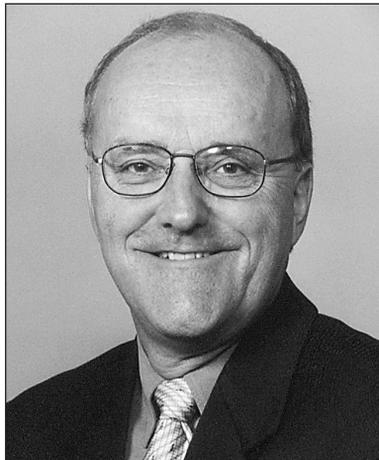


*M*r. Claude Sénéchal

Each and every one of us has an important role to play to ensure that the world we currently live in, which was bestowed on us by our predecessors, continues to change and improve for generations to come. It will take creative, innovative, visionary and passionate people to ensure this continuance.



One fundamental rule... nothing new has ever been discovered rehashing the past. Creativity is the act of seeing the same things through different angles. The real test of progress and the best means to measure success will be determined by our capacity to bequeath a better future to our children.

Evolution is taking place at a frightening speed. This is a new world we are living in... we have to regenerate continuously and especially avoid falling behind the times because once this occurs, we may never be able to catch up.

The ability to read the future and seize the opportunities before they actually present themselves is what sets the winners apart from the losers. Although this is easier said than done, these visionaries still need a chance to express their talent. Today, training and helping future generations is not an option but a necessity. In this respect, I raise my hat to the colossal job done by the Fondation de la mode de Montreal, which enables young, creative talents to express and disperse their creations to the four corners of the world, thus having an impact on

the changes which are taking place. Our young people must feel that they too can contribute to this industry. They must be given the opportunity to excel and soar beyond their greatest expectations. To compete at the international level, style is important, but substance is essential... and substance is some-

thing we have.

The future holds excitement. This exhilaration is transmitted by people who are passionate about their work, about success and a sense of accomplishment. Happiness comes from doing a job they love. Who can deny that it is more pleasant to deal with a happy poet than a miserable accountant?

Given all the technology at their disposal, I find that today's generation becomes bored very quickly. It is therefore our responsibility to create a stimulating environment for them through creativity and innovation.

The problem with the future is that it is very unpredictable and cannot be fully grasped. However, if you plan to predict the future, you will have no other choice but to take an active step in creating it yourselves through every activity in your lives.

A handwritten signature in black ink, appearing to read 'Claude Sénéchal'. The signature is fluid and cursive.

Claude Sénéchal
Executive General Manager
Sears Canada inc.