



BRAED KNOTICE

Newsletter for the Battle River Alliance for Economic Development

Issue 2, 2007

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 Millet
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 Edberg
Village of Edgerton
Village of Forestburg
Village of Galahad
Village of Halkirk
Village of Heisler
Village of Holden
Village of Irma
Village of Lougheed
Village of Rosalind
Village of Ryley
Village of Strome

PROVOST HOSTS ANNUAL GENERAL MEETING

The BRAED Annual General meeting was held at the Provost Recreation & Culture Centre on May 16th, 2007.

Chair, Michelle Hauser, called the meeting to order at 10:10 a.m. Mayor Ken Knox brought greetings from the Town of Provost. Updates were given by committee members:

Charlotte Curtis distributed a training survey to be completed by councils to assist with the development of a training program for 2007-2008. They are due on June 30th.

Ivan Des-Jardine volunteered to be in charge of activating the study that was done on the Defence Industry. Peggy McFadyen and Tony Kulbisky volunteered to assist him.

Bud James will be putting together a briefing on the Flagstaff Training Foundation for the Minister of Advanced Education & Technology to see what alternate funding is available.

Tony Kulbisky, gave an update on "The Week the Women Went", a television production being filmed in Hardisty.

Guest Speaker, Dan Dibbelt, Executive Director, Northern Alberta Development Council (NADC), talked on "Finding Magic in Practical Things

That You Do". An overall presentation was given on NADC, "Branding the Peace", its shadow population, and the effect the pine beetles are having in northern Alberta.

He encouraged members to remember four philosophies on development:

- 1) get along with your neighbours
- 2) plan realistically and don't take what you have for granted
- 3) ask yourself why you live and stay in your community, and
- 4) don't be afraid to say no to things that take your community plans off target

A draw was made for a BBQ set donated by McStitch Advertising. The winner was Kim Borgel, Killam.

Tom Slater, Alberta Environment, spoke on opportunities to plan for Alberta's future. He enforced that communities need to be great without all of the negatives of being great and the fact that we need to keep sustainable communities.

The group participated in a round table followed by a presentation on the Bodo Archeological Society by Leila Grobel.

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“MADE IN BRAED”

Growth in the region requires identification, encouragement and promotion of successful rural businesses. The *Made In BRAED* gift basket campaign is the first step only in developing a process to identify, encourage and promote rural entrepreneurship.

Promoting *Made In BRAED* creates awareness of unique, innovative, and exceptional products available in the Battle River Region.

The gift baskets will be used as door prizes at meetings and at local, regional and provincial events supported by BRAED.

This concept is a result of members/staff discussions that have occurred during the past few years. We are currently focused on businesses that create food and bath items.

If you are aware of any such businesses in your area that you would like to help us promote, contact the BRAED office at (780) 679-1235.

COMMUNITY INVESTMENT READINESS

The Investment Readiness Index/Survey is a questionnaire designed for communities to determine their level of investment readiness in cases where they get inquiries from people and businesses in locating to their communities.

BRAED will, in conjunction with its partnering CF's, provide an introduction to Community Investment Readiness and Analysis in five locations within the region. The project will also include development of a Best Practices Tool Box to address the “how-to” of each self-assessment resource component included in the survey. Community resources may include community profiles, industrial and commercial land inventory, investment marketing, land use planning, economic development, dealing with site selectors and monitoring investment inquiries. The project will address the way in which visitors perceive our communities.

The survey, training, tool box and community exchanges will enhance investment readiness throughout east central Alberta. At the project's conclusion it is expected that east central Alberta will “blink brightly” on the provincial, national and international investment radar screens.



(submitted by Jim Klasson, EDO, PEPS)

Located 25 km south of Forestburg off of Highway 855 or 16 km north of Halkirk, Paintearth Energy Services Inc. designs and fabricates surface process equipment and subsurface completion tools for the oil and gas service industry.

Paintearth Energy Services Inc. has, since April 17, 2007, been donating labor to the renovation/ new construction project at the Paintearth Lodge Seniors facility in Castor.

The company supplies 3 to 5 workers each day from their labor pool who are paid their regular salary for the hours that they work at the Lodge. This has enabled them to retain their skilled workers during this current slower period and it has enabled the Lodge project to stay on schedule. The Lodge is also able to leverage this donation and access additional grant funding. Everyone wins in this deal. Paintearth Energy Services Inc. will continue this as long as is possible; both parties understand that when the demand exists the workers will return to their regular duties.

This is a very unique idea and we are extremely proud to have Paintearth Energy Services Inc. in our region.

To find out more information on Paintearth Energy Services Inc., visit their web site at www.paintearthenergyservices.com.

Filming of new television documentary series held in Hardisty



The town of Hardisty was the spotlight June 2 to 9 during filming of *The Week the Women Went*, a new television documentary series being produced by Paperny Films for CBC Television.

The Week the Women Went is based on a popular British series and documents what happens in a small town when more than 130 women are given a week-long holiday. Starting June 2nd, 12 television crews followed the women on a Rocky Mountain getaway and recorded the lives of the men back home coping with day-to-day tasks and a special community project.

BRAED supported a scouting trip to Hardisty that helped support the town's bid for the series. Other support came from Alberta Film and Travel Alberta.

Many communities across Western Canada were invited to apply for the show. "The response from Alberta was overwhelming with more than 50 applications," said David Paperny, President and Executive Producer with Paperny Films. "Alberta was home to two of the three short-listed communities, and in the end Hardisty was chosen for its great community spirit and enthusiasm!" The other Alberta community, Bashaw, is also a BRAED member.

Anita Miller, Mayor of Hardisty said, "The entire community has really embraced this opportunity and has worked hard to bring the series here. We are proud of our home and look forward to showing all of Canada what a great place Hardisty is to live and visit."

After the filming, Tony Kulbisky, CAO for the Town said, "The experience with Paperny Films was truly outstanding. All members of their production team were treated as members of the community and felt very welcome here. The social experiment brought the women together and bridged new friendships. The men's work on the community project far surpassed what anyone thought we could do. The whole experience has changed this community and I am looking forward to seeing the show on TV with everyone else. I smell Gemini and Emmy Awards on this show....it's going to be great. Thank you to BRAED, Alberta Film, Travel Alberta, the CBC and of course everyone at Paperny Films. It was a great experience and you guys can come back anytime for your next production. Cheers!"

The Week the Women Went is a ten-episode series that will air in primetime on CBC Television in early 2008.

Congratulations Hardisty!



BRAED COMMUNITY TIES - TOWN OF DAYSLAND -

Daysland is located 40 km east of Camrose on Highway 13. It is well known for its quality of life and high satisfaction levels from residents.

Daysland is a very active community. The location, facilities, programs and events offer people of all ages opportunities for both indoor and outdoor recreation and sporting activities. A few facilities include; the curling rink, skating rink, fitness centre, senior's centre, 3 playgrounds, baseball and softball diamonds, walking trails and parks. A beautiful 9-hole golf course with grass greens and a fully serviced campsite is located in the town.

If you are more interested in spectator sports one can attend a variety of events at the recently resurrected Palace Theatre. Recent entertainment there includes silent auctions, catered dinners, dance recitals, music performances and cinematic experiences.

The Community Health Services include; the Daysland Health Centre, Public Health & Home Care, Medical Clinic, Dental Clinic, Veterinary Services, community groups, several religious organizations.

The Daysland Fire Department is a full time, volunteer organization that provides emergency services to the Town 24 hours a day, 365 days a year.

The education system at the Daysland School offer kindergarten and grades 1 through 12. Daysland is part of the Battle River Regional School Division #31, headquartered in Camrose. Playschool operates two days a week. The local Public Library is also available for educational purposes to any resident with a membership.

The Town of Daysland welcomes inquiries from new and existing residents and businesses. They are ready, able and willing to help ensure your community experiences are enjoyable. To find out more about the Town of Daysland visit the web site at www.daysland.com

PLAN TO ATTEND!!!

The next BRAED Board of Directors' meeting will be held in Hardisty on September 19th.

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

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