

FIRE PAK

"LIGHT UP YOUR HEARTH"



#2 - 7957 - 49 Avenue
Red Deer, Alberta
T4P 2V5

(403) 340-3377

May 20, 1988

Honorable Larry R. Shaben
Minister, Economic Development and Trade
407 Legislative Building
Edmonton, Alberta
T5K - 2B6

Mr. Shaben:

FIRE - PAK is a Red Deer based packager of kiln-dried, aspen firewood. Today, we appointed an American food broker who will aggressively promote and sell our product in Southern California. Our product is the most attractively packaged, highest quality wood fuel product available here and we will achieve substantial market share. We project, in the coming year, to increase sales by 5000% over last year.

The Alberta Government International Trade Office in Los Angeles was invaluable in its assistance in helping us find brokerage representation in this export market. Without the help of Mr. Ron Liepert and his staff, doing business here would have been immeasurably more difficult. Their help was first-class, informative, insightful and sincerely appreciated. We commend the foresight of the department of Economic Development and Trade for providing these facilities and resources for Alberta companies use.

We urge all other members of the private sector who have a cost-competitive, good quality product to make use of these international trade offices to capture market share in foreign markets., It worked for us. It could for them as well.

In the near future we also intend to use the office in Houston, and to also use other overseas offices as we determine where other potential international markets lie.

Sincerely,

Glenn Sanderse
Manufacturers Sales Representative

GS:gs

Calgary Fashion Council
178, 401 - 9th Avenue S.W.
Calgary, Alberta.

(403) 237-7877

February 25, 1988.

Mr. Ron Leipart,
Government of Alberta,
333 South Grand., #3535,
Los Angeles, California.
90071.

Dear Ron:

Thank you for our meeting while I was in L.A. regarding Alberta's Fashion Councils. We would like to reaffirm your Alberta trip in June, and request that you address both the Edmonton and Calgary Councils on Trade Offices and their resources to our industry in this province.

Certainly your help in identifying a representative firm for my product was invaluable. You might be interested to know that I have invested two years to find such a firm, and with your assistance it was done in one day! - thank you.

I look forward to speaking with you again in the near future.

Yours truly,

Anne Matthews

