



SIAST

SASKATCHEWAN INSTITUTE OF
APPLIED SCIENCE AND TECHNOLOGY

MEDIA RELEASE

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SIAST banquet connects students with future employers

Roll up the Rim to Win inventor to address record crowd

Moose Jaw, February 11, 2010 – Ron Buist, inventor of Tim Hortons' Roll up the Rim to Win will address a record crowd of 470 students, staff and potential employers at the 30th anniversary SIAST Palliser Business and Industry Dinner tonight.

SIAST business and industry dinners focus on connecting business and industry with members of their future workforce.

"Students and guests have the chance to listen to an inspiring guest speaker while raising funds to support scholarships for SIAST students," says Pam McLellan, director of Donor and Alumni Relations at SIAST. "But perhaps most important, these events give organizations the opportunity to meet and talk with Saskatchewan's brightest and talented recruitment prospects – SIAST students."

Casino Moose Jaw is the presenting event sponsor of tonight's dinner. "Casino Moose Jaw certainly recognizes the value that SIAST and its students bring to our community and our province," says Bill Hutchinson, minister responsible for the Saskatchewan Gaming Corporation, which operates Casino Moose Jaw. "For us, a community investment in SIAST is an investment in youth, education and a future skilled and employable workforce."

Media are welcome to attend this event.

Event details:

30th Anniversary SIAST Palliser Business and Industry Dinner

Date: Thursday, February 11, 2010
Reception: 5 p.m.
Dinner: 6 p.m.
Location: Heritage Inn
1590 Main Street North
Speaker: Ron Buist, Inventor of Tim Hortons' Roll up the Rim to Win
Event Partner: Casino Moose Jaw

SIAST is Saskatchewan's primary public institution for post-secondary technical education and skills training, recognized nationally and internationally for its expertise and innovation. More than 14,000 students were enrolled in SIAST programs in the most recent academic year; additionally, the organization drew almost 30,000 individual course registrations. Through program and course registrations, SIAST served almost 26,000 distinct students with programs that touch every sector of the economy. SIAST operates campuses in Moose Jaw, Prince Albert, Regina and Saskatoon, and provides a number of courses and programs through distance education.

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Information about SIAST can be found at www.goSIAST.com.

Ron Buist Biography:

Having graduated from Ryerson's Radio and Television Arts program, Ron Buist began his career in the broadcasting industry as a radio announcer at CHWO in Oakville, technical production at CFTO TV in Toronto and CJOH TV in Ottawa, and qualified as a CBC announcer for English broadcasting in Germany.

Ron's next move was to become Advertising Manager for Black's Camera stores. Ron was instrumental in promoting the Black's Bigger Prints campaign resulting in a photofinishing business increase of 54 per cent in the first year of its introduction.

Next came Tim Hortons, where Ron began a 24-year career as Marketing Director. His creative marketing campaigns helped turn a once unknown donut shop into one of Canada's leading franchised organizations. While with Hortons some of his accomplishments included the invention of the continuously popular Roll up the Rim to Win contest, produced the True Stories television commercials, designed the first Tim Mug travel mugs, and introduced the soup and sandwich program.

In 2002, Ron decided to venture out on his own, forming Buist Enterprises, becoming a marketing consultant and author, writing the Canadian bestseller, *Tales from Under the Rim*, a business study and memoir of how Tim Hortons became a second home to millions of Canadians. He is now focused on sharing his secrets of success with retail organizations, business schools, senior executives and others through his presentations.