

Spring 2010

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SouthGrow

Regional Initiative

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

Creating Opportunities...

SouthGrow/N Sustainability Conference **Creating Opportunities ... Viable, Responsible, Quality Today** **for a Prosperous Tomorrow**

The SouthGrow/N Sustainability Conference was held on March 4, in Lethbridge. Based on the many positive evaluations this event is seen as a success.

The day launched with breakfast keynote speaker Dr. John Izzo, best selling author and business visionary. His topic, "A Sustainable Future: The Challenge of Our Generation" set an energetic tone for the day. Throughout the day, three concurrent session streams provided the conference registrants the opportunity to learn about:

- Creating Sustainable Communities
- Contributing to Regional Sustainability
- Shaping Tomorrow

At noon, MLA Greg Weadick, on behalf of the Honourable Hector Goudreau, Minister of Municipal Affairs, provided information on "A Sustainable Alberta".

Then, wrapping up the day, was afternoon keynote, Mr. Mike Harcourt, the former premier of British Columbia, mayor of Vancouver and city councilor speaking on the theme "From Restless Communities to Resilient Places". Through his own experience he demonstrated how energetic and well-planned communities are the key to long-term prosperity.



Dr. John Izzo



Mayor Lois Maloney and speaker Dr. Axel Meisen of the Alberta Research Council



Mayor Bob Tarleck and Mike Harcourt



The Year in Review: SouthGrowN Collaborat

Members to Review the Results in June

SouthGrow Regional Initiative is holding its 6th Annual General Meeting on Thursday, June 17 at the Lethbridge Lodge and Conference Centre at 5:30. The members will receive the Results Report from the three committees: Marketing and Communication, Strategic Collaboration and Economic Development and Innovation. The proposed initiatives that are planned for the regional economic development alliance in 2010/2011 will also be presented to the 27 member municipalities.

Plotting the Course

The members of SouthGrow Regional Initiative provided unanimous support for the new Three Year Strategic Business Plan. Input and direction for this plan was provided by the members, working committees and the management board. "This plan plots the course for our regional economic development alliance. It builds on our past successes and identifies the opportunities and challenges that face the region in the future", said Ron Lagemaat, Chair of the Strategic Collaboration Committee. "This plan will guide the regional economic development alliance for the next three years. The initiatives and time lines outlined are aggressive, but given the support of the membership, we believe they are achievable". The executive summary of the business plan is available at www.southgrow.com

SouthGrow Celebrating Creating Opportunities ... With SouthGrowN Success

The 3rd annual "Celebration of Creating Opportunities ..." Awards on were held on Thursday, January 21, 2010. This recognition event honors the success and the efforts made towards developing the local and regional economies. "It applauds the efforts of economic development initiatives, no matter the size", says Sandra Nelson, SouthGrow Chair.

Water For Economic Development

There are many perspectives that are relevant in understanding key issues related to water. A multi-year project was concluded by the University of Lethbridge, Department of Economics that identified the impacts, issues, legislation and the many stakeholders involved in the future of this valuable resource.

In addition, SouthGrow completed an initiative that provided insight to the many stakeholders' purposes, mandates and goals. This gauged the interest in further collaboration with SouthGrow to achieve the common goal of supporting sustainability while promoting a pro-active

"Open For Business" attitude. All the stakeholders noted that economic development, including promoting potential investment and expansion opportunities related to water availability, is an important role for SouthGrow.



**Creating
Opportunities...**

Innovation and Commercialization

This initiative focuses on how to improve and increase the amount of new commercialization of products or services being created by individuals, industry and researchers in the region.

SouthGrow identified the barriers and challenges for commercialization in the region. In order to move forward, a three year business plan was developed, including a report on feasibility and the appropriate model customized to fit our area.

In a collaborative effort with the business and research providers in the region, this new plan for innovation and commercialization will increase stakeholders' ability to build on the new ideas and concepts that could impact the wealth of this region.

Sustainable Energy in Southern Alberta

In January 2010, the "Sustainable Energy" publication was distributed throughout the region and to additional key contacts in Alberta. This publication focused on the "SouthGrowN" people and industries demonstrating how they are positively impacting the economic health of the region. Leading by example, they are manufacturing alternative energy components or implementing a best practice that positively affects the bottom line for their business and the environment.

The Southern Alberta Alternative Energy Partnership

The Southern Alberta Alternative Energy Partnership (SAAEP) is an initiative that represents 39 municipalities in southern Alberta. SAAEP is driven by the economic development opportunities related to alternative energy development, products and services.

The goal of SAAEP is to position the region as a recognized global leader in alternative energy manufacturing and production. This year SAAEP focused its efforts on investment attraction opportunities targeted to the global and national manufacturers of alternative energy components in the sector's value chain. Key messaging and the development of marketing tools provides information on the competitive advantages in the region.

Leading the Way...

We gratefully acknowledge our Board of Directors:

- Chair – Sandra Nelson, Village of Stirling
- Vice Chair – Mayor Bob Tarleck, City of Lethbridge
- Treasurer – Councilor Don Wentz, Town of Coaldale
- Secretary – Mayor Paul Goldade, Village of Nobleford
- Director – Councilor Harlan Cahoon, Cardston County
- Director – Councilor Daryl Sutter, Town of Claresholm
- Director – Mayor Kym Nichols, Village of Carmangay
- Director – Ron Thunderchief, Blood Tribe Council, Standoff
- Director – Councilor Ron Lagemaat, Town of Coalhurst
- Director – Jon Stevens, Town of Picture Butte



Productivity Improvement – Implementation - 2009

Building on the success of SouthGrow's Productivity Improvement project from 2009, "Productivity Alberta" provided a grant to implement the recommendations. These actions included:

- Conducting company visitations.
- Building relationships with industry
 - Lean Assessments
 - Lean 101 Workshops
 - Information and links to industry about Productivity Alberta and website.
- Identifying productivity resources at the local, provincial and national level.
- Coordinating and delivering three learning opportunities and workshops.
 - Donald Cooper, "Accelerate Your Business"
 - "How to Sell Products and Services to the Governments"
 - Dr. Carmont, "Leadership and Productivity"
- Building networks and engaging industry.



ProductivityAlberta.ca is now open for business. Your business.

ProductivityAlberta.ca is your connection point to the tools, resources, and services that will help improve your business productivity and enhance your bottom line.

Create your own economic boom. Connect with Productivity Alberta, in person and on-line.

To find out more, or to register for your free account, head to www.productivityalberta.ca today.

Productivity Alberta.
Your productivity.



Government
of Alberta



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