

The Business Researcher Newsletter

January 16, 2007 Vol 10, No 1

Celebrating Our 10th Year!

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Introduction

Welcome to the 10th volume of the Business Researcher Newsletter. It is hard to believe it has been 10 years since I started GDSourcing - Research & Retrieval and began publishing this newsletter.

Over the last ten years I have had the privilege of helping many Canadians start or expand their small businesses. I have researched business ideas that for short periods of time seemed to be "bandwagon businesses" - everyone rushing to start their own coffee shop, self-storage units, E-commerce sites - and I have been involved in exploring the market potential of some of the most innovative business concepts imaginable. GDSourcing and now Stats Link Canada have and continue to be the most fascinating "jobs" I have even had. It also helps I get along so well with the boss!

To help celebrate our tenth anniversary, we hope to include some special features in the newsletter over the course of this year and introduce some new and exciting resources.

As I promise ever year, my New Year's resolution for 2007 is to publish this newsletter on a monthly basis. Unfortunately we often get caught up in other projects designed to help make Canadian market research easier for new entrepreneurs and small business owners.

Last year was no exception. In the later half of the year we devoted all our energies to launching our new [Stats Link Canada](#) web site. The site is full of free and, more importantly, detailed information on how to locate and access Canadian market and industry statistics.

Most of the content is based on our popular research guide *Researching a Small Business in Canada*. Sadly, the guide will no longer be produced. A variety of reasons simply made it unviable to continue. The best content however has not been lost. It is now available at the [Stats Link Canada](#) web site including the ever popular source lists. The content is now updated regularly to ensure the sources and advice are useful and relevant.

Also new for 2007 is our e-mail delivery agent. We had problems in the past with the former company so we decided to make a change, hopefully for the better. Past subscribers should have received an e-mail asking them to reconfirm their interest in receiving the BR Newsletter. We know from first hand experience the annoyance of unwanted e-mails. Thank you to everyone who indicated their interest in receiving this newsletter.

I hope your find this issue helpful.

May 2007 bring you happiness and your business prosperity.

John White

GDSourcing / Stats Link Canada

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Statistics Canada Releases

Statistics Canada is a major source of Canadian economic, industry and market data. Through the Stats Link Canada database we track Stats Can releases on a daily basis and update our own database accordingly. You can now keep up-to-date with all of the latest Stats Can releases on-demand by using our [Stats Link Canada](#) database.

Below is a list of some of the most significant Stats Can releases in the last six weeks of 2006. The most significant of these is the Spending Patterns publication (under Consumer Market heading). For more information on how to use this household spending data see our free Research Guide: [Canadian Household Spending](#)

Research Tip

Subscribers can also narrow their search for Stats Can data by entering "Statistics Canada" in the source search box on either the [Advanced Search](#) page or on specific [Sector Search pages](#).

Latest Stats Can Releases:

[Stats Link Subscribers click here](#)

[Click Here for Free Trial Version](#)

Agriculture

Statistics on revenues and expenses of farms - 2005, Preliminary estimates

<http://www.statcan.ca/bsolc/english/bsolc?catno=21-208-XWE>

Canada food stats

<http://www.statcan.ca/bsolc/english/bsolc?catno=23F0001XBB>

Production and value of honey and maple products - 2005, 2006 preliminary estimates

<http://www.statcan.ca/bsolc/english/bsolc?catno=23-221-XIE>

Arts, Culture & Recreation

Annual Survey of Newspaper Publishers - 2005

<http://www.statcan.ca/Daily/English/061206/d061206c.htm>

Business & Financial Services

Architectural services - 2005

<http://www.statcan.ca/Daily/English/061211/d061211d.htm>

Survey of Suppliers of Business Financing, 2005

<http://www.statcan.ca/Daily/English/061204/d061204a.htm>

Deposit-accepting intermediaries: Activities and economic performance - 2005

<http://www.statcan.ca/Daily/English/061127/d061127a.htm>

Business Operation

Fixed assets 2006 (by Industry Sector)

<http://www.statcan.ca/Daily/English/061220/d061220f.htm>

Survey of Regulatory Compliance Costs - 2005

<http://www.statcan.ca/Daily/English/061212/d061212d.htm>

Product market competition and agency costs

<http://www.statcan.ca/bsolc/english/bsolc?catno=11F0019MIE2006287>

Quarterly Financial Statistics for Enterprises

<http://www.statcan.ca/Daily/English/061123/d061123a.htm>

Communications

Telecommunications statistics

<http://www.statcan.ca/Daily/English/061127/d061127c.htm>

Construction

Investment in non-residential building construction

<http://www.statcan.ca/Daily/English/061201/d061201d.htm>

Residential construction investment

<http://www.statcan.ca/Daily/English/061201/d061201c.htm>

Measuring housing affordability

<http://www.statcan.ca/bsolc/english/bsolc?catno=75-001-X20061119519>

Consumer Market

Revisiting wealth inequality

<http://www.statcan.ca/english/freepub/75-001-XIE/11206/high-1.htm>

Spending Patterns in Canada

<http://www.statcan.ca/bsolc/english/bsolc?catno=62-202-XWE>
For more detailed data see our [Canadian Market Estimates](#)

Average household expenditures - 2005 (highlights)

<http://www40.statcan.ca/01/cst01/famil16a.htm>
<http://www40.statcan.ca/01/cst01/famil10a.htm>

Hyperlink 1 provides provincial data while hyperlink 2 provides metropolitan area data.

Survey of household spending (SHS), dwelling characteristics at December 31, by province, territory and selected metropolitan areas

<http://www40.statcan.ca/01/cst01/famil09a.htm>

Survey of household spending (SHS), household equipment at December 31, by province, territory and selected metropolitan areas

<http://www40.statcan.ca/01/cst01/famil09b.htm>
<http://www40.statcan.ca/01/cst01/famil09c.htm>

The wealth of Canadians: An overview of the results of the 2005 Survey of Financial Security

<http://www.statcan.ca/Daily/English/061207/d061207b.htm>

Gift cards: The gift of choice 2003-2005

<http://www.statcan.ca/bsolc/english/bsolc?catno=11-621-MWE2006051>

Savers, investors and investment income 2005

<http://www.statcan.ca/Daily/English/051031/d051031c.htm>

Demographics

Quarterly Demographic Estimates

<http://www.statcan.ca/bsolc/english/bsolc?catno=91-002-XIE>

International mobility: Patterns of exit and return of Canadians, 1982 to 2003

<http://www.statcan.ca/bsolc/english/bsolc?catno=11F0019MIE2006288>

Education

National Longitudinal Survey of Children and Youth: Early reading ability and later literacy skills 1994/1995 to 2004/2005

<http://www.statcan.ca/Daily/English/061205/d061205a.htm>

Salaries and Salary Scales of Full-time Teaching Staff at Canadian Universities, 2004/2005: Final Report

<http://www.statcan.ca/bsolc/english/bsolc?catno=81-595-MIE2006048>

The teaching profession: trends from 1999 to 2005

<http://www.statcan.ca/english/freepub/81-004-XIE/2006004/teach.htm>

Readiness to learn at school among five-year-old children

<http://www.statcan.ca/bsolc/english/bsolc?catno=89-599-MWE2006004>

Registered apprenticeship training programs 2004

<http://www.statcan.ca/Daily/English/061117/d061117a.htm>

Health

National Survey of the Work and Health of Nurses 2005: Provincial profiles

<http://www.statcan.ca/bsolc/english/bsolc?catno=11-621-MWE2006052>

Internet

Annual Survey of Internet Service Providers - 2005

<http://www.statcan.ca/Daily/English/061218/d061218c.htm>

Justice & Security

Canadians' Use of Crime Prevention Measures

<http://www.statcan.ca/bsolc/english/bsolc?catno=85F0033MIE2006012>

Manufacturing

Energy consumption by manufacturing industries

<http://www.statcan.ca/Daily/English/061219/d061219h.htm>

Trade liberalization and the Canadian clothing market

<http://www.statcan.ca/Daily/English/061207/d061207c.htm>

Non-Profit Sector

Satellite Account of Non-profit Institutions and Volunteering, 1997 to 2003

<http://www.statcan.ca/bsolc/english/bsolc?catno=13-015-XWE>

Charitable donors 2005

<http://www.statcan.ca/Daily/English/061123/d061123e.htm>

Primary & Energy Sector

Canada's mineral production, preliminary estimates

<http://www.statcan.ca/bsolc/english/bsolc?catno=26-202-XIB>

Canadian Environmental Sustainability Indicators 2006

<http://www.statcan.ca/bsolc/english/bsolc?catno=16-251-XIE>

Shipments of solid fuel burning heating products

<http://www.statcan.ca/Daily/English/061122/d061122g.htm>

Research and development for new energy technologies in the private sector

<http://www.statcan.ca/bsolc/english/bsolc?catno=11-621-MWE2006050>

Trade

Canada's balance of international payments

<http://www.statcan.ca/bsolc/english/bsolc?catno=67-001-XIE>

Transportation

Canadian Vehicle Survey - Quarterly

<http://www.statcan.ca/bsolc/english/bsolc?catno=53-223-X&CHROPG=1>

Air Charter Statistics - 2004 - Annual

<http://www.statcan.ca/bsolc/english/bsolc?catno=51-207-XIE>

Domestic and international shipping - 2004

<http://www.statcan.ca/Daily/English/061207/d061207f.htm>

Canadian Travel Survey: Domestic travel - 2004

<http://www.statcan.ca/bsolc/english/bsolc?catno=87-212-XIE>

Air Passenger Origin and Destination, Canada-United States Report 2004

<http://www.statcan.ca/bsolc/english/bsolc?catno=51-205-XIB>

Characteristics of international travellers

<http://www.statcan.ca/Daily/English/061128/d061128b.htm>

Workplace

Work hours instability

<http://www.statcan.ca/english/freepub/75-001-XIE/11206/high-2.htm>

Balancing career and care

<http://www.statcan.ca/bsolc/english/bsolc?catno=75-001-X20061119520>

Hours worked and labour productivity in the provinces and territories - 2005

<http://www.statcan.ca/Daily/English/061122/d061122b.htm>

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"Info-Success" with Periodical Databases

One of the most important research tools you can use when you are conducting industry and market research is a periodical database.

A periodical database is basically an electronic collection of newspapers and magazines. It allows you to quickly search the text of all these publications at once so that you can easily locate articles and information related to your business or market. Through these media outlets you can access expert opinions, market analysis, consumer views and competitor profiles. You can then following up on the key sources referenced to find even more information.

Most library systems in Canada now offer access to periodical databases through their computer terminals. Moreover many now let you access these databases from home provided you have a valid public library card. To view the electronic holdings of your own local library system, visit its web site. If you do not know the online address of your local library, use the following directory: <http://www.collectionscanada.ca/gateway/s22-200-e.html>

Do not expect instant success

The biggest challenge for most new entrepreneurs in using a periodical database is getting over the initial visceral resistance to such a "hardcore" research tool. It is very much text based and reliant on user input. If research is not your thing – and for many entrepreneurs it isn't – periodical databases can be intimidating. When success is not instant (i.e. you don't find exactly what you need on your first search) many entrepreneurs abandon the whole exercise, claiming it is beyond them.

First thing to keep in mind is that if you sat and watched any of our research associates at GDSourcing (or any librarian or other professional researchers for that matter) while they used a periodical database you would immediately realize that searching for information is not an exact science. Search terms are continually revised and re-entered in the quest for "info-success". Finding key information on the first try is rare so do not be discouraged by initial set backs.

TIME

Before you try using a periodical database you need to ensure you have the most important research tool of all: TIME. Do not leave your research to the last minute. The whole purpose behind research is to enlighten your business plan, not be a quick appendage forced into place.

Time-pressure leads to panic. To have “info-success” you need to have a clear mind to be able to sit back and see where revisions need to be made to your search and recognize other keywords that can be used. Research relies on problem-solving skills not your reflexes. It is more like golf and less like hockey!

KEYWORDS

Next you need to prepared yourself with is a list of unique keywords. Use your own knowledge of your market and industry and write a list of related words, phrases, competitor brands and corporate names. Also add in specific market characteristics you are aware of. For example Aromatherapy is a technique that helps relieve stress. Therefore in your list of keywords include concepts related to this, such as stress, work-life balance, relaxation etc.

Take a few days to compile a list. (Remember you have left yourself lots of time for your research). Carry a pad of paper with you and jot down keywords as you think of them. If you are techno-savvy use the "Voice memo" feature on your cell phone and record your keywords verbally.

Now armed with time and keywords, grab yourself a coffee or tea – the advantage of searching your local library's resources from home – and log into one of the databases provided.

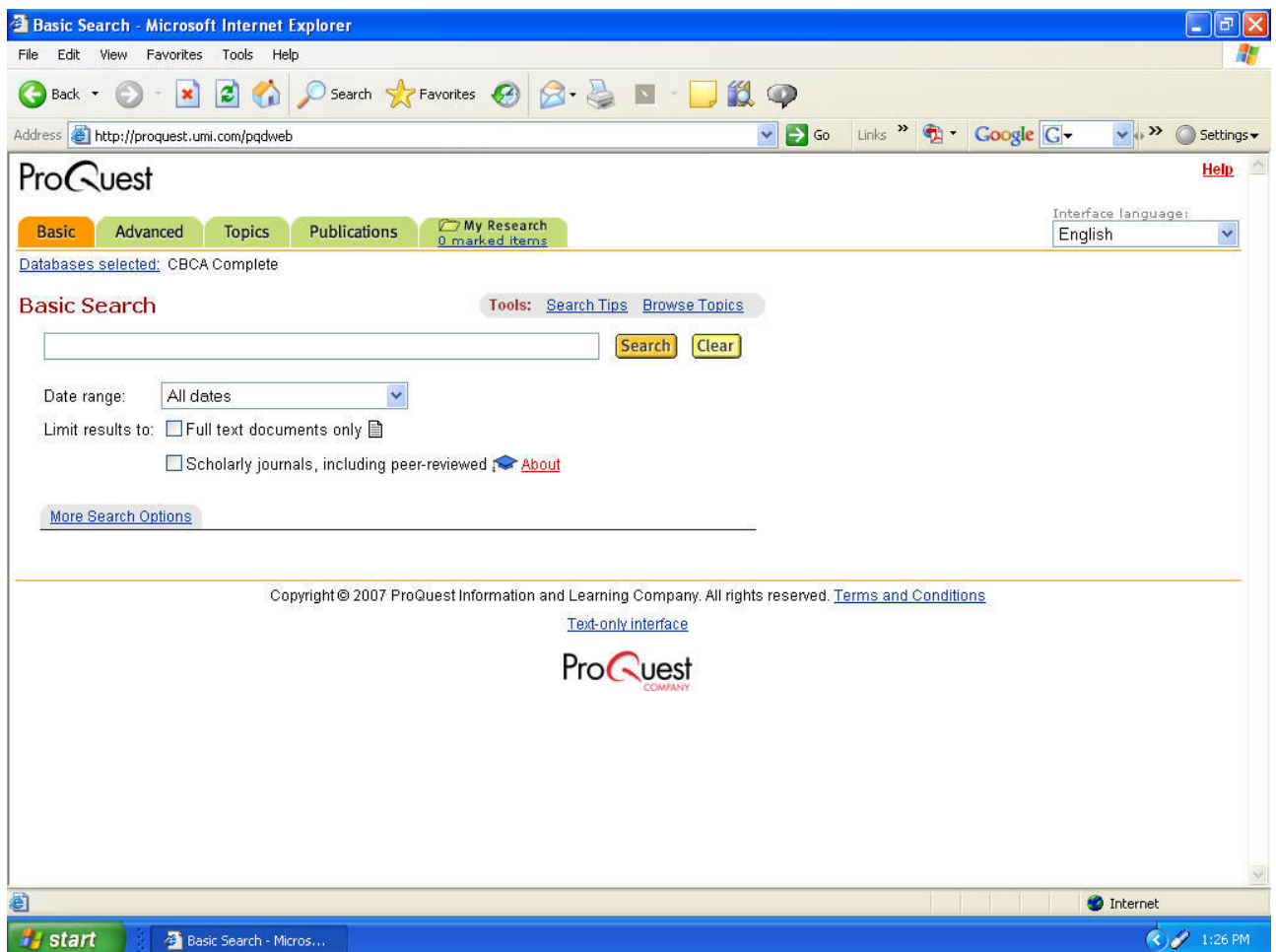
CBCA - Topic Headings

Some libraries offer a variety of periodical databases. Each contains a different selection of newspapers and magazines and uses a slightly different interface. For the most part however they all operate in the same way. Some of the most commonly available periodical databases are: Canadian Business and Current Affairs (CBCA), EBSCO Host and General Reference Centre.

We always start our searches with Canadian Business and Current Affairs (CBCA) because it focuses on Canadian content. The others identified above cover many Canadian periodicals as well but they also include more U.S. publications.

When you first enter the Canadian Business and Current Affairs database you are taken to the Basic Search page. While it is enticing to just jump right into your search you are best to step back for a moment. Rather than reinventing the wheel, see if the data you require has already been collected for you. Start with the "Topics" tab at the top of the page.

CBCA - Screen Shot:



Now select “Suggest topics (enter keywords)” then enter a keyword in the search bar. Start with the broadest keywords on your list. CBCA will then provide you with a list of possible topic headings related to your keywords.

E.g. Keyword: Dogs:

Dogs
[View](#) documents
[Narrow](#) by related topic

Dogs AND Training
[View](#) documents
[Narrow](#) by related topic

Dogs AND Pets
[View](#) documents
[Narrow](#) by related topic

Dogs AND Breeding
[View](#) documents
[Narrow](#) by related topic

Dogs AND Care
[View](#) documents
[Narrow](#) by related topic

Dogs AND Animal training
[View](#) documents
[Narrow](#) by related topic

Dogs AND Police dogs
[View](#) documents
[Narrow](#) by related topic

You can then select the appropriate Topic heading or choose “Narrow by related topics” to get further Topic suggestions. Click on any headlines that appear relevant. If the article is useful look at the subject heading(s) that have been assigned to it. These are located at the top of the article and are hyperlinked. They may identify other related Topic headings you may not have originally considered on your own keyword list.

You can print, e-mail or copy and paste all the useful articles you find. Some are even provided in a PDF format so you can see the article exactly as it appears in the paper version of the publication.

CBCA - Keyword Searching

I wish I could say that is all there is to it. But I can't. Remember you need TIME to achieve "info-success".

Usually you will be able to find some helpful articles via the Topic search method. However it is important to realize that not all relevant articles have been assigned an appropriate Topic heading.

For example the article *Retail Intelligence – Hair Care Category* in the August 2006 issue of Canadian Grocer is not assigned any specific Topic headings which means when you search on hair care subject headings this article does not appear and you will miss out on important data such as Brown accounts for 37% of total sales in the hair colour market, versus 32% for blonde, 22% for red, 7% for black and 2% for bleach.

Now before you throw your hands up in the air and say "Oh! this is far too complicated for me!" remember research is about readjusting, revising and trying again.

Keyword searching is not really that complicated and armed with your keywords and time it will not be as painful as you fear! Go back to the CBCA Basic Search page. This is the first page that appears when you enter CBCA and has a tab at the top of the page you can click on.

Now simply begin entering some of the words and phrases from your keyword list. Look at the first few results. If they are useful read the articles. If they are not appropriate try adding more keywords or phrases to your search, or try another keyword set altogether. (For more information on selecting keywords and the revision process see our BR Newsletter article: [Google is as Good as Your Keywords](#) (Vol 9. No 4)

While there are a number of special terms, symbols and research strategies you can use to increase the complexity of your keyword search, there are two basic guidelines to remember. If you are search on a phrase surround the words in the phrase with quotation marks " " and if you are searching on more than one word or phrase use AND (in capital letters between each keyword/phrase.)

For example **“hair colour” AND “% share”**

This search will return the above article among others.

Research Tip

Notice the use of one keyword phrase specific to the market/industry and another specific to the type of data looked for.

If you are keen on knowing all the research tricks you can use look at the HELP Section of the CBCA database located in the top left corner of the page. This is true of any of the periodical databases you decide to use. All have a HELP section to provide you with tips and tricks.

Once you have exhausted one database move on to any others available through your library. They all cover a different selection of newspapers and magazines. Use the same keywords as well as any new ones you discovered during your original search.

Research Tip

CBCA can help you keep up-to-date with the latest research. If you have a particularly successful search you can get CBCA to set up an alert that will send you an e-mail when new results to the same search are available. Simply click on the appropriate link at a search results page and following the on-screen directions. Nifty!

Successful market research cannot be conducted without using a periodical database. Do not be intimidated by this resource. The greatest obstacle to info-success is your own reluctance to try.

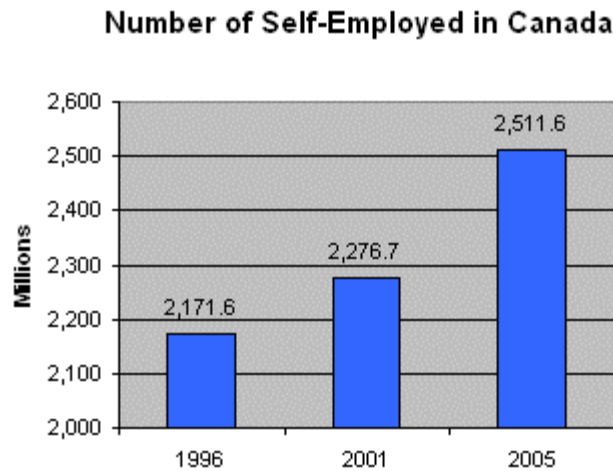
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Ten Year Profile: Self-Employment

As part of our 10th anniversary celebrations we are going to devote one article in each issue of the BR Newsletter to exploring trends in small business and entrepreneurship in Canada over the last 10 years.

Detailed tables will be included at the end of each article.

Canada is a nation of confident entrepreneurs. Nearly half of us believe we have the necessary skills to start and run a successful business. Over the last ten years self-employment in Canada has grown steadily. In 1996 nearly 2.2 million Canadians ran their own business. Ten years later after a net gain of 340,000 (including yours truly) the number now stands at 2.5 million



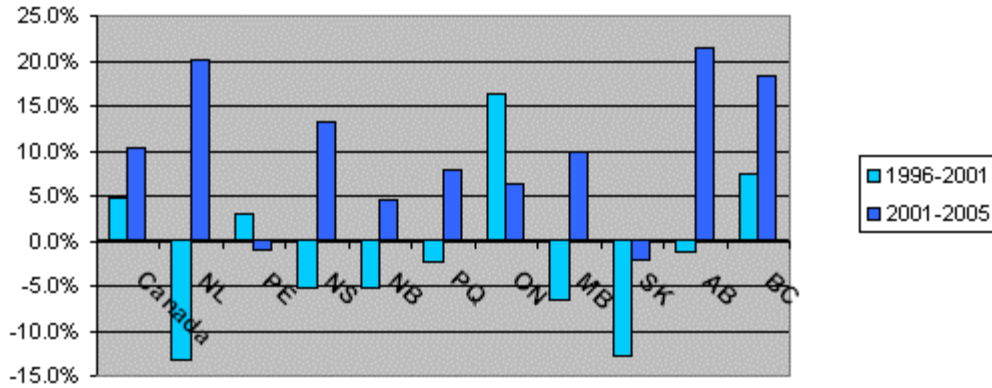
While the growth has been consistent, the real fire of entrepreneurship did not start burning until the turn of the millennium. The growth rate since 2001 (10.3%) has been more than double that of the previous five years (4.8%) and this increase alone accounts for more than 70% of the net gain in self-employment since 1996.

This rapid growth can be contributed in part to the phenomenal enthusiasm of women entrepreneurs. The number of self-employed women in Canada expanded at triple the rate of the previous five years. (12.0% vs. 3.8%)

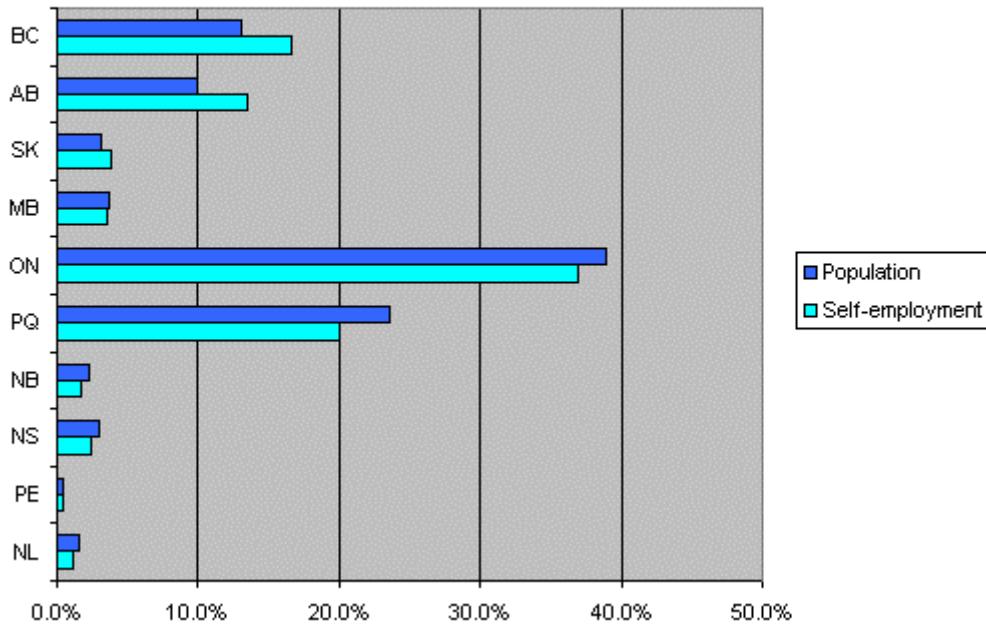
On a provincial basis, B.C., Alberta and Newfoundland & Labrador have fueled the surge in entrepreneurial growth. All these provinces recorded growth rates of near or above 20%.

What is even more remarkable is the turn around experienced by two of these provinces. Prior to 2001 both Alberta and Newfoundland & Labrador actually saw a decline in self-employment among their residents. The biggest gains over the full ten years were made by B.C. (27.2%) and Ontario (23.8%)

Growth in Self-Employment by Province



Percentage Share of Self-employment & Total Population by Province (2005)



This variation in self-employment growth rates however has had little effect on the distribution of the self-employed in Canada. This of course is due to the overall population distribution in Canada. Provinces with significantly higher population counts will always have a greater relative

share of self-employment. Nevertheless some provinces are "punching above their weight" when it comes to entrepreneurship.

In 2005 both Alberta and B.C. held a share of self-employment above their respective population size. Alberta accounted for 10.0% of the population in Canada yet boasted 13.4% of the self-employed. Similarly, B.C. held a higher share of self-employed as compared to the general population (16.6% vs. 13.1%).

On the other side of the coin self-employment was underrepresented in the two largest provinces. In Quebec the share was 3.5% less than that of their population while in Ontario there was at a deficit of 2% or 50,000 potential self-employed Canadians.

Self-employment remains a popular career option and will likely continue to grow especially with the much heralded mass retirement of the Baby Boomer generation. In fact 19% of Canadian boomers find the idea of entrepreneurship at age 62 as an appealing way to spend "retirement". There is no doubt that this expected wave of Seniorpreneurs will effect the entrepreneurial landscape in Canada. In ten more years we will be looking back on even faster growth.

	Both Sexes			Male			Female		
	1996	2001	2005	1996	2001	2005	1996	2001	2005
Canada	2171.6	2276.7	2511.6	1426.8	1503.3	1645.6	744.8	773.4	866
NL	25.8	22.4	26.9	18.2	14.9	17.5	7.6	7.5	9.4
PE	10.3	10.6	10.5	7.5	7.2	7.5	2.9	3.3	3
NS	56.4	53.5	60.6	35	34.1	38.9	21.4	19.4	21.6
NB	41.7	39.5	41.3	27.3	25.5	25.4	14.4	13.9	15.9
PQ	477.6	466.9	503.8	319.6	316.6	331.8	158	150.9	172
ON	749.6	872.8	927.8	490.1	572.4	609.8	259.5	300.3	317.9
MB	86.8	81.2	89.3	64.4	56.8	62.2	27.8	24.4	27.1
SK	114.9	100.1	98	77.5	68.1	67.6	37.5	32	30.4
AB	281.6	278.3	337.7	181.3	184.4	217.1	100.3	93.9	120.6
BC	326.9	351.4	415.8	211.5	223.2	267.7	115.4	128.2	148

DATA TABLE 1: Self-employment in Canada (000s)									
	Both Sexes			Male			Female		
	1996	2001	2005	1996	2001	2005	1996	2001	2005
Canada	4.8%	10.3%	15.7%	5.4%	9.5%	15.3%	3.8%	12.0%	16.3%
NL	-13.2%	20.1%	4.3%	-18.1%	17.4%	-3.8%	-1.3%	25.3%	23.7%
PE	2.9%	-0.9%	1.9%	-4.0%	4.2%	0.0%	13.8%	-9.1%	3.4%
NS	-5.1%	13.3%	7.4%	-2.6%	14.1%	11.1%	-9.3%	11.3%	0.9%
NB	-5.3%	4.6%	-1.0%	-6.6%	-0.4%	-7.0%	-3.5%	14.4%	10.4%
PQ	-2.2%	7.9%	5.5%	-0.9%	4.8%	3.8%	-4.5%	14.0%	8.9%
ON	16.4%	6.3%	23.8%	16.8%	6.5%	24.4%	15.7%	5.9%	22.5%
MB	-6.5%	10.0%	2.9%	-11.8%	9.5%	-3.4%	-12.2%	11.1%	-2.5%
SK	-12.9%	-2.1%	-14.7%	-12.1%	-0.7%	-12.8%	-14.7%	-5.0%	-18.9%
AB	-1.2%	21.3%	19.9%	1.7%	17.7%	19.7%	-6.4%	28.4%	20.2%
BC	7.5%	18.3%	27.2%	5.5%	19.9%	26.6%	11.1%	15.4%	28.2%

DATA TABLE 3: Distribution of Self-employed and Total Population in Canada		
	Self-employment	Population
NL	1.1%	1.6%
PE	0.4%	0.4%
NS	2.4%	2.9%
NB	1.6%	2.3%
PQ	20.1%	23.6%
ON	36.9%	38.9%
MB	3.6%	3.6%
SK	3.9%	3.1%
AB	13.4%	10.0%
BC	16.6%	13.1%

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Small Business Stats Facts

Each Business Researcher Newsletter ends with a collection of recently released statistics related to Canadian small businesses. To view all small business releases use the Stats Link Canada links below:

Latest Small Business & Entrepreneurship Releases:

[Stats Link Subscribers click here](#)

[Click Here for Free Trial Version](#)

1. What percentage of Canadians believe they have sufficient skills to start a business? How does this compare to the U.S., Japan, Germany and New Zealand?

Percentage of respondents saying they had sufficient skills to start a business	
New Zealand	61%
U.S.	55%
CANADA	50%
Germany	37%
Japan	11%
Source: GEM 2001	

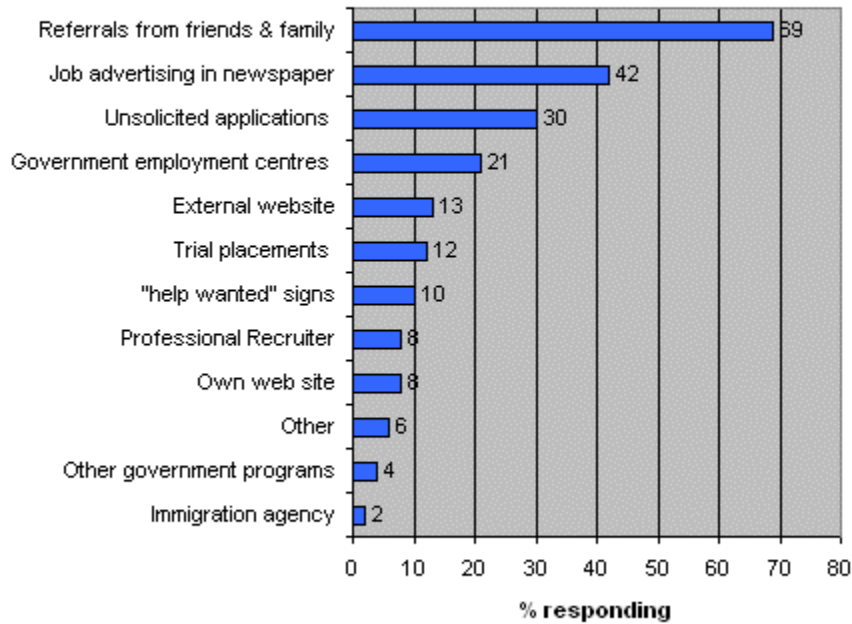
- How much did small businesses spend per employee last year filling out forms to comply with 11 key government information obligations — everything from filing income tax forms to paying federal and provincial sales taxes?

Average annual compliance cost per employee	
Number of employees	Average annual cost per employee
1 to 4 employees	\$982.4
5 to 19 employees	\$326.1
20 - 99 employees	\$146.0
100 - 499 employees	\$86.9
Total	\$305.5

Source: Statistics Canada

- What are the most effective recruiting methods used by Canadian small businesses when they are looking for new employees?

**Most effective recruiting methods
by Canadian Small Businesses (2006)**



Source: CFIB

4. What percentage of Canadian small and medium-sized businesses are entirely owned by women entrepreneurs?

15%

In 2004, 201,000 of 1.4 million Canadian SMEs were entirely owned by women entrepreneurs.

Source: Industry Canada

5. What percentage of Canadian small and medium-sized businesses are majority owned by Canadians under 30 years of age?

3%

In 2004, 39,000 of 1.4 million Canadian SMEs were entirely owned by young entrepreneurs.

Source: Industry Canada

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