



# BRAED KNOTICE

Newsletter for the Battle River Alliance for Economic Development

Spring, 2008

## BRAED MEMBERS

Beaver County  
Camrose County  
City of Camrose  
County of Paintearth  
Flagstaff County  
M.D. of Provost  
M.D. of Wainwright  
Town of Bashaw  
Town of Castor  
Town of Coronation  
Town of Daysland  
Town of Hardisty  
Town of Killam  
Town of Provost  
Town of Sedgewick  
Town of Tofield  
Town of Viking  
Town of Wainwright  
Village of Alix  
Village of Alliance  
Village of Bawlf  
Village of Chauvin  
Village of Consort  
Village of Edberg  
Village of Edgerton  
Village of Ferintosh  
Village of Forestburg  
Village of Galahad  
Village of Halkirk  
Village of Heisler  
Village of Holden  
Village of Hughenden  
Village of Irma  
Village of Lougheed  
Village of Rosalind  
Village of Ryley  
Village of Strome

## BRAED OFFICE HAS NEW LOCATION

The BRAED office is now located at 5023 – 50 Street in Killam. Kimberley Bonnett is the BRAED Executive Coordinator and will be working Monday, Tuesday, and Wednesday each week from 9:00 to 4:00 p.m. The new mailing address is Box 373, Killam, AB, T0B 3L0. New contact numbers are:  
Phone: (780) 385-2450  
Fax: (780) 385-2480  
Stop by and welcome Kimberley to the BRAED team!

## RYLEY HOSTS BOARD OF DIRECTORS' MEETING

A Board of Directors meeting was held in Ryley on March 26, 2008. The round table forum was held and two vacant executive positions were filled. Guest speakers Leanne Dawkins and Bill Strongman, Alberta Electric System Operator (AESO), spoke on BRAED's electrical grid and how up and coming business can effect what is already in place.

Susan Abells, Abells Henry Public Affairs, noted that public forums within the Tofield region will be starting with regard to the Dodds Coal Mining Project. This is in relation to Alberta Environment's Cumulative Effects Project.

Trev Ruberry, Western Sky Management, spoke on the best ways to market BRAED. A draw was made for five BRAED members to attend the Rural Matters Conference in Edmonton in July. Attendees will be Brian Gaffigan, Strome; Harold Conquest, Tofield; Pieter Masee, Galahad; Claire Prior, Irma; and Janice Bishop, Lougheed.

## NEW EXECUTIVE COMMITTEE

The BRAED Board of Directors has elected a new executive committee. That group then elected positions on Executive Committee. Mayor of Killam, Bud James, has been elected as Chair for the upcoming year. Other Executive Committee members include Harold Conquest as Vice-Chair, Pieter Masee as Treasurer, Michelle Hauser as Secretary, and members at large Bob Cammidge, Leo Lefebvre, and Harvey Benke.

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## MESSAGE FROM THE CHAIR

I would like to share with you some of the happenings with BRAED over the last while.



We have changed slightly the way we deal with projects. Many of our new initiatives are now being guided by a task team; members of each task team bring a specific skill or special interest to the table. Some of our task teams are:

- Foreign Worker Recruitment – headed up by Mayor Nabil Chehayeb from Tofield
- Defence Industry Project – headed by Councillor Ivan Des Jardin of Ryley
- Marketing & Communications Task Team – headed by Peggy Gray of Chauvin

Thank you to all who have agreed to serve on these and other project teams. Together we have the ability to make great strides.

Roger Epp, Dean of Augustana (Camrose) Campus of the University of Alberta, made a presentation at our December 2007 board meeting regarding the Centre for Sustainable Communities. BRAED was represented at a meeting of this group in Camrose and has offered their support for the project.

Flagstaff Training Foundation continues to look for ways to broker educational opportunities for students by working with various education

providers. In addition to this, BRAED is working to establish an Industry Education Council that would further facilitate the delivery of training opportunities in your communities.

BRAED will be introducing a new marketing strategy shortly, to help correct what we have known for awhile – BRAED is not as recognizable as it should be to our member municipalities and our business community. I personally look forward to this, as I think a well run marketing program will have huge positive results.

You may have heard of our “Made in BRAED” project. This is our chance to showcase anything & everything locally made. In the past we have packaged many of the consumer items together as draw prizes or gifts. We would like to hear from you of any “Made in BRAED” items in your community. Please call or email us.

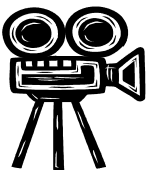
We would also like to hear of any success stories coming out of your business community. Our Board meetings are famous for the Round Table discussions where we get to hear what’s happening in our communities, but if you have a special story to tell, let us know – we would love to help you blow your own horn.

Our Annual General Meeting will be held in Hardisty on June 5th. We are in the process of arranging a special day for all who can attend.

I would very much like to hear from you. Your Executive welcomes your comments, whether good or bad. Email me at [bud.james@braedalberta.ca](mailto:bud.james@braedalberta.ca)

Bud James, Chair

## MARKET YOUR MUNICIPALITY!!!



The Town of Hardisty website has had an overwhelming amount of hits to their website since the CBC series “The Week the Women Went”. As a result Hardisty Tourism Packets are being drawn up to distribute this summer. Any member community of BRAED wanting to participate is asked to forward their summer tourism highlights to Leo Lefebvre, c/o the Town of Hardisty, ASAP. He can also be reached by email at: [leo.lefebvre@braedalberta.ca](mailto:leo.lefebvre@braedalberta.ca)

## NEW DEPARTMENT

Since the cabinet announcement on March 12, 2008, the Regional Development Branch in Camrose that was part of Alberta Employment, Immigration and Industry is now under the Department of Alberta Finance and Enterprise. Contact information remains the same.

## ALBERTA YOUTH ENTREPRENEURSHIP CAMP



The Alberta Youth Entrepreneurship Camp is a summer camp for youth ages 13 to 15 years old. The Camp offers participants an opportunity to learn about business and what it takes to start their own.

Participants along with their team and business trainer plan, develop and implement a business venture by creating a business plan, developing sales and marketing strategies and learning the importance of keeping records.

The program is presented by business trainers and owners from across Alberta and provides an experience for the youth that will enlighten, involve, and challenge their way of thinking about business.

Participant fee is \$550 per youth, which is covered through sponsorship by regional organizations. This means that there is no cost to the student other than a small fee for transportation costs to the camp at Eagle's Nest Ranch in the Cypress Hills, near Medicine Hat. This year's camp will be held in August.

For more information contact Darlene Curtis, Manager, Community Futures East Central at (780) 336-3497.

**Tip: A great way to enhance your community's home page is to add a link to the BRAED website!**



## EAST CENTRAL HEALTH PROMOTES WORKSHOP

East Central Health, with support from BRAED, will be hosting a workshop titled, "Generational Diversity in the Workplace", to be held on June 11, 2008, at the Viking Community Hall from 1:15 – 3:45. Guest speaker will be Adwoa Buahene. The workshop will help participants discover how different generations work and learn from each other. There is no pre-registration required. Refreshments will be provided. Everyone is welcome!

## COUNTY ROADS NETWORK



Country Roads Network is eastern Alberta's answer to the need for agri-business peer networks. This group supports farm direct marketers and ag tourism operators in sharing information with peers. The ultimate goal is to support the growth of businesses that include experiences, products and services connected to agriculture. If you are looking for ways to diversify your farming operation you are also welcome to join us and may glean some new ideas.

Who knows business solutions better than other business owners? The format is simple - agripreneurial business people gather informally for meetings and tours to share, learn, network and inspire each other.

For more information contact Marian Williams at (780) 679-5168 or by email at: [marian.williams.@gov.ab.ca](mailto:marian.williams.@gov.ab.ca)



## BRAED COMMUNITY TIES - CAMROSE COUNTY -

Camrose County is located in east central Alberta in the central parkland region. Landscapes of hills, plains, valleys, and lakes, make it one of the most beautiful places in Western Canada. The County covers an area approximately 80 miles long from the north to south by 30 miles wide.

Agriculture is the backbone of the area. Within the area there is about 837,039 acres of land classified as pasture to very good arable soils.

Within the boundaries of the County are the City of Camrose; the Town of Bashaw; Villages of Bittern Lake, Bawlf, Edberg, Ferintosh, Hay Lakes, New Norway and Rosalind; as well as the hamlets of Armena, Duhamel, Kelsey, Kingman, Pelican Point, Meeting Creek, Ohaton, Round Hill and Tillicum.

Camrose County public schools are operated through the Battle River School Division and have been ranked among the best in Alberta by the Fraser Institute. Residents' health care needs are served by East Central Health with its head office in the City of Camrose. Acute Care is provided by St. Mary's Hospital also in the City of Camrose. Camrose County is served by the RCMP, County Police, County and Municipal Fire Departments and EMS services.

Miquelon Lake Provincial Park, Tillicum Park adjacent to Dried Meat Lake, and Pelican Point Park on Buffalo Lake offer many recreational opportunities. There are numerous campsites in the hamlets and villages within the County. Fishing enthusiasts can enjoy fishing for Northern Pike at Buffalo Lake and Dried Meat Lake. There are a number of challenging Golf Courses within Camrose County. Winter activities include groomed cross country ski trails at Miquelon Provincial Park, numerous snowmobile rallies throughout the county and outdoor skating is available at numerous village or hamlet skating rinks.

To find out more about Camrose County visit the website at: [www.county.camrose.ab.ca](http://www.county.camrose.ab.ca)

**Plan to attend:  
The BRAED AGM will be held in  
Hardisty on June 5<sup>th</sup>, from 10:00  
a.m. - 3:00 p.m.**

**If you have questions or comments  
about the BRAED newsletter, or if you  
wish to share news from your  
municipality contact:**

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Camrose, Alberta T4V 1N5  
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Fax: (780) 679-1250  
Email:

[dale.beddoes@braedalberta.ca](mailto:dale.beddoes@braedalberta.ca)

