

SHOWCASING SOUTHGROW



Display Booth

A new standalone tradeshow display booth has been designed and developed for use at events in members communities as well as tradeshows outside of the SouthGrow region. The display booth depicts images showing the diversity of industry and sectors in the region and has removable text panels for optimal flexibility in presentation to a variety of audiences. SouthGrow members are invited to speak to Linda Erickson about the use of this booth at community events to inform residents about SouthGrow Regional Initiative. Special thanks to our star volunteers for being proud to show their support of SouthGrow, Ron Sakamoto, Mayor of Warner, Dennis Lagler, Wendy Slater from the Birds of Prey Centre and Jack Heggie "Mr. Cattleman".

EDUCATION...

workshops and education opportunities for members

The **Strategic Collaboration Committee** works with member communities, industry/business, government and others to foster a shared vision for regional economic development and shared service opportunities and provides southwest Alberta with a unified voice on regional priorities.

During the month of October, education opportunities for members included a SuperNet Training Session co-hosted with MMERI and held in Fort Macleod, and a Project Radar Screen update in Lethbridge.

During the Fall, the following workshops have been organized for members:

□ **Aboriginal Awareness** – This one day workshop focuses on gaining a better understanding, awareness, and knowledge of the Aboriginal communities (Blood, Piikani, and the non-land based Metis) in order to foster relationship building. The workshop will deal with topics such as historical and cultural information about Alberta's diverse Aboriginal population, business reasons for developing relationships with Aboriginal communities, major barriers and opportunities concerning Aboriginal economic development, organizational strategies for enhancing relationships and an introduction to aboriginal protocols.

- Fort Macleod, one-day session, November 9, 2005
- Cardston, one-day session, November 23, 2005

□ **Ag Tourism Cluster Development** – This workshop is a must for market ready ag tourism operators. Join a group of resource people that will help you to explore the power of partnerships to create ag tourism vacation experiences for your area. Topics include increasing exposure of your ag tourism operation, building awareness for your product and developing action steps for future cooperative efforts that will increase traffic and revenues for your business.

- 9:30 a.m. to 3:30 p.m. November 24, 2005 Location TBA

□ **Growing a Reputation for Excellence in the Film Industry** – This half-day workshop focuses on making communities aware of how to take advantage of film, television and commercial production opportunities. Participants will learn how to become prepared to respond effectively to film location request opportunities.

- Lethbridge, 9:00 a.m. to 1:00 p.m. November 30, 2005

□ **Foreign-Worker Readiness** - Can't find skilled workers for your job vacancies? Alberta employers facing this challenge can attend a workshop hosted by Alberta Economic Development – Economic Immigration focusing on the process and benefits of hiring skilled foreign workers on either a temporary or permanent basis. Questions answered through the information session include:

- Why hire a "Temporary Foreign Worker?"
- What are the procedures?
- How long will the process take?
- What are the immigration guidelines?
- What is the Provincial Nominee Program?
- What are the experiences of Alberta employers?

A one day session is being planned for January 18, 2006.

Contact info@southgrow.com if you want to ensure receiving details and registration form.



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SOUTHGROW REGIONAL INITIATIVE...

Collaborating, Communicating, Marketing, Developing and Innovating

SouthGrow Regional Initiative, an economic development alliance of twenty-three southwest Alberta communities, has three working committees that have been established to achieve the goals of strategic collaboration, marketing and communication, and economic development and innovation.

PROVINCIAL GOVERNMENT SHOWS SUPPORT... AGAIN

MLA Barry McFarland attended the SouthGrow Regional Initiative Management Board Meeting on September 21, 2005 and presented a cheque for \$16,000 to be used towards SouthGrow's 2005-2006 Operations Plan. The cheque, presented on behalf of Honourable Clint Dunford, Minister of Economic Development, represents the on-going commitment and support of the Provincial Government to Regional Economic Development Alliances in Alberta.



MLA Barry McFarland and vice chair Bob Bagozzi

SOUTHGROW WELCOMES THE VILLAGE OF MILO

The Village of Milo has become SouthGrow's twenty-third member. With a population of 115, Milo is a clean, close-knit community, located just north of McGregor Lake. When asked why they joined SouthGrow, CAO Ginger Deitz stated, "The main reason is because we recognized that we share a similar vision and concern with the other members in regards to rural sustainability. We felt that by working with SouthGrow our community could take advantage of being part of the this initiative and stay in the economic development loop".

IT'S A WRAP!

The first phase of Project Radar Screen has been completed and images of the area taken by a Film Scout have now been submitted to the Alberta Film Commission for its image gallery and database. Member communities received electronic version of the images taken in their municipalities. An information session was held on October 27th to inform membership about the next steps in this project, which includes a film friendly protocol and a workshop on Growing a Reputation for Excellence in the Film Industry that is planned for November 30.



Creating Opportunities...

City of Lethbridge
 Town of Cardston
 Town of Claresholm
 Town of Coaldale
 Town of Coalhurst
 Town of Magrath

Town of Milk River
 Town of Picture Butte
 Town of Raymond
 Town of Taber
 Town of Coalhurst
 Town of Vulcan

Village of Barons
 Village of Carmangay
 Village of Coutts
 Village of Milo
 Village of Vauxhall
 Village of Stirling

Village of Warner
 County of Lethbridge
 MD of Taber
 Vulcan County
 County of Warner

PRODUCTS...

examples of SouthGrow's resources and diversity.

Sunrise Strengthens Urban-Rural Partnerships

Sunrise Poultry officially opened a \$30-million complex in north Lethbridge in August, employing about 100 people. The complex is in two locations in north Lethbridge and consists of a state-of-the-art plant and a hatchery that hatches chicks from southern Alberta-produced fertile eggs. In true vertically integrated fashion, eggs from flocks are incubated, hatched and shipped to growers to raise to market weight. The birds start laying eggs at 26 weeks and remain in production for 34 weeks. Birds are graded and loaded into delivery boxes, destined to broiler grower barns. The processing cycle is completed when old egg-laying hens are run through mechanical deboning machines and the meat is used to make pressed chicken products and patties. With Sunrise Poultry staff marketing locally and relying on southern Alberta chicken producers, urban-rural partnerships are strengthened. Consumers in the area are already enjoying Sunrise processed chicken at restaurants and retail outlets such as Earl's, Boston Pizza, Taco Time, Costco and Canada Safeway.

Showcasing World-Class Regional Cuisine

Alberta Agriculture, Food and Rural Development launched its "Dine Alberta Savour Regional Flavour" program to celebrate the harvest from field to table for the third year. The program links Alberta producers, farmers and ranchers to the province's best chefs at more than 90 restaurants, who showcase Alberta's home-grown foods on their menus. Albertans have the opportunity to taste bison, farm-raised elk, pastured pork and lamb, natural beef, free range chickens and freshly harvested potatoes, squash, pumpkin, corn and summer berries --- all from Alberta. While in the short term, Albertans had a chance to win prizes by getting their Dine Alberta Passport stamped at participating restaurants, in the long-run the goal of the program is to brand Alberta products and raise their demand both in restaurants and grocery stores.



Cardston Lee Creek Valley Golf Course Expands

On August 26th, golfers were able to enjoy Cardston Lee Creek Valley Golf Course as an 18-hole facility. The challenging course, which takes players through the natural contours of the valley, various elevations, white silica and traps, and mature trees, all in spectacular mountain scenery and a view of the LDS Temple, forces players to make a variety of shots. The expansion from a 9-hole golf course to a 6,780 yard 18-hole facility with a clubhouse and driving range was made possible through funding from the Town of Cardston, donations from families in the community, and a contribution from the Rotary Club. The expanded golf course should act as another draw for visitors to Cardston, in addition to the Remington Carriage Museum and Carriage House Theatre.

PEOPLE...

economic development in the SouthGrow region.

NexStep Community Training and Development

Hosted by Chinook Community Futures Development Corporation in Taber and supported by Human Resources and Skills Development Canada, NexStep Community Training and Development is a rural development workforce initiative designed to assist individuals in Lomond, Hays, Enchant, Vauxhall, Barnwell, Taber, Grassy Lake and the MD of Taber to overcome barriers to higher quality employment by enhancing their skills.

In partnership with Computers for Life, Horizon School Division No. 67, Chinook Arch Regional Library System, Government of Alberta – Community Development, and the Oldman River Regional Services Commission, the main goal of the three-year pilot project is to develop a community-accessible learning model that addresses employment, technological and educational gaps of adults living in rural and remote communities in the region.

Through the project, participants:

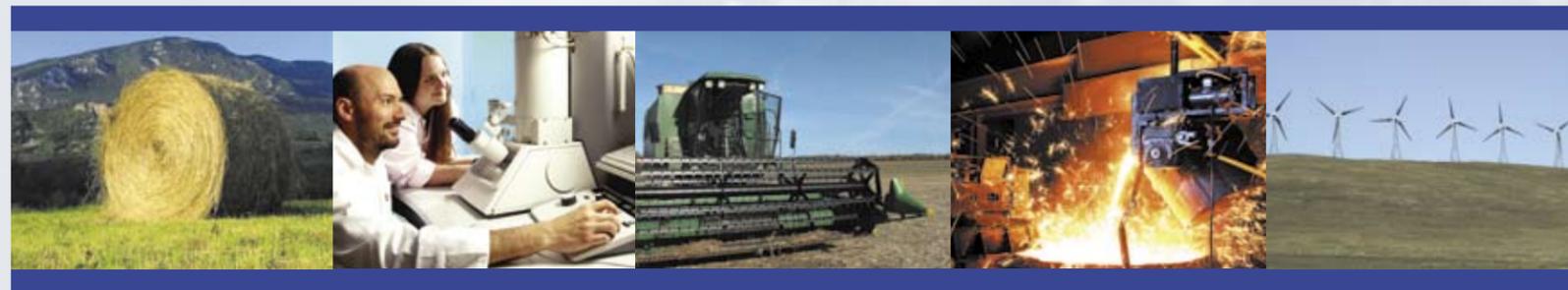
- overcome the barriers to higher quality employment by enhancing speaking, reading, writing and numeracy skills;
- develop career plans that enable them to meet their goals;
- overcome barriers to enter the knowledge-based labour market;
- prepare for the workplace by developing employment skills, attitudes and behaviours.

Training programs offered include reading text, numeracy, science, document use, basic computer training, workforce safety training, employability skills training, job search skills, and small business and entrepreneurial training. Members of a steering committee ensure that NexStep programming is truly labour market driven and meets the needs of members of the community. For more info: www.nexstep.ca

Beijing, Seoul and Taipei Opening the Door for SouthGrow

Linda Erickson, Director of Alberta Economic Development for this region, hosted a delegation of International Alberta Economic Development Directors from Beijing, Seoul and Taipei Offices during the month of September. During the visit, the International Directors visited various businesses and educational institutions including Haul All Canada, Canbra Foods Ltd., Sakai Spice, Lethbridge Community College and the University of Lethbridge.

During these meetings and tours, organization representatives identified challenges faced when exporting abroad, with the International Directors eager to develop solutions in order to "open doors" abroad.



PRIDE...

in our history, contributions, and discoveries.

Nobleford, Home of the Noble Blade

On September 24th, the American Society of Agricultural and Biological Engineers (ASABE) recognized the historical significance of the Noble Blade in a ceremony at the entrance of Nobleford, the first such designation in western Canada. C.S. Noble invented the Noble Blade, a subsurface tillage machine that cuts weeds off underground, leaving the tops on the surface of the soil to protect against wind erosion. The Noble Blade changed the face of agriculture in the 1940s and 1950s by leaving stubble undisturbed on the surface of the grounds, so the soil wouldn't be blown away in the strong Alberta winds. The Noble Blade creates a mulch of loose soil that helps conserve soil moisture. Construction of the Noble Blade began in 1936 in a blacksmith shop on the Noble farm, with a factory built in 1941 in Nobleford and an even larger plant constructed in 1952 that turned out \$1 million worth of blades. The plant soon became one of the largest manufacturing plants of farm equipment in Western Canada.



Forming Steel into Modern Farm Equipment

The Kirchner family of Lethbridge also received the Industrial Achievement Award from the Pacific Northwest region of the American Society of Agricultural and Biological Engineers (ASABE) for forming steel into modern farm equipment for nearly 60 years. The Kirchner family designed and built a haysweep and stacker to make haying easier in the early 1940s. They received a patent in 1945 and as demand from farmers grew, the Kirchners contracted production to Lethbridge and Medicine Hat firms. Kirchner Machine Ltd. was established in 1946 and by 1950 the company was also manufacturing land planes or levelers and ditchers. Later, design and production extended to equipment that helped mechanize the sugar beet industry. In the 1990s, edible bean production was assisted with bean cutters and rods manufactured by the company. Over the years, Kirchner Machine Ltd. product line and patents have expanded to include a field cultivator and land leveling machine.

PROGRESS...

through a commitment to sustainability.

Wind Power Projects Near Taber

Alberta's energy regulator approved the 30-megawatt Chin Chute wind power project spearheaded by Suncor Energy Products Inc., Enbridge Inc. and EHN Wind Power Canada Inc., the same group that owns the 30-megawatt Magrath wind power plant.

The Chin Chute wind farm construction is expected to start in the Fall about 15 to 20 kilometres southwest of Taber, with service beginning in 2006. The 20 wind turbines could generate enough electricity to power 14,000 homes. Enmax Corporation is also expected to build and operate 37 wind turbines about 20 kilometres southeast of Taber, generating up to 80 megawatts of power.

A Focus on Water ... Our Most Precious Resource

A partnership between Alberta and the Jewish National Fund in Canada has given a representative from the University of Lethbridge an opportunity to share best practices and exchange information to enhance water conservation and irrigation. Dennis Fitzpatrick, Vice-President, Research at the University of Lethbridge traveled to Israel in September as part of a provincial delegation to study how Israel manages its water resources. While Israel uses irrigation in many ways on a different crop profile than Alberta, the partners noted that many items of concern involving water are similar in both Canada and Israel.

Water and irrigation was also the focus of a visit to Lethbridge by a team of five specialists from Egypt in August. The team's goal was to learn the secrets of water management and irrigation technology. Southern Alberta farmers have done a good job of efficiently using water in order to produce an optimal crop. The eight million acres of irrigated land in Egypt gets 10 millimetres of rain a year.

A new project consisting of 500,000 additional acres will soon be unveiled. With sixty-five percent of all Egyptians working in the agriculture sector, food self-sufficiency and irrigation improvements in order to make the most of the Aswan Dam are critical. While major improvements in Egypt's irrigation have already been made, the information gathered on up-to-date technologies and equipment used in Alberta during the visit is sure to help.

SunRidge will be BuiltGreen

Lethbridge is the first municipality in Canada to create an energy-efficient neighbourhood with the dedication of the SunRidge development to the BuiltGreen Alberta Program. BuiltGreen Alberta allows both buyers and builders to decide their own level of energy-efficient and environmentally-friendly housing. The City, itself, is the developer of the West Lethbridge community and is committed to building a sustainable community. Six demonstration homes that are beyond the BuiltGreen Alberta gold standard will be built to educate buyers. All homes in the development must be built to at least the program's bronze standard by BuiltGreen Alberta certified builders.