

SPECIAL VANCOUVER 2010 BID ADVERTISING FEATURE

BIG OPPORTUNITIES FOR SMALL BUSINESS



VANCOUVER 2010
CANDIDATE CITY

The Olympics will open up BC small business to the world. Entrepreneurs and business owners across the province will have an unprecedented opportunity to build their customer base and showcase their products and services to the international market. Walter Brumsleven of Sitka Log Homes has seen the business impact the Olympics generates through his company's involvement in the 2002 Salt Lake City Games.

Building on the Success of Salt Lake

We participated in the Salt Lake City Olympics. We built three large structures – the main day lodge as well as two smaller lodges on the top of the mountain. Our company will prosper for many more years due to our experience at Salt Lake City. We feel the same could happen in 2010.

Impact Across the Province

I think there's going to be an immediate impact on tourism, with the Games itself and for many years after that. If we can enhance tourism, it's going to benefit everybody because it has a trickle down effect – everybody's making more money, there's more people employed.

Sustainable Legacies

We can get top notch, world-class facilities where we can train our future athletes, but we'll also have those facilities for recreational users for decades and decades to come. I think you could compare it to the facilities for the Calgary Olympics. A lot of athletes use those facilities in Calgary for training, and they reaped the rewards at the Salt Lake City Games.

Opening BC Business to the World

The log home building industry in our town is one of the main economic drivers in the community. As Canadians, I think we should show our proud tradition of craftsmanship and hospitality to the rest of the world. When people visualize Canadians, they visualize log homes. It's been part of our culture for centuries. We've taken that image a step further and now we're building multi-million-dollar homes and lodges. They're certainly not rustic. The long-term economic and social benefits are definitely larger than can be imagined for British Columbia, and the rest of Canada.



Walter Brumsleven
General Manager,
Sitka Log Homes, 100 Mile House,
British Columbia

**It's our time
to shine.**