



BRAED

Battle River Alliance
for Economic Development

KNOTICE

Newsletter

September 2010

BRAED MEMBERS

- Beaver County
- Camrose County
- City of Camrose
- County of Paintearth
- Flagstaff County
- M.D. of Provost
- M.D. of Wainwright
- Town of Bashaw
- Town of Castor
- Town of Coronation
- Town of Hardisty
- Town of Killam
- Town of Provost
- Town of Sedgewick
- Town of Tofield
- Town of Viking
- Town of Wainwright
- Village of Alliance
- Village of Amisk
- Village of Bawlf
- Village of Bittern Lake
- Village of Chauvin
- Village of Consort
- Village of Edberg
- Village of Edgerton
- Village of Ferintosh
- Village of Forestburg
- Village of Galahad
- Village of Halkirk
- Village of Heisler
- Village of Holden
- Village of Hughenden
- Village of Irma
- Village of Loughheed
- Village of Rosalind
- Village of Ryley
- Village of Strome

BOARD OF DIRECTORS MEETING

The Town of Castor was host to the BRAED Board of Directors meeting on September 16th. The day began with Task Team reports from Tourism, Defence, Agriculture and Marketing and Communications.

After a successful round table, Mark Baxter, Outlook Market Research and Consulting, updated the group on Phase Three of the Agriculture Project. The Project is a publication that highlights three producers in the BRAED area and includes agricultural stats on the region. This document will be printed in the next month and ready for distribution.



Michael Reeves, President, Ports to Plains

Wrapping the day up was George De Rappard, Activation Analysis Group Inc., who spoke on the completed Eastern Corridor final report.

Michael Reeves, President, Ports to Plains, based out of Lubbock Texas, provided an overview of their organization.

MARK YOUR CALENDARS!!!

BRAED will host their 4th Annual Meet N Greet at the Bawlf Community Hall on Wednesday, November 10th, from 6-9 p.m. Come and listen to what BRAED has been up to and where they are headed, plus be entertained by the humor of Brenda Robinson, and enjoy a great meal too!!!

EXPLORE THE
POSSIBILITIES
WORKSHOPS A
HUGE
SUCCESS!



Based on positive evaluations, the procurement workshops held in October in Viking and Loughheed, in partnership with Community Futures East Central, were a success.



Captain Sinclair Ross, Base Supply Officer

Presentations were given by Raye Jelleau and Captain Sinclair Ross, Base Supply, as well as Usha Joshi, Public Works and Government Services Canada on selling goods and services to Base Wainwright and other government departments and agencies.

EASTERN ALBERTA CORRIDOR

BRAED is working in partnership with Palliser Economic Partnership (PEP) and Northeast Alberta Information HUB Ltd. (Alberta HUB) in developing and promoting a north-south transportation corridor stretching from the United States border in the south to the Regional Municipality of Wood Buffalo in the north. This corridor would be a major component to the Ports to Plains Corridor of the United States, Canada and Mexico. The main highways of interest in the Eastern Alberta Corridor project include highways 41, 36 and 63 that link to the Edmonton-Calgary corridor to the west, and east to Saskatchewan.

The group contracted Activation Analysis Group Inc / GTS Group International Inc. to produce an ***Eastern Alberta Ports to Plains Corridor Development and Marketing Project***. They have completed their report and the group is now focusing on the sustainability of the next steps based on the recommendations of the report.

The report has been distributed to the key stakeholders along the Eastern Corridor, which include REDA Board Members, MLAs, MPs, EDOs, CAOs, Mayors and Reeves, small business, and media.

The report highlights next steps that will be taken:

- 1) Follow up with the Minister of Transportation
- 2) Applying for further grants
- 3) Looking at ways to make the organization sustainable.

The report is available at:

http://www.palliseralberta.com/corridor/project_details.html



AGRICULTURE INNOVATION IN EASTERN ALBERTA

The BRAED Agriculture Task Team looked at seven sectors of agriculture in Eastern Alberta and have profiled three innovative agriculture producers with a specific story and pictures to show the diversity and success within the agriculture industry in the region.

Interviews were held with the Celtic Cattle Company from Strome; Little Red Hen Mills from New Norway; and Battle River Alpacas from Galahad. These three entrepreneurs were chosen as an example of the innovation that exists across the region.

The new publication, ***Battle River Country, Reap the Benefits!*** is currently being printed. It will also be available through the BRAED website. Watch for news of this exciting publication which will be coming out shortly!!!

RURAL DEVELOPMENT SYMPOSIUM – TAKING CHARGE!

Date: November 3- 5, 2010

Place: Medicine Hat Lodge, Medicine Hat

Sharing ideas on rural economies, understanding new workplace realities, fostering rural leadership, learning how to engage youth, building community capacity and planning for the future are the focus of this event. Online registration can be done at www.palliseralberta.com. Registration deadline is October 27th.

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