



BRAED KNOTICE

Newsletter for the Battle River Alliance for Economic Development

Winter 2009

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

SEDGEWICK HOSTS BOARD OF DIRECTORS MEETING

The Town of Sedgewick was host to the Board of Directors' meeting on December 4th, 2008.

A round table discussion was held followed by a "selling to the military through MERX", the military's electronic procurement system", by Usha Joshi from Public Works & Government Services Canada. Later George Brosseau with Alberta Finance & Enterprise facilitated a workshop gathering ideas as to what Regional Economic Development Alliances (REDA's) should look like in the future.

BULLETS & PLANES

There are more things that the Alberta military bases buy at a community level than bullets and planes. They need all kinds of supplies and services from batteries for their vehicles to food and dry cleaning. The list is extensive. "Thinking Outside the Tank" is a collaborative initiative led by the three Eastern Alberta Alliances: BRAED, AlbertaHUB, and PEP.

One of the tools produced through this exciting initiative is a DVD that showcases many procurement opportunities that businesses in Eastern Alberta can pursue with the Canadian Forces Bases in Wainwright, Suffield, and Cold Lake.

The DVD will be presented at the next BRAED Board of Directors meeting in March. Ask your BRAED rep for more information or call the BRAED office to obtain a copy.

BRAED ATTRACTING REGIONAL INVESTMENT

BRAED has a number of key initiatives that are aimed at identifying opportunities within the region and promoting and attracting investment.

With that goal, BRAED hired Western Sky Management Association to develop:

1. an investment attraction strategy for industrial equipment and machinery manufacturing;
2. an action plan to promote opportunities in procurement and develop an investment attraction strategy supporting defence industry development;
3. a position paper on Trade Corridors within the BRAED region that will help communities form a strategy supporting the flow of goods and services within the region.

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MESSAGE FROM THE CHAIR



On January 30th the BRAED executive met in Ryley with the executive management committee of HUB. This was in response to a meeting of the chairs and managers last year. The joint group received an update on the consultation process currently happening with all regional economic development alliances (you had an opportunity to give your comments at our December board meeting) as well as a preview of a new DVD introducing the defence industry and business opportunities. By all accounts this meeting was a success, and I'm sure we will find other common areas of discussion going forward.

The Executive recently approved the creation of a Tourism Task Team and an Agricultural Task Team. We will be making available to our Board the Terms of Reference at our March Board meeting, and will also be looking for interested people to participate on these teams. We look forward to hearing from you.

BRAED board members now have access to our information sharing website - Basecamp. You should have received an email with your user name and password - if not, please contact Dale Beddoes at dale.beddoes@braedalberta.ca or 780-679-1235. Our intent is to post all pertinent information on this site for board members to view at their leisure. This will be an excellent tool to overcome the geographic barrier facing our Alliance - you can stay up-to-date between board meetings.

Lastly, our Annual General Meeting will be scheduled for June. Watch for an announcement of the date and details. As always, executive members appreciate your feedback on any issue.

Bud James
Chair

"SUSTAINING PROGRESS IN A TRANSITIONING ECONOMY" – REGIONAL ECONOMIC DEVELOPMENT CONFERENCE

Alberta's communities and regions are in a period of unprecedented change. This change is leading to both new opportunities and new challenges within the province. Now, more than ever, it is time to work together to sustain Alberta's economic progress.

The 4th Biannual Regional Economic Development Conference is the foremost economic development symposium in the province. It will bring together economic development practitioners, business and industry leaders, and all those interested in maintaining Alberta's economic viability, for two days of extraordinary collaboration. Learn

about and get involved in new and existing initiatives that impact your business and your communities.

Join us in Sherwood Park on May 12-14, 2009 to:

- Develop an understanding of the new economic realities facing Alberta and its regions
- Discover how some key provincial strategies will sustain our economy going forward
- Hear about successful strategic economic development projects and initiatives being undertaken in Alberta's regions
- Learn about programs and organizations that support business development and productivity

Visit www.AREDConference.com for more information and registration.

VIKING HOSTS SUCCESSFUL "MEET N GREET"

Members from around the region attended the BRAED Meet N Greet on November 4th, 2008, at the Viking Senior Centre. A Ukrainian banquet and entertainment contributed to the evening.

Chair Bud James stated, "This is the second annual Meet N Greet and I see it as a success. We will hold another one next year."

The intention of the evening is to network and inform communities about the importance of being a member of BRAED.

A message from the chair explained the purpose of BRAED and past and current projects. He stated the importance of members bringing their ideas to the table. "Without ideas the organization isn't much" he stated.



Networking at the Meet N Greet

EDA AGM AND CONFERENCE

The AGM and conference is to be held April 1 - 3, 2009 at the Jasper Park Lodge. This year the association marks 35 years of professional economic development in the province with breakout sessions on professional, knowledge and personal development and a keynote speech by Kevin Burns. For more information visit: <http://www.edaalberta.ca>



Hats off to the University of Alberta's Augustana Campus for creating locally themed meals for the student cafeteria. Monthly meals, using local products, is part of their year-long food theme.

PROVOST PARTNERS WITH PRODUCTION FIRM

The Provost and District Museum has partnered up with production firm "Partners in Motion" to become the place that will display dozens of strange and odd inventions. The TV show The Re-Inventors is in its third season and airs on the History Channel in Canada and other stations worldwide.

"This is a great economic opportunity for Provost and the region. We know the importance of invention and entrepreneurship. Not only is the Re-Inventors display a great attraction but we hope it helps people to know more about our local history and that entrepreneurs will find fertile ground here," stated EDO Bert Roach.

The inventions are from numerous sources. There are several researchers working on the show and they look for interesting inventions in libraries, patent records, mass media and other places where information on both modern and ancient inventions can be found.

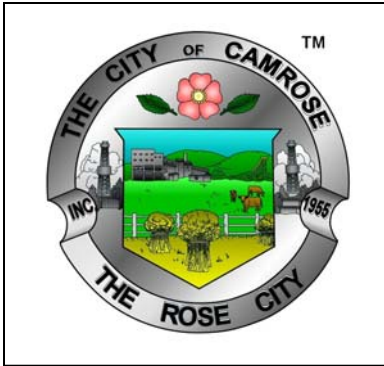
For more information go

<http://www.partnersinmotion.com/index.html> or
<http://www.history.ca/ontv/titledetails.aspx?titleid=115799>

2009 ALBERTA TRADE & CONSUMER SHOW LISTING

Copies are now available at :

<http://www.albertacanada.com/statpub/1144.html>
or call Dale at (780) 679-1235 for hard copies.



BRAED COMMUNITY TIES

- City of Camrose -

The City of Camrose has been known as "The Rose City", a tribute to its scenic setting. Located in the heart of rural Alberta, with a population of 16,000, and a trading area population exceeding 100,000, progressive growth, development, and a diverse economy have contributed to their recognition as "The Regional Centre" for east central Alberta.

Camrose is considered by many as one of the most beautiful cities on the prairies, boasting an exceptional "quality of life" for both citizens and visitors. They are committed to the preservation and protection of natural park areas, a clean and healthy environment, and the safety of all residents.

The Community takes pride in their modern services, first class recreation facilities, all-embracing cultural opportunities, and extensive programs and services for all ages.

Their self sufficient status enables them to provide regional programs, services and facilities such as:

- Preventative, emergency and acute health care.
- Primary, secondary, post secondary, and extended learning programs.
- Major regional recreation, sport, cultural and entertainment events. Some of the major events enjoyed by thousands of visitors each year include "Jaywalkers Jamboree", the "Night Classic Soccer Tournament", "Founders Days", and "Big Valley Jamboree".

For more information on the City of Camrose visit: www.camrose.ca

UPCOMING BRAED MEETINGS

February 26 – Executive Meeting
March 19 – Executive Meeting
March 26 – Board of Directors Meeting
April 23 – Executive Meeting
May 28 – Executive Meeting
June 4 – Annual General Meeting

Consideration has been given to making the BRAED Knotice an electronic document. Please let us know what you think about this idea!!!

If you have questions or comments about the BRAED Knotice newsletter email: dale.beddoes@braedalberta.ca or call (780) 679-1235.



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