huge success.

We are looking forward to seeing you there.

Honourable Colin Hansen
Minister of Economic Development
and Minister responsible for the Asia-Pacific Initiative and the Olympics

BC Companies Gain Olympic Games Experience

"Getting involved in the Olympics for the first time was scary because we didn't know what we were getting into and had difficulty judging the costs" says **Debra Lykkemark**, president of **Culinary Capers** catering. "I thought it would cost the company money but an

associate kept saying it was an experience we needed to have. In the end we did so many extra events we actually made money." Turning a profit was not the only pleasant surprise for Lykkemark, she also discovered "There is no substitute for being there because it's the best way to meet sponsors and have a chance to show them what you can do for them in the future."

Culinary Capers responded to a Request for Proposals from the BC Olympic and Paralympic Winter Games Secretariat posted on the 2010 Commerce Centre website for catering services at BC – Canada Place in Torino. In the beginning, she was only contracted for 8 events at BC – Canada Place with another 12 pending from BC businesses who were hosting events at the house. Culinary Capers ended up catering 42 events, everything from coffee and breakfast to events serving several hundred.

Getting the work was just the beginning. Part of Lykkemark's winning proposal included the tenacity to figure out how to make things

work in a foreign country without language skills, food suppliers or a commercial kitchen. But that was only the beginning. "We thought there would be three full days to get ready in Torino but we ended up delayed for a day on the way and by the time we got there the numbers for the first event were up from 80 people to 300. Communication was also a challenge – we thought we had some-one to do all the shopping but when we landed he was no where to be found.

When he finally arrived he didn't bring any food, Eventually he was able to get a third of the food we needed but we

had to scramble to get the rest of what we needed."

Lykkemark's advice for businesses who want to do Olympic business, "Keep an eye on the 2010 Commerce Centre website and get involved in any 2010 related RFP's. Find out who are the Games suppliers in your business area and go meet with them to try to create new business partnerships. If you can get to Beijing, go, you don't necessarily have to work there but meeting people is the key. Try to get introductions to meet sponsors there so you can figure out what their needs are and try to help them."



A Chance To License Your New Product

Calling all BC companies who would like to supply gift and novelty items for the 2010 Winter Games...the **Vancouver Organizing Committee (VANOC)** put out a call on June 16th for companies interested in making, selling and distributing a wide range of souvenirs and novelty items. Included on the list is everything from bottle openers to snow scrapers. A wide range of products will be licensed by VANOC in what they are promising will be 'an extensive' licensing program. Interested companies will have until July 7th to apply and details of the opportunity can be found at www.2010CommerceCentre.gov.bc.ca

The licensed product list includes just about everything but the kitchen sink...it includes bells, belt buckles, board games, bottle openers, business-card holders, Christmas decorations, coasters and placemats, collectible plates, dog tags, figurines, flashlights, gift tins, key chains, lanyards, luggage tags, lunchboxes, fridge magnets, money clips, mouse pads, china mugs, sunglasses, paperweights, pens and pencils, pet leashes, picture frames, playing cards, pucks, puzzles, reusable water bottles, tea spoons, snack pails, snow brushes and scrapers, snow globes, travel mugs, umbrellas, wallets, wastebaskets, welcome mats, whistles and baby accessories such as pacifiers, baby bottles and "sippy cups."

TORINO 2006
WINTER GAMES

quickfacts

SOURCE: TOROC

55,000 TORINO MASCOTS SOLD OUT IN 8 DAYS

710,845,000 WEBSITE PAGES VISITED IN 16 DAYS

50,000 PEOPLE VISITED LOCAL MUSEUMS

5,550 BUS RUNS ON AVERAGE PER DAY

90,000 ROLLS OF TOILET PAPER USED

202 X-RAY MACHINES USED

1,200,000 LITRES OF SOFT DRINKS CONSUMED

41,400 TICKETS SOLD FOR OPENING AND CLOSING CEREMONIES



2010 COMMERCE CENTRE



Sea Lions



Massive Cedar Tree Wows Europeans

When logger **Oran Hoppe** of **Bettor Enterprises** found a 600 year old cedar tree floating in a bay in Bella Coola he had no idea the massive tree would be shipped to Italy to become the “Spirit Log”. In fact, he wasn’t quite sure what to do with it for almost a year.

Hoppe suspects the old cedar came from the great bear rain forest and was growing near a river bank when it was uprooted during a storm, roots and all. Although it’s rare for a tree of that size to be uprooted, the tree floated in the bay as just another large very old tree until there was a call from Sitka Log Homes, in search of a tree large enough to form the centre post of what would become British Columbia Canada Place in Torino, Italy.

The ‘Spirit Log’ as it became known, became one of the main attractions in Torino partly because no one in Italy had seen a tree of that size. It was dubbed the ‘Spirit Log’ by Economic Development Minister Colin Hansen in mid-January when he went to Italy to officially open BC Canada Place and invite the world to visit. A local legend quickly sprang up that touching the log would ensure a future visit to British Columbia.

Hoppe thought he’d be about the last person in the Province to be involved with the Olympic Winter Games, Bella Coola isn’t exactly close to any of the venues, so it’s just an example that you never know what’s going to be needed for an event of that size.



Connecting with Communities

The 2010 Commerce Centre helps to inform, educate and connect communities and local entrepreneurs to 2010 related opportunities. 2010 Commerce Centre representatives are meeting with:

- Local businesses
- Business organizations
- Community leaders
- Spirit Committees
- Chambers of Commerce
- Economic Development agency officials
- Community Futures organizations

The BC Olympic and Paralympic Winter Games Secretariat and the 2010 Commerce Centre have created a **Community Connections Program** to help ensure all British Columbia regions can benefit from hosting the 2010 Winter Games. This program will help keep communities and businesses up-to-date on “what’s new” and keep them informed of any new Olympic Games related business opportunities.

To learn more about when a 2010 Commerce Centre representative is scheduled to visit your community, or to request a representative please view the Events Calendar at www.2010CommerceCentre.gov.bc.ca.

CONTACT US

If you have suggestions about what else you’d like to see in this newsletter or on the 2010 Commerce Centre website, contact us at:

BC Olympic and Paralympic Winter Games Secretariat

Suite 860 – 1095 West Pender Street
Vancouver, BC V6E 2M6

604-660-2010
Toll free 877-604-2010

604-660-3437

bcsecretariat@gov.bc.ca



For further details about this service please direct your inquiries to: info2010CommerceCentre@gov.bc.ca or call 1 888 778-2010