



CANADA-UGANDA ASSOCIATION OF SOUTHERN ALBERTA

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Dear Gallant CASA Members,

Re: CASA Investors' Forum

Organizational sustainability is undoubtedly the leading challenge facing organizations in modern society. Any group of like-minded individuals can form associations and organizations, but usually only a few are able to develop the leadership, talent, global insights and change strategies necessary to rise to the unique challenges facing associations today. We do understand that a sustainable economy will always want to expand the tax base by providing a conducive environment and infrastructure for individual businesses to operate. We also know that successful businesses invest in their employees and that powerful Churches empower and pray for their Christians to be successful. In whatever case or context **'you reap what you sow.'**

In the same spirit, CASA would like to promote, empower and mentor all our members with businesses or other forms of investments. The Executive Committee has approved a proposal to allow privately owned businesses to advertise on our website currently under construction. Please note that CASA is a not-for-profit association and we do not have a mandate to do business, but we have every right to empower and promote our member's entrepreneurship efforts. Our long term goal is to build bridges for efficient business partnerships between Canada and East African markets by the year 2025.

The following will be basic requirements to have private businesses advertise on our website.

- ✚ Be a registered CASA member in good standing (Paid-up members only)
- ✚ Be a registered business with federal, provincial, city or municipal registry.
- ✚ Provide us with your physical business address or proof of online business and contacts details.

If you have been operating a business that is unregistered and wish to have it registered, we have deployed a business consultant who can help you step-by-step all for free. All you need to do is send an inquiry email to services@casaalberta.org. In the coming days, we'll notify the community of the date and venue when we shall have the first CASA

Facebook: Canada-Uganda Association of Southern Alberta CASA

Twitter: Canada-Uganda Association of Southern Alberta CASA

YouTube: Canada-Uganda Association of Southern Alberta CASA



Investors Forum during which we shall determine the modalities and other rules of engagement.

In the meantime, we wish to invite all business owners interested in this opportunity to start developing marketing materials and how you want your page to look like. Each business will have its own page; so please prepare pictures in jpeg file format for easy upload on the web. If you have a YouTube Channel, Facebook, Twitter and Instagram pages for your business, please send us the link(s). Our IT techs will provide further guidance later.

CASA is presently investing in helping your businesses pop-up among the top 15 pages on all major search engines such as Google, Bing, Yahoo, Baidu, Yandex, AOL and others. All you need to do is to provide us with key words that best describe your business. Send your advertisements, images text, and website link(s) to both: ITSupport@casaalberta.org and services@casaalberta.org.

We could not agree more with Professor Ali Mazrui when referring to African consumption habits asserting that, **"we produce what we don't consume and consume what we don't produce."** The time is now that we learn from the Indians and Chinese modus operandi in the diaspora ie strategic cooperation, unity and working together to promote each other's businesses and see them grow into empires. We must work together! We must lift each other up and above all, let us be the first customers/clients to our own people's businesses/services. Martin Luther King Jr warned us long time ago when he said, **"We must learn to live together as brothers or perish together as fools."** Let us prove to those who contend that Africans can never unite that they are living in the past tense. We have transcended those stereotypes in the present tense and yes, we can!

Hypothetically, financially Stable and strong CASA members will guarantee our association's financial sustainability in the years to come. We believe in building starting from within by harnessing and utilizing our resources, assets, capacities, talents, strengths and not overdependence on external funding. Yes, Dr. Coady was right when he said **"they shall use what they have to secure what they have not"** – Rev Dr. Moses Coady.

Have a friendly, joyful and peaceful Family Day 2020!

Yours faithfully,

Sam Madesi – President CASA.

Lule Ponsiano – Chair Finance & Invest. Com.