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May 12, 2004

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Business Summit

Wally Bramsleven of Sitka Log Homes, attended the Spirit of 2010 Business Summit.

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LOCAL NEWS

Local delegates at 2010 business summit

By Keri Langley

By the time the 2010 Winter Olympic Games open, every town in British Columbia will have seen an NBC truck, cruising its streets and looking for what makes our province tick, according to NBC Sports Chairman Dick Ebersol.

That's just one of a multitude of facts and forecasts that came out of the Spirit of 2010 Business Summit on May 3, where Ebersol was a keynote speaker.

The summit was attended by at least two delegates from the South Cariboo: 100 Mile House Mayor Donna Barnett and B.C. Log Building Industry Association director Wally Bramsleven.

Summit sponsors RBC and the provincial government had filmed a short feature on Sitka Log Homes, where Bramsleven is manager, at the end of April.

"We were one of about five or six BC companies that were featured with little vignettes about how the Olympics, past, present and future have

affected our organizations," explained Bramsleven. "We were the only log home company that was featured."

There were about 600 delegates at the summit, and at least 150 others, Bramsleven said.

"There was a lot of mention about what's going to happen, not only in Whistler and Vancouver, but all over British Columbia, and particularly the Interior," he said. "Particularly the keynote speaker, Dick Ebersol, chairman of NBC television, said we can expect to see a lot of promotion outside the Vancouver and Whistler areas."

Ebersol predicted that British Columbians can expect to see a few NBC vans and reporters immediately after the 2006 Winter Olympics in Turino, Italy.

"He said that by 2008, that's when they get into the area really heavily," Bramsleven said. "He said we'll get to a point where there will be up to 3,000 full-time NBC staff in B.C."

Bramsleven said the



WALLY Bramsleven, of Sitka Log Homes, attended the 2010 Olympic business summit.

research RBC put into the summit was remarkable.

"They did a lot of research into labour stats and tourism stats," he explained.

"The single biggest issue that came out of this whole thing is the realization that there's

going to be a huge labour shortage leading up to the 2010 games."

Bramsleven said research figures predict a 70 per cent shortfall in skilled labour and trades in B.C., and that point was "really driven home to the government."