



GROWTH Alberta
Your Business. Our Future.

t 780.674.3140 f 780.674.2777 www.growthalberta.com

5306 - 49 Street, Barrhead, AB T7N 1N5

For Immediate Release

May 27, 2009

Monthly Update of the GROWTH Alberta Board

BARRHEAD, Alberta, May 27, 2009 — The following report provides a brief overview of the Annual General Meeting of the Grizzly Regional Economic Alliance Society held May 20, 2009.

Executive Reports

Board Vice Chair Bert Seatter welcomed attendees to the Annual General Meeting on behalf of the Chairman, Pamela Marriott. The Chairman's Report is included in the Annual Report, to be released in June.

Treasurer Caren Mueller, presented the Treasurer's Report to the Members. Financial reporting will change to Quick Books reports in September.

2008-2009 Annual Report

GROWTH Alberta Manager, Jodi Goebel provided the Board of Directors with a copy of the 2008-2009 Annual Report. The report included details of the various projects that GROWTH Alberta accomplished throughout the year.

Manager's Report

Jodi Goebel thanked the Executive Committee for a job well done and acknowledged the support from Alberta Finance and Enterprise, staff and the County of Barrhead. The manager's report is included in the annual report.

Financial Statements

Jodi Goebel reported an omission on the budget sheet, a grant from Alberta Finance and Enterprise. Overall, spending was covered by the budget and any deficit indicated will be covered by a surplus remaining from the previous year.

2008-2009 Operations Plan

Business Awards and Recognition

- This program continues to be a huge success.
- Over 260 people attended in January and we expect more next year as it will be the 5th Anniversary. Past winners will be invited to attend.

Regional Information Sharing

- This project allowed the Alliance to share valuable information with various stakeholders within the region.

GROWTH Alberta Web Site Maintenance

- Manager Jodi Goebel reported that individual portions of the website are ready to transfer to the new layout. It will still need to be tested before going live.



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Quarterly Newsletter

- Newsletters were published Fall 2008, Winter 2008 and Spring 2009. New editions will be distributed in June, September and December 2009 and in March 2010.

Annual Report

- GROWTH Alberta created and distributed a detailed annual report for 2007-2008 in May 2008.
- The 2008-2009 Annual Report, along with a newly created "mini Annual report" designed to appeal to a broader range of stakeholders will be released June 2008.

Growing Opportunities School Expo

- The School Expo was held November 5 at R.F. Staples and attracted roughly 650 students from six local schools.
- Caren Mueller, chair of the Youth Retention Committee reported that they are compiling information regarding grants, bursaries and scholarships that are available to local students from within their community. Please let her know if you have information for the committee.

Agricultural Diversification and Alternate Energy Projects

- Jodi Goebel reported the GROWTH Alberta Alternate Energy committee was the proud sponsor for a speaker series at the first annual Barrhead Green Expo.

Trade Shows, Events and Promotions

- Jodi Goebel indicated that various representatives from GROWTH Alberta attended a series of trade shows and events on behalf of the Alliance in the 2008-2009 operating year.

Partnerships

- It was reported that GROWTH Alberta continues to build strong partnerships with the Grande Alberta Economic Region (GAER), the Junior Achievement Company Program, EDA and Alberta Employment and Immigration.

Sectoral Analysis/Investment Marketing

- A regional business directory will be featured on the new GROWTH Alberta website.

Elections

Elections were held and the board's executive positions are filled as follows:

Chairman - Pamela Marriott, Mayor of Swan Hills

Vice Chair - Bert Seatter, Councillor, County of Westlock

Secretary - Bill Lane, Deputy Reeve, County of Barrhead

Treasurer - Caren Mueller, Chairman, Evergreen Catholic Separate Regional Division

2009-2010 Operations Plan

The 2009-2010 Operations Plan, included in the AGM package, remains guided by the strategic themes, as follows:

- Communications and Promotion
- Youth
- Economic Diversification
- Tourism and Hospitality
- Partnership
- Ongoing Capacity Building



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The 2009-2010 Operations Plan includes the following projects:

Business Awards

- Committee Opportunity! Contact lorraine@growthalberta.com to add your name.

Youth Retention.

- 5th Annual "Growing Opportunities" School Expo will be held in Barrhead, Fall 2009.
- In addition to the expo, GROWTH Alberta will develop and launch a model program designed to engage youth by hosting sessions with youth to get feedback from local youth.
- Committee Opportunity! Contact lorraine@growthalberta.com to add your name.

Labour Force Development and Investment Attraction

- Designed to get in touch with the business community and identify the labour gaps.
- Marketing materials and video will be created to let people know that this is a great region to work in.
 - Committee Opportunity! Contact lorraine@growthalberta.com to add your name.

Tourism Development

- New online tourism tool and complementary material to promote the region.
- Goal to develop a regional tourism development committee.
- Future plans include education sessions and workshops to provide for partnering and day-tour packaging opportunities.
- Committee Opportunity! Contact lorraine@growthalberta.com to add your name.

Regional Opportunity Exploration

- Plans to hold "Blue Sky" sessions with stakeholders to get broad based input and identify new opportunities.

Professional Development and Board Development

- GROWTH Alberta's Strategic Plan expires in 2010. A consultant will be hired to assist with planning for 2011-2016.
- A Strategic Planning and Board Development Retreat will be held in the fall.

Next Meeting

Wednesday, June 17, 2009

10:00am – 12:00pm

Evergreen Catholic Separate Regional Division, Holy Trinity Church, Spruce Grove

RSVP by June 10, 2009

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Media Contact

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