

opportunity, so we decided to apply and fill out all the right applications, and we were chosen. We were extremely fortunate to have been chosen.

LACHARITY: A tremendous opportunity for what?

PENNY: Well, it's interesting, a lot of people have asked me that. Basically, I think it boils down to three different areas. One is networking. I don't think enough can be said for networking, as you know, it's a very, very important part of business life. The second one, perhaps, would be called making contact. It's easy to make a phone call or talk to somebody over the phone or try and find information over the phone, but it's much nicer if you can come down and actually meet people face to face and get the information that you need by speaking to somebody individually. Because that information gathering, of course, is the third component, and that information could be vital to setting up proper networking procedures and also providing more contact.

LACHARITY: Now, what business is Delta Media Incorporated involved in?

PENNY: That's also a very good question. We are the largest public relations firm in Ottawa. We were established in 1991. My partner Tim Cain and I started up the business and '91, and we have done very well so far. We're a sort of a new kid on the block. But just to give you an example of the kinds of things it is that we've done, we've recently completed to work with the Somali Inquiry. We worked with the Somalia Inquiry for two years, providing all their public and