



# SouthGrow

Regional Initiative

*Creating Opportunities...*

## 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 Courts
- 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 Elects New Board and Celebrates Excellence

SouthGrow Regional Initiative held a General Meeting at the Lethbridge Lodge on Wednesday, January 12th and elected a new Management Board. The new Management Board, voted in by elected officials and community representatives, are:

- Sandra Nelson – Village of Stirling
- Rob Crow – Blood Tribe Council
- Mayor Rajko Dodic – City of Lethbridge
- Councillor Roger Houghton – Cardston County
- Deputy Mayor Ron Lagemaat – Town of Coalhurst
- Mayor Kym Nichols – Village of Carmangay
- Jon Stevens – Town of Picture Butte
- Councillor Daryl Sutter – Town of Claresholm
- Councillor Don Wentz – Town of Coaldale
- Councillor Dannie Lien – Village of Warner

Members also approved the organization’s revised Articles of Association.

Following the elections, SouthGrow Regional Initiative held its fourth annual “Celebrating of Creating Opportunities...” Recognition Awards Ceremony. Municipalities, business associations, community organizations and agencies, businesses and entrepreneurs were recognized for their successes and excellence as well as their contribution to local and/or regional economies. Nineteen nominations were moved forward to judging. A team of three judges reviewed all submissions:

- Sean Miles, Program Administrator, Lethbridge College
- Karen Hoover, Contractor,
- Cliff Reiling, Consultant

SouthGrow congratulates the following:

### Excellence in Investment/Business Attraction

- Village of Nobleford – Award of Excellence

### Excellence in Business Retention/Growth/Expansion

- Aspen Crossing (Hamlet of Mossleigh) – Award of Excellence
- Coaldale Food Market – Certificate of Excellence

### Excellence in Innovation

- Iunctus Geomatics Corp. – Award of Excellence
- Town of Taber Emergency Response – Certificate of Excellence

### Excellence in Collaboration or Partnership

- Warner Hockey School, Horizon School Division, Village of Warner – Award of Excellence
- Vulcan Emergency Services Building – Certificate of Excellence

In addition to receiving original artwork by local artists, the top organizations/agencies/municipalities/businesses/entities in each category will be featured as SouthGrow’s “Success Stories” and will be included on the website as well as the investment attraction packages as part of SouthGrow’s marketing campaign positioning the area as an excellence place to live and do business.

Just before presenting the Awards of Excellence, Chair Sandra Nelson recognized the members of the original Steering Committee that were responsible for SouthGrow’s inception: Duane Barrus, Dave Duggan, Linda Erickson, Emma Hulit, Lenz Kuiper, Lorna Kurio, Therese Munroe, Jon Stevens, Bob Tarleck, and Hank Van Beers.

Chair Sandra Nelson notes that “SouthGrow has accomplished so much since its inception. It is wonderful to be able to recognize the dedicated individuals that helped to shape SouthGrow back in 2003. And, moving forward, I am happy to welcome the new members of the Board. We will continue, with the support of our twenty-seven member communities, to respond to the concerns of the region and be proactive as this region progresses, grows and diversifies”.



### Steering Committee Recognition

(L-R) Back Row: Jon Stevens, Lenz Kuiper, Dave Duggan and Duane Barrus

(L-R) Front Row: Hank Van Beers, Therese Munroe, Sandra Nelson, Emma Hulit and Lorna Kurio



# Nominees for SouthGrow's Celebration of Creating Opportunities... Awards



## **Excellence in Investment / Business Attraction**

### **Winner: Village of Nobleford**

(L-R) Sandra Nelson, SouthGrow Chair, Kirk Hofman, Administrator, and Marguerite Wobick, Mayor, Village of Nobleford; Mayor Ray Bryant, Town of Taber, SouthGrow Marketing Committee Member.



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

### **Winner: Aspen Crossing, Hamlet of Mossleigh**

(L-R) Sandra Nelson, SouthGrow Chair; Leanne Biggar, Donna Biggar, and Jason Thornhill, Aspen Crossing and Mayor Kym Nichols, Village of Carmangay, SouthGrow Vice-Chair

## **Excellence in Investment / Business Attraction**

### **Village of Nobleford**

In 2003, the Village of Nobleford was recognized as a pleasant, comfortable Village to live in but was facing sustainability issues. In 2004, Nobleford Council recognized that if the community was going to survive and have opportunity to grow and prosper, it needed to take action to attract significant investment from outside Nobleford. Today, Nobleford is growing and attracting investment.

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

### **Aspen Crossing**

Aspen Crossing's mission is "to provide the ultimate quality of product to our customers, using superior assistance, while preserving history of the railway, agriculture, and gardening." The greenhouse, gift store, dining car, and campground has grown into a unique destination shopping and dining experience drawing people from communities an hour away to a community of 100 people in the Hamlet of Mossleigh.

### **Coaldale Food Market**

The Coaldale Food Market is a third generation owned store. The family owns three businesses: Taber IGA, Coaldale Food Market and Lethbridge Food Marketing Inc., employing over 100 people. The Tams maintain that employees are the key to service, which results in reliability.

### **Edwards Group of Companies**

In 2005 the Edwards Group, owned by Ag Growth, purchased the 86,000 sq ft "NOBLE BLADE FACTORY". By 2007 the Edwards Group announced that it had purchased TWISTER PIPE LTD of Calgary and would be relocating TWISTER to the facility in Nobleford along with potentially 80 employees. That was the start of the continuing growth to the Nobleford facility. Today, the Edwards group consists of: Keho Industries, Rocket, Grain Guard and Twister manufacturing products.

### **EnviroFoam Insulation Inc.**

EnviroFoam Insulation Inc. has grown from small town brothers who started up a small business in 2007 to a prosperous and successful company with franchisees across the country, carrying awards and recognition both in Lethbridge and from the Prime Minister of Canada.

### **Galimax Trading Inc.**

Galimax Trading Inc. selects diverse, quality, locally grown foods and markets them to high-end restaurants in the Calgary - Jasper corridor, sharing the best of southern Alberta to discerning fresh food connoisseurs, reducing the environmental footprint and providing a fair return to the producers.

### **lunctus Geomatics Corp.**

Since its establishment in 2000, lunctus Geomatics Corp. has impacted the geomatics industry not only in Canada but around the world. lunctus has created a business framework that includes the ability to send and receive information from satellites using ground stations in Lethbridge, AB and Inuvik, NWT, the automated processing of data, the creation of value-added products and services, and the storage and dissemination of these products and services from the Lethbridge data center. All operations are managed from Lethbridge, thus creating and retaining highly sought-after knowledge economy jobs in the region.

### **Mulder Heating Ltd.**

Mulder Heating's vision is to "be the best mechanical company in southern Alberta." The company started as a one man home-based occupation. The company experienced a steady growth of one or two people a year until 2010. The year 2010 saw exponential growth from 11 employees to 21 employees. With this came an increase of revenue from \$150,000 a month to \$280,000 a month.

## Excellence in Innovation

### Hillier Construction Ltd.

Hillier Construction develops laminated posts through a process of squeezing, straightening, glueing and nailing various lengths of lumber. The laminated posts are able to provide a strong foundation and framework in buildings.

### Iunctus Geomatics Corp.

Iunctus provides data and applications relevant to agriculture, disaster management, forestry, telecommunications planning, urban planning, flight simulation, and geology, mineral, and oil exploration. Iunctus' technology enables geomatics data distribution to many unfamiliar users through easy customization and lower costs.

### Jam & Honey Ltd.

Jam & Honey Ltd. developed a prototype and ultimately manufactured "bio-wrap", a bio-degradable product for hair dressing that replaces aluminum foils. Bio-wrap replaces a land fill product that takes 200 years to break down, with one that breaks down in one year.

### Prairie Cedar Ltd.

Prairie Cedar has demonstrated innovation in business, improving its marketing and developing a niche for its product. Prairie Cedar has been very successful in marketing Western Red Cedar, a Canadian product, as a wise environmental choice.

### Town of Taber Emergency Response

The Town of Taber developed an improved system to locate and route emergency vehicles in the field during emergency situations such as 911 calls. The new Emergency Vehicle Response System was developed in partnership with the Town of Taber, the M.D. of Taber, the Town of Vauxhall and the Village of Barnwell.

## Excellence in Collaboration or Partnership

### Coalhurst Business Association

Several businesses including: Prairie Cedar, Casey's Wil-Sand Custom Woodwork, Mike Aleman Construction, Kooijman Bakery, J.V. Construction, EX31 Inc. and McKinnon Architectural Services, came together at the initiative of the Town Council in April 2010 to create a partnership and form a cohesive economic development advocacy group. The group identifies and addresses challenges, promotes community involvement and supports Town functions.

### Vulcan Emergency Services Building

The Town of Vulcan and Vulcan County worked together to bring the fire department, rescue, search and rescue, community peace officers, ambulance service, RCMP detachment and residences for paramedics and health professionals under one roof, in a collaboration of municipal, provincial and federal governments as well as regional emergency services associations and groups.

### High Speed Wireless Initiative

Chin Coulee Gas Co-Op Ltd., Bow River Gas Co-op Ltd., M.D. of Taber and Corridor Communication Inc. collaborated to provide high speed wireless internet to the municipal residents of Taber. CCI Wireless has since launched in nine other municipalities in rural Alberta and will continue to expand into other rural areas.

### Joint Initiatives/Projects – Village of Stirling and Town of Raymond

The Village of Stirling and the Town of Raymond share many joint initiatives and projects, realizing economies, sharing expertise and providing higher quality services. While doing this, the two municipalities retain municipal and organizational governance autonomy recognizing the critical importance of the unique character, vision, strategic directions, and citizen engagement requirements to provide good government within the individual municipalities.

### Town of Claresholm, M.D. of Willow Creek and Town of Granum

The partners collaborated for a regional water system from Pine Coulee Reservoir to the Town of Claresholm Water Treatment Plant, to the Town of Granum and Water Co-ops within the MD between Claresholm and Granum.

### Warner Hockey School, Horizon School Division, and Village of Warner

In 2001, Warner was an agricultural-based community suffering the devastating effects of declining population both in the community and in the school. As a result of these partners' efforts along with many volunteer hours, Warner Hockey School has a high performance women's hockey program and, Warner School has seen a 38% increase in its school enrollment and an additional 10% increase due to family immigration into the area.



### Excellence in Innovation

#### Winner: Iunctus Geomatics Corp.

(L-R) Sandra Nelson, SouthGrow Chair; Lana Johnson, Ryan Johnson, Iunctus Geomatics Corp. and Deputy Mayor Ron Lagemaat, SouthGrow Management Board



### Excellence in Collaboration or Partnership

Winner: Warner Hockey School; Village of Warner and Horizon School Division  
Pictured are representatives from Horizon School Division, Warner Hockey School and Village of Warner



# Upcoming SouthGrow Events

**SouthGrow Regional Initiative & Exhibition Park proudly present**

*Doug Griffiths and ...*

**Friday, February 11  
9:00 - 11:30 am  
Exhibition Park  
3401 South Parkside Drive  
Lethbridge**



**Doug Griffiths,**  
MLA for Battle  
River-Wainwright  
and co-author of  
**13 Ways To Kill  
Your Community.**

Doug is a dynamite speaker with a passion for ensuring communities are viable and vibrant. Doug will share his 13 Ways to ensure your community dies!

What started out as a speech soon turned into a much anticipated and in-demand book and presentation!

**REGISTRATION: 9:00 am  
PRESENTATION: 9:30 am**

Books will be available at the event for purchase and signing.



**To register or for more info call Bridget at 403-317-3218  
Or visit [www.exhibitionpark.ca](http://www.exhibitionpark.ca)  
[www.southgrow.com](http://www.southgrow.com)**

**Productivity ALBERTA**  
Collaboration Innovation Transformation

## Alberta PRODUCTIVITY & COMPETITIVENESS Conference

**MARCH 3, 2011  
8.00am to 4.00pm  
Lethbridge Lodge Hotel  
& Convention Centre**

**KEYNOTE SPEAKERS**



**Jimi Bottomley** Entrepreneur, Futurist, Innovator



**David Irvine** Author, Mentor, Leader

**CONFERENCE STREAMS**



**PRODUCTIVITY • OPERATIONS • LEADERSHIP  
INNOVATION • MANAGEMENT**

**Hear from local and Alberta companies  
already finding success through  
productivity improvement.**

Go to [productivityalberta.ca/conference](http://productivityalberta.ca/conference)  
for more details and to register.

Sponsorship opportunities available.  
Call 780.427.6648 for details.

**Productivity ALBERTA**  
Collaboration Innovation Transformation

**Government of Alberta**

Regional conference partner:  
**SouthGrow**  
Regional Initiative



**SouthGrow**

Regional Initiative

SouthGrow Regional Initiative

P.O. Box 1202, Lethbridge, Alberta T1J 4A4

Phone: (403) 394-0615

Toll Free: 1-888-989-8488

Email: [info@southgrow.com](mailto:info@southgrow.com)

Website: [www.southgrow.com](http://www.southgrow.com)