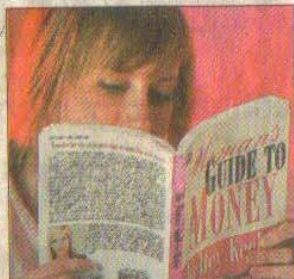


EDMONTON JOURNAL

TV
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INSIDE



Best new
business
books
BUSINESS
/ D1



Disney offers up
more adorable
jungle
animals

WHAT'S ON / F1



Aging drivers put safety first by upgrading their skills **DRIVING / H1**

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EDMONTON'S NEWSPAPER SINCE 1903

FRIDAY, APRIL 14, 2006

SUMMER OF PAIN AT PUMPS



WE MADE IT!

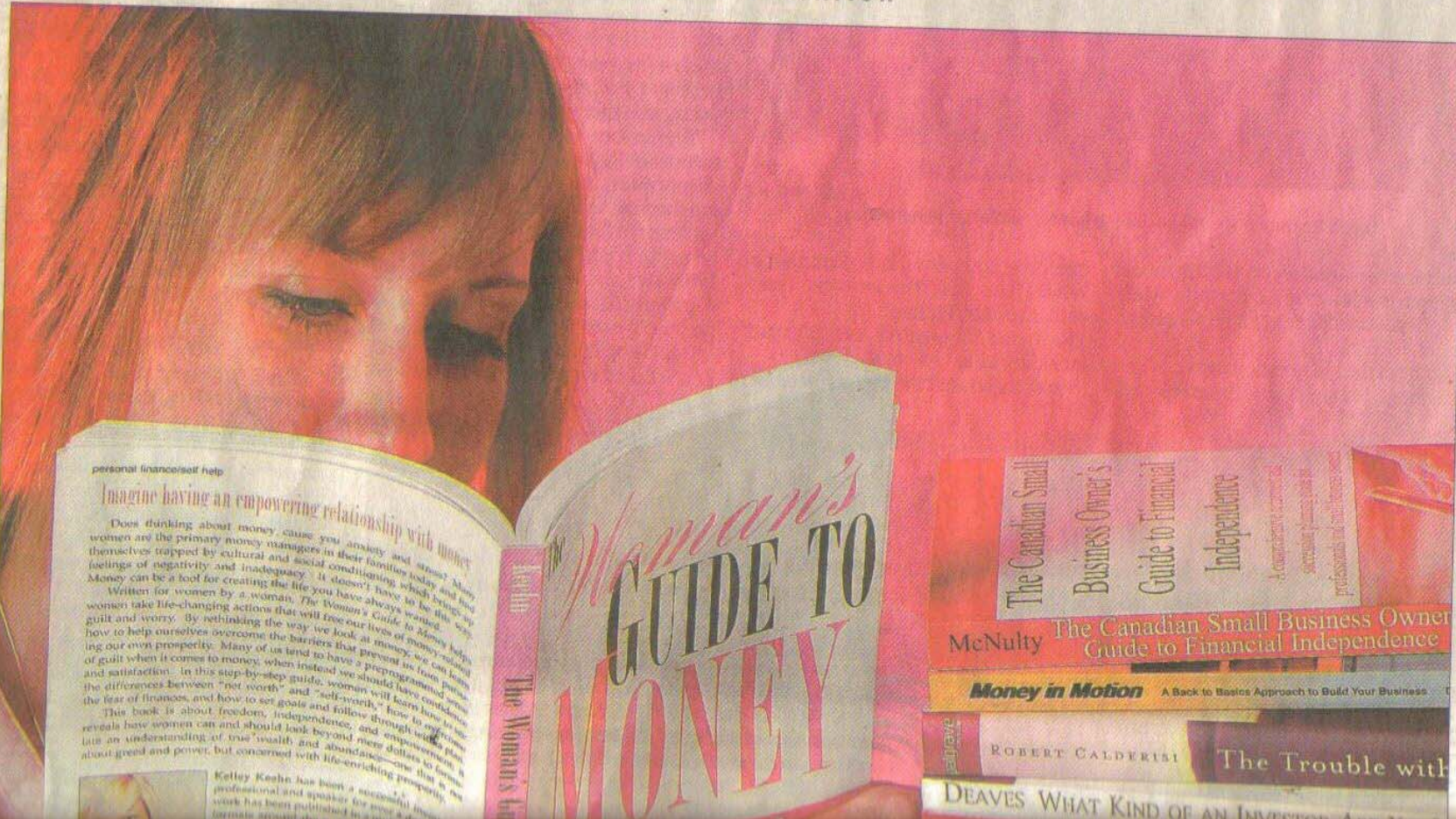
BUSINESS



- Grab some popcorn, the trial's about to start / D3
- Compare your retirement package to that of Lee R. Raymond! / D2

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	EDITOR: PAUL CASHMAN, 498-5669; business@thejournal.canwest.com				EDMONTON JOURNAL		FRIDAY, APRIL 14,

FINANCIAL EDUCATION



MEET THE NORTH

Northern port pose risk to city

Project would steer shipping into new lanes

DAVID FINLAYSON
Journal Business Writer
EDMONTON

Edmonton could be cut out of the northern development loop if a deep water port is built on the Arctic coast, Yellowknife Mayor Gordon Vis Tigham said Thursday.

Currently, almost all goods — including vital fuel oil — bound for northern communities and mining projects originate in Edmonton.

But a port at Bathurst Inlet or other

personal finance/self help

Imagine having an empowering relationship with money. Does thinking about money cause you anxiety and stress? Many women are the primary money managers in their families today and find themselves trapped by cultural and social conditioning which brings up feelings of negativity and inadequacy. It doesn't have to be this way. Money can be a tool for creating the life you have always wanted.

Written for women by a woman, *The Woman's Guide to Money* helps women take life-changing actions that will free our lives of money-related guilt and worry. By rethinking the way we look at money, we can begin how to help ourselves overcome the barriers that prevent us from seeing our own prosperity. Many of us tend to have a preprogrammed sense of guilt when it comes to money, when instead we should have confidence and satisfaction. In this step-by-step guide, women will learn how to overcome the differences between "not worth" and "self-worth," how to set goals and follow through, and how to set boundaries. This book is about freedom, independence, and empowerment. It reveals how women can and should look beyond mere dollars to gain an understanding of true wealth and abundance — one that is not about greed and power, but concerned with life-enriching prosperity.

Kelley Keith has been a successful professional and speaker for over a decade. Her work has been published in numerous formats around the world.

The Canadian Small Business Owner's Guide to Financial Independence

McNulty The Canadian Small Business Owner's Guide to Financial Independence

Money in Motion A Back to Basics Approach to Build Your Business

ROBERT CALDERINI The Trouble with

DEAVES WHAT KIND OF AN INVESTOR ARE YOU

Canadian content

Spring shower of business books has a distinctive maple (leaf) flavour about them

PAUL MARCK
Journal Business Writer
EDMONTON

As readers of business turn their furtive glance to the fertile fields of business books, sprouting from the prairie dust like spring canola — lo and behold, here's a homegrown bumper crop of Canadian volumes.

Spring 2006 sees publishers pushing out an all-time high of books written by and geared towards Canadian investors, business operators and moguls.

In and of itself, it is a refreshing change from the constant parade of American business books. To be fair, some are good, but many, given the differences in tax, pension and business structure between Canada and the U.S., make for better bonfire kindling than reading material north of the 49th.

So, without further ado, here is a preview of an all-Canadian lineup of business books that have already or are about to hit bookstore shelves this spring.

The Woman's Guide to Money

By Kelley Keehn
Insomniac Press
243 pp \$21.95

Edmonton investment planner and author Kelley Keehn takes a practical perspective on the issues surrounding

women and money. She rethinks the equation, based on the premise that women are money managers in many families, but are trapped by cultural and social conditioning to fail, or underperform in that role. Keehn offers a step-by-step guide to overcome those inborn fears to pave the way to prosperity.

Money in Motion

By Doug E. Lachance
Trafford
241 pp, \$25

Business coach, former banker and stockbroker and entrepreneur Doug Lachance tells how to attract new clients, among tips on how to survive and thrive as a small-business operator.

Tougher Boards for Tougher Times

By William A. Dimma
Wiley
254, pp, \$49.99

With a subtitle nod to corporate governance post Enron, William A. Dimma dissects the challenges facing companies in building effective, independent boards. For more than 40 years, Dimma has sat on 55 corporate boards and another 40 non-profit ones and seems to know a thing or two about ethical company behaviour.

The Canadian Small Business Owner's Guide to Financial Independence

By Barry and Mark McNulty
Insomniac Press
265 pp, \$21.95

There's a transition in progress, as more than one million small business operators in Canada retire over the next five to 15 years. Here Barry and Mark McNulty offer tips, case studies and advice to small business owners on how to plan succession and enjoy retirement.

The Trouble With Africa

By Robert Calderisi
Palgrave Macmillan
249 pp, \$33.95

A one-time international banker with the World Bank, part-time Montreal resident, writer and consultant Robert Calderisi pens a history lesson and examination of the formula of world aid and why it has failed the Dark Continent. An unflinching personal essay by someone who has witnessed dictatorships in all their brutality.

E-Mails from the Edge

By Lynne Everatt
Insomniac Press
223 pp, \$21.95

In a series of e-mails to a corporate

mentor, the fictitious Constance Beaman reports on the never-ending crises of a middle manager caught up in bad bosses, the merger squeeze and exercises in team building and the daily grind. Funny and irreverent. Lynne Everatt, herself a middle manager, pens a column by the same name in the *Globe and Mail*.

CEO Speak

By Joel Amernic & Russell Craig
MQUP
243 pp, \$39.95

Bosses have a language all their own, and here Joel Amernic and Russell Craig examine those speeches, letters, website postings and newsletter chatter to deconstruct the doublespeak and get down to the message behind the words.

Buying and Selling a Home for Canadians for Dummies

By Tony Ioannou and Heather Bell
Wiley
436 pp, \$29.99

By now everybody knows of the series of yellow-and-black volumes devoted to everything from sex to history to digital photography to web pages for greenhorns, for those of us who know nothing about the appointed tasks we are about to undertake.

See BOOKS / back of section

Bathurst Inlet plans call for it to be linked by a new road to the current Ekati and Diavik diamond mines, as well as future diamond and base metal mines in the area.

The port site has been the subject of several federal government and industry studies, but has not yet been given the green light.

See North / D3

BRANDING

National media takes chilly view of Edmonton

Journal Business Staff
EDMONTON

It seems that ignorance is bliss with national media perceptions of Edmonton.

A survey by Edmonton Economic Development Corp. of national media awareness of Edmonton shows that — with journalists at least — they don't know much about Alberta's jewel on the North Saskatchewan.

The most common perceptions of Edmonton from national media are "cold, political and sports," while local media's most common descriptors are: "booming economy, artistic and cultural, and blue collar and industrial."

The survey, completed by 105 news outlets from all provinces except P.E.I., showed among its results:

▶ A disproportionate amount of Alberta news emanates from Calgary;

See SURVEY / back of section

Conrad's digs / Ford's payday / online scams ...

→ No. 10 Toronto St., an elegant three-storey Greek revival building, may be one of the smaller structures near Toronto's financial district, but it is one of Canada's best-known business addresses.

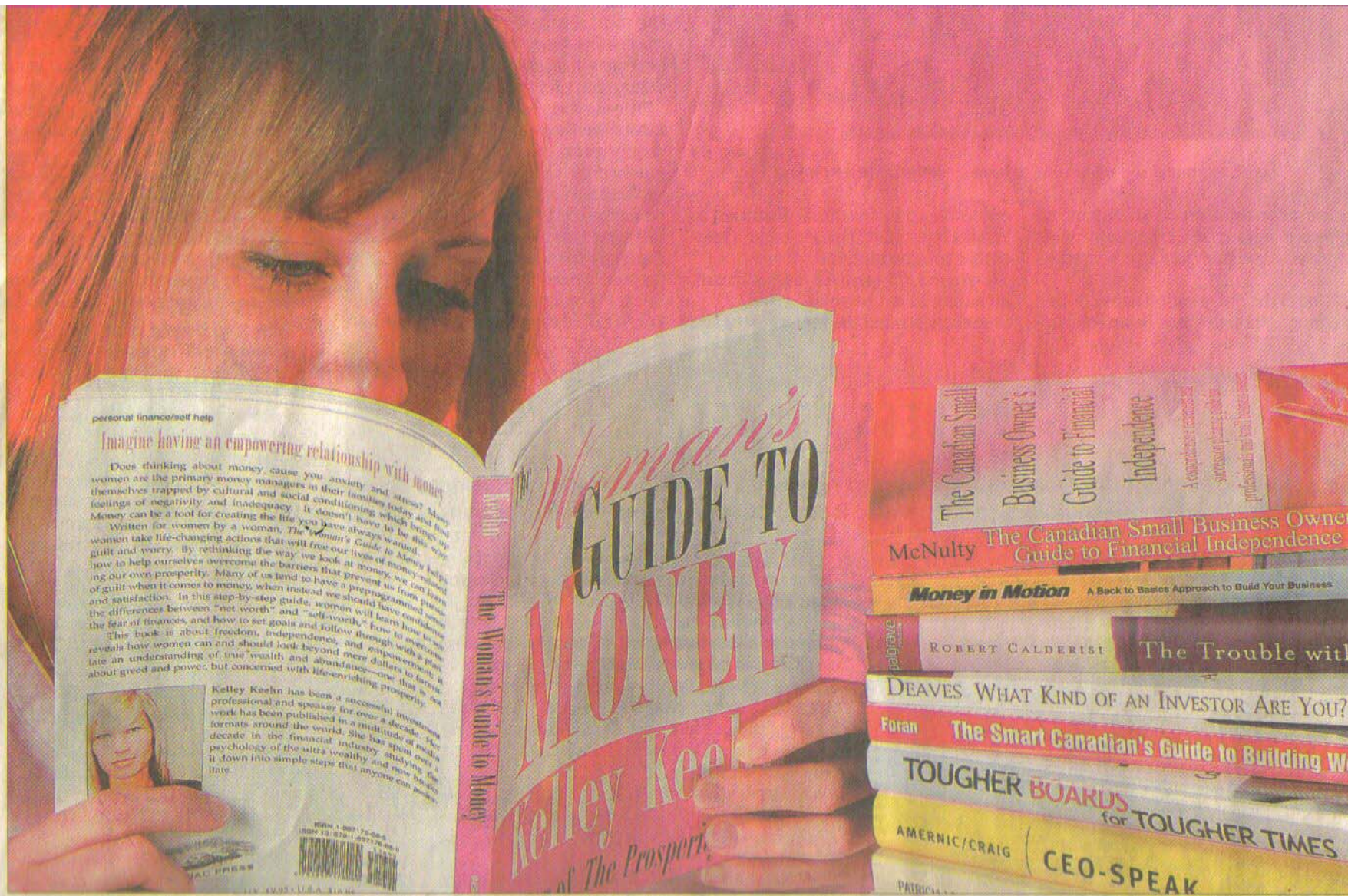
highlight the building's association with Black. "We're not really pumping that up in our offering."

based incentive program.

→ Americans lost a record amount of money to Internet fraud last year, with

from the account of an African dictator. You will receive a sizable percentage — 20 per cent to 40 per cent — by helping him do so.

→ It's hard to believe, but we really have more free time. So says Erik Hurst, associate professor of economics at the



personal financial help

Imagine having an empowering relationship with money

Does thinking about money cause you anxiety and stress? Do women are the primary money managers in their families today and find themselves trapped by cultural and social conditioning which brings feelings of negativity and inadequacy. It doesn't have to be this way. Money can be a tool for creating the life you have always wanted.

Written for women by a woman, *The Woman's Guide to Money* shows how to help ourselves overcome the barriers that prevent us from living our own prosperity. Many of us tend to have a preprogrammed sense of guilt when it comes to money, when instead we should have confidence and satisfaction. In this step-by-step guide, women will learn how to overcome the differences between "net worth" and "self-worth," how to overcome the fear of finances, and how to set goals and follow through with a plan.

This book is about freedom, independence, and empowerment. It reveals how women can and should look beyond mere dollars to gain a late understanding of true wealth and abundance—one that is not about greed and power, but concerned with life-enriching prosperity.



Kelley Keelin has been a successful professional and speaker for over a decade. Her work has been published in a multitude of investment forums around the world. She has spent most of her decade in the financial industry studying the psychology of the ultra wealthy and how to translate it down into simple steps that anyone can master.



There are plenty of Canadian-oriented business books to keep you occupied until the spring showers end and the golf courses open.

OLIVIA KACHMAN, THE JOURNAL

Canadian content

North port po risk to

Project would
shipping into n

DAVID FINLA
Journal Business
EDMONTON

Edmonton could be
northern development
water port is built on the
Yellowknife Mayor
Tigham said Thursday

Currently, almost all
cluding vital fuel oil
northern communities
projects originate in Ed
But a port at Bathurst
proposed sites would
the northern transport
said Van Tigham, in Ed
mote the Meet The Nor
and job fair here May 8

The huge amount of
ing north each year fr
would come in by ship t
"What will that do to S
(and refinery row)? So
for people who live in
supply the north to co
us."

Bathurst Inlet plans
linked by a new road
Ekati and Diavik diam
well as future diamond
al mines in the area.

The port site has been
several federal govern
dustry studies, but ha
given the green light.