

# LNCC NEWS

A Publication of the Labrador North Chamber of Commerce

March 20, 2007

## Guest Speaker: Col. Mark Matheson Commander - 5 Wing Goose Bay

Topic: Foundation for the Future



The son of a long serving member of the Royal Canadian Air Force, Colonel Mark Matheson was born in Chatham, New Brunswick. While attending Carleton University in 1977, he enrolled in the Canadian Forces with the Governor General's Foot Guards of Ottawa. Besides qualifying as an Infantry officer at the Combat Training Centre in CFB Gaagetown, he also completed two tours with the Changing the Guard on Parliament Hill during his time with the regiment.

After receiving a Bachelor of Arts degree in History in 1980, he transferred both to the Regular Force and the Air Force. Initial tours included Portage La Prairie, 3 Air Movements Unit (AMU) Ottawa and as the Base Transportation Officer in Gander, NL. Returning to airlift operations in 1 AMU Edmonton, he next served as a Mobile Air Movements Officer and then Deputy Commanding Officer while also qualifying as a CC-130 Hercules loadmaster. Posted in 1987 to Air Command Headquarters Winnipeg, he served as a movements desk officer for a year before becoming the Staff Officer Mobile Support Equipment following his promotion to Major. Subsequently assigned to 2 AMU Trenton he commanded that unit throughout the Gulf War for which

it was awarded the Canadian Forces Unit Commendation. Following a year as the G4 Logistics at Air Transport Group Headquarters, in 1994 he attended the Canadian Forces Command and Staff College.

Promoted upon graduation, then LCol Matheson served in the Directorate of Transport & Movements in Ottawa before returning to Winnipeg as the A4 Logistics Operations in 1 Canadian Air Division/Canadian NORAD Region Headquarters. In 1999, he attended the Industrial College of the Armed Forces in Washington D.C. before being assigned to be the Wing Logistics Officer at 14 Wing Greenwood in July 2000. As part of that tour, LCol Matheson deployed to U.S. Central Command HQs as the Canadian National Command Element J4 during the war on terrorism (Operation Apollo).

Promoted in 2003, Colonel Matheson was posted to Ottawa for three years as Project Manager for the Materiel Acquisition & Support Optimization Project (MASOP) before being appointed to command 5 Wing Goose Bay in July 2006. Colonel Matheson has a Master of Arts degree in War Studies from the Royal Military College of Canada and a Master of Science in National Resource Strategy from the United States' National Defense University. He and his wife Trudy (nee Quinton of Gander NL) have one son, Scott.



The Labrador North Chamber of Commerce (LNCC) is pleased to announce that it has renewed its partnership with Air Labrador to offer LNCC members special

corporate rates on business travel from Goose Bay to virtually anywhere Air Labrador flies. For more detailed information on eligibility, rates and how to book, please contact the LNCC office at 896-8787.



**LABRADOR NORTH**  
CHAMBER OF COMMERCE

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NorthLink FITT Course  
"Market Entry & Distribution"  
April 11-12, 2007



Winning at trade is more than just good marketing. You need a road map to getting your products where they need to go. Market Entry & Distribution will help you chart a course to domestic and international markets and negotiate any obstacle. Among other topics, you will cover:

- Defining Strategic Needs
- Barriers to Entry
- Introduction to Market Entry Strategies
- Partnering with Foreign Agents and Distributors
- Strategic Alliances
- Investing in International Partnerships
- Trade Shows
- Negotiating Partnering Agreements
- Working with Suppliers
- Managing a Joint Venture
- Exit Strategies

The FITTskills program, consisting of 8 courses that focus on the practical aspects of domestic and international business, is an essential tool kit based on everyday, real-life examples of what works and what doesn't in international trade. Participants may take these courses individually, or complete all 8 modules to qualify for the Certified International Trade Professional (C.I.T.P.) designation, but this is not a requirement.

For more information, contact Brian Fowlow at the LNCC / NorthLink – Tel: 709-896-8787 or [bfowlow@northlink.ca](mailto:bfowlow@northlink.ca). Special thanks to ACOA for their continued support of the FITTskills program.

**Central Labrador Economic Development Board Update**

**CLEDB Annual General Meeting** will be held on Wednesday, March 28th from 12 - 4 p.m. at the Masonic Lodge. Everyone from the region is welcome to attend but please register before March 23 for the complimentary lunch by calling 896-8506. One At-Large Directorship will be elected from the general membership.

**Major Changes to the Summer Student Employment Programs.** For more information call 1-800-935-5555 or the CLEDB office 896-8506.

**UPCOMING EVENTS**

**Nunavut Trade Show**

Iqaluit, NU  
May 1-3, 2007  
[nunavuttradeshow.ca](http://nunavuttradeshow.ca)

**Expo Labrador**

Happy Valley - Goose Bay, NL  
June 24-27, 2007  
[expolabrador.com](http://expolabrador.com)

**Circumpolar Agricultural Conference**

Happy Valley - Goose Bay, NL  
September 30 - October 3, 2007  
[caa-cac.org](http://caa-cac.org)

**Northern Lights 2008 Trade Show & Conference**

Ottawa, ON  
January 30 - February 2, 2008  
[northernlightsottawa.com](http://northernlightsottawa.com)

**Are you taking full advantage of your Chamber benefits?**

**We offer...**

- Special rates and flexible booking on Air Labrador
- Great rates on hotels in St. John's and Halifax
- Group insurance plans that fit your business
- Discounted merchant Visa, MasterCard, American Express and Debit Card services
- Broadcast Fax / E-mail service
- A staff dedicated to serving you!
- And much more...

**The LNCC Welcomes...**

- Northlinks Construction Company Ltd.

**Next month's guest speaker:**

Gilbert Bennett  
Vice President of Lower Churchill Project  
Newfoundland and Labrador Hydro  
April 10, 2007 - Location TBA



**LABRADOR NORTH**  
CHAMBER OF COMMERCE

**LNCC Staff:**

Brian Fowlow - Executive Director / NorthLink Project Director  
Lara Morina - Office Administrator  
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