



SOULUTIONS

Soulutions is a full service boutique Advertising and Design firm with over 30 years experience in marketing communications.

As our name suggests, we believe in digging deeper, tapping into the essence of your brand to discover Soulutions that work harder for you.

Right from the start, we listen.

You're the expert on your customer and your business, and we want to learn all we can about both. Once we've identified a course of action, we devote the best talent in the business to your project, creating results that guarantee you get noticed and remembered. With Soulutions, you get big agency quality combined with small agency efficiency and cost.

You may be unaccustomed to the level of personal attention we provide, every project, every day. But unwavering service and a totally customized approach, is how we've built our reputation.

That's why Soulutions' commitment to you is... communication that works.

Click "Next" to review our Capabilities

Solutions handles projects big and small, but specializes in launch campaigns. We provide full marketing, creative and production services in the following areas:

- Strategic Campaign Development
- Corporate Identity, Branding & Logo Design
- Print and Broadcast Advertising
- Media Planning and Execution
- Brochures
- Annual Reports
- Product Catalogues
- Websites
- DVD Presentations
- Direct Response Programs
- Point of Sale Materials
- Trade Show Materials
- Corporate Meetings & Launch Events

Click "Next" to see samples of our work

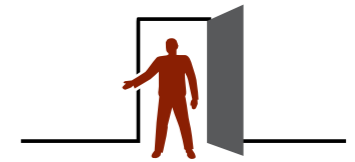


Graphic identity and launch of new international Harlequin brand directed at young urban female readers



GEORGIAN BAY CLUB

Graphic identity and launch of prestige private golf club and real estate development near Collingwood



THE GOOD NEIGHBOURS' CLUB

Graphic identity for a day-centre serving disadvantaged older men



Graphic identity and launch of leading hospitality industry consultants



Corporate re-naming, graphic identity and launch for international foods processing company



Re-naming, graphic identity and launch for leading golf industry consulting firm

PEEL DISTRICT SCHOOL BOARD



Go Beyond Words:

Human Rights at the

Peel District School Board



HUMAN RIGHTS
GO BEYOND WORDS

You have the right to be treated with respect.

We expect that anyone associated with the Board, in any role and at any time, will behave appropriately and courteously at all times. It's an part of the effort to ensure that life at the Peel District School Board, everyone receives a fundamental right - to be treated with respect.

Acts of behaviour that doesn't fall within the definitions of discrimination or harassment can still be considered discriminatory or inappropriate - for instance, slandering others, teasing of teachers, publicly berating the people who work for you or bullying.

If you experience such behaviour, help is available. Immediately seek the advice of the appropriate resource persons. For staff, parents and visitors, that could include a superintendent, supervisor, principal, manager, the human rights officer, or some other person in authority. For students, the right people to go to include a teacher or other staff member, the principal, or the equity/race relations officer at 905-880-1000 ext. 2625. Don't forget about the resources at www.go beyon dwords.org.

This brochure is just the starting point.

As an organization, and as individuals, we must take action to protect human rights. This brochure shares some of the basics about our human rights policy, and your rights and responsibilities.

But it will not be our policy until we work together to go beyond words. Visit www.go beyon dwords.org to learn your rights and find out how to fulfil your responsibilities under the policy. Then, act on what you have learned. Look for ways to foster equity at your site—and return to www.go beyon dwords.org to share your suggestions.

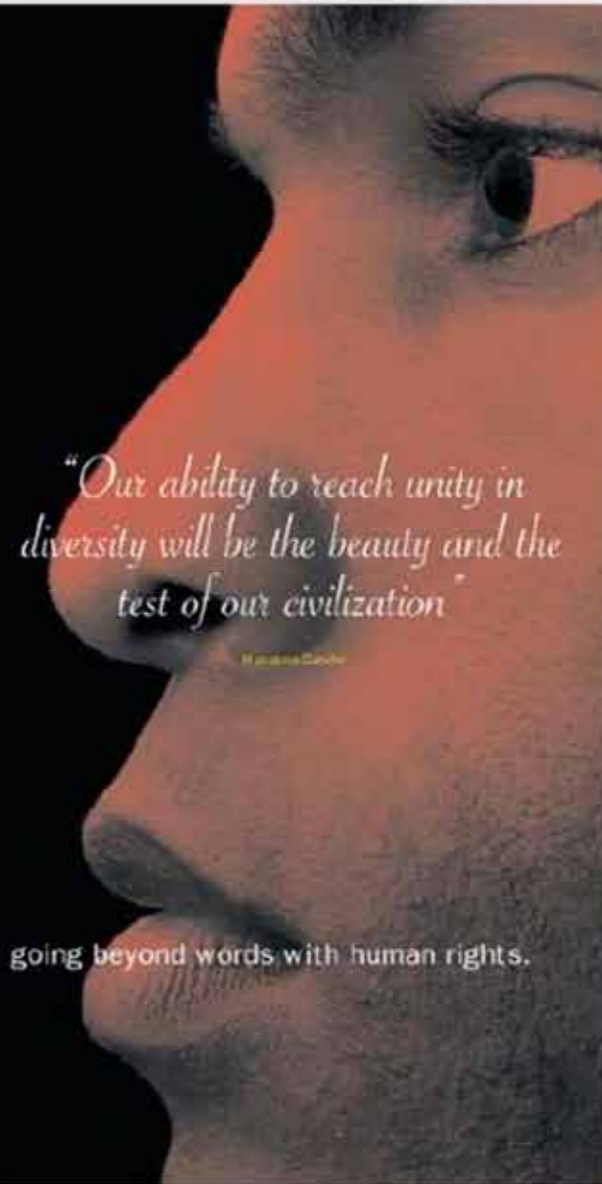


Together, we will turn a policy into practice, by going beyond words with human rights.

Produced by the Peel District School Board. Printing cost per unit: \$0.00. This brochure is available in French. Contact a 905-880-1000 ext. 2625 for more information. Printed on 100% recycled paper. © 2011. For more information, visit www.peelboard.ca.

LAUNCH CAMPAIGN

This awareness program including logo, poster, brochure and web site helped win 5 international awards for the Peel District School Board.



"Our ability to reach unity in diversity will be the beauty and the test of our civilization"

Marianne Côté

Transit bench ads and national newspaper advertising helps to keep Betz Pools Canada's No. 1 pool builder

Dive online.

**BETZ
POOLS**

betzpools.com

BloGuard.

NOW...FOR A DIFFERENT KIND OF COURSE.

You may have heard about the many prestigious awards won by our golf course...but are you aware that our dining room has been gathering kudos of its own? To discover the reason for all this praise, we invite you to join us and sample our delectable fare. Then, once you've gained a taste for relaxed gourmet dining in our spectacular mountain style Clubhouse, you may wish to consider a 'Social Membership,' which will allow you to entertain and enjoy the company of friends throughout the golf season. In fact, it may even whet your appetite for an 'Introductory Golf Membership,' which will allow you to try out the Club for a full season for only the price of the annual dues!

For complete details, please visit our website or contact Mark Parrish,
Director of Sales & Marketing at 519.599.9949 ext. 229.

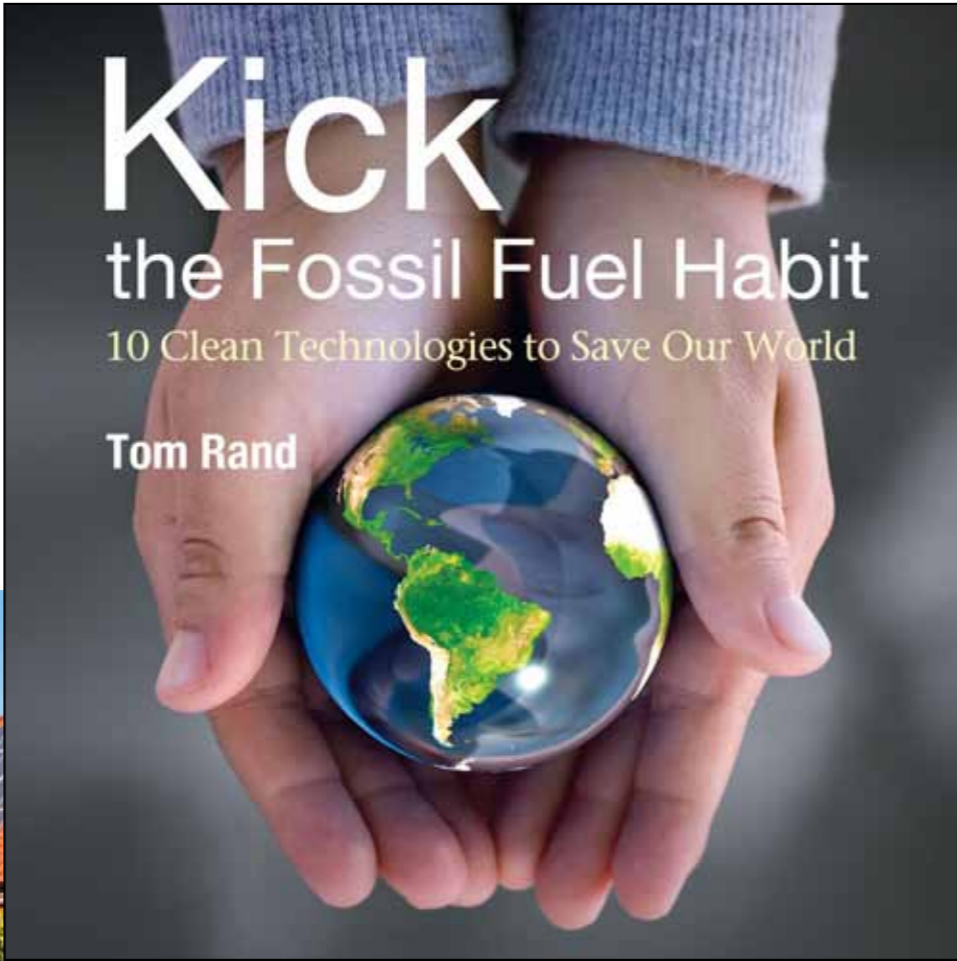


georgianbayclub.com • Collingwood
519-599-9949

LAUNCH CAMPAIGN

This golf magazine ad is a follow-up to a full launch campaign including logo, stationery, brochures, website and public relations. The result has been record sales for this prestige private golf club and real estate development near Collingwood.





According to David Faiman, a professor at Israel's Ben Gurion University Solar Energy Center, "A square yard of desert absorbs as much energy over a year as you can get out of a barrel of oil." That's nothing to sneeze at. And it means that an area of desert the size of tiny Connecticut absorbs enough energy to replace the entire oil output of the OPEC countries⁸ (that annoying oil cabal). We fight wars over oil, yet the Arizona desert sits peacefully under an American sky. Solar energy that can deliver huge amounts of power is not science fiction. This technology is available today—a fact that's already been proven by projects the world over.

A square yard of desert absorbs as much energy over a year as you can get out of a barrel of oil.

I remember quite vividly as a child my father gesturing to the expanse of gravel that was our driveway. "Enough sun lands here to power our house, if we could only grab it," he'd

exclaim. We settled for winding black pipe on the roof and attaching it to the pump that heated our pool. It may sound primitive, but the water that jetted out of there was often too hot to touch. We've come a long way since then—there are now lots of ways to grab the sun's energy. Long gone are the days of simple black tubes, or toy-like solar panels

that captured just enough energy to power a radio or flashlight.

In the Mojave Desert, fields of reflective troughs and parabolic dishes cover the ground, tracking the desert sun. In Spain, giant mirrors cover the ground for acres, focusing the sun's rays on a giant tower, generating heat so intense, it melts salt.

Solar vs. Coal

Energy Type	Use	Scale of Power Generation	Capital Costs ¹	Fuel Costs ²
		<i>Small a house Medium a neighborhood Large a large city</i>	<i>\$/watt of capacity</i>	<i>\$/kilowatt hour of production</i>
Coal	Electricity	Large	\$1.5 - \$4 ³	\$0.0175 ⁴
Solar - Photovoltaic	Electricity	Small to Medium	\$6 - \$12 ⁵	free
Solar - Thermal	Hot Water	Small to Medium	\$1 - \$3 ⁶	free
Solar - Concentrated	Electricity	Medium to Large	\$4 ⁷	free

This chart compares solar to coal, with no cost attributed to carbon emissions and using only current economies of scale for solar. In other words, this is the picture that exists today and the picture can only get better for solar. For every pound of coal consumed, a coal plant will emit around three pounds of CO₂. So if CO₂ emissions were to cost \$35 per ton, the fuel costs for coal would effectively quadruple, to seven cents per kilowatt hour. Solar fuel remains free.

HARDCOVER BOOK

Co-Publisher of richly illustrated 240-page book outlining the planet-saving potential for renewable energy technologies.

Energy Fact

To help visualize the figures associated with power production, we've translated all power figures into "households." A household requires, on average, about one kilowatt of continuous power, so one megawatt is enough to power 1,000 homes. A medium-sized coal plant produces about 1,000 megawatts, or enough to power about a million homes.

In Australia, they plan to construct the world's largest tower, a "solar chimney." These solar projects store energy and keep producing electricity well into the night. Germany is well on its way to covering its rooftops with highly efficient solar panels. Europe plans projects in the northern African desert, big enough to power all of the UK. It doesn't stop there...

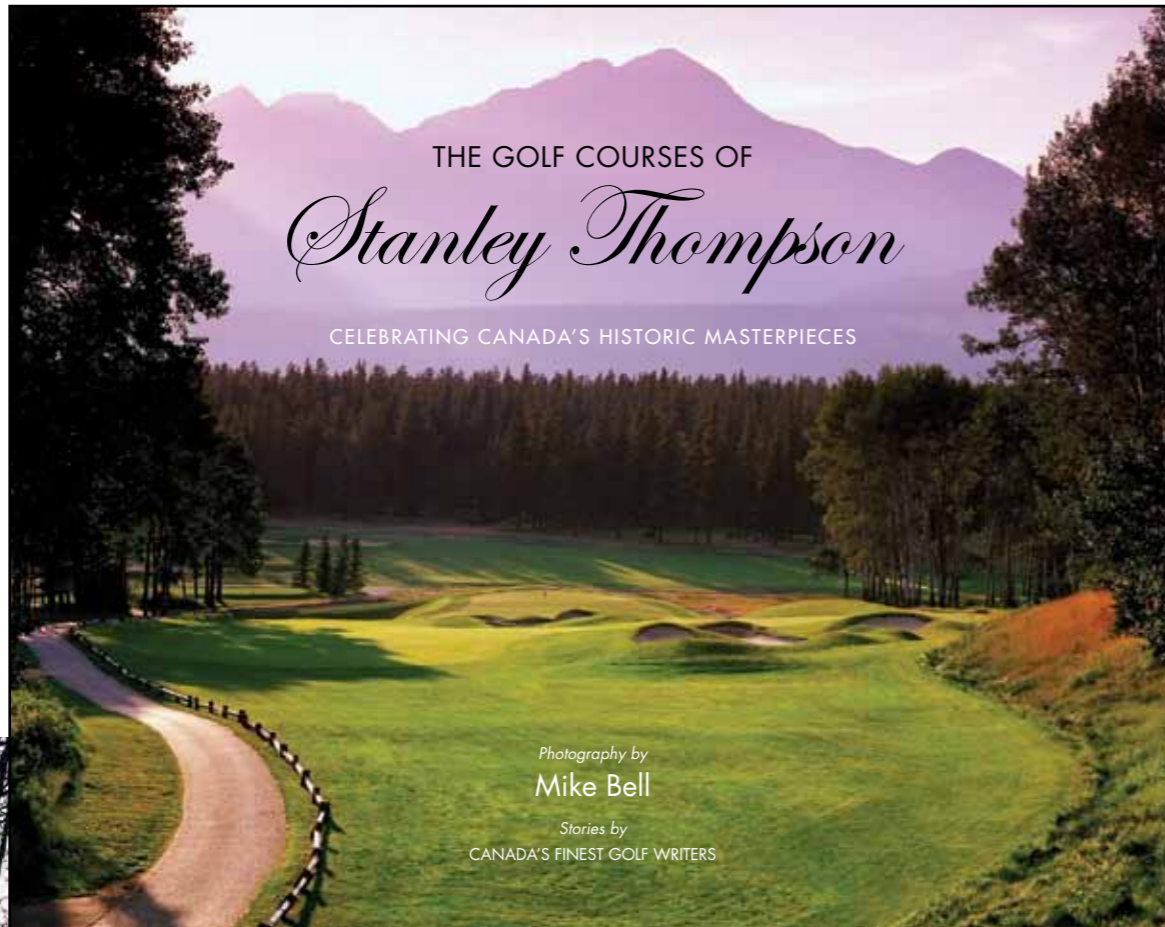
These solar projects store energy and keep producing electricity well into the night.

Developing large-scale solar energy is even cost-competitive with developing the tar sands of Alberta, Canada, the world's largest—and dirtiest—oil reserve.

Solar power is big, and tomorrow, it will get even bigger. Literally. We must think big about solar power the way we used to think about securing Gulf oil, saving the world banking system or going to the moon. And thinking big is not just about big projects, but lots of them.



A Dish Stirling Solar power system is being tested at the Solar Test and Research Center in Tempe, Arizona. Its mirrors focus sunlight onto a thermal receiver, where a Stirling heat engine drives a generator producing 25 kilowatts of electricity.



HARDCOVER BOOK

Prestige coffee table book featuring the golf courses of Stanley Thompson – nominated by the USGA for the best golf book of the year.





LAUNCH CAMPAIGN

This comprehensive launch campaign for a leading foods processor included corporate re-naming, logo, stationery, signage, marketing materials and website.

Continuing our Heritage of Excellence.



Sofina Foods Inc.
Head office: 145 East Drive, Brampton, ON L6T 1B9
1-888-588-1931 www.sofinafoods.com



'Fore'-Global Golf

2009

The Changes Around the Corner

By Henry DeLozier



The global economic downturn is producing changes that will ripple through golf-related businesses for years to come.

The changes that will affect golf development, ownership and operation will be significant. Following are three categories that will demonstrate the proportion of change:

New real-estate development

After 3Q of 2009, the housing sector will begin to revive. But, it will not be business as usual for the development establishment. Changes will be significant in how projects are planned, capitalized and executed. A new paradigm will emerge. The winners will be the companies that plan thoroughly, finance prudently and execute accurately.

Our most capable clients are investing more time and money in planning than ever before. Exit planning and project completion standards are top-of-agenda issues. Why are these best and brightest investing so dearly in planning? The paradigm has shifted with the insistence of investors that there must be specific and reasonably achievable results. Every experienced investor knows that one cannot predict specific returns and exit dates, but every experienced investor knows to require specificity of the developer. Penalties for unmet

projections will be high. Rewards – “ups” – will be greater for those who can plan accurately and execute to plan.

We are entering a time of great assertiveness from capital sources. This condition reflects the limits of capital resources and the relative influence of investors. After uncertain economic times, investors are always cautious and demanding. The demands will vary from residential development to resort projects.

New residential development – Developers of large-scale master-planned communities will access capital first and fastest via the equity markets. Large homebuilders with broad geographic and targeted buyer matrix exposure will gain access to capital first. These homebuilders are proven, which makes them lower risks than small local or regional builders. These builders have established positions with finished lots, in many cases, which make their successful return to the market more reliable. And these established homebuilders know how to reach homebuyers.

There will be consolidation among the large publicly traded homebuilders. There is not enough capital available for all of the companies; survival of the fittest will reward builders that retain the core of their management teams and the best of their land positions. Homebuilding companies with experienced, hard-nosed

leaders and the ability to operate like small companies (but on a large scale) will prevail.

These new master-planned communities will continue to use lifestyle as a key attraction for the baby-boomer audience, which will be the first consumer group to re-engage in buying homes. This 45-plus age group has experience with market fluctuations and – in large part – has cash reserves that will enable them to take advantage of eager volume-building sales programs for new communities.

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A highly successful trade launch campaign for Harlequin's new brand, Red Dress Ink – books for young urban female readers



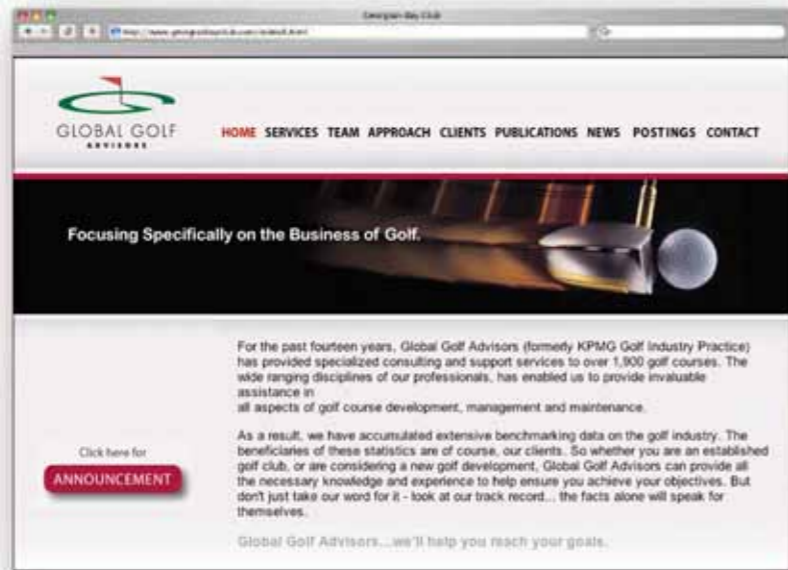


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to view sites



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A leading manufacturer of processed foods

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Canada's No. 1 builder of swimming pools and spas



www.globalgolfadvisors.com
A leading golf industry consulting firm



www.canrack.com
Materials handling systems for metals distributors

Solutions can provide dynamic answers in a challenging marketplace. We would be happy to discuss how a relationship with Solutions can benefit you.



“We value our clients’ wants, but we get the best result when we focus on their customers needs.”

DAVE CLARK
PRESIDENT

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