



**GROWTH Alberta**  
Your Business. Our Future.

t 780.674.3140 f 780.674.2777 [www.growthalberta.com](http://www.growthalberta.com)

5306 - 49 Street, Barrhead, AB T7N 1N5

**For Immediate Release**

**September 23, 2009**

## **Monthly Update of the GROWTH Alberta Board**

BARRHEAD, Alberta, September 23, 2009 — The following report provides a brief overview of the regular board meeting of the Grizzly Regional Economic Alliance Society held September 16, 2009.

### **Executive Reports**

Vice Chair, Bert Seatter reported that Palliser Economic Partnership (PEP) is hosting the "Growing Rural Alberta Symposium" October 14-16 in Medicine Hat. Speakers will focus on Rural Development. Treasurer, Caren Mueller reported that projects are on budget to date.

### **News**

Rick Bastow of Alberta Finance and Enterprise (AFE) expressed his regrets in leaving his position with GROWTH Alberta. Wayne Winkelman (AFE) was introduced as the incoming Regional Director for GROWTH Alberta. Wayne will take over the position on Oct. 5/09.

### **2009-2010 Operations Plan**

#### **Business Awards**

- 5<sup>th</sup> Annual Awards Gala on January 23, 2010 at Westlock and District Community Hall.
- 9 videos have been completed to date.
- A video will be created to recognize 5 years of past business award winners.
- An article featuring GROWTH Alberta and the Business Awards program has been included in the September issue of Alberta Venture magazine.

#### **Youth Retention**

- School Expo on November 18, 2009 at Barrhead Composite High School.
- 34 exhibitors are confirmed to date. Only 8 employers are participating so far. Board members are encouraged to contact employers in the region to attend.
- Barrhead Composite High School, R.F Staples, W.R. Frose and Swan Hills schools have confirmed attendance to date.
- Presentations will include Welding, Cosmetology and RCMP with other presentations yet to be confirmed.
- Also this year: a series of round table discussions with students to determine what young adults look for in a community to draw them back after they have finished their education.

#### **Organizational Identity**

- Regional Map, interior and exterior signs will soon be in place.
- Options for proud member signage will be pursued once the Tourism Brand is complete.

#### **Network Development and Initiatives Awareness**

- The Fort McMurray Fall Trade Show will be September 25-27, 2009. Two delegates will attend on behalf of GROWTH Alberta.



**GROWTH Alberta**  
*Your Business. Our Future.*

t 780.674.3140 f 780.674.2777 [www.growthalberta.com](http://www.growthalberta.com)

5306 - 49 Street, Barrhead, AB T7N 1N5

Labour Force Development and Investment Attraction

- RFP closes September 30 for two projects; Marketing and Research and the Ambassador Program.
- BizPal launch will be at the Ramada Inn in Westlock at 11 am on Wednesday, October 14th with lunch to follow. Biz Pal is an online business permits and licences service.

Tourism Development

- Steve Fisher from Idea Market met with the committee recently to present the tourism brand for the region.

Regional Opportunity Exploration

- Continue to work with Alberta Education to help develop the Education for Economic Development Project plans for next year.

Board and Staff Development

- Pamela Marriott will present a report on a Strategic Planning for Economic Development training course recently attended.
- RFP to engage a consultant to create a new 5-year Strategic Plan for the Alliance deadline is September 30.
- Board Strategic Planning Retreat to be scheduled in the fall.

Communications

- GROWTH Alberta is featured in the September issue of Alberta Venture Magazine.
- New look to the website [www.growthalberta.com](http://www.growthalberta.com). Traffic has increased to the site.

Other Business

- Alberta's Land Use Framework – GROWTH Alberta will write a letter to Minister Ted Morton to request an opportunity to be involved in the land use planning process for our region. A list of concerns regarding the new Framework will be included in the letter.
- Steve Fisher of Idea Market presented the regional tourism brand to the board. The brand was approved by the board with a request for it to be trademarked. Steve also gave presentation on the new look to the GROWTH Alberta website.
- Policy and Procedure – A bereavement policy for the Alliance will be reviewed.

**Next Meeting**

Wednesday, October 28, 2009

10:00am – 12:00pm

Council Chambers, Town of Swan Hills

RSVP by October 21, 2009

- 30 -

**Media Contact**

Lorraine Robinson

Administrator

GROWTH Alberta

Telephone: 780.674.3140

Email: [lorraine@growthalberta.com](mailto:lorraine@growthalberta.com)