

Southern Alberta Alternative Energy Partnership



Two Down; Two To Go

The Southern Alberta Alternative Energy Partnership Moves Forward With Planned Research

The Southern Alberta Alternative Energy Partnership (SAAEP), in collaboration with BFuel Canada, have completed two research projects and another two are currently underway.

These projects are designed to set the foundation for an aggressive strategy to promote the southern Alberta region as a leader in alternative energy production and manufacturing. Funding support has been received from Agriculture and Agri-Food Canada under the Biofuels Opportunities for Producers Initiative (BOPI) program, industry sponsor BFuel Canada and local area producers.



JOHN KOLK, Chair of SAAEP Advisory Committee

The first completed project, The Green Growth Plan (GGP), entailed ten community meetings, one industry meeting and several industry and government interviews which were executed this past spring. These consultations allowed the SAAEP to gauge interest in the alternative energy sector and help establish priorities and recommendations for industry and municipalities. John Kolk, Chair of the SAAEP Advisory Committee, which initiated the public consultation, says, "This process which demonstrated the forward-thinking approach of

the SAAEP, allowed us to get ahead of the curve and to establish a public voice around alternative energy development in our part of the province." The final report can be accessed at www.saaep.ca/SAAEPFinalReport.pdf

Another report, completed in July 2007, is the Biodiesel Feasibility Study, which explores the commercial viability of processing biodiesel in Southern Alberta. It includes information on potential technologies, financial scenarios and a thorough market analysis.

"The completion of the study proves that biodiesel production will be a long-term and viable new industry for southern Alberta," says Glenn Collick, president of BFuel Canada Corp, whose plans to establish a biodiesel processing facility in Chin, Alberta should come to fruition in 2009. "Financial forecasts indicate a very strong return for investors and the producers who will partner with us. We look forward to working with our neighbours in Chin as well as interested agricultural producers, our local advisory board, the County of Lethbridge, the province and the SAAEP to ensure this development will benefit the region."

Two additional studies are now underway. The first explores the potential cluster development opportunities associated with biofuels production and the other looks at the potential costs and benefits associated with using waste-to-energy systems for disposal of waste, which ranges from landfills to intense livestock operations. Final reports on these topics are expected to be available to the public in early 2008 and should be of particular interest to SAAEP member municipalities, area producers and local economic development offices.

"We believe we can build on the results of these studies to identify real investment opportunities and ensure that the growth of this new industry is balanced with public feedback and in harmony with our current economic and environmental landscape," says Roelof Heinen, chair of the SouthGrow Regional Initiative. The SAAEP plans to create a Green Growth Action Plan to respond to the information collected through these significant reports.

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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 Champion
Village of Lomond
Village of Milo
Village of Nobleford
Village of Stirling
Village of Warner
Cardston County
County of Lethbridge
MD of Taber
Vulcan County
County of Warner
Blood Tribe



SouthGrow

Regional Initiative

Creating Opportunities...

SouthGrow Recognition Event

SouthGrow Regional Initiative is launching its "Celebration of Creating Opportunities ..." Awards with a call for nominations. In an effort to recognize success and reward the efforts made towards developing the local and regional economies, SouthGrow Regional Initiative will be honouring organizations/agencies/municipalities through the "Celebration of Creating Opportunities ..." Awards. Winners will be announced at the ceremony to take place in January 2008. Nominations are sought in the following categories:

- Excellence in Investment/Business Attraction
- Excellence in Business Retention
- Excellence in Business Growth/Expansion
- Excellence in Collaboration/Partnership

Between September 7, 2007 and December 15th, 2007, residents of and organizations in member municipalities are encouraged to nominate best examples of individuals/businesses/ organizations/agencies/municipalities in the SouthGrow Regional Initiative area. All nominees will be listed on SouthGrow Regional Initiative's website. A team of five judges, consisting of partner agency representatives from outside of the region as well as industry and municipal representatives from within the region will review all submissions. In addition to receiving a special "SouthGrowN Award", the top three nominees in each category will be featured as SouthGrow's "Success Stories" and will be included on the website as well as in the investment attraction packages as part of SouthGrow's marketing campaign positioning the area as an excellent place to live and do business. See the special insert in this newsletter for detailed information.

Bob Bagozzi, Chair of the Marketing and Communications Committee, noted that "SouthGrow Regional Initiative is an excellent place to live and do business and there are countless examples of individuals, organizations and communities working to attract investment and develop the local and regional economy. We want to showcase the diversity and excellence in the region by celebrating the creation of opportunities."

SouthGrow Ready to Welcome New Board

On November 14th, 2007, SouthGrow Regional Initiative will hold an Annual General Meeting for its membership. The meeting starts at 5:30 with a mix and mingle and will continue with a progress report on project initiatives. Member representatives will have a chance to elect and welcome the new Managing Board prior to the keynote address, "Creating Opportunities ... with the Media". Robert (Bob) Cooney, Communications Officer at the University of Lethbridge will address topics such as getting newsworthy messages out and how to respond to the media.

Bob has more than 15 years experience in the field, working as a reporter/writer, video producer and media-focused event planner in the not-for profit and post-secondary education sectors in Manitoba and Alberta. For more information on the meeting, you are invited to contact Mary Swanek at the SouthGrow Regional Initiative Office by phone (381-5414) or by e-mail (mary.swanek@gov.ab.ca).



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SouthGrow Launches Ambassador Program

SouthGrow is entering its four year of operations and strives to raise its awareness amongst member municipalities. Bob Bagozzi, Chair of SouthGrow's Marketing and Communications Committee, will be SouthGrow's "Ambassador". Over the next few months, Bob will be meeting with various economic development organizations, business associations and municipal Councils in order to present information about SouthGrow, its past accomplishments, current projects and future initiatives. Bob's presentations will further position SouthGrow as a credible, pro-active economic development organization in the region.



Great People = Growing Profit\$

Alberta's employers and agri-food processors are being squeezed by foreign and domestic competition; increasing taxes, fuel, and land costs; changes in technology and regulations; and increased consumer and customer expectations. These challenges are further compounded by Alberta's booming economy and tight labour market. SouthGrow Regional Initiative, with Economic Development Lethbridge, is inviting you to attend a half-day, results-oriented workshop and forum on November 19th at the Lethbridge Lodge Hotel and Conference Centre from 7:45 a.m. to 2:00 p.m. to acquire creative, practical, and proven solutions that you can immediately use to find and keep great people. Topic areas covered include the real cost of employee turnover, decreasing staff turnover, exploring under-utilized methods of attracting great people, methods to motivate staff, ways to keep the work team productive and happy, and unique ways to deal with workforce issues. The workshop will result in participants having a tool kit that will provide them with immediate bottom line results as well as resource and program information to assist with workforce challenges. Workshop fee is \$50 and includes continental breakfast at 7:45 a.m. and a nutritious lunch. Dr. Cauvier will be available during lunch hour as part of the "Coach's Corner" to answer specific questions. Registration deadline is November 9, 2007. For more information or to register, call Mary Swanek at 381-5414 or e-mail info@southgrow.com.

SouthGrow and the Workforce Challenge



Economic Development Lethbridge (EDL), the Taber Labour Force Development Committee and the SouthGrow Regional Initiative pooled their resources to launch a billboard campaign in southern Ontario in September. The 25 billboard campaign was launched to promote southern Alberta as an attractive alternative for prospective employees looking for a combination of job opportunities, high quality-of-life and low cost-of-living. The job uncertainty and layoffs in Ontario as well as the region's sector similarities in manufacturing and food processing make this an ideal campaign to attract people who are interested in the southern Alberta advantage. The billboards, strategically positioned in Hamilton, Windsor, Niagara-St. Catherine's, and London-Sarnia encouraged job seekers to visit a collaborative web page which lists southern Alberta businesses, contact information and an overview of the types of jobs available. In conjunction with the billboard campaign, EDL and Taber Labour Force Development Committee represented a number of companies at the National Job Fair and Training Expo in Toronto at the end of September.

Grow Your Own Study Completed

Earlier this year, SouthGrow started a "Grow Your Own" study that was aimed at detailing who exactly the major players are in the Agri-Food sector, how the locally produced foods can be utilized within the region, possibly replacing much of the food imported from outside the region, and what economic investment opportunities exist in the region. At the end of the summer, the study was completed and the results and recommendations presented to the Economic Development and Innovation Committee. In addition to gathering data for analysis, the study resulted in an inventory of major players being developed. The SouthGrow Regional Initiative website now houses the searchable database that lists the companies by type of business in the Agri-Food sector.

Lomond Helps Us Grow

SouthGrow Regional Initiative is pleased to welcome the Village of Lomond whose membership has brought the total number of municipalities to 27. The new membership aligns with the alliance's mandate to develop and build regional partnerships.

Transportation and Logistics Ad Hoc Committee On Course

Amongst the recommendations from the "Grow Your Own" study was the need to assess the transportation and logistics situation in the area. As a result of this recommendation, SouthGrow Regional Initiative has developed an Ad Hoc Committee whose members will identify key logistic challenges faced by their industry and provide recommendations to the Economic Development and Innovations Committee to assist them in addressing the barriers with a clear concise action plan.

Opportunity Identification Study Underway

GTS Consulting from Edmonton is conducting an Opportunity Identification Study on behalf of SouthGrow Regional Initiative. The study will result in the identification of at least eight investment attraction or business expansion opportunities. The sectors being investigated within the scope of this study include tourism; building products; environmental products and services; architecture, engineering and construction; health and bio industries; industrial machinery and equipment; metal fabrication; and retirement living. The opportunities will then be featured as opportunity profiles to be included in SouthGrow's investment attraction packages.

SouthGrow Governance Strengthened

SouthGrow Regional Initiative is in its fourth year of operations. With many accomplishments under its belt and a variety of exciting initiatives underway, the Managing Board for SouthGrow further defined its mandate and role in the various initiatives thereby further strengthening the organization's governance. Board Policies and Procedures were developed in order to guide the organization as it grows and develops partnerships and to ensure that the Board continues to operate in a transparent manner.

CED Project Management Training

On November 23rd, SouthGrow Regional Initiative will be hosting "Project Management in Economic Development". The one-day session will cover the five stages of project management, including initiation, planning, execution, control and closing. From selecting projects, identifying stakeholders and ensuring sufficient resources to staying on track, crisis management, managing change and final evaluation, the workshop will provide valuable information. The session will even cover "when to give up". For more information or to register, call Mary Swanek at 381-5414 or e-mail info@southgrow.com.



Movie Map

A partnership of eight organizations will result in southern Alberta "movie map" touring routes being developed. The eight partners include Community Futures Chinook, SouthGrow Regional Initiative, Alberta SouthWest Regional Alliance, Calgary Regional Partnership, Palliser Economic Partnership, Alberta Film Commission, Travel Alberta and Alberta South Tourism Destination Region. The project partners are seeking to seize the opportunity created by ten out of the thirteen major motion pictures and made for television movies shot in southern Alberta in 2005. Many more film productions have been made in southern Alberta since then. Partners are hoping to create four driving tour experiences that guide participants to visit parts of southern Alberta that have been used as locations for filming. The tour experiences will include the southern Alberta communities, the sites, the people and businesses that have been involved in feature movies, television productions, documentaries, music videos and commercials and will result in engaging tours that entice visitors and residents to participate in "diversionary" activities and experiences. One of the goals is to entice tourists to stay in southern Alberta longer, spending additional time and money in the region.

