
IF YOU CATCH SIGHT OF HUGUES BOVIN, HE'S PROBABLY GOING BY YOU IN A FLASH. SNOWBOARDING, MOUNTAIN BIKING AND COMPETITIVE BOXING ARE JUST SOME OF THE FAST-PACED SPORTS HE ENJOYS, IN BETWEEN HIS BUSY JOB WITH A SPORTS MEDICINE COMPANY AND CARING FOR HIS BEAUTIFUL THREE-YEAR-OLD DAUGHTER.

And online shopping, Hugues finds, dovetails perfectly into that active lifestyle. "As a guy, especially, I don't enjoy going shopping to five stores to find what I want," he explains. "But you shop online and in ten minutes you're done. Fast! You don't even have to drive anywhere." Hugues adds that he'll also check out flyers and offers he receives in the mail and then order the items he wants online.

From his home, nestled in the woods near a river in picturesque Wakefield, Quebec, Hugues appreciates the freedom to shop the world through the Internet. "If you go to the big-box stores, you'll be able to buy what everybody else has," he says. "But online, you can find things that are unique and different."

In addition to finding a "princess" horse helmet and painting materials for his daughter, Hugues has purchased skeletal hand and wrist models for his job. "Canada Post delivers them and the process is easy. It's perfect!"

Canada Post's online shipping solutions help to bring a world of shopping experiences to Canadians on the go. A partnership with eBay.ca allows Canadians to choose Canada Post to deliver their purchases at the click of a mouse. And Canada Post's Borderfree™ service lets Canadians access a wide choice of retailers, where they can shop in Canadian dollars and receive a guaranteed price of what they can expect to pay in shipping, duties and taxes. No brokerage fees, no CODs and no surprises at the door.





WHEN ROGERS WANTED TO ENHANCE ITS ONLINE BILLING SERVICE, IT TURNED TO CANADA POST.

Rosie Serpa, Vice-president of Web Customer Experience and Operations at Rogers, explains: "We needed a user-friendly online billing application and Canada Post's SmartFlow was the most flexible. The team also shared our vision of putting our customer needs first."

The SmartFlow application was flexible, scalable and could be customized. But the most important factor? "Trust," says Rosie. "If the ebill experience isn't easy, secure and reliable, customers won't have any confidence in it. It's all about trust."

So Rogers and the Canada Post SmartFlow team conducted customer-first usability testing and added functionality to meet customer needs. "We learned customers wanted to navigate their bill in many ways, to download call records and prioritize information. We made sure it was very easy to manage, and we added several enhanced features over paper bills."

As a result of the partnership, ebill usage by Rogers' customers has doubled. Customers can now access ebills through Rogers' website, epost.ca or online banking.

For Rosie, the partnership has been a match made in heaven. "We see this as a true partnership that benefits our customers and the environment."

Canada Post is offering choices in a world of paper and electronic communications. SmartFlow™ Document Management Services is a suite of services that helps businesses manage their communications process and enables them to meet the growing demand for a choice of communications channels from their own customers. Companies using SmartFlow services also can realize efficiencies and cost savings.



“I LIKE IT HERE!” SO SAYS LEA ABUBO ABOUT HER JOB WITH CANADA POST. THE CHANCE TO WORK OUTSIDE WAS WHAT FIRST ATTRACTED LEA TO BECOME A LETTER CARRIER IN THE CAPILANO AREA OF NORTH VANCOUVER.

A self-described athlete who's into scuba diving and running, walking 10 to 15 kilometres a day was right in step with Lea's training. While she now also drives a van to deliver the mail, she still likes the physically demanding aspects of her job.

Lea enjoys the chance to work with different people too, both inside and outside of her letter carrier depot. “I've made a lot of friends among my co-workers. The people here are very friendly and great to work with,” she says. “When people ask me, I tell them Canada Post is a good place to work.”

Lea also works hard to build a good relationship with her customers. “They call me Smiley,” she grins, and it's easy to see why. “I think it's important to be friendly and say good morning. I try to give good customer service and I know they appreciate it. It means a lot to them, and it means a lot to me too. We're all in this for the customer.”

Fostering employee engagement – a feeling of involvement, satisfaction and worth – is a key priority at Canada Post. When employees feel engaged, they tend to be more productive, happier in their jobs and provide better customer service – a win-win situation for everyone. Canada Post was named a Top 100 Employer in 2007, and launched a number of key initiatives to further its goal of becoming the employer of choice in Canada.

FIONA DAVID MAKES A LIVING BY FOLLOWING HER PASSIONS. HER FINE JEWELLERY IS INSPIRED BY TRAVEL, FINE ART AND NATURE. THE CHERRY TREE BLOSSOMS INSPIRED BY BRITISH COLUMBIA'S FRAGRANT TREES, THE SEA ROCKS NEAR HER HOME IN WHITE ROCK, AND MONET'S WATER LILIES HAVE ALL FOUND THEIR WAY ONTO HER ELEGANT FUSED-GLASS PENDANTS.

When Fiona decided to move her 20-year-old business online, she was excited by the possibilities of reaching a global audience.

At first, selling to shows and shops, including the National Gallery of Canada, she later set up her eBay business and uses Canada Post to ship throughout Canada, the U.S., and as far away as Japan, Korea and Australia.

For Fiona, the entire business is a creative act. As she explains, "part one is creating the unique item, part two is the person receiving the jewellery at the other end and being delighted." So Fiona uses special gift boxes that fit through the lettermail slot, and each address is handwritten to personalize the experience for customers.

Twice a week she visits her post office and all her parcels have found their way safely to customers. "Right now, Canada Post is my partner in business," says Fiona, who is a VentureOne member. "And it's great to be able to rely on them."

Canada is a nation of entrepreneurs. More than half of Canada's labour force is employed by a company of less than 99 employees, and the nation's 2.3 million small businesses account for more than 96% of all businesses in the country. From eBay shipping discounts and online shipping labels to Small Packet™ service and VentureOne™ membership, Canada Post has created services to help every dream reach its full potential.



PHIL UPSHALL SUFFERED FROM AN UNDIAGNOSED MOOD DISORDER THAT WOULD DEVASTATE HIS LEGAL CAREER AND FAMILY LIFE. HE KNOWS THE STIGMA AND DISCRIMINATION FACED BY PEOPLE LIVING WITH MENTAL ILLNESS.



"It's an epidemic that in any other form would be at the top of everyone's health agenda," says Phil, who is a founding member of the Canadian Alliance on Mental Illness and Mental Health and the national executive director of the Mood Disorders Society of Canada.

One in four Canadians will suffer from mental illness, yet it remains one of the most neglected health care issues of our time. People endure the pain in silence, without treatment. Families and friends are shattered by loss, and the burden on social services is overwhelming. Including health services, the cost of mental illness to the Canadian economy is estimated at more than \$51 billion per year.

By 2010, depression will become the second highest cause of disability in the world, following cardiovascular disease. And in the workplace, nearly 500,000 Canadians are absent each week due to mental health problems.

But bringing mental health out of the shadows provides hope and opportunity. "You can't change the world on your own," Phil says. "It takes real leaders to model anti-stigma behaviours and talk about mental illness. Together, we can advocate for change."

In 2007, Canada Post made mental illness its cause of choice, sponsoring Mental Illness Awareness Week (MIAW) and pledging to bring national awareness to the cause.

"We saw a real need to lead the way in bringing the issue of mental illness out into the open," says Moya Greene, President and CEO of Canada Post.

"Canada Post employees can be very proud of their leadership in this area."



Photo: Canadian Forces

CELEBRATING YOUR DAUGHTER'S 12TH BIRTHDAY CAN BE A TOUGH EXPERIENCE WHEN YOU'RE MORE THAN 10,000 KILOMETRES AWAY.

But for Captain Steven Jefferys and other Canadian Forces members serving in Afghanistan, missing out on anniversaries and holidays, as well as the simple everyday pleasures of family life, is part of the sacrifice they're making for Canada's peacekeeping efforts.

Growing up, Steven was fascinated by stories about his grandfather's military service in WWII. His grandfather also passed on his love of aircraft to his grandson. It was only natural that Steven went into Aerospace Engineering at Carleton University – where he met his future wife Tina – and joined the Forces soon after.

Now serving a nine-month tour in Afghanistan, Steven is known for the number of care packages he gets from friends and family back home. The packages always include something to share, like candy, peanuts and even a small decorated Christmas tree, as well as fan gear for Steven's beloved Toronto Maple Leafs.

But the best items, says Steven, are the cards and letters from Tina and their 12-year-old daughter, Amber. "Sometimes the biggest worry you have is whether everything is OK back home," says Steven. "Receiving the packages and reading the letters helps to put your mind at ease."

For the second year, Canada Post provided free delivery for parcels and letters sent from families and friends to deployed Canadian troops in Afghanistan. The program, which runs over the holiday season from October to January, delivered more than 10,000 letters and parcels to troops in 2007.