

NEWS RELEASE

Breakfast features best-selling author

Environics' Michael Adams to talk at SIAST's Moose Jaw campus

March 24, 2006 – Michael Adams, recently named as one of the 100 most influential people in Canadian communications by *Marketing Magazine*, will speak at a breakfast hosted by SIAST Palliser Campus in Moose Jaw, on **Tuesday, March 28, from 7:30 to 9 a.m.**

Adams is president of the Environics group and the author of three Canadian best-sellers: *Sex in the Snow: Canadian Social Values at the End of the Millennium*; *Better Happy Than Rich? Canadians, Money and the Meaning of Life*; and *Fire and Ice: The United States, Canada and the Myth of Converging Values*. *Fire and Ice* won the 2003/04 Donner Prize for the best book on Canadian public policy. In the fall of 2005, *Fire and Ice* was selected by the Literary Review of Canada as one of the 100 most important books ever published in Canada.

In his March 28 address, *The Shape of Things to Come*, Michael Adams will take a long-range look at evolving Canadian public opinion, offering insights into how existing trends are likely to play out in the future. His analysis will focus on national, regional and provincial polling data on matters ranging from health care and taxes to immigration, Quebec sovereignty, and Canada's role in the world

Tickets are \$20 each and can be ordered by contacting Pam McLellan, SIAST Development and Alumni Office, at 306-694-3958 or at mclellanpa@siast.sk.ca. Proceeds from the event will support SIAST Palliser Campus student scholarships and awards.

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 12,000 students are registered in SIAST programs, which touch every sector of the economy; additionally, the organization draws almost 27,000 individual course registrations. It operates campuses in Moose Jaw, Prince Albert, Regina and Saskatoon, and provides a number of courses and programs through distance education.

Additional information about SIAST is available at www.goSIAST.com

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