



ANNUAL REPORT

2010 / 2011

Peace Country, Canada 
Innovative People



Chair's Message 2010-2011



It has been an exciting year for Alberta's Peace Country from explorations and discussions on new mining development opportunities to the creation of the Cultural Industry Coalition and its support for young people in music, film and the arts!

Peace Region Economic Development Alliance continues its winning formula: that being through identifying and partnering with clients on advancing their new ideas into business development opportunities, PREDA is helping to grow the Peace Country's economy. Being a client driven organization, PREDA works well in responding to meeting client and community needs.

More so this year than in past years, PREDA members are getting more engaged in projects. With the recent changes in funding and resources, PREDA will rely on its members to be more engaged, continue to demonstrate strong leadership skills and expand their contacts into broader networks to better leverage membership dollars on new projects. An excellent example of a broader network is PREDA's interest in reaching out to business and industry with an invitation for their participation in regional economic development strategies and initiatives in the Peace.

I encourage PREDA members and municipalities to be vocal about ensuring their communities and the region have access to adequate resources to do economic development. Peace Country municipalities and the provincial government have had an excellent relationship in partnering and sharing the responsibility of growing the region. I hope that relationship will be strengthened in the future by the provincial government acknowledging that regional economic development is a shared responsibility between itself and Alberta municipalities.

PREDA members and partners can loudly celebrate a rewarding year of initiating a wide array of projects in partnership with the Cultural Industry Coalition, Centre for Research & Innovation and Peace Region Rural Manufacturers Association.

Members make PREDA the strong organization it is. As members talk with their colleagues and business community contacts, new ideas for business retention, growth and investment become agenda items for PREDA to respond to. PREDA is fortunate to have committed partners in our chambers of commerce, Community Futures Peace Country & Grande Prairie organizations, Alberta ministries of Finance & Enterprise, Employment & Immigration, and Agriculture & Rural Development, just to name a few.

Our members have talented economic development officers across the region that provide input and resources on regional projects, which in turn have direct benefits back to their communities.

PREDA is an effective regional economic development alliance. Our future is bright and our achievements will be meaningful and rewarding.

Yours truly,



Elaine Garrow
Chair

Peace Country, Canada 
Innovative People

EXECUTIVE COMMITTEE

Chair	Elaine Garrow
Vice Chair	Ray Skrepnek
Secretary-Treasurer	Mary Ann Eckstrom
Directors	Ron Longtin
	Evens Lavoie
	Tom Tarpey



From top, left to right: Tom Tarpey, Ray Skrepnek, Ron Longtin, Evens Lavoie,
Elaine Garrow, Mary Ann Eckstrom

Annual Operations Plan 2010-2011 Achievements

INITIATIVE 1	Information Sharing on Emerging Economic Development Ideas PREDA achieved the goals of this initiative as demonstrated by its support and participation in the following learning events and initiatives. Outputs included final reports with recommendations for future action and sponsorship recognition for PREDA's involvement. By participating in the events, PREDA members obtained new insights and working knowledge on key industry developments and trends. PREDA is recognized as an active partner in supporting learning events which in turn strengthen cooperation and collaboration with business development stakeholders in the Peace Country.
Cultural Industry Development	Cultural Industry Coalition in the Peace Country Assisted in supporting and managing this initiative to advance cultural activities like music, art, film and video as business industry opportunities in the the Coalition accessed PREDA's project management resources. Cultural Industry Development was recognized as one of the region's new growth opportunities. Its key strategic directions are: to gather cultural groups to share information and network with one another; to explore opportunities for meaningful partnership and collaboration so that synergy may occur; and to provide the community with an avenue for communicating with those involved with cultural industries throughout the Peace Region. 
Business Engagement	Connecting with Business on Regional Economic Development Research was completed and report presented to PREDA members by Pinnacle Communications (sponsored by AFE under REDAs Next Generation Initiative). Project activities included: reviewing PREDA communications materials; conducting telephone surveys of businesses across the region; and providing recommendations to improve future communications and relationships with business. Implementation will be done in Phase Two in 2011-2012.

Value-added & Marketing Initiatives in Agriculture

Adding Value to the Agri-Food Value Chain

Supported Community Futures Grande Prairie & Region to assist producers further develop their products by: identifying unused potential, for example, identifying new products that could fill a recently identified or underserved market and/or identifying excess products in the region that could be put to use to fill an identified or underserved market; accessing new industry and market opportunities; and connecting them to professionals such as innovators, innovation officers, marketers, who have ideas of how to improve, add value and/or change existing products to apply to an expanded or high-price point market and marketplace and give direction of commercialization.

Think Local Markets



Assisted economic development officers in Northern Alberta to develop and obtain funding to create a support system for local entrepreneurs looking to reach wider markets without the encombrances of increased staffing requirements and franchise regulations. Many communities are pushing the concept of shopping local to the forefront of their marketing strategy. The *Think Local Market* coincides with the basic ideology of supporting local entrepreneurs by encouraging residents to shop locally. This strategy goes beyond a marketing tool: it creates an online store front for local entrepreneurs. Deliverables in 2011-2012.

NARPA Direct Seeding Session

Assisted with funding to the North Peace Applied Research Association (NPARA) to offer and deliver new concepts and products on crops (142 people attended).

Welcoming Communities

www.PeaceCountryCanada.com Attracting Labor and Investment

Completed a major update to the web-site to meet the needs of individuals looking for intelligence on the region as a workplace of choice. Researched, created and presented more targeted and responsive content on attracting and retaining newcomers. A future deliverable of this partnership with AEI will be a more cooperative and collaborative working relationship among community and business leaders to share their plans and initiatives on attracting newcomers.

Community Economic Development Conferences	Growing the North Assisted with funding and participated in Growing the North Conference: designed to stimulate new ideas and ventures in Alberta's northern economy A joint venture between Farm Credit Canada (FCC), the County of Grande Prairie, Alberta Finance & Enterprise (Northern Alberta Development Council and the Grande Prairie Chamber of Commerce. About 300 attendees attended and heard information on the following topics: northern transportation & exporting issues; global economics & political trends that influence future developments in the north; current climate of northern business sectors; and new developments in technology. 
Marketing & Selling Workshop	Accelerate Your Business PREDA and CRI co-hosted a marketing best practices workshop with Donald Cooper. Over 80 business leaders and economic development persons attended the two day event (session ratings were excellent). 
Renewable Energy Toolkit for Economic Development	Renewable Energy Toolkit for Economic Development PREDA hosted and participated in an information session to showcase a new toolkit for municipal and business leaders on economic development opportunities in the field of renewable energy. The session was attended by 20 municipal leaders with video feeds to Community Futures Peace Country and GPRC Fairview Campus. A handbook was provided to participants and the region's economic development officers. Participants learned how the Toolkit can be used for: evolving technologies and applications; a community's potential to attract new investment in this area; evaluating your advantages; and whether projects are well suited for their community.
Business Development Conference	Women in the North Conference PREDA supported Community Futures Peace River and partners (Community Futures Grande Prairie, Alberta Women Entrepreneurs, and Alberta Agriculture & Rural Development) in holding this successful conference (attended by 73 people who rated the event 3.33 out of 4). Topics focused on: knowledge and skill sets of business development; rural diversification; and value-added opportunities. 

Natural Gas Industry Workshop	Natural Gas Industry: Impacts, Challenges and Opportunities Assisted Grande Prairie Chamber of Commerce and Alberta Finance & Enterprise in this workshop attended by over 100 business and municipal leaders. In recent years, fundamental changes in the North American natural gas market have dramatically impacted Alberta's natural gas industry, particularly the service sector. The Grande Prairie region is comprised of one of the most significant natural gas service hubs in Alberta and has been impacted by the dynamic changes that are occurring within the industry. Session topics included: status of existing markets and impacts on production in the region; challenges and emerging technologies impacting competitiveness and sustainability of industry in the region; and emerging opportunities.
Economic Trends for Strategic Planning	Economic Trends Hosted Todd Hirsch, Senior Economist ATB Financial (82 persons attended). Over the past 4 months, there is a feeling that our economy is changing again: after 3 years of decline and bottoming-out, we can see examples of resumption in growth in a number of industry sectors. Are we on a path of recovery? If yes, to what level? Back to an over-heated economy or to a sustainable level? The change maybe so gradual and subtle - we may not feel it - leaving us to believe that we are still in a negative economy, when in fact there are opportunities for business growth to be capitalize on. Presentation material and insights incorporated into future planning and PREDA operations.
Industrial Energy Efficiency Workshops	Spot the Energy Savings PREDA under its Productivity Initiatives co-hosted with Productivity Alberta sessions on: the latest energy efficiency programs and services available to companies; the potential ROI for the adoption of energy efficiency leading practices; and finding fast and easy savings opportunities in existing system such as lighting, motors, pumps, fans, boilers, heating, cooling and compressed air. Attended by 26 people and 18 companies. Alternative Energy Workshop – SARDA Supported the Peace Region Agricultural Research Associations AESA technicians (SARDA, PARDA, NPARA, PCBFA and County of GP) to host workshops in Manning and Valleyview. The objective was to help agricultural residents understand the basic language of energy sources and provide contacts for further information (61 people attended).

Community Economic Development Training	CEDTP (Community Economic Development Training Program) Assisted Community Futures Peace River (and their partners CRI and AEI) with funding and promotions to provide community economic development training to municipal leaders and economic development officers in the region. Seven sessions were delivered to 97 persons.
Peace Region Music Industry Development	Peace Region Music Industry Conference PREDA assisted Crawford & Balyone No Limitz Music and stakeholders with delivering a music industry development conference in Peace River targeting young people with interests in publishing and recording music (35 songwriters participated and recorded songs – demo tape produced). About 175 attend the concert showcase. Special session hosted for parents to help understand their children should and could get into the business (business models were demonstrated). Songwriters Association of Canada participated (publishing and licensing agreements). Two artists have had their songs recorded.
Film Industry Development	The Reel Shorts Film Festival PREDA funded the 4th annual Reel Shorts Film Festival April 2010. It offered the following: 18 screenings of 14 different film packages to school groups and the public; 3 two-and-a-half-day Youth Filmmaking Challenge workshops; class visits by Alyssa McClelland, the Writer/Director/Co-Star of <i>Emilia Eckle</i>, a PG-rated comedy. Overall attendance was 1,390, an increase of 53% from attendance of 909 in 2009. About 750 people attended screenings, an increase of 34% from 2009. About 600 students and teachers from 15 schools as well as members of the public attended school program screenings, an increase of 89% from 2009. Forty-seven students attended the 3 two-and-a-half-day Youth Filmmaking Challenge workshops, an increase of 31% from 2009.

INITIATIVE 2	Pre-feasibility Business Cases A major component of PREDA's economic development growth strategy focuses on identifying and facilitating the advancement of new industry ideas and opportunities in the Peace Country. PREDA has partnered with regional entrepreneurs and community economic development groups having the ability and resources to champion and act on with their new industry and development opportunities. The proposed projects must demonstrate a regional competitive advantage, local investment potential and value-added potential or leading edge concepts. PREDA targeted to undertake and complete up to seven pre-feasibility business cases on new industry opportunities in partnership with entrepreneurs. Each case included recommendations to advance implementation of the idea towards the potential commercialization of new products and/or services, new construction and/or increased investment in the region.
Rural Manufacturers Network	Peace Region Rural Manufacturers Association (PeRMA) Partnering with Centre for Research & Innovation, PREDA accessed funding from Alberta Agriculture & Rural Development's 'Rural Community Adaptation Program Grant' to initiate and facilitate the forming and resourcing of the Peace Region Manufacturers Association (PeRMA) - a working group whose goal is to help the manufacturing industry in the Peace Country. The idea stemmed from a PREDA survey of 20 fabricators in the region. The study found a lack an industry sector under stress with little cohesiveness among the various companies to impact change such as bidding on large scale projects in the region. Deliverables included membership of 45 companies, a learning group of 5 companies, newsletters, promotional brochure on products & services and a PeRMA Strategy. Website is www.peaceregionmfrassn.ca. This initiative is operational into 2011-2012.
Pennycress Bio-Fuel Opportunities	Building a Business Case for Pennycress Crop as a Feedstock for Bio-fuels Lesser Slave Lake Economic Alliance and PREDA in collaboration with Alberta Agriculture & Rural Development, All Peace Industries and Olds College are laying the foundation for the cultivation, processing and commercialization of pennycress as a crop to produce biodiesel & bio-fuels. Agriculture is expanding beyond the traditional food and fibre production to include energy, bio-fuels, biomaterials and chemicals. This means new uses of existing crops or new crops have to be discovered and brought into cultivation to meet demands. Pennycress is a low input field crop with 30% oil that makes superb biodiesel. Pennycress by-products are a good source of organic fertilizer and natural herbicide. Two years of field and crop tests have been completed. This project is continuing into 2011-2012.

Market Development Opportunities for Small Forestry Mills	Small Forestry Mills (Industry Cluster for Market Development) Using the forestry expertise of Peace River’s Berry Heinen, PREDA worked with a number of small mills in the northwest Alberta to develop and submit a project proposal for wood products market development to Alberta Employment & Immigration’s Canada Development Trust funds. The proposal was successful in accessing \$200,000 to hire FPInnovations to explore new opportunities. Three projects were identified as follows: 1. Environmental Certification – What is the best program for these mills to pursue and can resources be accessed through the CDT Grant Program to assist companies in preparing for certification audits? 2. Market Research and Business to Business Development – Are there opportunities in the market place that can be pursued to diversify sawmills from the North American Commodity Markets? Can a Peace Brand be developed, can Niche Markets be found, and can business to business relationships develop? 3. Natural Gas Fired Electricity Production – Can local gas wells be purchased and directly coupled to on site sawmill power production? Would this idea prove to be an energy cost reduction strategy? Market Implementation Strategies are to be completed in 2011-2012.
Carbon Dioxide Algae Project	Carbon-Capture Algae Pilot Project PREDA provided resources to Grande Prairie Regional College to pursue a new concept to capture carbon dioxide and other air pollutants in a controlled algae solution. Positive results from supporting the first year tests helped Dr. Tan, GRPC and CRI receive Federal funding from Natural Science and Engineering Research Council (NSERC) in the amount of \$2.3 Million. This initiative, entitled Pollutants to Products (P2P) is among those selected for funding following a nation-wide peer-reviewed competition. The College, and its industry partners and stakeholders are investing an additional \$1.5 million to the projects. P2P includes three projects: one project studies carbon and pollutants capture by microalgae supported by PREDA; another investigates enhancement of reforestation and carbon sequestration; and the other, diverts wastewater from waterways to a poplar industrial fibre production. Commercialization Plan being developed over the next two years. From l to r: Dr Weixing Tan, Jim Letersky, Bruce Wallace, Chris Laue, Bob Hall

Unmanned Vehicle Systems

Develop an Unmanned Vehicle Systems Strategy to parallel and support the Canadian Centre for Unmanned Vehicle Systems and Explore Industry Applications in Northern and Rural Environments.

PREDA explored the potential of building a framework to support the development of an Unmanned Vehicle Industry Cluster in the Peace.

PREDA partnered with Canadian Centre for Unmanned Vehicle Systems (CCUVS).

On December 17, PREDA hosted Dewar Donnithorne-Tait Executive Director CCUVS Medicine Hat to learn about CCUVS, UVS equipment & applications, and regional opportunities.

Approximately 30 people attended representing business and municipal interests. The Information Session in Fairview included discussions about: regional assets and resources; Provincial and National strategies; and our next steps in the region. Other activities included: operational training for operators and end-users to build the expertise in the Region; participating in the provincial initiative to develop a training model for UVS industry development; developing a new industry cluster in the region.

Work on this initiative is carried over into 2011-2012 with testing facilities and administration services being provided in Fairview. A proposal for UVS application on emergency services is being drafted.



Labor Market Development

Industry Representatives Leading Labor Market Discussions

PREDA partnered with Grande Prairie Chamber of Commerce and the Peace River Human Resource Association to investigate the opportunities for the business communities and industry representatives to lead the discussion and implementation of labour market development strategies and initiatives. There was keen interest from the organizations viewpoint but limit commitment from the industry to provide ongoing engagement of the initiative: industry representatives appeared to be more interested and available for 'one-time' consultation. The downturn in the economy and the increase in available labour, meant labour issues were no longer paramount to industry.

Rail Freight Transportation	Rail Freight Service Review PREDA sent a submission to Transport Canada (April 2010) to take advantage of the federal government's establishment of a review panel to address rail freight transportation issues and opportunities impacting communities. The report summarizes how the historical, current and future vitality of Peace Country is dependent on a mutually beneficial relationship with our rail service provider and how, for the most part, that relationship has not been open or purposeful to building improved transportation services to our companies and the region. Peace Country businesses depend on competitive transportation options and good service. Our future industrial development opportunities will demand an appropriate level of rail service as an important component or factor in site location decisions. Surveyed shippers in the region to prepare the initial submission to Transport Canada and provide reaction to the Interim Report. PREDA's reaction to the Transport Canada's Interim Report was that the report recommendations: 1) are primarily commercial solutions with uncertain discretionary accountability left to the rail companies; 2) appear to be speaking to 'big-business shippers on railroad main-lines' and not to independent and smaller shippers on branch lines; and 3) Have merit but limited value until implemented by the rail companies and validated by collaborative improvement plans for each customer. Peace Country shippers, producers and communities decided not to wait the 'three years' and instead planned to create a Peace Country Shippers Association (this is on-hold pending reaction to CN's current discussions with regional shippers). PREDA continues to support the concept development of a Multi-Modal Logistics Park in the County of Grande Prairie (AFE Industry Development and NADC are providing assistance on the project).
Training Medical Professionals in the North	Preclinical Networked Medical Education PREDA has been supporting the Grande Prairie Chamber of Commerce on a series of discussions and initiatives to obtain training for medical students in rural communities. This year an additional initiative was added to support the University of Alberta's as they have selected Grande Prairie and Peace River to host a 1-month pilot project to support training medical students in rural communities. The pilot project involved a total of 24 students who lived and studied in rural areas. The overall objective of the project was to increase the number of family physicians choosing to practice in rural areas. Other provinces have found that the more a medical student studies in a rural setting, the more likely a choice to practice medicine in a rural setting. This is good news to PREDA which has been a long-term supporter of initiatives that attract physicians to the Peace Country.

Tourism Product Development	Regional Dinosaur Tourism Product Development Assisted and funded a range of initiatives to explore, promote and offer dinosaur educational programs & services in the Peace Country under the leadership of the County of Grande Prairie. Major outcomes have been the progress of the Phillip J. Currie Dinosaur Museum proposal, the Pipestone Creek Bone-Bed site (access and services) and a host of education programs to youth. The project is continuing into 2011-2012 with PREDA's interests being a northwest Alberta and provincial dinosaur tourism trail.
Green Industry Development Opportunities	Greening of the Peace Study PREDA through the Centre for Research and Innovation and GPRC initiated a project to better understand how prepared Peace firms are to take advantage of the shift in society preferences for more environmentally friendly goods and services. There is growing expectation on the part of consumers that a firm will offer products which are environmentally responsible and manufacture products/conduct business in an environmentally responsible way. Based on willingness of industry to engage 'green principles and practices', the next step will be explore new industry opportunities.
Peace Oil Sands Buyer-Seller Forum	Buyer-Seller Learning Events for Bidding on Contracts PREDA assisted the lead team representing the Town of Peace River, Northern Sunrise County and Community Futures Peace River to develop a strategy to explore investment opportunities and business development opportunities stemming from the resources of the Peace Oil Sands. The team designed an action plan with the primary focus on a buyer-seller forum and workshops to understand how the industry works and how to bid on contracts. Engaged AFE Industry Development team to assist as needed.
Productivity	Productivity Phase Two – Network Building and Awareness With the assistance of Productivity Alberta, PREDA hired Janet Plante as their regional Productivity Liaison Officer to meet with business leaders to explore opportunities to become engaged in productivity best practices (over 90 meetings). Several partnerships were implemented, such as an Industry Network within Peace Region Manufactures Association (PeRMA). Industry was engaged through workshops and activities sponsored by Productivity Alberta. Eleven formal presentations were made to over 180 people. The message and continuing theme in all of the presentations was; what is Productivity? Why should we be concerned? And what is available to help us and make this useful, such as introduction to Productivity Alberta.

Innovation Services

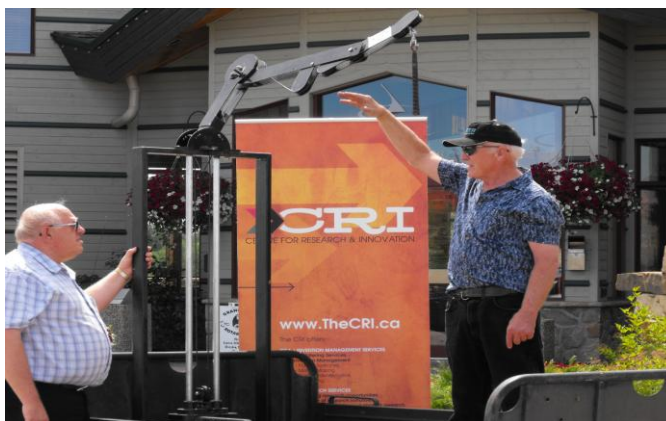
PREDA continue its commitment and acknowledge to the importance of innovation to the future growth of Peace Country industries and new business ventures.

PREDA assisted by the continuation of CRI's storefront presence at the Centre 2000 in Grande Prairie. The Centre provided delivery services across the region through its resource team, innovation ambassadors and the region's economic development officer network. CRI representatives spoke at 5 provincial events and numerous regional events and workshops showcasing the CRI model and our innovation success stories. Centre for Research celebrated the amazing achievements of **Peace Country Innovators**: included Lifetime Achievement Awards for Innovation and 2010 Innovation Voucher recipients. Almost 100 business leaders participated in the celebration. CRI and PREDA co-hosted the **Alberta Inventor's Workshop** with lunch Keynote Speaker World Renowned Innovator/Aviator Dick Rutan with about 65 persons attending.

In 2010-2011, CRI's resource team worked with: 42 clients on intellectual property questions, such as patents; 27 clients with questions product and market development; 65 general inquiries requiring path-finding services on problem-solving; and over 160 workshop participants. CRI produced 4 newsletters that showcased their activities and events in the region (sample newsletter is attached).



The RADF did a showcase publication on CRI to illustrate rural innovation ideas and initiatives (hardcopy attached). CRI's Applied Research unit in GPRC had huge successes this past year including the initiatives on the Beaverlodge Research Station, National Bee Diagnostic Centre, Pollutants to Products (\$3.2 million funding with \$2.3 million directly from NSERC for further work on Carbon Capture Using Algae), and the Unmanned Vehicles Systems initiatives at Fairview Campus, just to name a few.



OPERATIONS	Management of PREDA projects and daily operations.
Results	▪ Effective internal and external communications ▪ Appropriate economic information is available to meet the needs of members, investors and business community ▪ Organizational capacity is maintained and advanced
REDA Business Communications	Evaluation of Current Practices, Tactics and Tools PREDA members participated in a report presentation and training session on improving its communications with the business community. Recommendations are being presented into the 2011-2012 Annual Operations Plan. Supported and provided REDA information to the Alberta Chamber of Commerce provincial meeting in Fairview.
Welcoming Newcomers	PREDA's website www.peacecountrycanada.com has been upgraded and expanded to include a section on attracting newcomers to the Peace Country. Visit site for final presentation.
Productivity	PREDA reviewed and updated its logo design and colors to better produce the 'bridge' image and also introduced a new tag line as follows:  <i>Innovative People</i> PREDA's resource team assisted the City of Grande Prairie to review and develop an new marketing image and presentation for the City based on the themes of entrepreneurship and innovation.

2011-2012 Annual Operations Plan

INITIATIVE 1	Information Sharing on Emerging Economic Development Ideas
ACTION REQUIRED	Participate in the planning and sponsorship of at least two (2) economic development or industry learning events. Tasks include: 1. Executive Committee identifying potential training events. 2. Establish and provide budget & resources for each event. 3. PREDA members participate in the events. Members showcase PREDA's interests in and commitments to regional economic development. 4. Members present the event reports to membership including key learning points and recommendations for future actions. Each event will be expected to have its own organizing committee to which PREDA is a sponsoring partner and a potential event steering committee participant.
EXPECTED RESULTS	Output ▪ Final reports for up to two (2) major learning events with accompanying recommendations on future opportunities. Event marketing material must include sponsorship recognition for PREDA's contribution. ▪ Outcome ▪ PREDA members obtain new insights and knowledge on key industry developments and trends. PREDA is shown to be an active partner in learning events which in turn strengthens cooperation and collaboration with business development stakeholders in the region.
BUDGET	\$10,000
SCHEDULE	The timing for events is scheduled by the respective lead organizations (April 2011 to March 2012).
RISK	An event maybe cancelled or having marginal attendance. If this is potentially the case, it will be addressed by each event planning committee prior to final deadline dates and commitments.
PERSONNEL INVOLVED	PREDA Executive Economic Development Officers in the Peace Country Event Stakeholders such as Grande Prairie Chamber of Commerce, Community Futures Grande Prairie, Community Futures Peace River, GPRC & Northern Lakes College.

INITIATIVE 2	Pre-feasibility Business Cases
ACTION REQUIRED	Identify and facilitate the advancement of new industry ideas and opportunities in the Peace Country. PREDA will partner with entrepreneurs and community economic development groups who have the ability and resources to act on with new industry and development opportunities. The proposed projects must demonstrate a regional competitive advantage, local investment potential and value-added and/or leading edge concepts. The following projects will continue into the 2011-2012 Annual Operations Plan: ▪ Penny Cress (Year 3 of 3 Years) ▪ Carbon Capture GPRC (Phase Three) ▪ Unmanned Vehicle Systems (Phase Two) ▪ Peace Oil Sands Buyer-Seller Sessions ▪ Peace Region Rural Manufacturers Association. New projects for this year could include interests in Green Industry Development, Industry Development Opportunities and New Product Development. Tasks include: 1. Identify potential projects to be considered based on detailed submissions from clients. Proposals and formal submissions will be vetted through the Centre for Research & Innovation for comment and to ensure potential partnerships are explored. The potential for commercialization of the idea/project will be an important decision consideration in reviewing the submissions. 2. Make decisions on accepted submissions. Assign a PREDA member to participate on the implementation of the project as a project champion and with reporting responsibilities to the Board. 3. A final report is required. Report findings and recommendations for future actions are shared with the membership. Where appropriate, explore and act on recommendations for future actions that could lead to new opportunities and investment for the region.
EXPECTED RESULTS	Output ▪ Undertake and complete up to three pre-feasibility business cases reports on new industry opportunities in partnership with entrepreneurs. Cases may include recommendations to advance and support its implementation. Outcome ▪ Support sustainable growth and prosperity by advancing ideas for new value-added opportunities and ventures that may lead to commercialization of new products and/or services, new construction and increased investment in the region.

BUDGET	\$175,000
SCHEDULE	April 2011 – March 2012
RISK	Projects may not prove to be economically viable or market ready. Project plans will include progress reports on the project's 'viability' to meet deliverables.
PERSONNEL INVOLVED	Economic Development Officers & Agencies in the region Peace Country and Grande Prairie Community Futures organizations Centre for Research & Innovation Federal & Provincial departments
OPERATIONS	Management of projects and daily operations.
ACTION REQUIRED	Range of activities, tools and tasks are require to operate PREDA through the year, including regional marketing, regional profile distribution, book-keeping, recordkeeping, website management, liability insurance and others.
PERSONNEL INVOLVED	PREDA Executive Alberta Finance & Enterprise Community Futures Peace River
BUDGET	\$80,000
RESULTS	▪ Effective internal and external communications ▪ Appropriate economic information is available to meet the needs of members, investors and the regional business community ▪ Organizational capacity is maintained and advanced
SCHEDULE	April 2011 to March 2012
RISK	Administrative tasks not completed. Monthly reporting to the Executive Committee to ensure tasks are completed accordingly.

BUDGET SUMMARY

Initiatives	Total Budget	PREDA	AFE Core	AFE One Time Staff	Other
Information Sharing and Emerging Economic Development Ideas	\$10,000	\$10,000			
Pre-feasibility Business Cases	\$175,000	\$35,000	\$60,000		\$80,000
Operations	\$80,000	\$15,000	\$15,000	\$50,000	
Total	\$265,000	\$60,000	\$75,000	\$50,000	\$80,000

Income Statement Summary

	2009-2010		2010-2011
PREDA Revenue			
Government	650,800.00		404,900.00
Membership	43,788.00		18,512.00
Other	8,200.31		5,065.95
	702,788.31		428,477.95
PREDA Expenses			
Accounting	7,025.00		7,469.80
Meetings	9,553.27		11,924.20
Operations	6,352.63		4,734.95
Training	6,443.54		960.39
Marketing/Web-site	12,754.55		2,097.08
Web-site Development			32,575.00
Staff			52,996.23
Branding	2,284.26		435
Investment	40,044.42		37,997.08
Cultural Industry Development			6,715.18
Value-added	164,141.43		88,233.31
Unmanned Vehicles			24,905.32
Workforce	40,209.22		1,573.50
Connectivity	685.00		0
Film	12,000.00		0
Dinosaurs	20,210.03		20,000
Productivity Phase One	64,590.91		51,787.31
Productivity Phase Two			81,895.00
Research & Innovation	24,153.55		102.39
Rural Manufacturing PeRMA	60,121.90		123,850.92
	439,305.72		550,252.66
Total Revenue	702,788.31		428,477.95
Total Expenses	470,569.71		550,252.66
Net Income	232,218.60		<121,774.71>

Note: 1 Pre-paid Film in 2009/2010
 2 2010/2011 Membership \$62,300



PREDA MEMBERS

Cities, Towns & Villages	Member Representative	Phone	E-mail
Beaverlodge (Town of)	Chris King	354-2201 (town office)	chris@beaverlodge.ca
Berwyn (Village of)	Ron Longtin	618-7647 (cell)	rlongtin@wispernet.ca
Fairview (Town of)	Larry Chorney	835-5461 (town office) 835-2888 (home)	municipalsecretary@fairview.ca fairroc@telus.net
Falher (Town of)	Jennifer Moore	837-2364 (town office) 837-6794 (cell)	admin@town.falher.ab.ca jmoore@mdsmokyriver.com
Grande Prairie (City of)	Justin Munroe	876-1991 (cell)	jmunroe@cityofgp.com
Grimshaw (Town of)	Dave Allan	332-1176 (home) 625-2038 (cell)	beyond2000@wispernet.ca
Hythe (Village of)	Christene Livingston	356-3888 (village office)	admin@hythe.ca
Nampa (Village of)	Klaus Noruschat	322-3772 (village office)	cao@nampa.ca
Peace River (Town of)	Tom Tarpey	624-8522 (home) 624-7070 (work)	ttarpey@prpddmi.com tom21tarpey@gmail.com
Rycroft (Village of)	Colleen Hartman	765-2803 (cell)	chartman@rycroft.ca rycroft@rycroft.ca
Sexsmith (Town of)	Isak Skjaveland	568-3868 (home)	cagaunt@sexsmith.ca
Spirit River (Town of)	Lori Loset	864-3998 (town office)	lloset@townofspiritriver.ca
Valleyview (Town of)	Warren Stewart	524-3178 (home)	valvadm@telusplanet.net spr@telusplanet.net
Counties & MDs	Member Representative	Phone	E-mail
Birch Hills County	Marvin Doran	359-0009 (cell)	irenec@birchhillscounty.com
County of Grande Prairie	Mary Ann Eckstrom	296-4100 (cell)	meckstrom@countypg.ab.ca
Clear Hills County	Peter Frixel	251-0270 (cell)	peter_fr@abnorth.com
MD of Fairview #136	Ray Skrepnek	835-8289 (cell)	raymdf@telus.net
MD of Greenview #16	Tom Burton	957-3601 (home) 512-1558 (cell)	TBurton@aamdc.com
County of Northern Lights	Brent Reese	836-0399 (cell)	bgreese@telus.net
MD of Peace #135	George Brightwell	332-4807 (home) 618-2299 (cell)	brightwell2@gmail.com mdpeace@wispernet.ca
MD of Smoky River #130	Donald Dumont	323-4387 (home)	md130adm@telusplanet.net
MD of Spirit River #133	Elaine Garrow	512-9628 (cell) 765-2134 (home)	berwin@telusplanet.net egararrow@mdspiritriver.ab.ca
Northern Sunrise County	Evens Lavoie	618-5755 (cell)	general@northernsunrise.net evens@macay.net
Saddle Hills County	Alvin Hubert	864-0284 (cell) 353-2214 (home)	admin@saddlehills.ab.ca
Other	Member Representative	Phone	E-mail
Grande Prairie Regional College	Susan Bansgrove	539-2867	sbansgrove@gprc.ab.ca
Lac Cardinal Regional Economic Development Board	Joanne Trudeau	332-1169 (office) 618-2162 (cell)	joanne@laccardinal.com
Community Futures Peace Country	Randy Hodgkinson	624-1161 (office)	randy@cfpeacecountry.com
Community Futures Grande Prairie & Region	Holly Sorgen	814-5340 (office) 518-3586 (cell)	holly@cfogfp.com
Grande Prairie District Chamber of Commerce	Dan Percy	532-5340 (office) 814-1815 (cell)	dan@gpchamber.com
Peace River Chamber of Commerce	Michelle Snyder	624-4166 (office)	michelle@peacriverchamber.com
Northern Lakes College	Kevin Delorey	624-5176 (office) (ext. 3705)	delorey@northernlakescollege.ca

PREDA Executive & Management Board

Executive Committee	Management Board		
Chair: Elaine Garrow	Ron Longtin (Central)	Colleen Hartman (South)	Randy Hodgkinson (North)
Vice Chair: Ray Skrepnek	Donald Dumont (Central)	Justin Munroe (South)	Peter Frixel (North)
Secretary-Treasurer: Mary Ann Eckstrom	Jennifer Moore (Central)	Lori Loset (South)	Evens Lavoie (North)
Directors:	Larry Chorney (Central)	Mary Ann Eckstrom (South)	Tom Tarpey (North)
Ron Longtin; Evens Lavoie	George Brightwell (Central)	Tom Burton (South)	Brent Reese (North)
Tom Tarpey	Ray Skrepnek (Central)	Elaine Garrow (South)	Klaus Noruschat (North)

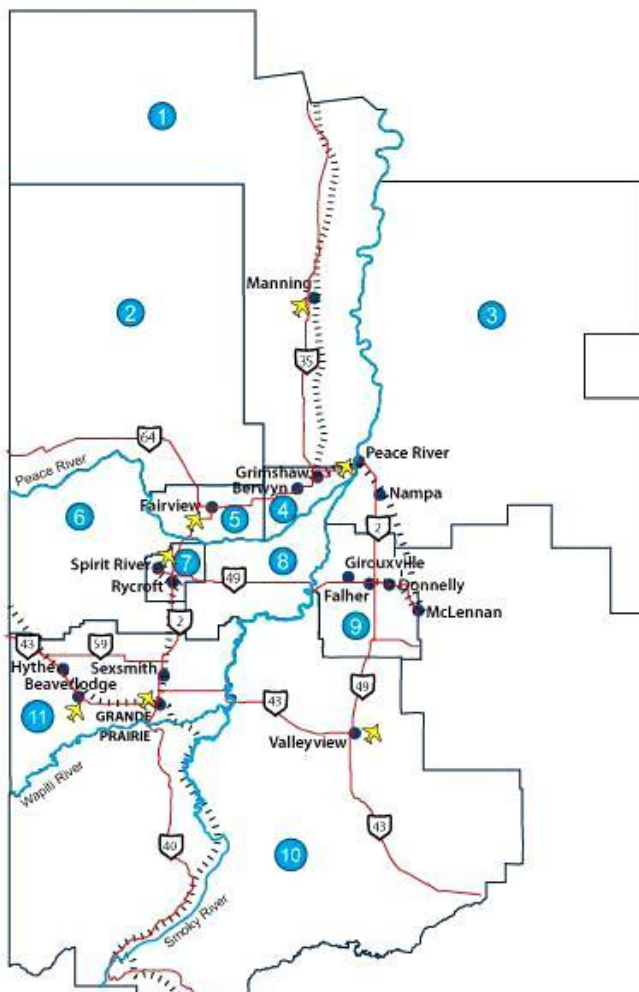
PREDA Partners & Economic Development Office Organizations

<i>Organization</i>	<i>Contact(s)</i>	<i>Phone</i>	<i>E-mail</i>
Agriculture Financial Services Corporation	Allan Kuechle	538-5233	allan.kuechle@afsc.ca
Alberta Agriculture & Rural Development	Karen Goad Elaine Stenbraaten David Wong	538-5629 835-7531 538-5289	karen.goad@gov.ab.ca elaine.stenbraaten@gov.ab.ca david.k.wong@agric.gov.ab.ca
Alberta Employment and Immigration	Gillian Muhl, Manager (Peace River) Joan Goldhawk Rita Caverhill (Peace River)	624-6155 538-5469 523-6682	gillian.muhl@gov.ab.ca joan.goldhawk@gov.ab.ca rita.caverhill@gov.ab.ca
Alberta Environment	Rod Burr	624-6567	rod.burr@gov.ab.ca
Centre for Research & Innovation	Bruce Rutley	296-5808 (cell)	brutley@gprc.ab.ca
City of Grande Prairie	Brian Glavin, EDO	538-0475 882-4942 (cell)	bglavin@cityofgp.com
County of Grande Prairie	Walter Paszkowski, EDO	532-9722 228-4990 (cell) 513-3956 (direct line)	edo@countypg.ab.ca
County of Northern Lights	Eleanor Miclette, EDO	836-3348 (ext. 229)	miclettee@countyofnorthernlights.com
FPInnovations - Feric	Juri N. Agapow, Forest Operations Extension Specialist	624-4529 618-4700 (cell)	juri.agapow@fpinnovations.ca
Geo - tourism	Gary Christopherson, Development Officer	338-2000 228-3700 (cell)	gary@wispernet.ca
GPRC - Dinosaurs	Brian Brake, Executive Director Paulette Ellison	567-5580 (ext. 106) 402-1299 567-5596	bbrake@countypg.ab.ca pellison@countypg.ab.ca
Greening the Peace	Charles Backman	402-4073	charles_backman@telus.net
Lac Cardinal Regional Economic Development Board	Joanne Trudeau	618-2162 (cell)	joanne@laccardinal.com
Mighty Peace Tourist Association	Nicole Halvorson, Executive Director	1-800-215-4535	mpta@telus.net
North Peace Economic Development Commission	Sandra Lemmon, EDO	250-785-5969	npedc@uniserve.com
Northern Alberta Development Council	Dan Dibbelt, Executive Director	624-6274	dan.dibbelt@gov.ab.ca
Northern Sunrise County	Mat Bergeron, EDO	624-0013 625-1115 (cell)	mbergeron@northernsunrise.net
Northwest Corridor Development Corporation	Joni Aylward	567-4991	info@nwcorridor.com
Peace Region Rural Manufactures Association (PeRRMA)	Lloyd Sherk, Project Coordinator	814-2777 (cell) 354-3132 (fax)	perrma@telus.net
Peace River & District Chamber of Commerce	Michelle Snyder	624-4166	michelle@peacriverchamber.com
Peace River Labor Market	Amber Armstrong	624-7340	aarmstrong@prpddmi.com
Productivity Alberta	Janet Plante, Peace Region Productivity Liaison Officer	876-3518 (cell)	janet@bluecollarconsulting.ca
Smoky River Regional Economic Development Board	Jennifer Moore, EDO	837-2364	jmoore@mdsmokyriver.com
Rural Alberta's Development Fund	Kamie Currie	251-0119	Kamie.currie@ruralalbertasfund.com
Rural Secretariat	Ray Darwent, Regional Advisor	495-4568 619-7762 (cell)	ray.darwent@agr.gc.ca
Town of Peace River	Fahim Haque, EDO	624-7685	fhaque@peacriver.net
Website Development	Jim Layher	539-0685 832-5470 (cell)	jim@slickinternational.com
Western Cree Tribal Council	Joy Joachim, Regional Economic Partnership Coordinator	532-3009 518-9055 (cell)	repc@westerncree.ca



This map highlights member municipalities
of PREDA in Alberta's Peace Country.

PREDA Region Interactive Map



Click to view:

- ☒ 1 County of Northern Lights
- ☒ 2 Clear Hills County
- ☒ 3 Northern Sunrise County
- ☒ 4 M.D. of Peace
- ☒ 5 M.D. of Fairview
- ☒ 6 Saddle Hills County
- ☒ 7 M.D. of Spirit River
- ☒ 8 Birch Hills County
- ☒ 9 M.D. of Smoky River
- ☒ 10 M.D. of Greenview
- ☒ 11 County of Grande Prairie
- ☒ Airports ✈️
- ☒ Highways 🛣️
- ☒ Railways 🚂
- ☒ Show / Hide All



Peace Region Economic Development Alliance

Phone: (780) 833-1035

E-mail : preda@peacecountrycanada.com

Web site : www.peacecountrycanada.com

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Innovative People