



BRAED KNOTICE

Newsletter for the Battle River Alliance for Economic Development

March, 2010

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 Hardisty
 Town of Killam
 Town of Provost
 Town of Sedgewick
 Town of Tofield
 Town of Viking
 Town of Wainwright
 Village of Alliance
 Village of Bawlf
 Village of Bittern Lake
 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 Loughheed
 Village of Rosalind
 Village of Ryley
 Village of Strome

CAMROSE COUNTY HOSTS BOARD MEETING

The February Board of Directors meeting was held at the Ohaton Community Centre in the Hamlet of Ohaton, in Camrose County. BRAED Chair, Bud James, called the meeting to order, followed by a welcome from Trevor Miller, Councillor, Camrose County.

Jeff Baker, Productivity Alberta, spoke about how they can provide immediate connection to the latest productivity information, assessments, tools, program and networks. Productivity Alberta brings together the talents and efforts of people and organizations across the province in order to tackle productivity challenges and offer productivity enhancements.

Christine Ginther, Bawlf Playschool Society President, and Clarence Hastings, RSW, spoke on the Bawlf Playschool, a Regional Rural Children's Centre that will provide daycare, out of school care, and playschool programs to residents living in the region.

Marilyn Backman Morton, Strategem Plus Consulting, gave a presentation on the development and production of the six tourism products she was contracted to produce.

The day concluded with the round table.

WINNER OF TOURISM CONTEST

Congratulations goes out to Dean Berrecloth of the Town of Killam for taking the time to complete the Tourism survey that was sent out in late November. Dean received the grand prize of \$100.00 for his timely response.



Dean Berrecloth accepts his cheque from BRAED Executive Assistant Debra Anderson

BRAED would like to thank all of the individuals and organizations who took time to complete the survey and would also like to acknowledge those who attended the meeting in Killam in mid December. The commitment and interest from the tourism sector has been very strong and we look forward to future opportunities to connect.

IN THIS ISSUE:

- Camrose County Hosts Meeting
- Tourism Winner
- What Have We Done For You This Year!
- Curling Team Makes Region Proud
- Tourism in East Central Alberta
- AYEC
- Upcoming Events
- Community Ties – Village of Strome

WHAT HAVE WE DONE FOR YOU THIS YEAR?

It's a question that comes up regularly through-out the year and this will give an idea of a few of BRAED's projects this last year (year end is March 31st).

- Produced BRAED Knotice newsletter four times sending out a total of 1,400 copies
- Advertised in the Alberta Beef magazine that reached 12,000 readers
- Sponsored workshops "Building the Foundation" in Flagstaff County attended by 12 people AND "Changing Times: Changing Attitudes" in Provost with 30 people attending
- Held a Municipal Grant Workshop that was attended by 70 municipal employees
- Sponsored five executive members and ten villages to attend the Regional Economic Development Alliance Conference in Sherwood Park
- Collaborated with Alberta Finance and Enterprise in a pilot project that featured BRAED in a bi-monthly insert in Alberta Venture magazine that was circulated to 32,000 subscribers
- Produced an agriculture inventory comprised of agricultural producers in the BRAED region
- Advertised bi-weekly in three local papers to notify people of BRAED
- Developed an informational package consisting of brochures from the BRAED membership for distribution to the public
- Held another successful Meet N Greet in Lougheed that was attended by 35 people
- Sponsored business awards in conjunction with Tofield Chamber of Commerce, Camrose Chamber of Commerce, Wainwright Chamber of Commerce and Flagstaff County during Small Business Week
- Advised 30 businesses in the region of opportunities for them at Base Wainwright

- Presented Defence DVD "Thinking Outside the Tank" to 240 people in Tofield, Camrose and Flagstaff County
- Hosted 4 board of directors meetings throughout the region, with a total attendance of 135 members
- Hired contractor to produce tourism brochures – 50,000 were printed and will be distributed in April, 2010
- Met with 36 administrators in the BRAED region to increase awareness of the services offered

PLAN TO ATTEND the Village of Ryley's 100th Centennial Celebration, July 16 – 18, 2010. Street dance, children's activities, class reunions, parade, fireworks, slow pitch tournament, old timer Rebels exhibition game, Duane Steele performing Saturday night and more. For more information visit www.ryley.ca or phone 780-663-3653.



**CURLING TEAM
MAKES REGION
PROUD**

Vancouver 2010 Olympic Games winners of the gold medal for men's curling included local boys Kevin Martin, Lougheed, and Adam Enright, Rosalind.

Kevin Martin will be bringing his gold medal to Lougheed on April 27th. He will be spending time with the students at the Lougheed School in the afternoon and joining the community members for an evening at the Community Hall.

The Lougheed Curling Club is organizing the event.

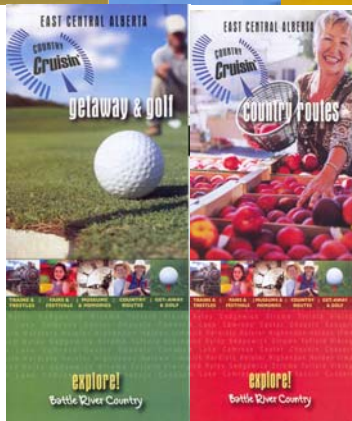
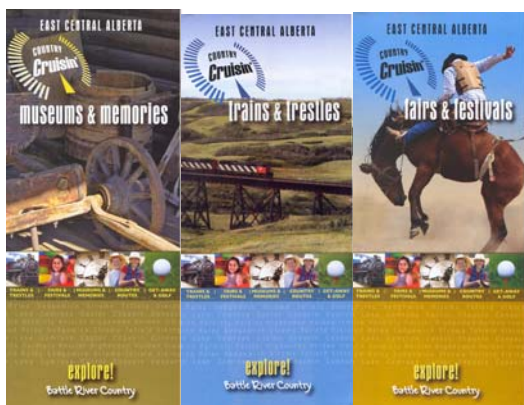
WHAT DO TOURISTS HAVE TO SEE IN EAST CENTRAL ALBERTA?

The BRAED Tourism Task Team's vision is to **“increase the capacity of communities and operators to host tourism guests in the BRAED region”**. To contribute to this mission five tourism brochures have been completed for the BRAED region. They are categorized as Museums & Memories, Trains & Trestles, Fairs & Festivals, Getaway & Golf, and Country Routes.

“I believe this project, and its products, will provide a great springboard to bring industry together to build on its success for years to come.”

Marilyn Backman Morton, Strategem Plus Consulting

The “Country Cruisin” brochures are being made available to the Tourism Marketing Organizations, operators, and others to promote these tourism clusters. The brochures are also available on the BRAED website.



WHAT IS ALBERTA YOUTH ENTREPRENEURSHIP CAMP?

AYEC is a week-long camp for youth ages 13-15 who are interested in learning about business and entrepreneurship. The main focus of this camp is to educate youth about marketing, advertising, preparing a cash-flow statement and writing a business plan.

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 which will be held at Eagle's Nest Ranch in the Cypress Hills, near Medicine Hat. The Camp for 2010 will run August 15 – 21st.

Application deadline for our Youth camp is May 25, 2010. Applications are available at schools and at your local Community Futures Office.

UPCOMING TRAINING / EVENTS

Rural Women's Conference

April 16, at the Killam Community Hall
Contact Flagstaff Community Adult Learning @ 780-385 - 3712

Air Brakes and Class 1 Driver Training

April 19-23 in Killam. Hosted by the Battle River Training Foundation.
Contact Kimberley for more info email brtf.kimberley@live.ca , 780-385-4815 or visit the website at www.brtf.ca

Celebrating Women's Conference 2010

April 23 at the Camrose Regional Exhibition.
Visit the website at: <http://www.cre.ab.ca/> for further details.

Social Media Networking

Thursday, May 6, Norsemen Inn, Camrose
Call the Camrose Chamber at 780-672-4217 or Linda Cherry at 780-608-2544 for more information or to register.



BRAED COMMUNITY TIES - Village of Strome -

The Village of Strome is a getaway beyond a noisy urban life; a safe and friendly place to raise a family. There are two hospitals only ten minutes away (one in Killam, one in Daysland), major shopping centres in Camrose (only 57K away), and the big city of Edmonton is only 150K away.

Strome has a school, post office, ATM Bank, grocery store, gas station and liquor store, hotel, museum, and community church. Recreational facilities include the Senior's Centre, an outdoor skating rink, two-sheet curling rink, community hall, playground with a picnic area, ball diamonds and a free campground. The school hosts Grades 1-9.

Sodbuster's Archives and Museum in Strome was the original theatre and has been kept as an historical site. It still contains the original stage and costumes. Pioneer artifacts, a war display, a natural history display including aboriginal items, in addition to a varied selection of mounted birds and animals, dinosaur bones, snakes, fish and shells are on display.

Strome is 100 years old in 2010 and a celebration of events will be held the weekend of August 13 – 15th. Highlights of this centennial will include a parade, supper and dance, old style thrashing and plowing, museum tours, display of historical items, and many more fun events. A complete schedule of events is listed on the Strome at: http://www.villageofstrome.com/centennial_celebrations

For more information on the Village of Strome visit: www.villageofstrome.com

PLAN TO ATTEND the
BRAED Annual General Meeting on
Thursday, June 3, in Bashaw
at the Community Centre to hear
what we have accomplished this
past year and understand what
we have planned for the
upcoming year.

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If you have any questions or comments about the BRAED Knotice call Dale Beddoes at 780-679-1235.