

# Tait

COMMUNICATIONS  
AND CONSULTING INC.

## *in touch*

September 2007

*Keeping you plugged into the Tait Communications network*

## New team member

Tait Communications and Consulting welcomed a new member to the team this summer.

Mike Bradshaw decided it was time for a change of scenery, and so made his way to Yellowknife. He's taken on the role of senior communications and marketing consultant, providing a wealth of experience and knowledge to the Tait team. In fact, he has already demonstrated his abilities on a number of projects, despite being in Yellowknife for about a month.

In more than 20 years in the communications field, Mike's career has taken him through most of Western Canada and Ontario. From his start in daily newspapers to his rise as a senior manager with non-profit, investor-



owned and crown corporations, Mike has developed a variety of skills: writing, strategic management, media and community relations, public policy and issues management.

www.taitcc.com



## Here's Looking at You Kid!

Ah to be young and fancy free again!  
Can you identify which Tait employee is this adorable baby?

Email your guess to [tait@taitcc.com](mailto:tait@taitcc.com) for a chance to win some truffles from **The Chocolatier**.



# The Top 5 Things We Learned At Chocolate School

- 1) Nine out of ten people like chocolate. The tenth person always lies. (John Q. Tullius)
- 2) Chocolate in your hair is not always a bad thing
- 3) Stress wouldn't be so hard to take if it were chocolate covered
- 4) When in doubt chose chocolate
- 5) There is nothing better than a good friend, except a good friend with chocolate.

These and many more important lessons were learned by Leanne Tait and Claudia Richea when they attended chocolate school in London, Ontario with Master Chocolatier Marc Forrat. The intensive course provided them with the foundation to produce their own delectable truffles and confections in their own shop. The shop, which will be called The Chocolatier, is slated to open in October. All the chocolates will be hand made on site with the freshest ingredients (see See Chocolate Lovers story story, to help choose the truffles you would like to see made first in the store)

## Chocolate Lovers We Need Your Help!

Leanne and Claudia need your help in choosing what introductory truffle flavours they should offer during the grand opening of their store. From the list below please choose your top 6 choices of flavours you would like to see in the shop. All those who submit responses are entitled to become a member of our preferred customers club. Preferred customer benefits include:

- The ability to become a taste tester, with a special invitation to come in to the shop and test new flavours before they are officially introduced
- The first to be alerted to new products in the store
- Never missing a special occasion again, by letting us remind you of special "chocolate" dates such as birthday, anniversaries

To submit your chocolate feedback by email to [Claudia@taitcc.com](mailto:Claudia@taitcc.com).

From the list below, select the SIX truffle flavours you think The Chocolatier should open with. Remember... no more than six total. (Not so easy, is it?). Truffle choices due **September 21st**.

Milk chocolate flavours	Dark chocolate flavours
<input type="checkbox"/> Plain	<input type="checkbox"/> Plain
<input type="checkbox"/> Peanut butter	<input type="checkbox"/> Peanut butter
<input type="checkbox"/> Irish cream	<input type="checkbox"/> Irish cream
<input type="checkbox"/> Amaretto	<input type="checkbox"/> Amaretto
<input type="checkbox"/> Roasted Almond	<input type="checkbox"/> Roasted Almond
<input type="checkbox"/> Chili	<input type="checkbox"/> Chili
<input type="checkbox"/> Orange	<input type="checkbox"/> Orange
<input type="checkbox"/> Mint	<input type="checkbox"/> Mint
<input type="checkbox"/> Other (specify)	<input type="checkbox"/> Other (specify)

# “Enough Talk, HURRY UP AND Do It Already”

with the help of the Yellowknife Community Foundation

As if Kira Hall needed to be told! As someone who's been singing, acting, playing, and dancing her way across the stage in Yellowknife productions and performances for the past few years, she seemed the perfect recipient of the first ever grant from the Yellowknife Community Foundation's new scholarship fund.

Dustin Milligan, TV and film actor, originally from Yellowknife, initiated the fund to encourage youth to pursue their dreams in the dramatic arts, film or writing. He was in Yellowknife recently to award first scholarship from his “Enough Talk, Hurry Up and Do It Already Arts Scholarship.” Kira Hall, who looks set to follow in Milligan's footsteps, is heading off to Victoria to study music.



This represents only one of the ways that the Yellowknife Community Foundation touches the people and organizations of the Yellowknife community. That's why Tait Communications is thrilled to be involved with this foundation. Its mission is to enhance the quality of life of the citizens of Yellowknife. It funds grant and scholarships to groups and individuals in Yellowknife. For more details about the Yellowknife Community Foundation please check out the website at [www.yellowknifecommunityfoundation.ca](http://www.yellowknifecommunityfoundation.ca)

## Stay *In Touch* with us!

Whatever you need from strategic thinking to effective communications materials, Tait Communications and Consulting is only a call (669-6211) or an email away...

For **strategy, planning, project management** or **social marketing**: [leanne@taitcc.com](mailto:leanne@taitcc.com)

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