

This Is The Little City That Could

By **Ernest Skinner** - September 28, 2017



Aside from all the negative posts from armchair critics*who do absolutely nothing but spew negativity*, Matt Shoemaker is doing what we haven't been doing since the late John Roswell. Jet Set Johnnie had it right...to get big...you have to think big and his Multi Modal proposition of shipping goods north over the Arctic and by rail south is still a brilliant idea, is still evolving.....because of his vision.

In case you haven't heard, *Amazon (the giant of online shipping of goods)* is seeking a second location to work from. They are offering up to 50 000 jobs and \$millions\$ in revenue to the economy of the winning candidate. Somehow, local councilor Matt Shoemaker heard about this and drew a motion for city councilor to back a submission that Sault Ste. Marie bid and throw it's name in the mix. Young Shoemaker noted all the criteria that Amazon requires, and added that we have more to offer. He also mentioned that the well known and highly influential magazine Popular Mechanics were recently in the Sault (Michigan) and noted that our climate is one of the safest in the way of not being affected by hurricanes, floods, earthquakes etc. I can go on forever about Matt's speech to council ...it was very impressive, well thought out, and *FACTUAL !!*



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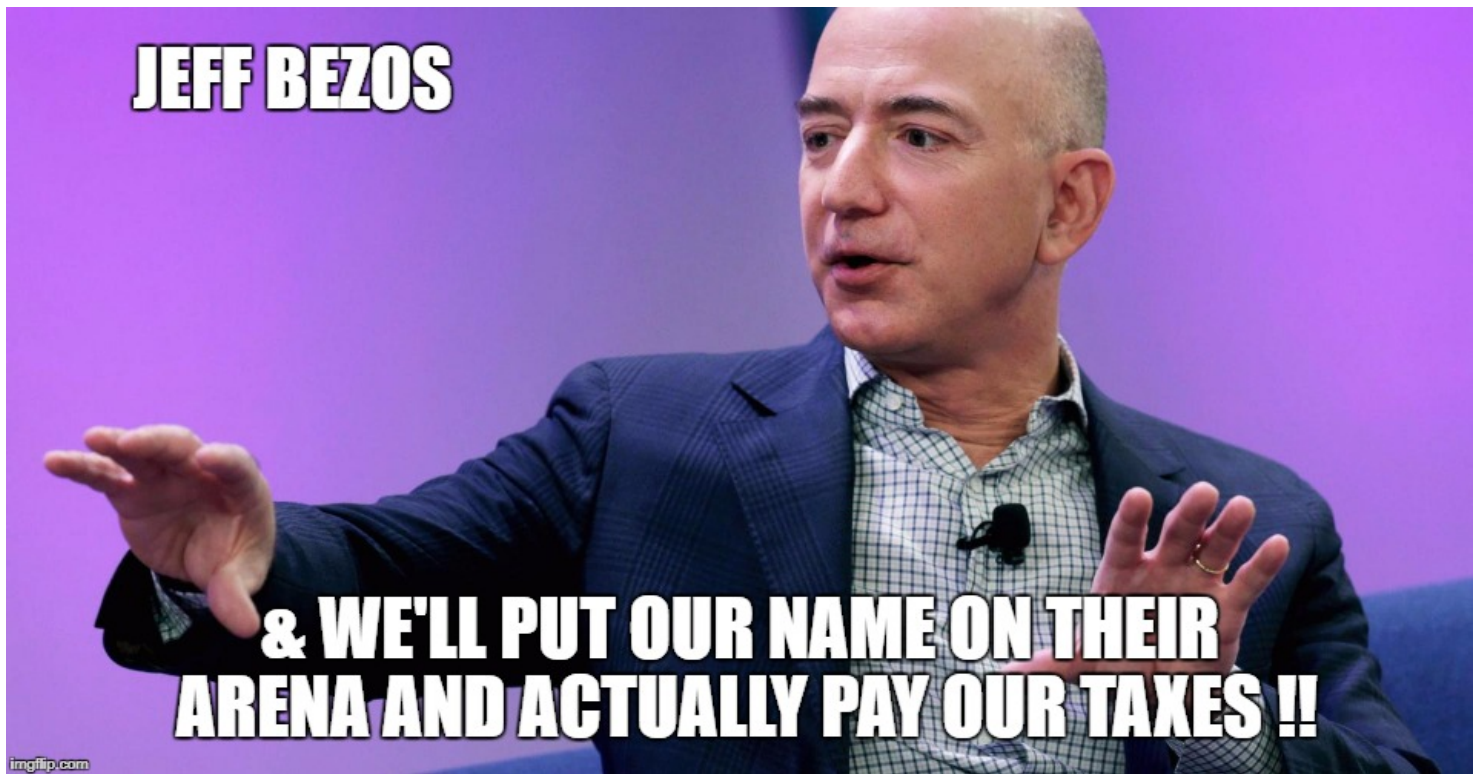



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Amazon needs a way to ship millions of products, quicker and without congestion and the Soo is the answer. Alibaba (Jack Ma) is one of their main competitors and the world market, especially the Chinese market is growing by leaps and bounds. Amazon needs to do more and quicker, otherwise they will begin to lose market share. Matt also mentioned how we should partner up with Soo Michigan and I think that is the answer. Politically, I seldom agree with what their gov't does, but I have always maintained that



they are passionate and know how to sell and market. With them on board, our chances go up even higher....after all Amazon is a American company and with them in the mix, they WILL stop and read our submission with more due diligence.



Now, we may not have the 1 million population base they want in their criteria, but we have one hour access by air to this population base (Toronto/Detroit). We also have everything that the other markets don't have. We are.....as I have said in previous articles, in the middle of the country and on the American border. We have shipping, rail etc and the strong workforce. Aside from the fact that Amazon is taking away jobs from vendors, it is the way things are going these days....we can't stop it....we just have to keep adapting. For all the people that think us putting our name in the mix is a long shot.....think about the fact that when Amazon's founder Jeff Bezos pitched the idea of people buying things without being able to touch and feel them, they probably thought he was nuts. Look at him now.....Sometimes, you have to swing for the fences to get noticed and I feel that Matt is doing what must be done. Big cities have congestion and heavy pollution. The Soo is a pleasant community with growth potential and are second to none location wise. Being in the middle would save millions in shipping left , right, and center.

There is the big picture and the small picture.....I like to say spin off picture. Let's say we fall short with Amazon, but we correspond and even have a meeting with them.....they may have other companies or opportunities that they feel the twin Soo's would be perfect for ; not only that but we have put our names on the map. Other companies will investigate and they could move here. For years, we've had a slogan..."Sault Ste. Marie....open for business"...something to that affect, *but it doesn't mean Jack Squat unless we back it up*. With this bid we are backing it up. We have to jam "we are open for business" right down every throat that is out there. We need to keep pushing for the Ring of Fire, for Amazon, we need to push for this , we need to push for that.....eventually one of them will come to fruition.



I spoke with councilor Butland who graciously let me use his phrase as my title and our conversation was basically to this affect. ; acquiring Amazon may be a long shot but, it still is a shot ; worst case scenario we will get noticed and will attract other companies. By the way, we have already been noticed ; I just saw that CBC just wrote an article about us putting our name in the bidding. *CBC is read my millions of people and many of those are business executives.*

I spoke with Matt this morning and his consensus is “nothing ventured, nothing gained”.....such wisdom from such a young man (21)...just kidding he’s 28, but still such vision for a young man. I asked him about the partnering up the our American friends and he told me they have a meeting set up next week at City Hall. I think getting them on board will be a huge boost to our proposal.

Anyway, I think you get my view on this matter ; We the people have to support this proposal and get Terry Sheehan and Matt Romani on board as well, as there could be gov’t funds to tap into to help us entice this Amazon 😊 to set up shop or at least introduce us to the outside world and high rollers.

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For Sault Ste. Marie’s Sake,

Ernest Skinner

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Ernest Skinner was born and raised in Sault Ste. Marie and attended Humber College after high school. He has a passion for other cultures and has traveled throughout Mexico and many South American countries.. He has written many articles over the years that deal with events happening here in Sault Ste. Marie. Reading about ancient civilizations, world politics, and mysteries of the unknown are also defining factors that are his general makeup. Outside of being serious, he has a bright sense of humor that was molded from shows like Seinfeld to The Simpsons. Ernest is a SaultOnline.com columnist