



The StarPhoenix

Champion skaters a Driving Force

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The excitement was palpable at Driving Force on 51st Street Wednesday with Olympic gold medallists Jamie Sale and David Pelletier and hockey hall of fame broadcaster Rod Phillips in town to help celebrate the grand opening of the new building.

Tears came to the eyes of one fan when she saw the figure skating pair, often referred to as Canada's Sweethearts, and they happily autographed pictures for the fan and her daughter. Members of the Saskatoon Figure Skating Club were also there to meet the skating stars and raise a little money with a barbecue fundraiser.

Sale and Pelletier are best known for their 2002 Olympic gold medal and their role as victims in a controversy involving the judges, who placed another couple ahead of them. They were later awarded gold medals.

Since their Olympic win in 2002, they have been busy with their professional career, touring with Stars on Ice and starting a family. Married in December 2005, their son, Jesse, was born in September 2007.

Having a child has forced them to slow down their professional career, but Sale said they did it by choice.

"Doing a little less makes everything more enjoyable," added Pelletier.

The switch from a competitive amateur career to a professional one was a big change, but both agreed they wouldn't go back to competing.

"I get in professional skating what I liked in amateur, and that was performing," said Sale. "I don't miss amateur skating at all. I get to do that every night: I get to perform. That's what I liked most about competing."

Pelletier agreed that he enjoys what he's doing. "I loved it when I did compete; I remember competing and not wishing to be a pro. Now that I'm a pro, I don't wish to compete."

Sale and Pelletier have been partners with Driving Force since their Olympic training began in 2001 and they say they've enjoyed working with the business.

"We're just part of the family here, opening up the store," said Sale.

Driving Force rents, sells and leases vehicles. Born in Saskatoon, founder, president and CEO Jeff Polovick calls his story one of growth.

"(We) started from scratch, and in 30 years we're in 11 different locations and have a fleet of 7,000 vehicles," he said.

After moving several times in the 10 years the company has been in Saskatoon, Polovick said he's happy to finally see the business in a permanent location.

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