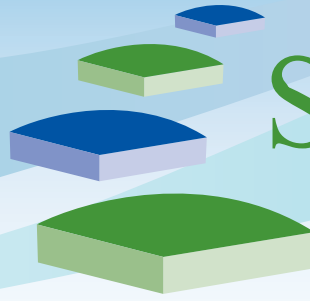


Winter 2010

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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 Holds 3<sup>rd</sup> Annual Awards Celebration

On Thursday, January 21st, SouthGrow Regional Initiative held its third annual "Celebration of Creating Opportunities..." Awards Ceremony. Economic Development organizations, individuals, municipalities and businesses were honoured in an effort to recognize success in the region and reward the efforts made towards developing the local and regional economies by attracting or growing business and industry that are innovative & proactive. In total, 17 nominations were moved forward to the final round of judging.

After the SouthGrow staff prepared the nomination packages, the nominees were asked to submit additional information for the judges.

A team of three judges reviewed all submissions. Special thanks go to the following judges:

- Dawna Allard, Regional Director (Red Deer), Alberta Finance and Enterprise
- Bonnie Elliot, Senior Manager, Consulting Services, Business Development Bank of Canada, Lethbridge
- Rick Siddle, Senior Manager, Regional and Community Adaptation, Alberta Finance and Enterprise, Edmonton

The top nominee in each category received original artwork by local artists. The second best nominee received a Trophy of Excellence and all nominees received a Certificate of Recognition.



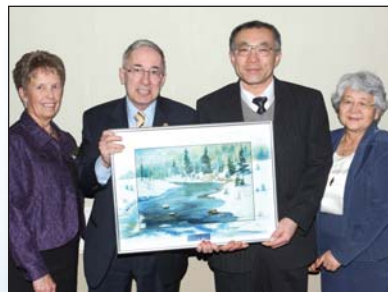
#### Excellence in Investment / Business Attraction

Winner - Lomond Multi-Purpose Facility (L-R) Sandra Nelson, SouthGrow Chair, Dave Galloway, Principal, Lomond School and Marie Logan, Board Chair, Horizon School Division



#### Excellence in Collaboration or Partnership

Winner - Horizon School Division (L-R) Back Row: Derek Baron, Sandra Nelson, Bruce Francis, Terry Michaelis, Norma Peters, Councillor Ron Lagemaat, Chair, SouthGrow Strategic Collaboration Committee, Front Row: Sharon Holtman; Marie Logan and Cheryl Gilmore.



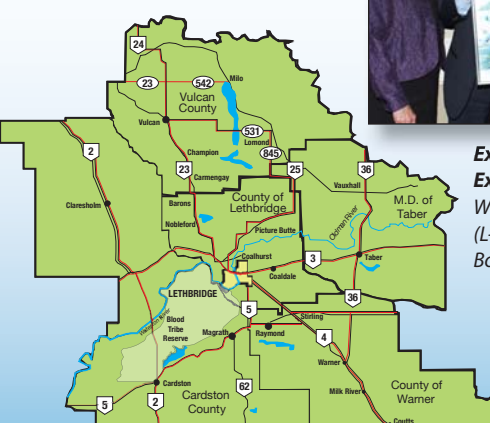
#### Excellence in Business Retention / Growth / Expansion

Winner - Sudo Farms Ltd. (L-R) Sandra Nelson, SouthGrow Chair, Mayor Bob Tarleck; Nobby Sudo and Sumi Tsukishima



#### Excellence in Innovation

Winner - Picture Butte Pharmacy (L-R) Phil Mack, Tracy Mack and Sandra Nelson, SouthGrow Chair



## NOMINEES FOR AWARDS

### EXCELLENCE IN INVESTMENT/BUSINESS ATTRACTION AWARD

**Eligibility:** Organizations that can describe efforts taken to attract business or investment in their community and who can provide examples of the results of attraction efforts are eligible for this award.

***Lomond Multi-Purpose Facility (Award of Excellence)***

Seven members of the Lomond community, with a population of 175, initiated the idea of building a multi-purpose facility that is wheelchair accessible. The facility serves not only the residents but attracts those from other communities.

### EXCELLENCE IN BUSINESS RETENTION/GROWTH/EXPANSION AWARD

**Eligibility:** Organizations that can describe efforts taken to retain businesses or that can describe successful business growth or expansion efforts within the SouthGrow region are eligible for this award.

***Sudo Farms Ltd. (Award of Excellence)***

Sudo Farms is located in the County of Lethbridge and produces Cabbage (Chinese, Green), Snow Peas, Squash, Snap Peas, Pumpkin, Zucchini, and Beans. Sudo Farms is responsible for significant fresh vegetables grown in this area. Last year, Sudo Farms marketed squash in Japan with great success and the export of squash will continue next year.

***Frontier Western Shop (Award of Recognition)***

Frontier Western Shop is located in Claresholm and retails saddles, tack, clothing, accessories, home décor, books, dvds, toys and gifts. From its start in 1980, Frontier Western Shop has recently merged with Gone Southwest Furniture of Nanton, Frontier is now able to offer the largest and most diverse western and rustic home decor selection in Western Canada.

***Aspen Crossing***

Aspen Crossing located in Vulcan County is a Greenhouse/Garden Center that opened in May 2004. The Dining Car was delivered in April 2006. The eighty-two site campground includes showers, laundry and a dump station.

***Bethel Windows and Doors***

In 1976, Bethel Windows & Doors was relocated from Calgary to a 10,000 sq ft plant in Coaldale, Alberta. In 2009, the company saw the vision to expand and owners have invested \$3 million in an additional 40,000 sq ft building in Coaldale.

***Carmangay Community Store***

Carmangay had been without a store for a couple of years. Several community groups and individuals got together and opened a grocery store. It is located in two classrooms of an old school.

***Lethbridge Inland Terminals***

Lethbridge Inland Terminals Ltd. (LIT) is a producer owned and controlled grain handling company. LIT has 17 railway tracks to load rail cars and they plan to add 8 to 12 more in the next five years. LIT began construction on this expansion in the fall of 2009.

***Ring Container Technologies Inc.***

Ring Container Technologies is considered one of the largest plastic container manufacturers in North America. Ring Containers has continued to grow since it came to Lethbridge in 2007. By November 2009, the company expanded to 86,000 square feet with twelve new employees.



**Creating  
Opportunities...**

## EXCELLENCE IN INNOVATION AWARD

**Eligibility:** ORGANIZATIONS or INDIVIDUALS that can describe innovative practices to improve productivity or the use of an innovation to improve productivity or the introduction of an innovative program to improve the quality of life or business are eligible for this award. Innovation is defined as a new product, process or program that people/organizations/industry/communities are utilizing/ implementing. Innovation can take place in any industry: agriculture, manufacturing, retail & service, tourism, metal fabrication, etc. Nominees must show results of the innovation and if possible in relation productivity. That is, how does it improve the quality of life or business or operations.

### ***Picture Butte Pharmacy (Award of Excellence)***

In 2006, Phil and Tracey Mack purchased and modified a building for their business (pharmacy), and included in the modification, an area of approximately 720 sq ft. for a community "art gallery".

### ***Living Home (Award of Recognition)***

The Living Home is a partnership between Cedar Ridge Quality Homes and Lethbridge College. Living Home's design minimized the environmental impact of the construction, maintenance and operation of a single-family residential home using proven (sustainable), economic and accessible construction practices and technologies.

### ***RISE Video Conference***

The RISE project is an innovative network developed by Chinook Arch in partnership with Marigold and Shortgrass Library Systems which enhances the quality of life in rural Alberta and enhances sustainability of small business in rural communities.

### ***Leslie Warren***

Leslie was instrumental in providing the Vulcan area with the Business Vitality Initiative Program. She was also the main instigator in bringing Roger Brooks from Destination Development "My Community Through the Eyes of a Visitor. A successful proposal was made to Rural Alberta's Development Fund, for the Vulcan Innovation Project.

## EXCELLENCE IN COLLABORATION OR PARTNERSHIP AWARD

**Eligibility:** PARTNER AGENCIES (such as Chambers, CFDCs, etc.), MUNICIPALITIES, and/or BUSINESSES who can show how they collaborated successfully to improve the business/investment/ economic development environment.

### ***Horizon School Division (Award of Excellence)***

Horizon School Division trustees believe that Boards can provide leadership in building community capacity and be instrumental in keeping rural communities and schools viable. Community partnerships in rural schools that target viability and sustainability have been identified for the past three years on the Board's strategic plan.

### ***Oldman River Regional Services Commission (Award of Recognition)***

The Oldman River Region Urban GIS Project is the development of a cooperative and centralized regional Geographic Information System for the 32 participating urban municipalities, with the goal to assist small and medium sized municipalities in southwestern Alberta gain the technological tools they need while capitalizing on the efficiencies gained by sharing resources and expertise.

### ***Airport Enhancement and Marketing Initiative (AEMI)***

AEMI is led by a joint steering committee of the City of Lethbridge Council and County of Lethbridge Council and focuses on the activities to promote the Lethbridge County Airport.

### ***Westwind Rodeo Academy (WRA)***

The Friends of the WRA Society purchased 80 acres just outside of the Town limits of Cardston, in order to develop the equine facility for the programming. The facility includes an indoor and outdoor arena, an office/conference building and horse barn. The acreage is large enough to allow for the development of riding trails and additional accessory buildings as demand and growth requires.

## The Plan is in Place

On January 21, the members of SouthGrow Regional Initiative endorsed 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.

The working committees will focus their efforts on the following economic development and investment attraction objectives:

### **Strategic Collaboration Committee**

**Objective 1:** Develop and build partnerships for economic development.

**Objective 2:** Prepare and mobilize communities to respond to economic development opportunities.

**Objective 3:** Increase the level of shared services and sustainability within the membership.

### **Marketing and Communications Committee**

**Objective 1:** Develop and promote SouthGrow Regional Initiative within the region.

**Objective 2:** Develop and promote SouthGrow with business, industry and government regionally, provincially, nationally, and internationally.

### **Economic Development and Innovation Committee**

**Objective 1:** To Identify research and facilitate economic development/investment attraction opportunities.

**Objective 2:** To undertake joint initiatives that will realize economic development/investment attraction opportunities.

Lagemaat says, "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](http://www.southgrow.com)

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Check out the new look on SouthGrow website. Register for courses on line, search the site and stay up to date on the key initiatives and projects.

Regional Economic Development Information  
*It's just a click away.*



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