



**BATTLE RIVER**

**ALLIANCE FOR**

**ECONOMIC**

**DEVELOPMENT**

**2005 - 2006**

**ANNUAL REPORT**

**BRAID**

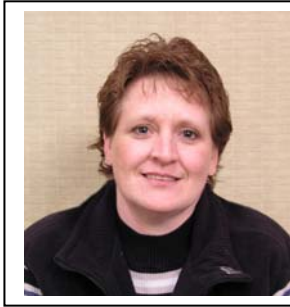
## MISSION

***“To pursue opportunities for growth and development through regional cooperation and collaboration.”***



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## MESSAGE FROM CHAIR

This is the time of every year that we all need to take some time and reflect on all the projects that have been accomplished throughout the year, and to look at the dedication of the communities to be sure that we are successful and have the tools and support to do this.

The executive for this past year have been amazing. They are a very dynamic collection of personalities. The passion for BRAED is evident in all that has been completed and the projects that are still being fine-tuned.

I am truly honored to be a part of this group of people. The Board of Directors are truly committed to BRAED, and we know there would be no BRAED if it was not for all the communities that are a part of this.

Because our region is so geographically spread out the traveling in the region to attend meetings is sometimes a tough timing issue. Even with that barrier, our members are still there to participate in our round tables, sharing what has and has not worked in their communities. Among other items I like many others think that the networking is the glue that binds our organization and sets us apart from the rest.

We have treaded some new waters, some carefully just getting our feet wet and some where we have plunged headfirst. We have learned that we have the ability to create and complete really good documents. When documents are completed, we struggle with "What do we do with it now"? We do not want our documents to become bookends and end up sitting on a shelf somewhere. We need and want concrete results from all the projects.

We have and are continuing to explore new initiative s- the Military Defense Project, the Film Industry, and the Labor Force Initiative. We are marketing the BRAED region in other provinces and letting them know why they should come live in the BRAED region.

We want our youth to stay here and go to school, work, and raise their families. Someday, they are our future and we are highly cognizance of that so we need to put the markers in place for them to be able to do this. This will keep our region strong and viable with the sustainability that will pass on to them.

Thank you to each and every person that is a part of BRAED, we are where we are because of the team we are.

A handwritten signature in black ink that reads "Michelle Hauser". The signature is written in a cursive, flowing style.

Michelle Hauser  
Chair, BRAED

## ADMINISTRATIVE REPORT

As we complete the end of our three-year business plan and ready ourselves for a dynamic and challenging future, the 2005-2006 year will be noted as a pinnacle year in the evolution of BRAED.

BRAED often lacked the financial resources to address fully the projects that they wish to pursue. Funding was often left on the table because the organization could not match funding criteria with our partners. In the last year BRAED took the bold step of asking its members to dig deeper and provide the support needed to get the financial support available for BRAED. In the true BRAED fashion of cooperation and collaboration, members stepped up to the plate and agreed to support this regional initiative.

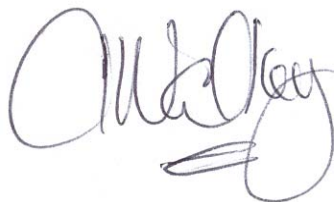
Alberta Economic Development has entered into a new five-year agreement with us to support BRAED in the delivery of regional economic development programs that meet BRAED's aspirations. This support will add to the stability of the organization.

The administration has worked with members and executive committee in completing a very robust operations plan. BRAED has been a key player in working with the film industry, the defense industry, site locators, training of economic development officers, an advertising campaign, labour force development, and the Battle River Watershed. It should be noted that most of these projects involve a cast of hundreds. We are enthusiastic about working with the economic development officers from throughout the region.

We are in regular contact with the Alberta Film Commission, Alberta Human Resources and Employment, Alberta Community Development, Alberta Economic Development, Industry Canada, Alberta Innovation and Science, Department of National Defense, AFSC, School Division, Post Secondary Institutions, Industry, Media, MLA's, etc. (apologies to those not mentioned). The point being is that we are now connected. We are part of the bigger picture; we have made our own grand scheme of things.

The administration has had the excellent fortune of working with an outstanding Executive Committee. To them we all owe our sincere thanks for their ongoing support and wisdom.

For the administration, there is no looking back to revel in our successes. The organization continues to evolve and move forward in a manner in keeping with its purpose of "pursuing regional economic development through collaboration and cooperation." To that end we thank all of the BRAED members for their insight and support.



Allan Walkey  
Manager

## BRAED MEMBER COMMUNITIES AND DIRECTORS

- Beaver County, Celeste Nicholson
- Camrose County, Ray Adamson
- Flagstaff County, Gerald Kuefler
- City of Camrose, Dennis Twomey
- County of Paintearth, Wayne Richardson
- M.D. of Provost, Larry Swanson
- M.D. of Wainwright, Kevin MacKay
- Town of Bashaw, Bob Cammidge
- Town of Castor, Jim Klasson
- Town of Coronation, John Maine
- Town of Daysland, Eugene Waldorf
- Town of Hardisty, Donna Buelow
- Town of Killam, Bud James
- Town of Millet, Pat Garrett
- Town of Provost, Peggy McFadyen
- Town of Sedgewick, Deb Howeihe
- Town of Tofield, Harold Conquest
- Town of Viking, Cindy Lefsrud
- Town of Wainwright, Cam Durham
- Village of Alliance, Muriel Fankhanel
- Village of Bawlf, Armand Magnin
- Village of Chauvin, Velda Nutbrown
- Village of Edberg, Peter Simons
- Village of Edgerton, Barb Sjoquist
- Village of Forestburg, Greg Lemay
- Village of Galahad, Frank Herle
- Village of Halkirk, Jim Klasson
- Village of Heisler, Charlotte Curtis
- Village of Holden, Charles Woodward
- Village of Irma, Clair Prior
- Village of Lougheed
- Village of New Norway, Katherine Kvill
- Village of Strome, Brian McGaffigan
- Village of Rosalind, Michelle Hauser
- Village of Ryley, Ivan Des-Jardine

*Communities featured in the BRAED Knotice newsletter in the past year include the Village of Bawlf, MD of Provost, Town of Hardisty, and Village of Chauvin.*

## BRAED EXECUTIVE COMMITTEE

Chair  
Michelle Hauser  
Village of Rosalind

Vice-Chair  
Pat Garrett  
Town of Millet

Secretary/Treasurer  
Cindy Lefsrud  
Town of Viking

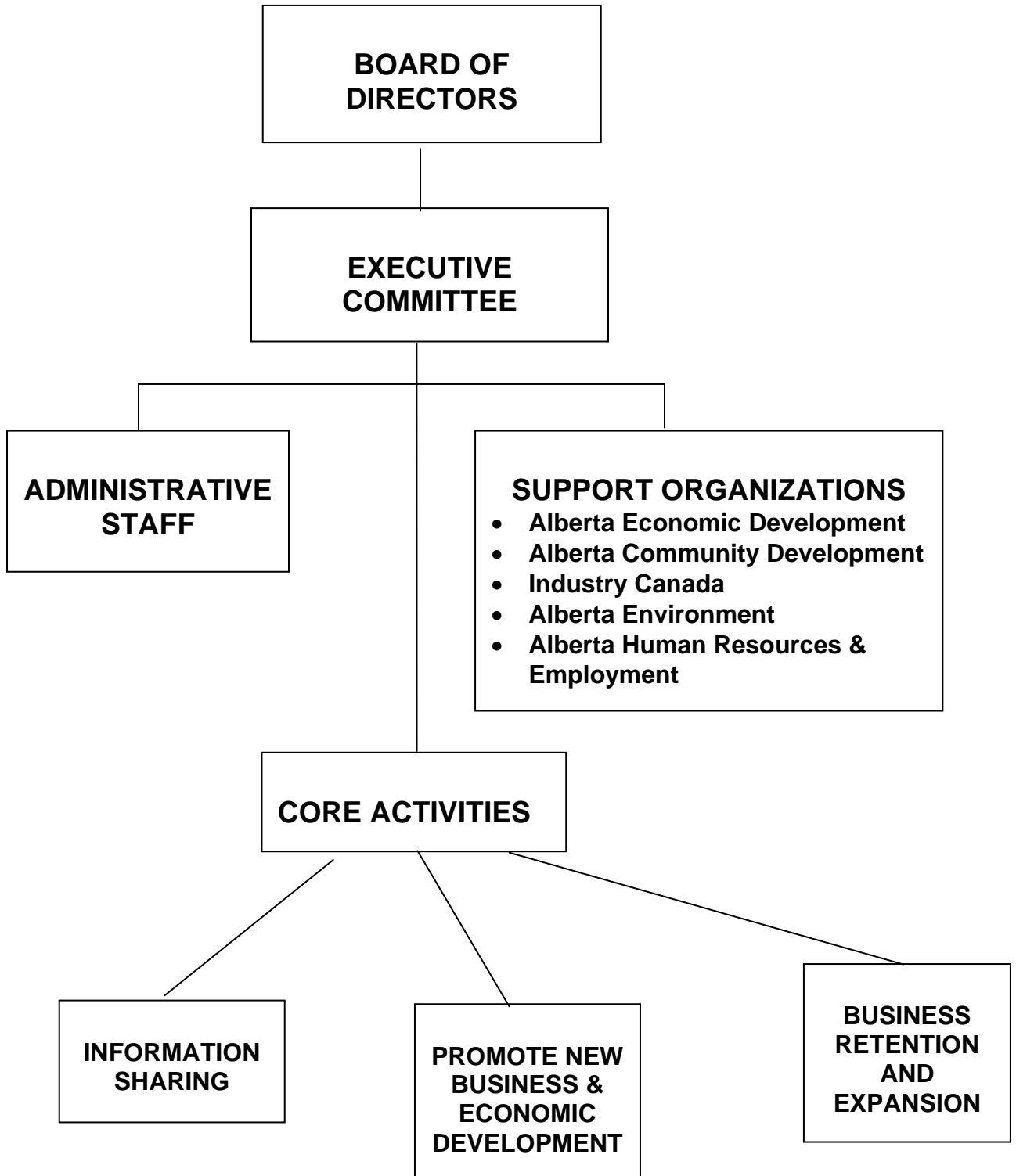
Member at Large  
Greg Lemay  
Village of Forestburg

Member at Large  
Brian McGaffigan  
Village of Strome

Member at Large  
Harold Conquest  
Town of Tofield

Member at Large  
Bud James  
Town of Killam

## BRAED'S CORPORATE STRUCTURE



## RESULTS AND ACHIEVEMENTS

The following section deals with our 2005-2006 results and accomplishments:

### Core Activity One: Information Sharing

The sharing of information among participant communities for the purpose of achieving effective cooperation, sharing of resources, and best practices in business and economic development was a key target during the Business Plan 2003-2005.

BRAED can proudly boast the success of its Board of Directors meetings and the sharing that occurs in the round tables. The round tables allow all members to bring up successes and problems that they have experienced. The networking that occurs brings members together on arriving at solutions and celebrations of member communities.



Board of Directors meeting in Heisler

BRAED continues to produce, in-house, a regional newsletter that goes out four times a year, an annual report, an operations plan, minutes and agendas of meetings. Most of this information is posted on the BRAED website.

BRAED continues to facilitate the growth of members and building of relationships with other agencies through training, attending conferences, meetings, and workshops.

In 2005, BRAED supported members attending the Pacific Northwest Economic Development Conference, the Economic Developers Association of Canada Conference, Funders Forums with Alberta Community Development, Film Ready Workshop in conjunction with the Alberta Film Commission, the Supernet workshop, and meetings with federal and provincial agencies on their programs and services. The knowledge gained by participating in these events has been utilized to establish new projects and move the organization forward.

Information sharing has been - and will continue to be - a keystone for the organization. ☩



## Core Activity: Promote New Business and Economic Development

Another key function of BRAED is to promote the region and its opportunities to develop and attract investment. BRAED has undertaken a variety of projects to promote our region to the province, Canada, and internationally.

All of our publications are current to the most recent information available on the region. From this we have developed a series of promotional pieces on six components of the region: people, information, agriculture, business, regional infrastructure, and tourism and recreation. These profiles are snapshots of the region and can be used by members in their own promotional campaigns.

As of 2006, there are 66,000 auto workers are without work in Ontario. BRAED has created an advertisement directed at drawing the attention of these people to our region.

We have also supported Trail of the Buffalo, the MD and the Town of Provost, in adding our advertisements to their projects.

Last, BRAED inserted an advertisement into the Alberta Venture special edition of regional marketplaces. BRAED was the only Regional Alliance to do so.

Our website is up and working and is being used as a promotional tool as well. We have revamped the website to allow members to list properties and

businesses for sale. This information is reviewed by people from all over the world. Please visit the website at [www.braedalberta.ca](http://www.braedalberta.ca)

BRAED, like every other region in Alberta, has recognized the problems associated with the shortage of skilled and unskilled labour. In 2005, BRAED, in conjunction with School Divisions, post-secondary institutions, communities, provincial agencies, and industry have taken up the work of establishing a framework on labour force development. The project will bring together stakeholders to form a working group to address opportunities and barriers to skilled and trade training for the region. This organization will ensure that there are adequate resources to meet the needs of the region's labour force. BRAED will maintain its role as a champion and sponsor of this project.

BRAED's summer student produced a Business directory for Beaver County. This business directory project is proof of the innovative and creative people we have in the region. ♣

***In March 2006, the number of hits to the BRAED web home page were 1,000. This compares to 683 hits in January of 2006 and 269 in August, 2005.***

## Core Activity: Business Retention and Expansion

BRAED recognizes the importance of retaining our region's current economic base and the need to support growth and expansion for existing businesses.

In keeping with this strategy, BRAED continues to support the Battle River Watershed project. The effective management of this scarce resource is critical to the future of the region. Our industries and communities all recognize the importance of water to our future. BRAED has provided contract management services for the educational component of the watershed project and has representation on the advisory committee for this initiative.



Film Industry Workshop in Camrose

The film industry is often likened to the circus coming to town and leaving the money when they move on. BRAED saw a huge potential in this industry

sector and actively pursues any film project for the region. A "film friendly" community workshop was held and a CD of BRAED pictures was created. The CD is now part of the Alberta Film Commission library, and it is available to our member communities for their use in their promotional materials.

BRAED, in conjunction with the Northeast Alberta Information HUB and Palliser Economic Partnership (PEP) have worked on the creation of the Defense Industry Development Project. The project is to assess opportunities around foreign investment and to work with the business community on accessing procurement opportunities at the military bases in Wainwright, Cold Lake, and Suffield. Alberta Economic Development, in support of the alliances, has hired staff to assist in the development of this project. BRAED, in conjunction with AED, have hosted several meetings to advise members of this opportunity. ☩

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It should be noted that the projects described are the major ones undertaken in the past year. The detail to this work is available in the BRAED 2005-2006 Annual Operations Plan.

BRAED continues to seek regional projects that will benefit its members.

## FINANCIAL INFORMATION

**Note: \$22,757.90 of the membership income is for the 2006-2007 fiscal year.  
\$10,000.00 has been allotted for a BRAED display unit in the year 2006-2007.**

## BRAED SURVEY

A recent survey was sent to the BRAED appointed representatives to determine what is working and suggestions for what can be improved. The response rate was 41%.

It was evident by the responses that “round tables” at the Board of Director meetings are a definite hit! Community sharing is key to our organization.

Although travel can be far, it is still preferred to rotate meetings throughout the region as has been done in the past.

For a complete report of the results, contact the BRAED office.

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BRAED

