

PROJECTS...
to keep the
region
progressive



**Creating
Opportunities...**

SouthGrow Regional Initiative's committees are:

Strategic Collaboration:

- Develops and builds regional partnerships.
- Provides learning opportunities for members.

Marketing & Communications:

- Raises awareness of the alliance in both the internal and external market place.
- Assists the region to become known as an excellent place to live and do business, resulting in investment, existing business growth and sustainability for member communities.

Economic Development & Innovation:

- Identifies economic development and investment attraction opportunities.
- Undertakes joint initiatives to realize economic development and investment attraction opportunities.

These committees are currently spearheading the following projects:

Grow Your Own

The Economic Development and Innovation Committee is leading a project on the potential of the SouthGrow region to "Grow Your Own". That is, the Committee wants to research the potential for SouthGrow to be self-sufficient in the agri-food area. Specifically, SouthGrow is researching what is being produced in the region, what is being exported for processing, and what is being re-imported into the region after processing. Part of the research will entail detailing exactly how locally produced foods can be utilized within the region, possibly replacing much of the food exported from outside the region. Therefore, the Committee hopes that investment opportunities within the Agri-Food Industry that enable the SouthGrow region to be more self-sufficient and increase the value-added products exported outside the region will be identified.

Regional and Industry/Sector Profiles

Regional and industry/sector profiles will be developed under the leadership of the Marketing & Communications Committee that are well researched, statistically supported, and professionally designed. These marketing pieces will provide relevant information to foreign and domestic investors/partners within the region that highlight economic statistics and detailed information about various clusters and opportunities. The profiles will be used proactively in "branding" the region as a dominant player in the province in specific industries/sectors with unique opportunities as well as reactively in response to specific inquiries. The information provided within the profiles can be used by investors, developers, site selectors and residents when making an investment decision and will likely be available in print as well as electronic format.

Three-Year Business Plan

SouthGrow Regional Initiative has been operating according to the 2004/05-2006/07 Business Plan. Under the direction of the Strategic Collaboration Committee, the new three-year business plan will be developed, ensuring that the regional alliance continues to assist the member municipalities, organizations and businesses in the region further their economic development goals and sustainability. The Strategic Collaboration Committee will spearhead this project, which will ensure that member vision, mission, and goals are translated into a clear road map for the future, including opportunities and projects consistent with the region's desire to be a valuable player in the local and global marketplace. The project began on October 12th with Deborah Berg, Community Development Officer, facilitating a day-long "Vision Building and Goal Setting Workshop" for SouthGrow member representatives. Member feedback will be translated into a business plan that reflects the vision, values, goals and priorities communicated during the session, integrates SouthGrow's goals and objectives with Alberta Economic Development's economic development strategy and business plan, and provides continuity and draws from the direction and tactics detailed in the current business plan.

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We Are...

- 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 Vauxhall
- Town of Vulcan
- Village of Barons
- Village of Carmangay
- Village of Coutts
- Village of Milo
- Village of Nobleford
- Village of Stirling
- Village of Warner
- County of Lethbridge
- MD of Taber
- Vulcan County
- County of Warner
- Blood Tribe



SouthGrow
Regional Initiative

SouthGrow Gets Ready

SouthGrow Regional Initiative member communities took part in a Tool Box Training Initiative that resulted from the communities' Opportunity Attraction Needs Assessment conducted in February. SouthGrow offered member community economic development professionals a training session on site selection, website development, and preparing community economic development profiles. About 30 individuals took part in the three, four-hour sessions. Comments from participants included: "Learned a lot – good job!"; "Good, interesting content – very relevant"; and "The information was easy to understand and straight forward."

The sessions resulted in each member community having a community economic development profile that will be available on the SouthGrow website (www.southgrow.com) as well as on the member community's website in easy to download format. The profiles incorporate SouthGrow's new design and present the key information site selectors and investors will be interested in when investigating communities.

Coinciding with the Tool Box Training sessions and the development of community economic development profiles is the re-design of SouthGrow Regional Initiative's own website. The new website is designed to be a one-stop for information that investors, developers, agents and site selectors may require about the region, its industries, its member municipalities and its people and their successes. The new website is easier to navigate and features the many faces of SouthGrow, in terms of the people in the region as well as in terms of the diversity of industry, business, landscape, and opportunity.

SouthGrow Regional Business Directory Uploaded

During the summer, University of Lethbridge cooperative education student Deryk Nillson, compiled SouthGrow Regional Initiative's regional business directory. Deryk got in touch with businesses in member communities in order to gather contact

information as well as details pertaining to sectors, number of employees, foreign ownership, export/

import activity, and product/service provision. The business directory is now available on SouthGrow's website (www.southgrow.com) as well as on AlbertaFirst.com. Businesses can still register for this free, online regional business directory by visiting the SouthGrow website. Information cards will soon be available at municipal offices directing businesses to register in this great online and free promotional tool.

SouthGrow's Greener Pastures

Its official! SouthGrow Regional Initiative, Economic Development Lethbridge and Alberta SouthWest Regional Alliance have signed a Memorandum of Understanding to jointly facilitate the development of alternate energy systems and attract corresponding businesses. Together, the partnership, called the Southern Alberta Alternative Energy Partnership Initiative, represents 36 municipalities in the south central and southwestern region of the province. The initiative will allow the region to continue to build on the its economic strengths as an alternative energy provider, while introducing methods by which individuals and organizations in the region can become more self-sufficient energy users. The group will focus on three streams of alternative energy: solar, wind, and bio-energy that includes ethanol, bio-diesel and bio-mass. An Advisory Committee comprising of 15 members in the region had its inaugural meeting on September 27th. While sponsoring organizations are taking the lead in this initiative, both private industry and farmers will be encouraged to participate in this dynamic initiative.



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**PEOPLE...
make the
Southgrow
region proud.**

Magrath Couple Lovin' It

DeVar and Lesley Dahl of Magrath were one of 25 finalists chosen to become the new faces of McDonald's cups and bags in the "I'm Lovin' It" campaign set for release in March 2007. The Dahls responded to a global casting call for McDonald's search for real people and real stories with passion. Lesley submitted a picture of the couple hiking in Waterton Lakes National Park indicating that "Whether reaching the peak of Mount Vimy in Waterton Peace Park, or hiking Gros Morne trails in Newfoundland, our 55-year old bones let us know we are alive." The photo shoot took place in London, England where lifestyle photographer Nick Clements tried to recreate the original photo submitted by the Dahls.

More than 500 Canadians responded to the online casting call and about 13,000 entries were received from more than 100 countries.



**PROGRESS...
success in the
region.**

University Lands MRIs

When the Henry Ford Hospital in Detroit and the biochemical department in San Francisco were upgrading their machines, they chose the University of Lethbridge to receive a human and an animal MRI at a fraction of the cost of new ones. An MRI is essentially a radio transmitter and receiver inside a big magnet, which when turned on, aligns molecules in the brain with the magnetic field, like a compass needle. Molecules inside the body spin and can be picked up by the receiver. The signal is altered by the amount of blood going into a patch of brain. From the MRI images, scientists can learn about the brain processes, planned actions and emotional processes.

Both MRIs were inserted into copper-lined rooms in July at the University and will be used for research

rather than as a clinical diagnostic tool. The machines will be available to local professionals, neurologists and psychiatrists who wish to do research.

Integra Air Going North

Lethbridge based businesses will have the opportunity to participate in the economic boom of northern Alberta, while still providing services to the southern region thanks to Integra Air, which expanded its service to Fort McMurray. The Lethbridge-based airline increased the size of its aircraft, arranged for faster check-ins in Edmonton and added same-day business flights to Fort McMurray. In addition to catering to business people who offer services to the northern community, the new service will encourage oilsands workers to relocate their families to Lethbridge.



SouthGrow Spotlight: Darlene Sinclair

Barons, Coaldale, Magrath, Nobleford, Picture Butte, Raymond and Stirling have more in common than just being members of SouthGrow Regional Initiative. These communities' Economic Development Coordinator is Darlene Sinclair. In this role, through the Lethbridge and District Business Development Centre, Darlene provides economic development support and assistance through website development, marketing brochures and posters, surveys, consulting, grant applications and a variety of community sustainability projects. She sits on the Coaldale Chamber of Commerce and attends economic development meetings for many of the communities.

Darlene is no stranger to working with southern Alberta communities. In the past, she represented the tourism side of the Crowsnest Pass and their region; served for many years as a Board member on Chinook Country Tourist Association; and served

as a board member for the Lethbridge Chamber of Commerce.

Darlene does SouthGrow proud not only by helping the region's communities with economic development, but also by using her skills and expertise in her role as President of Economic Developers Association (EDA) of Alberta over the next two years. In this position, Darlene will preside at all meetings of the Association and generally oversee the governance of the Association, including by-law changes, special resolutions and other documents. Darlene will ensure issues identified by the Board and membership are acted upon. She will also represent EDA Alberta on the Board of the organization at the national level. Recently, Darlene chaired the EDA conference that took place in Lethbridge and ensured that individuals such as Minister Clint Dunford, MLA Dave Coutts, MLA Bridget Pastoor, and MLA Doug Griffiths were a strong and active part of the conference.

**PRIDE...
in the region's
accomplish-
ments.**

Star Light, Star Bright

Lethbridge machinist Joel Kistenferger at Lethbridge Machine Shop recently built a high-tech space telescope with a long and wide optical tube and a focal length of 1,400 millimeters, designed by Calgary-based Keo Scientific Ltd. The special telescope was needed for the HAARP (High Frequency Active Auroral Research) facility in Alaska, which is partially funded by the National Aeronautics and Space Administration. The telescope is used to study artificial aurora borealis, or northern lights. Keo Scientific was so impressed with the work done on this project that Lethbridge Machine Shop has been asked to craft other items, including camera equipment and a special periscope.

museum can see these buildings, and they can also walk the grounds and look over the farm equipment and antique tractors and combines.



Prairie Heritage

One mile south of the Picture Butte High School, there are 16 buildings on 14 acres of land that encompass the Prairie Acres Museum, an undertaking of the Prairie Tractor and Engine Society. The Society's goal is to collect and restore antique farm equipment and artifacts so that prairie heritage is passed on. Not only do local school groups visit the museum, but family reunions, barbecues and weddings take place on the grounds as well. Restoration projects have included Canada's first Christian Reformed Church which was used for services in Monarch until 1949; the Bowville School which was a one-room school house located in Carmangay for 34 years; and the Nolan House, a home built in 1908. Visitors to the

Herschel Telescope

The Herschel telescope is the largest telescope ever to be launched in space in 2008, costing \$1 million US to operate daily, and University of Lethbridge (U of L) doctoral student Locke Spencer can continue to work on a project related to the telescope thanks to an Alberta Ingenuity Scholarship. Spencer is studying under U of L physicist David Naylor who is leading the U of L's Astronomical Instrumentation Group. The U of L's involvement with the Herschel Telescope came about as a result of the group's expertise in Fournier spectroscopy. Spencer has been involved in building equipment to test the spaceworthiness of the spectrometer and providing software and assistance to the project. The interesting thing about the project is that not only will astronomers get a picture of the universe, but the technology developed at the U of L has applications in the field of medicine.

SouthGrow Members Shine

At this year's EDA Conference in Lethbridge, Cheryl Dick, CEO of Economic Development Lethbridge (EDL) accepted two awards on behalf of the organization. This year, EDL received the EDAC 2006 Marketing Award for best website in an economic organization with an annual overall budget between \$200,001 and \$600,000. EDL was also recognized for excellence in general purpose brochure.

