

Greetings - Did you know that West Edmonton Mall's 800 stores and attractions form the most comprehensive retail and entertainment complex on Earth? Did you know that Canada has surpassed Australia as the world's friendliest nation? [See http://www.nationbrandindex.com/nbi_q107-aus-press-release.phtml for proof!]

Bits of trivia can serve well as a fun classroom tool and student motivator. Teachers seeking a little inspiration will be impressed by the efforts of two Washington State teachers (Item 2) and the Seattle Times story about Sam Sullivan, Vancouver's mayor (Item #3). His struggle to overcome being paraplegic and to lead the 2010 Winter Olympics-host city is impressive. Additional resources offered below offer lots of substance for studying Canada and I hope you find them all compelling and inspirational. Indeed, although you may not make a big salary, you **make a difference** in children's lives everyday! Best wishes. Tina

Reply with "Please remove my name from the Canada Listserv" should you no longer wish to receive notices.

Resource notices are available at www.k12studycanada.org under K-12 News.

K-12 STUDY CANADA represents shared outreach by WWU's Center for Canadian-American Studies & UW's Canadian Studies Center that jointly form the Pacific Northwest National Resource Center for Canada, funded by the US Department of Education (Title VI). The Government of Canada provides additional outreach support.

1) CANADIAN & AMERICAN GOVERNANCE: A COMPARATIVE LOOK - This 7-page document, prepared by the Provincial Government of Alberta, is a very useful tool for teachers who include comparative governments in their curriculum or want to help students (and themselves) better understand the differences between Canadian and American political systems. http://www.iir.gov.ab.ca/international_relations/documents/Canada-USComparison-Dec2006.pdf

2) TEACHING & FUNDRAISING WITH INUKSUIT - Karyl Tench and Jeff Funk, teachers at Gig Harbor Academy who attended the 2006 STUDY CANADA Summer Institute, were inspired by Nadine Fabbri's session on Canada's North and decided to have their 2nd and 5th Grade classrooms learn about the Inuit and the rock formations they used as tools for navigation in the Arctic. Students then built their own inuksuit to fundraise as part of a community improvement project to re-stock a pond in downtown Gig Harbor, WA. Each small Inuksuk sold for \$3 and large ones for \$5 and "The Fish Story" below, written collectively by students, tells the rest of the tale:

In 2004 our 2nd grade class at Gig Harbor Academy raised money put six Blue Spotted Japanese Shunbunkin Fish in the pond in front of the Timberland Bank. We even gave each fish a name. Over the 2006 Christmas holidays someone put soap into the pond which killed all the fish. It was hard for us to understand why someone would do this to the helpless fish. Even now, no one has admitted that they did it.

We are now 5th graders. We decided that WE could do something about it! We worked with the current 2nd graders. Together we came up with a plan to replace the fish. With the help of our teachers, Mrs. Tench and Mr. Funk, we studied about an Inuit rock sculpture called Inuksuk. Together, we went on a field trip to a rock quarry in Gorst to learn more about rocks. The owner, Travis Lockhart, listened to what we wanted to do. He donated all the rocks that we could carry away so that we could our Inuksuit. We would like to thank him for his help.

On a sunny afternoon the 2nd and 5th graders worked together to build as many Inuksuks as we could. We were surprised that so many teachers and parents wanted to buy them but there were no Inuksuks left at the end of the sale. We had raised enough money to buy twelve fish!

On the afternoon of May 31, 2007, the new fish were put into the pond. It was quite an exciting day!

Clearly lifelong learning took place with this project and I hope it inspires others! The pond in Gig Harbor is now full of fish, the wetlands surrounding the school feature several student efforts, and both businesses and private homes around Gig Harbor feature inuksuit on countertops, desks, and among flower beds. To learn more, please see the photos and an article from the school newspaper on the homepage of www.k12studycanada.org.

3) MAVERICK VANCOUVER, B.C. MAYOR FACES OLYMPIC-SIZE CHALLENGE - A paraplegic since age 19 when he broke his neck in a skiing accident, Sam Sullivan now leads the city that will host the 2010 Winter Olympic and Paralympic Games. Use the following URL to read the Seattle Times' full story about him: http://seattletimes.nsource.com/html/localnews/2003913745_mayor30.html.

4) VANCOUVER CHILDREN'S LITERATURE ROUNDTABLE (VCLR) - Pacific Northwest teachers interested in children's literature and illustration should perk up with this news: The VCLR has announced its program of events for 2007-2008, including the events below. For registration and location information, please visit <http://www.library.ubc.ca/edlib/table/events/events.htm>. I am a strong supporter of the way CLRs enrich teachers/students perspectives so I also encourage Pre-K-16 teachers in other regions of the USA to connect with children's literature roundtables in Canada that are closer to home.

Sat., Oct. 13, 2007 **Annual Illustrator's Breakfast & Workshop** (featuring illustrator Molly Bang)
Wed., Nov. 14, 2007 **Hycroft Mansion Event** (featuring professional storyteller and children's author Nan Gregory)
Wed., Feb 5, 2008 **Authorfest** (featuring a quartet of West Coast writers)
Sat., Feb 23, 2008 **Serendipity** (a celebration of First Nations writers and illustrators of children's books, including George Littlechild and Richard Van Camp)

5) CANADIAN STORYTELLERS - <http://www.sc-cc.com> of Canada/Conteurs du Canada This national organization offers a storytellers' online directory, a calendar of events and newsletter that could be useful for teachers and schools interested in hosting special workshops or classroom visits by Canadian storytellers.

6) PERSPECTIVES ON CANADA FROM NEW IMMIGRANTS - The April 2007 issue of **Canadian Social Trends** includes "Immigrants' perspectives on their first four years in Canada" and describes new immigrants' reasons for coming and staying in Canada as well as the obstacles they face and their assessment of life in Canada. Visit <http://www.statcan.ca/english/freepub/11-008-XIE/11-008-XIE2007000.htm>.

7) NORTHERN OVEREXPOSURE - I hope you'll take time to read the article below to learn a bit about Tim Hortons, the doughnut/coffee chain that has a unique cultural and gastronomic hold on Canada! Ruth Writer forwarded the article to me and, since the article fulfills the culture/food part of this e-notice, I'll wait until next month to offer her usual review of fiction and the usual Canadian recipe. Enjoy...

Northern Overexposure By IAN AUSTEN (Published: September 8, 2007 in *The New York Times*)

OAKVILLE, Ontario —Tim Hortons conquered Canada long ago. The doughnut chain boasts one outlet for every 12,700 Canadians — by comparison, one McDonald's exists in the United States for every 21,000 Americans and one Dunkin' Donuts for every 56,000 Americans.

After years of strong growth, Tim Hortons is running out of places to expand in Canada. French-speaking Quebec is an exception.

A survey this summer by a group promoting Canadian historical literacy found that 40% of Canadians under 34 consider Tim Hortons' miniature doughnuts, the Timbits, a national symbol.

Tim's, as it is affectionately known, sells 78% of the nonsupermarket coffee and baked goods sold in Canada. That is both the good news and the bad news.

"We're at penetration in a lot of markets," said Paul D. House, Tim Hortons chief executive, president and chairman.

"There's still high growth in Quebec. But in some of these other areas you're not going to put the stores there as in the past." On Sept. 30 of last year, Wendy's International fully divested itself of its interest in the chain. Tim Hortons, which has its headquarters here in Oakville, promised growth in the United States: from 336 stores to 500 by the end of 2008. Today it has 345, a slow pace that Mr. House insists will pick up, with the company adding 60 to 80 stores this year, and 154 by the end of 2008.

Despite the meager pace in the United States, since its initial public offering on March 24, 2006, the company's stock has risen from its initial \$28.17. [It closed Friday at \$33.32.] That is in part because price increases and new products have allowed the chain to continue to increase revenues.

But over the long term, Mr. House says, Tim Hortons can grow only by going abroad, and that means expanding into the largely unconquered United States. Trouble is, successful Canadian retailers have often found that the United States is unconquerable.

The best example is Canadian Tire, which, despite its name, sells a vast range of nonautomotive products. It has been one of the few general merchandisers to prosper since Wal-Mart arrived in Canada. But its two forays into the United States, in the 1980s and 1990s, were both short-lived.

Mr. House points to the Tim Hortons history of adapting in order to survive as proof that it can crack the American market. In early 1985, he left an executive position at the Canadian arm of Dairy Queen to become the chief operating officer of Tim Hortons, named for its co-founder, the Canadian hockey star Tim Horton, who died after wrecking his sports car in 1974.

Mr. House says Tim's was a mess by the time he joined. He recalls Mr. Horton's longtime business partner, Ron Joyce — a retired policeman who franchised the first Tim's in the steel towns outside Toronto — saying, "You know what, Paul, we're the best of a bad lot."

Mr. House did not disagree.

"We had smoky stores," he said in a recent interview. "We were male-dominated at the time and we were strictly a coffee-and-doughnut offering. We primarily did our business in the morning with a little bit through the day. You either had to make it before noon or you were done."

Mr. House and Mr. Joyce decided to make the stores more attractive to women; the chain was among the first in Canada to isolate smoking to small sealed rooms, and then to ban it outright. (Smoke, Mr. House noted, is readily absorbed by baked goods.) Gradually, the company dropped the word "do-nuts" from its name and added sandwiches, yogurts and soups to its menus — joining the dutchies, Vanilla Dips and the sour cream glazed doughnuts behind the counter. The stores banished the bar stool counters, long their chief architectural feature, replacing them with family-friendly tables and chairs.

A result is that the chain has gone from about 200 outlets at the time that Mr. House joined to 3,078 today. Not only did the changes in the stores appeal to women, they also gave Tim Hortons a client base that crossed all income groups and ages.

"The wonderful thing in the parking lot is that you'll see Mercedes-Benzes and you'll see pickup trucks," Mr. House said. "It cuts right across the whole social fabric of this country."

The nondoughnut food offerings were not only profitable, but a major ingredient in driving revenue growth. Today, in the Ontario market, doughnuts make up less than 10 percent of sales.

Wendy Evans, a retail consultant who heads Evans & Company Consultants in Toronto, praises both the Tim Hortons strategy and its execution. "Their marketing is really tremendous," she said. "Tim's is so predictable that if you're on the road, you're going to stop there."

Not everything has worked perfectly for the company. The end of a tax benefit meant that after-tax profit in the most recent quarter fell by 11.9 percent, to 67.2 million Canadian dollars, despite a 14.4 percent jump in revenue, to 465.3 million Canadian dollars (\$441.7 million). A relatively new distribution and baking center in Ontario has also suffered start-up problems, with costs higher than expected.

Those sour notes do not disturb Irene Nattel, an analyst at RBC Capital Markets, who rates the company outperform.

Mr. House is mindful of how the far more competitive United States market has humbled other Canadians. But he said the company has had a long, if very limited, presence in the United States.

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