

You haven't got the aggressive style that you need.

We have to be more aggressive. When you think of all these other countries they all have something that they're known for, Italy has furniture and shoes and clothes. What is distinctly Canadian, we really have to think of something...

Maple syrup.

I was going to say that, there's our thing.

Do you know what our problem is, it's the written word. They always want the business plan - what are the projected earnings? Will it work?

Will the government cover the loan.

P. DO YOU THINK THAT ADJUSTING TO MORE TRADE IN CANADA WOULD BE EASY OR HARD FOR US TO DO?

I think it's going to be pretty hard because of the dollar. If the dollar goes down it could be very handy, but you've got to get the people who are enthusiastic and are willing to sell the stuff.

P. A LOT OF PEOPLE AROUND THE TABLE SEEM TO THINK THAT WE NEED TO BE MORE COMPETITIVE. WHAT DOES THIS MEAN IF WE BECOME MORE COMPETITIVE IN THE WORLD MARKETS, SPECIFICALLY IN TERMS OF IMPACTS TO CANADA OR TO ONTARIO?

Competitive is a matter of price and product but you see it's the people who go out and do it.

I think we have to have better salesmen, people are too quiet and reserved, they don't go out and sell.

I think that what most people have to accept if they are not going to be competitive and aggressive is what their standard of living and lifestyle is going to be in relation to that. Accept a lower standard of living and lifestyle the less competitive and aggressive you are. You're not going to have everything that you want by being a peaceful gentle person.

No, but you're content with what you have.

I think that people who don't own houses at the moment are going to have to do something very special to get a house or something very special is going to happen in this country for more people to have a house in a metropolitan area. Now, the average price of a house in Regina is \$68,000 so if you really want a house you go live in Regina and figure out what you're going to do once you get there.

Newfoundland is even cheaper.

I've worked backwards. I said I was going to retire by the time I was 35 and I did, but I had very specific goals of what I was going to do till I got there and I met them and so I'm working backwards. I watch my peers who are still moving forward and who are staying in one place, and which you said your standard of living was going to be the same in the next 3-5 years...

Unless I win the lottery...

The lottery which is the biggest business we've got in this country.