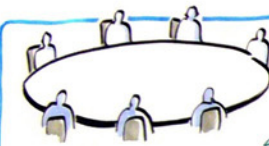


EINBLAU ECONOMIC ROUND TABLE

MARCH 19, 2009



GOING TO BE REASONABLY OPTIMISTIC

DONT PANIC!

We are NOT going into another Great Depression! Will PROBABLY BE MORE LIKE THE 1980's BUT SHORTER

1930's -

- UNEMPLOYMENT - 25%
 - No social safety net
 - Only one earner per family
- BANKS WERE UNINSURED
- GOVERNMENTS CUT SPENDING TO BALANCE BUDGETS
- COUNTRIES WENT PROTECTIONIST
- WORLD TRADE COLLAPSED

TODAY

- UNEMPLOYMENT WILL LIKELY NOT RISE
 - No one behind the Boomers in Canada
 - U.S. will have higher unemployment because more young people entering labour force

MEDIA PANIC

BIG DIFFERENCE FROM 1980's IS INSTABILITY OF BANKS... but that is turning around

FUELING CONSUMER PANIC THEY UNPRODUCTIVE!

CONSUMER • INVESTMENT
C.I.G.E.
Can It Generate Earnings?



HOUSING STARTS WILL BEGIN TO GO UP

DEVELOPING WORLD

- Growing population rapidly westernizing
- CONSUMER • INVEST • GOVT SPENDING
- Exports

CHINA - GROWTH HAS BEEN CUT IN HALF - but still lots of demand from rest of Asia

POSITIVE



NORTHERN ALBERTA - DONT PANIC!
THERE WILL STILL BE A DEMAND FOR OIL

NOW IS THE TIME TO BE BUILDING INFRASTRUCTURE but they are NOT doing this!

SASKATCHEWAN IS BOOMING
AND THEIR LONG-TERM POSITION IS VERY GOOD.



SECURITY... IS KNOWING WHAT YOU'RE GOING TO DO NEXT!

R for the economy

- AILMENT: FLU
- PRESCRIPTION:
 - Be patient
 - Invest in people + productivity
- DURATION: 12-18 months
- REFILLS: If you do this, Refills will NOT BE NEEDED!

CANADA



CASCADIA - primarily RESOURCE BASED - so we will do better more quickly than other areas

PREDICTIONS: 2009 - we'll still be bouncing along the bottom
2010 - we'll be in recovery but we won't feel it
2011 - we'll start seeing STRENGTH

ADVICE FOR BUSINESS:

- MINIMIZE OVERHEAD
- TALK TO YOUR CUSTOMERS
- INVEST TO INCREASE PRODUCTIVITY

WE NEED TO WORK ON PRODUCTIVITY!

U.S. PROTECTIONISM

- Need to do all we can to convince U.S. - we are their FRIENDS
- U.S. AWARENESS OF CANADA IS VERY LOW
- Need to DIVERSIFY our markets!

we still send 30% of our exports to the U.S.

We should be looking for opportunities in ASIA, EUROPE, SOUTH AMERICA...

WAGES will probably be FROZEN

WORDS OF WISDOM:

- KNOW YOUR BUSINESS
- KNOW WHAT YOU NEED TO EARN TO SURVIVE
- KNOW YOUR PARAMETERS
- DONT SELL BELOW WHAT YOU NEED TO SURVIVE

- It's going to get worse... then it's going to get better... NEED TO PLAN STRATEGY WITH THIS IN MIND

