

University Researchers to Present Information on Water in SouthGrow Region

SouthGrow Regional Initiative's Economic Development and Innovation Committee is pleased to report the completion of the situational analysis study conducted by the University of Lethbridge Department of Economics. The study, compiled by researchers Lorraine Nicol, Dr. Kurt Klein, and Dr. Henning Bjorlund, provides an educational insight into the status of water in the SouthGrow region. Specifically, the study provides an understanding of:

- water licenses, their current usage and transfer processes as they pertain to our region;
- estimates of water usage within the region;
- the societal value of water in the region based on existing studies and reports;
- the availability of water for economic development purposes compared to other uses; and
- existing legislation pertinent to water use and management.

The study is primarily secondary research that provides current and factual information on the status of water in the SouthGrow region.

PUBLIC PRESENTATION

On **March 19th** from 11:00 a.m. to 1:00 p.m. at the **Lethbridge Lodge Hotel and Convention Centre**, the University researchers will present the information they gathered and will answer any questions membership has about the existing status of water in the region. For more information on the presentation or to reserve seats, contact Mary Swanek at the SouthGrow office by phone (403) 381-5414 or e-mail at mary.swanek@gov.ab.ca

U Of L Receives Provincial Approval

The University of Lethbridge has received approval to be a service provider for the recently announced Innovation Voucher Pilot Program. This program has been developed to help businesses bring their ideas to market and access services from research and professional business development services. To find out more about the eligibility requirements of this program go to www.technology.gov.ab.ca or contact the University of Lethbridge directly at www.uleth.ca/rch/.



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Creating Opportunities... Innovation and Productivity

Improving your Bottom Line Seminar

Wednesday, February 4, 2009
9:00 am - 4:00 pm
Lethbridge Lodge Hotel and Convention Centre

WHO SHOULD ATTEND?
CEOs, Presidents, Senior Executives, Board Members
Productivity Managers, Plant Supervisors, Managers, Educators
Researchers

SEMINAR BENEFITS

- Learn from two of the world's leading experts on innovation & productivity improvement.
- Network with colleagues and like-minded leaders - share your insights and hear their stories.
- Ask questions that drill down to your needs.

OVERVIEW
The seminar will be guided by the teachings of two world renowned innovation and productivity experts: **Ron Mascitelli** and **Dr. Dean Schroeder**. From these global manufacturing leaders, you'll improve your skills in:

- Leading innovation and productivity improvements in your company;
- Supporting the creation of a company culture that fosters productivity; and
- Developing new processes and products that emerge from your more innovative teams.

Registration Fee \$100 per ticket (includes GST)
To register call Southgrow Regional Initiative at 403-394-0615 by January 28, 2009 or visit www.southgrow.com/productivity for more information and to download a registration form

Southern Alberta Alternative Energy (SAAEP) Implements Investment Attraction Project

With its SAAEP partners, South Grow is moving forward in the research & development of three investment attraction business cases. This component is recognized as a vital step to raise the awareness of our region's investment opportunity in the globally emerging sector of alternative energy. Foreign Affairs and International Trade Canada, the Advanced Industry Development Unit of Alberta Finance and Enterprise, and the Lethbridge College have come forward with in-kind or funding support to research and develop three professionally designed investment attraction documents. One will focus on wind, another on solar and the third will be on geothermal energy. The business cases will be geographically concise, detailing the unique opportunities that are only available in this region and targeted at the global alternative energy industry leaders. It is important to present future investors with quick and easily accessible information on each industry that is customized to the SAAEP region, showcasing the "natural" resources and benefits of the region.

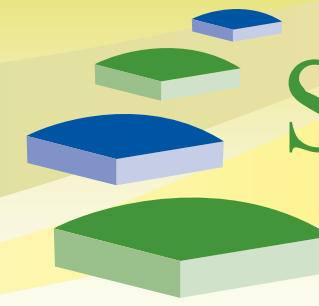
FREE Webinar Courses for Technology Commercialization available at: <http://ncet2.org/UpcomingEvents/researcher-commercialization/webinar-course-on-researcher-commercialization-the-essentials/>

Winter 2009

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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 Holds 2nd Annual Awards Celebration

On Thursday, January 15th, SouthGrow Regional Initiative held its second annual "Celebration of Creating Opportunities..." Awards Ceremony. Economic Development organizations, 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, 19 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:

- Clint Dunford, Clint Dunford Consulting Inc.
- Cathy Goulet, Director, St. Paul Regional Office, Alberta Finance and Enterprise
- Jasleen Sekhon, Municipal Excellence Advisor, Municipal Affairs

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.



Investment/Business Attraction Award
Winner - Economic Development Lethbridge
(L-R) Sandra Nelson, Mayor Ray Bryant, Cheryl Dick, Ryan Kasko



Excellence in Business Retention/Growth/Expansion Award
Winner - Adora Kitchens Ltd.
(L-R) Sandra Nelson, Pete Hulst, Dirk DeVries, Mayor Lois Maloney, Ken Anton



Excellence in Innovation Award
Winner - Community Futures Chinook
(L-R) Sandra Nelson, Suzanne Koersen, Mayor Bob Tarleck, Pete Lovering



Excellence in Collaboration/Partnership Award Ltd.
Winner - Alberta Birds of Prey Foundation & Town of Coaldale
(L-R) Sandra Nelson, Colin Weir, Mayor Kym Nichols, Councilor Don Wentz



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.

Economic Development Lethbridge (EDL) – Collaborative Business Park Ad Campaign (Award of Excellence)

In January 2008, EDL, in conjunction with the regional industrial park developers, moved to create a collaborative business park advertising campaign to raise the profile of Lethbridge and bolster investment attraction by promoting the significant land inventory and cost advantages of the region.

Village of Champion (Award of Recognition)

From the years 2001 to 2006, Champion's population was 355. By selling lots as part of a 95th Anniversary celebration, the population increased to 384 in 2007, representing a growth of 7.5%.

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.

Adora Kitchens Ltd., Coaldale (Award of Excellence)

In 1981, Adora Kitchens had one delivery van and two employees operating out of a 3,500 sq ft building. Today, the company has 68 employees and is operating out of a 29,000 sq. ft. space.

Carmangay Seed Cleaning Association, Carmangay

The Carmangay Seed Plant has been in Carmangay for 75 years. A lot of perseverance has gone into retaining clients and bringing new ones in over the years.

Casey's Woodwork Ltd., Coalhurst

Casey's Woodwork Ltd. is merging with another company and is increasing the company's staffing from 11 in the shop to having 17 on the shop floor with their 3 managers.

Garden Soul, Claresholm

In 1993, Gregory Martin opened a small garden centre in Claresholm for the short May to July business season. Today, while similar businesses have seen very moderate increases to slight declines in growth, Garden Soul has achieved increases in revenue, and in the average expenditure per customer.

Kodiak Mountain Stone, Cardston

Kodiak Mountain Stone, based in Cardston, Alberta, was founded in mid-2005 and operating in Leavitt, Alberta with production capacity of 700 square feet per day and less than 10 employees. Today, the growing dealer network covers the 4 western-most provinces in Canada and 4 American States, operating with a production capacity of 5,000 square feet per day.

Phillips Fertilizer & Chemicals, Lomond (Award of Recognition)

Phillips Fertilizer, an established business, operating since the early 1990s, has expanded considerably with the plant almost doubling in capacity and additional services being offered.

Pioneer Hi –Bred, County of Lethbridge

In March 2008, Pioneer announced their \$12 million plant was going to be located in the County of Lethbridge. Specifically designed for hybrid canola, the plant covers 30,000 square feet and currently employs more than 20 people.

EXCELLENCE IN INNOVATION AWARD

Eligibility: Organizations 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 or 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 to productivity. That is, how does it improve the quality of life or business or operations.

Community Futures Chinook – Jack & Diane Go To Taber (Award of Excellence)

Destination Taber, an economic development initiative and "getREAL", a youth retention strategy for the Taber region joined forces to implement a multimedia campaign, Jack & Diane Go To Taber.

Picture Butte Pharmacy, Phil and Tracey Mack, Picture Butte

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 local artisan "art gallery".

Town of Taber – Simple as Dirt (Award of Recognition)

The Town of Taber developed a new model or filter for sustainability planning from a small or rural centre perspective, entitled "Simple as Dirt".

Vulcan Business Development Society

Vulcan Business Development Society's "Vulcan Innovation Project", goal is to sustain rural development through technology. They have initiated three major activities to benefit the region, including energy efficient and environmentally friendly municipal development; employability and skills training in the area of technology; and the development of local technology resources.

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.

Alberta Birds of Prey Foundation & Town of Coaldale (Award of Excellence)

The Alberta Birds of Prey Nature Centre represents an innovative collaborative solution to a very common problem - how urban communities handle excessive run-off storm water.

Community Futures Chinook – getReal

Get Real is a community-based project that introduces youth (15 years and over) to the careers and opportunities available in the local food processing industry.

Economic Development Lethbridge – Team Lethbridge

Approximately twenty-five community organizations joined as members of the Team Lethbridge project. This project focused on a strategic visit to the Legislature, where the team members met with selected Ministers and Deputy Ministers to tell the Lethbridge story.

Town of Cardston & Blood Tribe – Cardston Pow Wow

Moses Lake is a community on the Blood Reserve and is situated directly north of Cardston. Last year, these two communities came together to hold a Pow-Wow in the Town of Cardston, enabling the communities to learn more about one another's heritage and to build lasting relationships that foster community cooperation and understanding.

MD of Taber, Town of Vauxhall, Vauxhall Academy of Baseball, Jets Stadium & Horizon School Division

In July 2005, Vauxhall High School was projected to lose an average of 10-12 students per year over the next ten years. Today, the Vauxhall Academy of Baseball has students that hail from the Western and Atlantic provinces.

Warner Hockey School, Village of Warner & Horizon School Division (Award of Recognition)

In 2001, Warner was an agricultural-based community suffering the devastating effects of declining population both in the community and in the school. In 2003, the Warner Hockey School was developed with 22 billeted athletes in the community hitting the ice.

