

COMMERCE CONNECTION Special Events Calendar

January 18, 2007

Allard Chair in Business Luncheon

Place: Sutton Place Hotel Hotel, 10235 - 101 St.

Time: 11:30 a.m. - 1:30 p.m.

Tickets: \$45 members / tables of 10 available*

Featuring: Robert Rosen, president, City Lumber Corp.

Presented by: Grant MacEwan College

February 2, 2007

Edmonton Chamber of Commerce Ball

Place: Shaw Conference Centre, 9797 Jasper Ave.

Time: 6:00 p.m.

Tickets: \$190 per person / tables of 10 available*

Featuring The Blues Brothers - Dan Aykroyd & Jim Belushi!

Northern Lights Award of Distinction:

Edmonton Investors Group (owners of the Edmonton Oilers Hockey Club)

Sponsored by: Direct Energy Business Services

March 14, 2007

CN Luncheon

Place: Fairmont Hotel Macdonald

Time: 11:30 a.m. - 1:30 p.m.

Tickets: \$45 per person*

Featuring: TBA

April 17, 2007

Taste of the Chamber

Place: The Northern Alberta Jubilee Auditorium

Time: 5:00 - 9:00 p.m.

Tickets: \$10 per person*

April 26, 2007

Selling to Government & Private Sector Seminar & Tradeshow

Place: World Trade Centre Edmonton
9990 Jasper Ave.

Time: 8:00 a.m. - 2:00 p.m.

Tickets: \$65 per person*

May 9, 2007

Mayor's State of the City Address Luncheon

Place: Hall D, Shaw Conference Centre

Time: 11:30 a.m. - 1:30 p.m.

Tickets: \$50 members / \$65 non-members / tables of 10 available*

Featuring: Mayor Stephen Mandel

Sponsored by: Servus Credit Union

June 13 - 15, 2007

Work Force Conference & Trade Show

Place: Fantasyland Hotel Ballroom & Conference Centre, 17700 - 87 Avenue

Time: 8:00 a.m. - 4:00 p.m.

Tickets: TBA*

June 26, 2007

Chamber Golf Tournament

Place: Blackhawk Golf Course

Time: 6:00 a.m. registration

Tickets: \$230 per golfer*

JOIN US FOR A ROSTER OF NETWORKING AND SPECIAL EVENTS IN 2007

Details available at
www.edmontonchamber.com

*NOTE: Ticket prices do not include GST

The Edmonton Chamber of Commerce helps you connect to our city's vibrant business community with excellent opportunities to extend your network and showcase your products and services.

Call Melissa at (780) 426-4620 for tickets or visit our website at www.edmontonchamber.com.

Referred Shares prize winner unveiled



The Edmonton Chamber of Commerce is pleased to announce the winner of our recent new member referral contest (Referred Shares) grand prize of a trip for two to anywhere Air Canada flies in continental North America.

Congratulations to winner Chris Lanson of MDS Consulting (shown here with Edmonton Chamber of Commerce membership account executive Gretel Tchida). All entries had referred prospective new members to the Edmonton Chamber of Commerce.

Workforce conference to set new agenda in resolving labour crisis

From the foothills to the oil sands - and beyond - Alberta is setting new records in economic development, population growth and productivity. As a result, we're facing both opportunities and challenges on a scale unprecedented in our province's history.

Over \$80 billion in new energy-related mega projects and spin-offs have helped produce the highest employment rate in the country. However, the ability to attain new levels of prosperity and growth is being threatened by a shortage of skilled employees, experienced trades people and available labour.

Building on the success of Meet the North 2006, the World Trade Centre Edmonton is pleased to invite you to participate in a new landmark event – the Workforce Conference & Trade Show – designed to provide tangible solutions to resolving Alberta's ongoing labour crisis.

Over three days we will feature leading experts from across the country, new market analysis, innovative thinking and unique networking and promotional opportunities. Delegates and presenters will share perspectives, best practices and the efficiencies of experienced human resource managers. Networking and discussion groups will include influential representatives from all three levels of government.

This is business helping business, assuming a leadership role in our community.

Who will be there? Business owners and executives, human resource managers, recruitment companies, economic developers, industry analysts, builders and contractors, professional associations, non-profit organizations, marketing managers, immigration consultants, consulate representatives, elected officials and many others devoted to building a better Alberta.

Session topics will include:

- Recruitment leveraging the untapped resources of youth,

seniors, aboriginal communities and the disabled

- Foreign workers – take advantage of new “fast track” immigration initiatives
- Employee retention – what employees really need and want on the job
- Outsourcing – the do's and don'ts of outsourcing across town or around the world
- Outside the box – discovering truly innovative staffing solutions

Plan to contribute to the continued prosperity of your community by participating in the Workforce Conference & Trade Show, June 13 – 15, 2007, at the Fantasyland Hotel Ballroom and Conference Centre, 17700 - 87 Avenue.

For more information contact Edmonton Chamber of Commerce special events manager, Keith Persaud, at (780) 426-4620 or by e-mail at kpersaud@edmontonchamber.com.

MEMBERSHIP RENEWALS**More than 75 Years**

BMO Bank of Montreal
McLennan Ross LLP,
Legal Counsel

50-74 Years

Alberta Blue Cross Plan
Blanchett Neon Limited
C.W. Carry (1967) Ltd.
Carlson Projects North Limited
Maclab Enterprises/Maclab
Hotels & Resorts
The Palisade Corporation
Waterloo Ford Lincoln Sales Ltd.
Wilkinson Steel & Metals
Wirtanen Electric Ltd.

25-49 Years

B.G.E. Service & Supply Ltd.
Business Development
Bank of Canada
Canada Post Corporation
Can-Con Industries Inc.
Drader Manufacturing
Industries Ltd.
Edmonton Examiner,
Sun Distribution
Edmonton Valve & Fitting Inc.
J.R. Paine & Associates Ltd.
Kelly Services
Krawford Construction Inc.
Lloyd Sadd Insurance Brokers Ltd.
McGregor Construction Ltd.
Raylo Chemicals Inc.
Rosenau Transport Ltd.
Shaw Pipe Protection

10-24 Years

Alberta Forest Products
Shippers Association
Bunge Canada
Canadian College of
Emergency Medical Services
Capital Estate Planning
Corporation
Chrysalis: An Alberta Society
for Citizens with Disabilities

Costco Wholesale Canada
Dave's Diesel Repair
Davies Park
EauCool AB North
Edmonton Eskimo Football Club
Edmonton Oilers Hockey Club
Falvo Electrical Supply Ltd.
First Industries Corporation
George Spady Centre
Hagan Appraisal Services Ltd.
Karlen Elecom
Kasian Architecture Interior
Design & Planning Ltd.
Kingsway Garden Mall
Kuhlmann's Market Gardens
& Greenhouses Ltd.
McBride Career Group Inc.
Merit Contractors
Mitchell Entertainment
Services Ltd.
Mowbrey Gil LLP
Parker, Ford & Mackay
Specialty Opticians
Pat's Enterprises (1971)
Priority Printing Ltd.
Quikcard Solutions Inc.
R & T Network Solutions
R. Legate, Rocal Holdings Ltd.
Recreation World/Craftsman
Recreation Ltd.
Tawa Physical Therapy
& Sports Injury Clinic Ltd.
The Catholic Archdiocese
of Edmonton
Treasures Insurance
Edmonton Inc.

5-9 Years

A.H. McElroy Sales & Service
(Canada) Ltd.
Air Mikisew
Alberta Mobility Ltd.
Aslan Computer Systems
At-Pac Scaffold Services Inc.
Beverly's of Edmonton
callidas
Can K Artificial Lift Systems Inc.
Captive Multimedia Group

Carter Haave Vandersteen
Bateman - Registered
Psychologists
Dyberg Insurance Inc.
Econolodge
Geotrading &
Informationtechnology Ltd.
Golden Arrow Schoolbuses Ltd.
High Speed Printing
Hotsy Cleaning Systems
Image Resources
InterCall Canada
Iron Mountain
IS2 Staffing Services Inc.
IVIS Inc.
JAR Pharmaceuticals Ltd.
Kilo Enterprises Ltd.
McDonald Muffler & Brake (1998)
Millwoods I.D.A. Drugs #2
Morningstar Air Express Inc.
Northern Lights Vacations Ltd.
Poster Centre
Qualico
Rabbit Hill Recreations Inc.
Realty Canada Inc.
Rycor Business Centre
Stroud Agencies Ltd.
SWCS Consulting Inc.
Telexperts Communications
The CAT Rental Store
The Churchill Retirement
Community
Thompson Lambert LLP
Union Bank Inn
United Communities
Vantix Systems Inc.
Zambelli's Pizzeria Ltd.

Less Than 5 Years

Addetto Menswear Kingsize
Fashions Inc.
Aero Car Parts Co.
Alberta Sports Vision Institute
Andlauer Transportation Services
A-Star Tours Ltd.
Avalon Global E-Business
Solutions
Bark Busters Home Dog Training

Best Label Mfg Ltd.
Bison Security Group
Canadian Mental Health
Association - Edmonton Region
Cavanagh Executive Coaching
Cdn Power Pac
Century 21 Royal Real Estate Ltd.
Complete Collection Centers
Copies & Gifts For Less
CR2000 Collagen
Cummins Western Canada
Deshunt Enterprises Ltd.
Downey Norris Associates Inc.
Edmonton Apartment Association
Edmonton Rush Lacrosse Club
Fenske Auctions
Growing Alberta
H.I. Consulting Ltd.
Horse Racing Alberta
Inches-A-Weigh
Intellex Systems Inc.
Kaden Construction Ltd.
Lammle's Western Wear & Tack
Landtran Systems Inc.
Lucky Bamboo Restaurant
MacKay LLP
Magic 99
Morwest Marketing
Native Counselling Services
of Alberta Business Trust
Newcastle Pub & Grill
NQL Energy Services Canada Ltd.
Park Square Apartments
Peace Air Ltd.
Possibility Works
QGI Consulting
Sigma 3 Engineering Limited
Sleep Medix Inc.

Sportsworld Inline &
Rollerskating Recroom
SS Laser Tech (Edm) Ltd.
TD Merchant Services
Terry Paranych Group Ltd./
Remax Elite
The Compassion House
Foundation
The Skin Enhancement Centre
The Urban Scrapbook
Think Green Alberta Ltd.
Titan Logix Corp
United Cribbing
Veres Picton & Co. LLP
WestJet
World Stone Inc.
WSG Insurance Services Ltd.

NEW MEMBERS

2:40 am Ltd.
Abbey Hunter Davison
Alberta Aqua-Tech Ltd.
Alberta ENVIROfuels Inc.
Athabasca Minerals Inc.
Avala Consulting
Bell Mobility
Butterfly Wings n' Wishes
Donovan Creative
Communications Inc.
Earthsources Geothermal
Elog Limited
Eye Talk Studio - Graphics & Gab
Finding Sophie's Rubies
Glengarry Child Care Society
Gordon Russell's Crystal Kids
Groundwater Information
Services Inc.
Healing Waters Spa Inc.

HIT Solutions
Imperial Investment Realty Ltd.
June Warren Publishing Ltd.
Knowledge Construction
Leader Global Consulting Ltd.
LeeWood Innovations
Lenovo
Liquidation World
Lucid Solutions
McGowan Oilfield Services Ltd.
Mileworks Placement Inc.
Miquelon Meter Service Ltd.
Momentum Insurance Ltd.
Nado Painting & Decorating
& Heating (Alberta)
Nottingham Upholstery Ltd.
Our World Network
Pixzall
Private Collateral Lenders Corp.
Pure Logic Solutions Inc.
Results Now Inc.
Royal Oak Home Furnishings Ltd.
Samy Consulting
Sentech Controls
Skate Canada Alberta -
NWT/Nunavut
Steeplejack
Style Fashions
Sunwest Aviation Ltd.
Sweet Tweet
The Bank Ultra Lounge
The Estate House by Gorman &
Koski LLP Barristers and Solicitors
Top of the World Travel & Tours
Urban Spaaah Ltd.
Wolfpaw Services Inc.
Zoltech Inc.

Thank you to those who have reaffirmed and commenced their memberships with the Edmonton Chamber of Commerce through the month of November. The Edmonton Chamber of Commerce is the voice of business in Edmonton - together we are stronger.

For more information on how to join, please call (780) 426-4620 or visit www.edmontonchamber.com.

CHAMBER EVENT REGISTRATION By FAX at (780) 424-7946

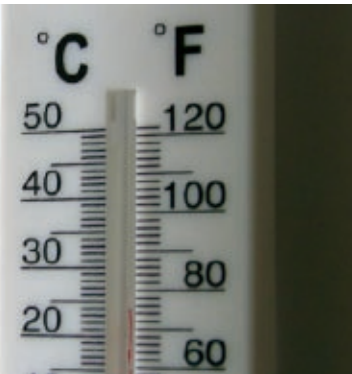
| NAME | COMPANY | PROVINCE | POSTAL CODE |
|-----------|---------|--|-------------------------------|
| ADDRESS | | | |
| TELEPHONE | FAX | EMAIL <small>For event communications only</small> | GST #R107282196 TOTAL COST \$ |

| DATE/EVENT | MEMBER | NON-MEMBER | #TICKETS | SUBTOTAL | METHOD OF PAYMENT |
|---|--------|------------|----------|----------|---|
| February 2, 2007 Chamber Ball | \$190 | \$190 | | | <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMEX |
| March 14, 2007 CN Luncheon | \$45 | \$45 | | | <input type="checkbox"/> DINERS/EN ROUTE <input type="checkbox"/> CHEQUE <input type="checkbox"/> INVOICE <small>ECC Members only (subject to approval)</small> |
| April 17, 2007 Taste of the Chamber | \$10 | \$10 | | | CARD # _____ EXPIRY DATE _____ |
| April 26, 2007 Selling to Gov't & Private Sector | \$65 | \$65 | | | SIGNATURE _____ |
| May 9, 2007 Mayor's Luncheon | \$50 | \$65 | | | FOR MORE INFORMATION OR TO REGISTER BY PHONE, CALL (780) 426-4620 REGISTER ONLINE AT www.edmontonchamber.com |
| June 13 - 15, 2007 Work Force Conference | TBA | TBA | | | Please make cheques payable to the Edmonton Chamber of Commerce: 700, 9990 Jasper Avenue, World Trade Centre Edmonton, Edmonton AB T5J 1P7 Tel: (780) 426-4620 GST#R107282196. 48 Hour Cancellation Policy in effect. All cancellations must be faxed in. Phone cancellations will not be accepted. |
| MORE EVENTS TO COME IN 2007! | | | add GST | TOTAL | |

Tickets ordered less than one week prior to the event will be held at the door. If you do not receive your tickets 3 days before the event, please contact Special Events at 426-4620.

New business study forecasts “moderating” expectations in 2007

**IS A COOLING
 ECONOMY
 CONSIDERED
 MORE
 SUSTAINABLE?**



CHRIS O'BRIEN

Running hard on the level, instead of grinding uphill, is an analogy aptly applicable to the current sentiment of Alberta's business community as it gazes into its collective crystal ball for the coming year.

According to a new study - the ATB Financial Business Sentiments Index™ - Alberta's economy will display continued strong growth through the year's first quarter (January - March) despite expectations of a cooling trend through 2007.

The study suggests growth moderation will be felt in

both northern and southern regions of the province. It also suggests the demand for new skilled labour will remain high - although seasonal influences will see the rush to hire new employees ease somewhat in such sectors as oil and gas, construction, transportation, warehousing, and wholesaling. Other sectors, including professional and technical services and manufacturing, are expected to experience little change from last quarter, at least as far as demand for new labour is concerned.

Every three months the Western Centre for Economic Research and ATB Financial jointly undertake an assessment of business confidence in Alberta. Their survey is intended to help business owners, investors and analysts anticipate such things as future demand, employment needs, and pricing and inventory levels. Essentially, the index provides a business barometer and a reference point comparing business experiences quarter to quarter.

Looking at the first quarter of 2007 the index predicts the provincial economy will continue its robust growth but moderate slightly from comparable levels attained in 2006. Recent commentaries and media reports suggest such moderation may be just what the economic doctor ordered for Alberta this year. Their concerns centre on continued

labour shortages, inflationary pressures, and stressed out infrastructure.

In Fort McMurray, struggling with a massive population explosion in the wake of multiple new oil sands related mega-projects, city officials are actually lobbying the province's regulatory board (EUB) to deny applications for oil sands plant expansions and new projects. Already, they say, Fort Mac is in dire need of such basics as medical services, clean water, housing, and crime control. Similar problems with crumbling infrastructure and rising prices exist across the province, most acutely in Edmonton and Calgary.

Ironically, moderation itself may be cause for continued confidence in the Alberta economy. Increasingly, political observers believe the willingness and ability of Alberta's new premier to cool, without capping, the province's overheated economy, will be the ultimate finesse test of his first term in office.

From a numerical perspective, the ATB Financial Business Sentiments Index™ stands at just over 140 for the first quarter of this year, compared to just over 163 for the last quarter of 2006. While the numerical slip suggests slightly less enthusiastic confidence levels in business performance, most Alberta firms remain bullish heading into 2007.

the **EDMONTON** experience

An excerpt from the Chamber's insert in *Trade & Commerce Magazine* (Winter 2006)

Micralyne making it big - and small

PAM PATTON

Everything's getting smaller these days... cars, cell phones, medical devices... but not the Edmonton-based micro-fabrication manufacturer that's making this evolution possible. Now up to 176 employees, Micralyne Inc. has been expanding strategically to fulfill current and growing demand for its Micro-Electro-Mechanical-Systems (MEMS).

In a world where size matters, Micralyne is among the largest independent manufacturers of this state-of-the-art miniature technology. Its components, measured on the scale of microns (1,000 microns equals 1 millimetre) are used in automobile emission sensors, optical switching technology, lab-on-a-chip devices in drug discovery, chemical analysis systems, and precise measurement devices for oil and gas exploration.

The privately held company's enviable client list includes ten Fortune 100 companies including household names like Kodak. "Most North American-built Fords have a MEMS part that was manufactured by Micralyne," says Micralyne president and CEO Chris Lumb. "And the pre-print work for most glossy magazines is carried out using equipment containing Micralyne-manufactured MEMS parts."

Trials by Boston based MicroCHIPS Inc. are currently underway



for a drug delivery device that resides inside the body, eliminating the need to ingest pills daily. This device contains a MEMS component manufactured by Micralyne.

"It's rewarding to work on projects than can make a real difference in people's lives," says Lumb. "We feel a deep sense of pride in where we've come from, what we've accomplished to date, and what lies ahead."

Named among "Alberta's Top 25 Employers for 2007," Micralyne is one of Edmonton's most successful University of Alberta spin-off companies. Its unique electroplating process was developed by Dr. Doug Ivey's research team at U of A, and then licensed to Micralyne for commercialization. In 2005, the company was named Innovative Business of the Year and won the Canadian Innovation Award for New Technology.

Micralyne collaborates in the development of MEMS-based products, usually working with customers who have a design in place or who have already manufactured prototypes at a research facility. As a world-class OEM, its 50,000 square foot (ISO 9001:2000-registered) facility accommodates volume MEMS manufacturing and Class 10 clean space - rooms so clean that only non-smokers are allowed inside!

With the company's outstanding track record of successfully transferring MEMS products from development to volume manufacturing, it has played a key role in establishing Edmonton as a leader in micro and nano technology.

"Our growth enabled us to showcase local know-how on an international scale," says Lumb, who has contributed to all aspects of Micralyne's development into a privately held corporation. Founded in 1982 and privatized in 1998, Micralyne has strong ties with business communities in several countries. In 2005-

06, it recorded revenues of \$15.6 million (up 53 per cent over the previous year), increased net income tenfold, and increased in size from 82 employees to 154. As its technology and success continue to garner international recognition, the company will only get bigger as its products get smaller.

NORTHERN LIGHTS AWARD OF DISTINCTION 2006

THE EDMONTON CHAMBER OF COMMERCE NORTHERN LIGHTS AWARD OF DISTINCTION PUBLICLY HONOURS INDIVIDUALS AND ORGANIZATIONS THAT HAVE MADE POSITIVE AND LASTING CONTRIBUTIONS TO OUR COMMUNITY. THE AWARD RECOGNIZES OUTSTANDING ACHIEVEMENT IN SUCH AREAS AS ENVIRONMENTAL RESPONSIBILITY, COMMUNITY SERVICE, EDUCATIONAL ADVANCEMENT, AND ECONOMIC DEVELOPMENT. ITS RECIPIENTS ARE SELECTED BY A SPECIAL COMMITTEE WHICH INCLUDES THE CHAIR OF THE BOARD OF THE EDMONTON CHAMBER OF COMMERCE.

THE CHAMBER IS EXTREMELY PROUD TO ACKNOWLEDGE THOSE UNIQUE INDIVIDUALS OR GROUPS WHOSE GRACIOUS SPIRIT AND DEDICATION TO COMMUNITY SHINE, AS THE NORTHERN LIGHTS, ABOVE ALL OTHERS. THIS YEAR THE CHAMBER PAYS TRIBUTE TO THE MANY SELFLESS CONTRIBUTIONS OF THE EDMONTON INVESTORS GROUP - OWNERS OF THE EDMONTON OILERS HOCKEY CLUB. THE NORTHERN LIGHTS AWARD WILL BE PRESENTED DURING THE CHAMBER BALL GALA (FEB. 2, 2007) AT THE SHAW CONFERENCE CENTRE.

Edmonton Investors Group Ltd.

EDMONTON OILERS COMMUNITY FOUNDATION (www.oilersfoundation.ca)

Past owners of the Edmonton Oilers have included such notables as Dr. Charles Allard and the incomparable Peter "Puck" Pocklington during the dynasty years. In 1997 Pocklington put the team up for sale. With the very real chance the Oilers would wind up in Houston, the community was suddenly faced with a daunting decision.

Adjacent to Cal Nichols' main office at Gasland Properties is a room that holds the documentation surrounding the formation of the Edmonton Investors Group and the decisions made by its members that ultimately led to the Oilers remaining in Alberta. The paper trail is a long one. Saving the franchise back in 1998 was no easy task. If not for the efforts of Nichols and 37 other unselfish investors the Oilers may well be toiling in Texas today.

"This was really important to the city. It was an asset we couldn't afford to lose for emotional and economic purposes," said Nichols, the group's chairman and team governor. "We really believed we were buying into our city."

The mid-1990s were difficult for Canadian hockey teams. The beloved Winnipeg Jets vacated Manitoba for Phoenix, the Quebec Nordiques had already moved to Colorado. Was Edmonton next?

In 1997 Nichols led the effort to purchase the Oilers after Peter Pocklington, mired in debt, put the team up for sale. A sum of \$100-million (CDN) was needed to secure the franchise: \$60 million from buyers with the balance to be borrowed. And with no single deep-pocketed magnate to be found, Nichols was forced to secure smaller investments from a number of sources. Nichols was the perfect man for the job. He was behind the 1996 "Friends of the Oilers" ticket drive that saw the season-ticket base expand to over 13,000, giving the team some much-needed financial stability. However, asking hockey fans to invest a few hundred dollars was one thing. Raising millions was entirely another.

"As that winter went on, we were stuck at about \$35-million," recalls Nichols. "We just weren't getting movement. Low and behold, an offer comes from Les Alexander out of Houston. That was the motivation we needed."

The investors had six weeks to match the Houston offer. A deposit was required with the balance due in 40 days. Nichols knew in his heart that when the \$5-million deposit was put down on Friday, March 13, 1998, the rest would fall into place, though nothing was certain.

"We were scrambling right to the last minute," he said, "but we got it done."

The Edmonton Investors Group Ltd. brought together business people like Jim Hole and Bruce Saville, Calgary-born comic book creator Todd McFarlane, Gary Gregg, Larry M. Makelki, Edwin E. Bean, Jacob Ambrosius, W. Gordon Buchanan, Art Mihalcheon and many others.

Assembling the necessary components proved to be a monumental task. At times Nichols wondered if it would ever happen. In the end, the spirit of Edmonton persevered.

"It just shows you that this community can come together and get the job done," said Nichols.

Oilers success resonates in community

It's been nearly ten years since the Edmonton Investors Group saved the Edmonton Oilers from moving south of the border, and today the team's fortunes are stronger than ever. After a year long lock-out that was necessary to reshape the game, the Oilers returned in top form carrying their fans, and all of Canada, along on a thrilling run to Game 7 of the Stanley Cup Final last season.

This season, the Oilers success continues unabated. Both season seats and mini-packs are sold out, and every game at Rexall Place to date this season has played to a capacity crowd.

"The support that we receive from fans throughout Oil Country has been overwhelming," said Patrick LaForge, president and CEO of the Edmonton Oilers Hockey Club. "They are giving us every chance we need to succeed and, in exchange, we're giving them a team that we think can bring home a sixth Stanley Cup."

For the community, a successful Oilers organization means a stronger economy. Last year's playoff run was a windfall for the



photo - Supplied

Oil Country fever ignites not only Edmontonians, but fans throughout the province and league.

local tourism industry, as well as numerous hotels, bars and retail outlets. The ATCO Oilers Training Camp in Grande Prairie sold out every event, and helped raise \$170,000 for charities in the Peace Region. With the introduction of the Edmonton Oilers Community Foundation in 2001, numerous Oil Country charities are also benefiting from the team's success.

This season, the Oilers

Community Foundation made the largest donation in its history by providing \$135,000 to the University of Alberta for an exciting new project dedicated to understanding and improving how children with cerebral palsy and traumatic paediatric brain injuries learn to talk. As well, two recent fundraisers at Rexall Place raised \$75,000 for the Canadian Breast Cancer Foundation, and \$50,000 for

the Christmas Bureau. Each season, the Edmonton Oilers Community Foundation's goal is to return one million dollars back into the community.

"The Oilers success is the community's success," adds LaForge. "Not only for Edmonton, but for Lloydminster, Grande Prairie, Peace River, Edson, Red Deer, and other communities throughout Oil Country."

EDMONTON INVESTORS GROUP

Dave Addie - Lloydminster
 Neal Allen - Nisku
 Jakob Ambrosius - Edmonton
 Ted Barrett - Los Angeles
 Manuel Balsa - Edmonton
 Ed Bean - Edmonton
 Gordon Buchanan - Edmonton
 Bill Butler - Edmonton
 Michael Dalton - Kelowna
 The Edmonton Journal
 Ernie Elko - Edmonton
 Gary Gregg - Edmonton
 Don Hamilton - Edmonton
 Ron Hodgson and Tom Mayson - Edmonton
 Jim Hole - Edmonton
 Gerald Knoll - Nisku
 Chris Kuchar - Edmonton/Nisku
 Lloydminster Consortium of Five (Marcel and Roger Roberge, Keith Weaver, Rusty Stalwick [Vermillion], Brian Nilsson)
 Larry Makelki - Lloydminster
 Todd McFarlane - Phoenix
 Tim Melton - Edmonton
 Art Mihalcheon - Edmonton
 Cal Nichols - Edmonton
 Al Owen - Edmonton
 Dick Paine - Edmonton
 Harold and Cathy Roozen - Edmonton
 Bruce Saville - Edmonton
 Dale Sheard - Edmonton
 Simon Sochatsky - Edmonton
 Barry Weaver
 Jim Woods - Edmonton
 Jim Zanello - Edmonton

Previous recipients of the prestigious Northern Lights Award of Distinction include:

- 1998 - Paul Wacko, Lehigh Inland Cement Limited
- 2000 - Don Sprague, Sprague Drugs
- 2002 - Stan Milner, Chieftain International Inc.
- 2003 - Eric Newell, Syncrude Canada Ltd.
- 2004 - John and Barbara Poole
- 2005 - Don Wheaton Family
- 2006 - The Hole Family

NORTHERN LIGHTS AWARD OF DISTINCTION 2006



photo - Supplied

The Oilers' success is a community achievement, with capacity crowds for home games at Rexall Place.



photo - Supplied

Patrick LaForge, president and CEO, Edmonton Oilers Hockey Club, believes the team's success is the community's success.



photo - Terry Smith

Edmonton Chamber of Commerce Chair of the Board Jackson von der Ohe and CBC Edmonton AM host Ron Wilson talk to the fans at the Chamber's June 12 Oilers Tailgate Party.



photo - Supplied

Oilers Investors Group Chair Cal Nichol and NHL Commissioner Gary Bettman field media questions at a news conference preceding the Chamber's luncheon in January 2006.

WORKFORCE DIVERSITY Edmonton

THE EDMONTON CHAMBER OF COMMERCE AND ITS DEDICATED PARTNERS ARE WORKING HARD TO ENHANCE AND EDUCATE TODAY'S LABOUR MARKET. OUR WORKFORCE DIVERSITY PROGRAM PROMOTES THE MANY TALENTS OF PERSONS WITH DISABILITIES AS IT ASSISTS THEM IN FINDING MEANINGFUL EMPLOYMENT WITH APPROPRIATE EMPLOYERS.

Determination, conscious choice key to employee's success

The first thing you notice about Laurie Young is her vibrant personality. It's no wonder she has successfully climbed the ranks at the Worker's Compensation Board, starting as a customer contact representative nearly eight years ago, now case manager.

"I love the fast pace of case management, you're always learning. It can be a stressful job and not everyone loves you, but WCB is a great place to work. A lot of awesome people work here and I look forward to coming in everyday."

Laurie lives with a form of muscular dystrophy called spinal muscular atrophy, a condition she's had since birth. But her disability is far from defining who she is, and it hasn't come close to stopping her from pursuing important things in life.

"I don't think of myself as a person with a disability. I'm the girl with the crazy coloured hair and the nose piercing and I think that's how others view me too. My philosophy is that the world is not built for me, but we all have a responsibility to get around obstacles. If you want to do something, you'll do it, and nothing else matters. You grab the best that life

can offer, there's no darned excuse."

Laurie's positive attitude is key to the success she has achieved in her career. But she also credits the WCB and the opportunities that exist for advancement.

"I look at how far I've come from the call centre and I think that says a lot about the company's view of career development. There's room for movement at WCB," which is why Laurie is taking yet another step on her career path. Her plan is to enroll in a supervisory study program to prepare for the challenges of becoming a case manager supervisor.

"My goal was always to be a case manager, but when you reach that goal and still have lots of years left to work, you have to have new goals."

From the WCB call centre to claims audit to adjudication and now case management, Laurie remains undaunted in her professional advancement. It is a conscious choice.

"You can't blame the world if things don't pan out for you. It's up to you to make it happen."

Sound advice from someone who has done just that.



photo - WCB

Laurie Young's philosophy is to grab the best that life can offer – taking her far in her career at WCB.

Workforce Diversity Project creating momentum, awareness for disabled job seekers

Over the past year, Workforce Diversity Edmonton – a project devoted to helping individuals with disabilities find meaningful employment – has been creating momentum and will continue to build excitement and interest from all sectors of Edmonton's business community.

The project has been visible in the Edmonton Commerce News and at events throughout the year including the chamber's monthly After Business Mixers and annual Golf Tournament, as well as the Canada Career Week Fair and the International Day of the Disabled in Edmonton.

Workforce Diversity created the Employment Networking Group, bringing together 15 separate service providers sharing industry knowledge, resources and opportunities.

On Site Placement Services, a distinct but interrelated organization, has been providing case management services for job seekers with disabilities interested in entering or re-entering the workforce.

An employment consortium has been developed to engage employers in activities designed to increase job opportunities for individuals with disabilities, and to raise awareness of the value these individuals bring to the workforce. The following organizations represent the Edmonton

Employment Consortium:

- The University of Alberta
- Winners Merchants International
- TD Canada Trust
- Norquest College
- Sutton Place Hotel
- Canada Safeway Limited
- Lilydale
- Edmonton International Airports
- On Site Placement Services
- The Canadian Paraplegic Association
- CNIB
- Persons with Developmental Disabilities
- Capital Health Regional Mental Health Program
- EmployAbilities
- Vibrant Communities Edmonton
- Members of the Edmonton Employment Partnership – Employer Advisory Board

We are very excited to have these organizations on board and look forward to continuing to build momentum in promoting the value individuals with disabilities bring to the workforce throughout 2007 and beyond!

For more information on the Workforce Diversity Edmonton Project contact Lori Farquharson, manager of community development, Edmonton Chamber of Commerce, at (780) 420-4620 or e-mail lfarquharson@edmontonchamber.com.



Gaining altitude

EDMONTON AIRPORTS LOOKS FORWARD TO 2007

EDMONTON AIRPORTS

Building on momentum and keeping pace with growth is the focus for the coming year at Edmonton International Airport (EIA).

With 13 new routes added in the past 12 months and a booming local economy, passenger traffic soared in 2006. August 2006 was the busiest month on record, surpassing 500,000 passengers in a single month for the first time. Total passengers for the year will exceed 5.1 million, an increase of more than 15 per cent over 2005.

The most anticipated new route was undoubtedly Air Canada's non-stop service to London-Heathrow. Supporting this is one of the key goals for 2007, says Peter McCart, vice president, marketing for Edmonton Airports (EA). "Now that we have the London service, we have to use it," says McCart. "Air Canada added the route because it made good business sense. Now it's up to Edmonton and Northern Alberta business and leisure travellers to prove them right."

The route was launched October 31 with three-times-weekly service (Tuesday, Thursday and Saturday) and Air Canada is planning to expand the service to a daily schedule in the spring if demand is sufficient.

Additional overseas connections are also in the works. In 2007, EA will focus on developing new relationships with Asian airlines and the development of a complementary air service to Europe. The goal is to give the Edmonton region improved access to international markets in Europe, the Middle East, Africa and India.

But building overseas traffic and routes isn't the only focus for 2007. Work will continue with regional partner airports to further strengthen Edmonton as a transportation hub for passengers and cargo. "Better air service in and out of Edmonton is great for economic development and tourism in the Capital Region" says McCart, "but it's also great for Grande Prairie, Fort McMurray, Yellowknife and Red Deer — as we continue to work with the airlines to ensure convenient connections are in place to and from Edmonton so the entire region can benefit."

In particular, EA will continue to encourage Air Canada, WestJet and other airlines to explore new air service opportunities in

California, Texas, Florida, and the eastern seaboard to further develop their Edmonton network and non-stop choices.

Closer to home, a priority is promoting awareness of the substantially increased number of choices Edmonton and northern Alberta travellers now have. Driving for hours to another airport to catch a flight will soon be a thing of the past. "There is currently no way of knowing exactly how many people from Edmonton and the surrounding area drive to other airports such as Calgary, but we're going to find out," McCart says.

This is critical because every time someone from the Edmonton region drives to Calgary to catch a flight, they are counted as a Calgary passenger. This helps Calgary to grow its air service at the expense of Edmonton, McCart explained.

"We need Edmontonians to fly from their home airport — Edmonton International — and be counted as Edmonton passengers," says McCart. Edmonton Airports launched the flyedmonton.com website in 2006 offering customers easy, one-stop access to research EIA flights, times and airlines. By choosing to "fly Edmonton," Edmontonians and Northern Albertans help build a case for even better air service for our region.

photo -Edmonton Airports

Flyedmonton.com makes booking flights a snap.

KEEPING PACE WITH GROWTH

Building on momentum is important, but so is keeping pace with growth and passenger expectations. In 2007, Edmonton Airports will undertake a review and expansion of retail and food and beverage outlets to better satisfy the demands of an increasing passenger base.

The focus will be on increasing the diversity and volume of food and beverage offerings, especially in the transborder

(U.S.) waiting area, as well as adding retail and other services.

Keeping up with the infrastructure needs that come with passenger growth is also a priority. Edmonton Airports recently unveiled a \$200-million expansion plan to be phased in over the next five years. Construction of new parkade and surface parking stalls is already underway. Once completed, EIA will be equipped to handle 7.5 million passengers per year.

Upgrading the road ahead

Greater Edmonton's transportation and logistic companies continue to benefit from the region's strong economy and see increased opportunities on the road ahead. Our region is home to more than one million consumers and is an important distribution centre for northwestern Canada.

Added transportation capacity comes at a time of increasing demand. The construction of oil sands plants and related infrastructure northeast of Edmonton is gathering pace. Major energy developments, particularly in natural gas, are also taking place in northwestern Alberta and north eastern British Columbia. And if approved, the construction

of a Mackenzie Valley natural gas pipeline would accelerate demand for shipping to northern Alberta and the Northwest Territories.

Transportation projects currently underway for the new year will continue to generate benefits for Edmonton's transportation and logistic companies. Upgraded highways will increase productivity as trucks will be able to carry longer



photo - K. Nouwen

and heavier loads at higher speeds. Enhanced rail and sea connections will open up global opportunities for distribution centres based in the region. A sampling of transportation projects currently underway includes:

- Anthony Henday Drive Southeast will open in October 2007, providing an additional 11 kilometres of roadway. With the opening of the southwest and southeast portions, Edmonton's ring road will be more than 50 kilometres in length. The future completion of the north ring road will bring the total length to 80 kilometres.

- Several highway improvements have been made between Edmonton and Fort McMurray, including a new bridge over the Athabasca River and the completion of paving on an alternate route to the northeast, Highway 881. Twinning continues on Highway 63 north of Fort McMurray and work has begun on twinning Highway 63 for 240 kilometres south from Fort McMurray to Highway 55.

- Completion of the first phase of the Prince Rupert container port in the fall of 2007 will create significant

EEDC publishes economic outlook for 2007

The Greater Edmonton Economic Outlook 2007 report is now available online. Edmonton Economic Development Corp. publishes this report annually to provide greater Edmonton businesses with valuable market intelligence.

Data has been gathered from many different

expert sources for this report including Statistics Canada, Alberta Economic Development, Bank of Montreal, Conference Board of Canada, Edmonton Socio-Economic Outlook, RBC Financial Group, Scotiabank and TD Financial Group.

Organized in four sections, the report begins

with a valuable overview of global growth projections for 2007, then focuses on factors driving the greater Edmonton economy, followed by projected key economic indicators of interest to the business community. The final section is dedicated to internal and external events of significance for sustained

economic regional growth.

The Economic Outlook report is available in both PDF and PowerPoint formats. Download the PDF at www.edmonton.com or e-mail info@edmonton.com to order a PowerPoint version.

Visit www.edmonton.com/statistics for more information.

Oil Sands Buyer/Seller Forum March 13-15

Edmonton will host an important National Buyer/Seller Forum event, March 13-15, 2007 at the Shaw Conference Centre. This event is designed to help regional manufacturing businesses connect to the \$100 billion of investment and development in Alberta's oil sands. More than

600 attendees from across Alberta and Canada will hear from industry experts, meet key players one-on-one and build valuable relationships to expand supply and value chains. For more information visit www.nationalbuyersellerforum.ca.

REGIONAL RAIL SERVICES STUDY

Greater Edmonton is a centre of manufacturing and logistical support for the rapidly developing northern Alberta oil and gas industry. Rail transportation is a critical link in the inbound supply chains for many companies involved in this vital sector.

Edmonton Economic Development Corp. - with support from Transport Canada, Alberta Transportation and Alberta Economic Development, and with the participation of private industry - recently commissioned a regional rail services study to better understand rail transportation needs of Edmonton-area firms.

The study assessed regional rail services, studied containers services and surveyed Edmonton shippers' rail-freight logistics. Findings were consolidated into a regional rail strategy. Major recommendations included quantifying the region's forecasted rail capacity shortfall, identifying a set of alternate rail growth scenarios and development of a regional stakeholder group to formalize multi-jurisdictional transportation planning.

opportunities for shipping between Edmonton and the Pacific Rim. The facility now will be able to handle the equivalent of 500,000 twenty-foot shipping containers per year.

- A CN container-stuffing facility in Edmonton expects to handle 25,000 TEUs a year bound through Prince Rupert for the Pacific Rim. This added back-haul capacity will be available to shippers of forest products, chemicals, pipe and agricultural products that can be exported by container.

Edmonton's Transportation and Logistics Cluster is one of 10 industry clusters currently organized in the region and facilitated by Edmonton Economic Development Corp. This group of key industry stakeholders is committed to a collaborative approach to improve the movement of people, goods and services that are inbound, outbound and within the region. The cluster's goal is to improve and enhance regional transportation and logistics systems by influencing transportation and logistics initiatives from a business perspective.

WORLD TRADE CENTRE

EDMONTON

WTCE Event Calendar 2007



The World Trade Centre Edmonton's Northern Economic Region includes the city of Edmonton, northern Alberta, northern British Columbia, Nunavut, the Yukon, and the Northwest Territories. In a world of global trade, liberalized foreign investment and instant communications, the WTCE is devoted to developing a competitive edge for the centre's 7,000 plus regional member businesses and municipal partners. Ensuring like minded business people, community leaders and resource providers enjoy regular, ongoing opportunities to exchange their ideas, contacts, products and services is one way the WTCE helps build stronger, more unified business communities throughout the region and across the North. In keeping with that mandate, the WTCE is pleased to provide the following calendar of unique trade and business oriented special events. From trade shows to seminars to blockbuster conference productions, this regional calendar is your comprehensive guide to buying and selling, trading and transporting, meeting and greeting throughout northern Alberta, the territories and around the world. Given the mega-billion dollar project environment that encompasses our cities, towns and villages these events will undoubtedly attract greater participation and more worldwide attention than ever before.

WTCE Northern Chamber Partners

NORTHERN ALBERTA

- Edmonton
- Fort McMurray
- Grande Prairie
- Peace River
- St. Paul

THE TERRITORIES

- Yukon
- Whitehorse
- NWT
- Hay River
- Yellowknife
- Baffin Region
- Iqaluit

NORTHERN BRITISH COLUMBIA

- Dawson Creek
- Prince George
- Prince Rupert

UPCOMING MAJOR TRADE EVENTS

EVENT: NATIONAL BUYER SELLER FORUM
TIME: All day(s) event
DATE: Tuesday - Thursday, March 13 - 15, 2007
LOCATION: Shaw Conference Centre, Edmonton
CONTACT: (780) 421-1240 or cme-mec@ceoinc.ca or visit www.nationalbuyersellerforum.ca.
DESCRIPTION: Helping manufacturers connect to \$100 billion in oil sands development.

EVENT: SELLING TO GOVERNMENT SEMINAR & TRADE SHOW
TIME: 8:00 a.m. - 2:00 p.m.
DATE: Thursday, April 26, 2007
LOCATION: 6th floor, WTCE, 9990 Jasper Ave., Edmonton
CONTACT: (780) 426-4620 or e-mail kpersaud@edmontonchamber.com
DESCRIPTION: How to market products and services to government purchasers.

EVENT: 2007 PRINCE RUPERT YEAR OF OPPORTUNITY TRADE SHOW
TIME: Varies
DATE: Friday - Sunday, April 27 - 29, 2007
LOCATION: Jim Ciccone Civic Centre Arena, Prince Rupert, B.C.
CONTACT: Call (250) 624-8088 or visit www.princerupertchamber.ca
DESCRIPTION: Three day event showcases wide variety of products and services.

EVENT: YELLOWKNIFE'S GREATEST INDOOR SHOW 2007
TIME: All day(s) event
DATE: Saturday & Sunday, May 12 & 13, 2007
LOCATION: The Yellowknife Multiplex, Yellowknife, NWT
CONTACT: Call (867) 920-4944 or e-mail tradeshow@ykchamber.com
DESCRIPTION: Two-day event featuring 150 exhibitors under one roof.

EVENT: WORKFORCE CONFERENCE & TRADESHOW
TIME: All day(s) event
DATE: Wednesday - Friday, June 13 - 15, 2007
LOCATION: Fantasyland Hotel Ballroom & Conference Centre, 17700 - 87 Ave.
CONTACT: (780) 426-4620 or e-mail kpersaud@edmontonchamber.com
DESCRIPTION: Providing solutions to labour shortages.

EVENT: PROSPECTS NORTH 2007
TIME: All day(s) event
DATE: Tuesday - Thursday, September 18 - 20, 2007
LOCATION: Yellowknife, NWT
CONTACT: Call 1-866-914-9595, e-mail admin@nwtchamber.com or visit www.prospectsnorth.com.
DESCRIPTION: Three day conference and trade show.

EVENT: PEACE RIVER & DISTRICT CHAMBER OF COMMERCE TRADE SHOW
DATE: Friday - Saturday, April 20 - 21, 2007
LOCATION: Kinsmen Arena, Peace River, AB
EXHIBITOR COST (Member): (10 x 10 sq. ft. booth) \$360 + GST
EXHIBITOR COST (Non-Members): (10 x 10 sq. ft. booth) \$400 + GST
CONTACT: Call (780) 624-4166 or e-mail programs@peacriverchamber.com
DESCRIPTION: Trade show for business people, suppliers and buyers.

ADDITIONAL EVENTS

EVENT: 2007 KITIKMEOT TRADE SHOW
DATE: Wednesday & Thursday, February 7 & 8, 2007
LOCATION: Cambridge Bay, Nunavut
EXHIBITOR COST: (10 x 10 sq. ft. booth) \$400 + GST
DELEGATE COST: \$300 + GST
CONTACT: Brenda Mercer, Coordinator, (613) 477-2919 or e-mail mercerc@reach.net, or visit online at www.kitikmeottradeshow.ca.
DESCRIPTION: The economic potential of the Kitikmeot region.

INTERNATIONAL TRADE TRAINING EVENTS

THE BUSINESS LINK / THE EXPORT LINK
 10237 - 104 Street, Edmonton
CONTACT: Call 1-888-811-1119 or exportlink@cbasc.gc.ca

EVENT: EXPORTING MADE SIMPLE
TIME: 12:00 noon - 1:00 p.m.
DATE: Thursday, March 8, 2007
COST: Free
DESCRIPTION: Learn the basics about exporting and how to get started.

EVENT: SENDING & RECEIVING YOUR GOODS INTERNATIONALLY
TIME: 12:00 noon - 1:00 p.m.
DATE: Tuesday, March 13, 2007
COST: Free - seating first-come, first-served
DESCRIPTION: How to transport your goods to destinations outside Canada.

EVENT: CANADA BORDER SERVICES AGENCY: 1-ON-1 CONSULTATIONS
TIME: 9:00 - 11:00 a.m.
DATE: Wednesday, March 14, 2007
COST: Free - registration is required
DESCRIPTION: Discuss customs procedures with a Border Services Agency rep.

EVENT: IMPORTING BASICS
TIME: 1:00 - 4:00 p.m.
DATE: Wednesday, March 14, 2007
COST: Free - registration is required
DESCRIPTION: All about importing.

EVENT: DOING BUSINESS WITH HONG KONG
TIME: 1:00 - 4:00 p.m.
DATE: Monday, March 19, 2007
COST: Free
DESCRIPTION: Insight into the China market from a business perspective.

EVENT: DO'S AND DON'TS OF BUSINESS ENTRY INTO THE US (video conference)
TIME: 12:00 noon - 4:30 p.m.
DATE: Wednesday, March 21, 2007
COST: \$30 + GST includes training materials and lunch.
REGISTER AT: www.cbasc.org/alberta.
DESCRIPTION: Half-day video conference about doing business with the U.S.

EVENT: INCREASING PRODUCTIVITY BY MANUFACTURING GOODS OUTSIDE CANADA
TIME: Time: 12:00 noon - 1:00 p.m.
DATE: Thursday, April 26, 2007
COST: Free - seating first-come, first-served
DESCRIPTION: Outsourcing your products or services, evaluate related risks.

EVENT: BEYOND BORDERS CHINA
TIME: 9:00 a.m. - 5:00 p.m.
DATE: Wednesday & Thursday, May 9 - 10, 2007
COST: \$53 (includes GST)
DESCRIPTION: Two-day overview of exporting to, and importing or outsourcing from China.



C2E announces “great ideas for a greater Edmonton”

Connect2Edmonton.com (C2E) Edmonton’s popular online community, has announced a top-10 list of priority ideas collected from its unprecedented “Great Ideas for a Greater Edmonton” contest in November.

The ‘Great Ideas’ contest encouraged C2E members – membership is free for everyone – to submit all ideas, big and small, that could help enhance Greater Edmonton’s national profile, quality of life or future development.

“This top-10 list is just a sampling of hundreds of ideas - some long-term and some doable in 2007 - submitted by Edmonton enthusiasts all over the world,” says Richard Skermer, C2E’s volunteer co-chair. “Everyone who cares about the future of our region is encouraged to review this inspiring list ... and then collaborate online with people who passionately support these ideas to help transform our city.”

Here is C2E’s top-10 list of Great Ideas for Greater Edmonton:

1. Redevelop Rossdale

Redevelop the EPCOR plant in Rossdale on a scale similar to Granville Island (Vancouver) or The Forks (Winnipeg) ... preferably with an architectural icon, new river valley amenities and an aboriginal interpretive centre.

2. Clean up the City

Citizens are tired of complaining. Edmonton needs a comprehensive, year-round plan and measurable, public benchmarks to dramatically reduce litter (bags, wrappers, newspaper, coffee cups, cigarette butts, etc.), graffiti and panhandling.

3. Winter Festival / World’s Fair

There is significant interest in an annual winter festival to celebrate Edmonton’s destiny as the Gateway to the North and the largest major city in North America. There is also interest in Edmonton making a bid to host a World’s Fair.

4. Expand the LRT

Expansion of the LRT (and mass transportation in general) is critical -

planning should begin immediately for a West Edmonton Mall and Edmonton International Airport connection.

5. Enhance Edmonton’s national image

Edmonton needs to invest the needed resources on an ongoing basis to aggressively promote itself nationally and internationally to attract visitors, new businesses and needed workers.

6. Improve Roadways

Edmonton desperately needs a new bridge over the North Saskatchewan River as well as an unimpeded flow of traffic from downtown to the airport beyond the planned 23rd Avenue interchange.

7. Build a new downtown arena

Although Edmonton’s downtown is growing, much more can be done to create more liveable spaces and upgrade the city’s architectural standards to attract more residents ... especially in East Jasper and Chinatown. C2E members favour a new downtown arena combined with a major, new recreation facility.

8. Build an architectural icon

Edmonton deserves a world-class architectural icon - a tall tower, new convention centre or stunning bridge - to set a new benchmark for development, mark its place as a major capital city and to extract a legacy dividend from the greatest economic boom in the city’s history.

9. Encourage more public art

Public art - statues, paintings and even light projections - are valued and need to be encouraged ... especially on the city’s many unappealing concrete walls.

10. Celebrate the High Level Bridge

Edmonton’s signature landmark should be celebrated with permanent lights and by turning the waterfall throughout the summer.

A community leader will be identified and invited to write a guest column on C2E in response to each of these top-10 ideas. The entire list of ideas will also be circulated to Greater Edmonton’s political leaders.

Visit www.connect2edmonton.com to view all the ‘great ideas’ collected.



photo - Doug Webster

Edmonton Festival City was a prominent theme at this year’s Grey Cup Festival in Winnipeg Nov. 16-19, 2006. Components of the Edmonton Festival City in a Box program presented by TransAlta were featured throughout the Spirit of Edmonton promotional program. Edmonton Tourism produced 15 Festival City Road Shows and launched the week by hosting the popular Spirit of Edmonton hospitality suite for three nights. The program received excellent local media coverage.

The Spirit of Edmonton group continues to be leaders in facilitating world-class hosting and entertainment elements at every Grey Cup Festival. These hard working volunteer ambassadors are dedicated to enhancing Edmonton’s image and reputation across the country.

Edmonton’s Tourism industry promoted globally

Edmonton Tourism continues to aggressively promote Greater Edmonton to leisure travellers from key markets across Europe, Asia and Mexico. Sales missions are co-ordinated through Travel Alberta International or the Canadian Tourism Commission and include travel agent training, media presentations and one-on-one appointments with tour operators.

European markets will see Edmonton in 2007 at German travel industry events in Berlin, Frankfurt and Munich, as well as in the Netherlands for travel agent training in Rotterdam, Arnhem and Utrecht. Greater Edmonton will also be featured at the World Travel Mart in London, England in November.

Chinese tourism operators will learn about Edmonton at the Showcase Canada show in March and the China International Travel Mart in November. This October, Edmonton will also have a strong presence at tourism marketplace shows in Japan (Tokyo, Nagoya and Osaka) and in Korea (Seoul).

The thriving Mexican tourist market will also be targeted through tour operator meetings and travel agent training in Guadalajara, Monterey and Mexico City.

On the home front, Edmonton Tourism hosted nine international media groups from October to December, touring visiting travel journalists throughout the city and showcasing the best amenities in the capital region. Visiting media included Canadian Geographic magazine, The Black Family Channel (USA), AZ Magazine (Taiwan), a group of freelance writers from Korea and a familiarization tour involving two Travel Alberta International partners from Calgary, better enabling them to represent Edmonton to international journalists.

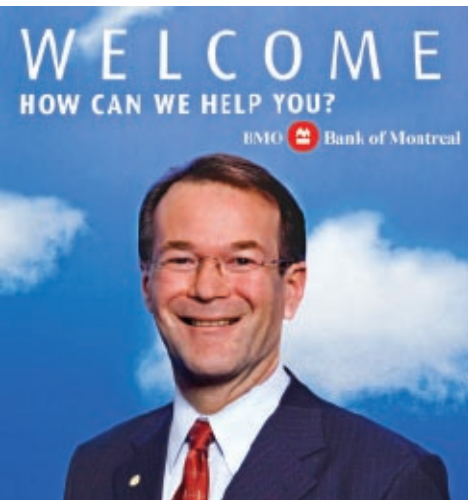
BMO Bank of Montreal Dynamic Vision

CUSTOMER ADVOCATES SUPPORTING COMMUNITY

LONG-STANDING MEMBER PROFILE

We fulfill the customer advocacy role by helping Edmonton and area clients realize and reach their financial dreams. Through innovative product offerings, excellence in customer service and local decision-making, BMO Bank of Montreal has grown to include 30 branches in the Edmonton area with 600 employees.

"Our primary focus is looking after our customers," says Grant Bennett, district vice president, BMO Bank of Montreal.



"We have taken an aggressive approach in our commitment to the customer by investing in new branches and technology, renovating our existing branch network, providing significant employee training and development, extending our branch hours and by donating in excess of \$500,000 in 2006 back into our local community", added Bennett.

A lot has changed since the opening of our first branch in Edmonton on September 8th, 1903, yet our focus on the customer has remained strong. BMO Bank of Montreal continues to play a leading role in helping our business customers grow their businesses. BMO is ranked second in small business banking and aims to be number one! We have grown with our customer base and will continually strive to exceed expectations.

BMO Bank of Montreal is a proud member of Edmonton's business community. Established in 1817 as Bank of Montreal, BMO Financial Group is a highly diversified North American financial services organization. With total assets of \$320 billion as at October 31, 2006, and 34,000 employees, BMO provides a broad range of retail banking, wealth management and investment banking products and solutions.

To learn more, visit www.bmo.com.

Treasures Insurance applies risk reduction approach

RANDOM RENEWAL MEMBER PROFILE

"Business people who want to protect their companies properly from loss and liability need a Risk Reduction Specialist™, not just an insurance broker," says Scott Treasure, VP Sales at Treasures Insurance. "They also need to make their organizations more attractive to insurance companies and look more closely at their total cost of risk rather than focusing only on the price of their premiums."

Many business people view insurance as a costly commodity, Treasure contends. "Every two or three years, they put their insurance programs out for bid and try to get the lowest premium possible. Unfortunately, this approach may expose them to unnecessary risk and could actually increase their total costs. Looking at insurance solely from a commodity perspective may also make your company unattractive to the insurance industry," Treasure adds. "Insurance companies are becoming more selective. If you haven't taken the steps necessary to lower your risk profile, they may not want to work with you, or they won't provide the coverage you need at a good price.

"That's why you need a Risk Reduction Specialist™ to help you deal with your insurance and risk management in a

comprehensive, proactive, and strategic manner. They can help you make your company more attractive to insurers who will then be more willing to provide the proper coverage at the proper price."

A regular insurance broker usually doesn't spend the time needed, or have the resources required, to walk you through a strategic risk reduction process. That's why Treasures Insurance provides The Risk Reduction Approach™. The step-by-step method ensures you have done everything necessary to lower your total cost of risk, be more attractive to the industry, and obtain the best possible coverage.

Treasures Insurance covers three distinct stages before selecting an insurance program: The Risk Reduction Workshop™, The Risk Reduction Plan™, and The Risk Reduction System™.

"Using a Risk Reduction Specialist™, you know you are doing everything possible to lower your total cost of risk and get the insurance coverage you need," he says.

Treasures Insurance focuses on commercial insurance and risk management. It is a third generation family operation in business in Edmonton since 1945.

For more information, or to schedule a Risk Reduction Workshop™, call (780) 452-4405.

VIRTUAL REALITY ANIMATORS CREATE SAFER, MORE EFFICIENT WORKPLACES

NEW MEMBER PROFILE

KIRK SIBBALD & ALISON MACHUM

If a picture is worth a thousand words, it's safe to say a 3D virtual reality model is worth a million.

For more than a decade, Dynamic Vision has established itself as a pioneer in the virtual world of computer animation. Establishing the Edmonton-based company in 1992, president Steve Zurakowski has now created more than 100 animations for a variety of industries.



As impressive as the animations themselves are, the company's client directory doesn't lag far behind. Imperial Oil, Syncrude, EnCana, the City of Edmonton, ACCESS Network and Teletoon have all relied on Dynamic Vision's services.

Even more impressive is that, in many ways, Dynamic Vision is just getting started. Zurakowski has recently expanded his technical wizardry to include interactive 3D simulation. While this technology has been the backbone of aerospace and military training for many years, it has only recently found a role in the energy industry.

Brent McCormick, the company's business development manager, notes, "Interactive 3D simulations are an extension of what manufacturers and energy producers are already doing. For years, engineering departments have been investing in 3D design. Dynamic Vision builds on the value of this investment by repurposing the design data to address the needs of departments throughout the company."

The impact is far-reaching. 3D simulation enhances training techniques to achieve a safer and more efficient workforce. It allows marketing departments to create more compelling and effective sales presentations. Benefits extend to other departments such as maintenance, process control and operations.

"We are moving beyond traditional animation and computer-based training techniques," states Zurakowski. "Today's workforce is, increasingly, computer-literate, many having grown up playing interactive computer games. We leverage their PC experience by delivering engaging training environments and high-impact training tools that greatly enhance both learning and

retention."

For example, without leaving the classroom, workers can gain a comprehensive understanding of the inner workings of machinery and plants, learn safe operating procedures, and experience realistic simulations of what it is like to operate dangerous and complex equipment - all through the magic of 3D virtual reality.

Dynamic Vision offers complete computer-based training solutions including instructional design, content development, and learning-

management systems (LMS/LCMS) implementation.

In today's superheated business climate of increasing global competition and light-speed technological advances, Dynamic Vision, always a step ahead of the game, will continue to raise the bar in Alberta's animation market - virtually speaking, of course.

To learn more or to contact Dynamic Vision visit www.dynamicvision.ca.

COMMUNITY Champions

BrightNights thanks sponsors, volunteers, visitors, for another successful season

The Edmonton Chamber of Commerce wishes to thank all those who, once again, helped make the annual BrightNights Winter Family Festival a terrific success. BrightNights in Hawrelak Park switched off the lights for another season on Sunday, Jan. 7, 2007.

Despite a quiet start due to bone-chilling temperatures on opening (pedestrian only) night in November, BrightNights corporate sponsors, volunteers and many thousands of vehicle-borne visitors continued their heart warming support of this now traditional Edmonton festival event.



photo - ECC

Attendees of BrightNights could enter to win a \$10,000 diamond ring courtesy of Michael Anthony Jewellers. The draw is on January 16.

"We're so pleased with the way everybody rallies around BrightNights," says festival producer and Edmonton Chamber of Commerce community development manager Lori Farquharson.

"We're still crunching the numbers," she adds, "but it looks like something over 200,000 visitors this year. That would be a new record, which is pretty exciting."

This year, for the first time, BrightNights opened in three separate locations. In addition to Hawrelak Park, festival organizers erected an impressive collection of displays in both Sir Winston Churchill Square and at the Alberta Legislature. It was BrightNights' second season in the square, but first at the legislative grounds.

"Not everyone has a vehicle to visit us in the park," says Farquharson. "Being at the legislature and downtown gave a lot more people a chance to enjoy BrightNights. I think that's what community is all about."

Being part of the community is nothing new to the Lions Clubs of Edmonton and Area. Every year, in addition to countless community projects of their own, this tireless service

group donates over 4,000 volunteer man-hours to ensure the success of BrightNights.

"And that's just during the 45 days we're open to the public," adds Farquharson. "Actually, the Lions are busy all year, recruiting and scheduling BrightNights volunteers. We're not kidding when we say we couldn't do it without them. We owe the Lions a tremendous debt of gratitude."

All BrightNights profits are invested in the chamber's Endowment Fund for Children in Need benefiting Edmonton's School Lunch Program. Prior to this season the festival had already raised over half a million dollars to help feed hungry children.

The other big BrightNights winner is Edmonton's Food Bank. This season, the eighth in its ongoing partnership with the food bank, the event set a new record in both food and cash collections for less fortunate Edmontonians.

"Edmonton's Food Bank is pleased to have not only a partnership, but a friendship with the Edmonton chamber," says food bank executive director Marjorie Bencz. "Near the end of our Christmas campaign this year, we thought we might miss our goal. We eventually made it, with 225,000 kilograms of food and \$550,000 in monetary contributions, in no small part thanks to BrightNights - which collected a record-breaking 32,487 kilograms of food and \$37,808.52 in cash from its generous visitors!"

BrightNights is a creation of the Edmonton Chamber of Commerce, an organization comprised of thousands of local businesses and business people. The festival is a dedication of their corporate goodwill and gratitude to the community. "Our business partners sponsor BrightNights year after year," Farquharson points out. "We can't thank them enough." (see page 5)

The chamber is indeed indebted to the many volunteers and corporate sponsors of BrightNights but, as the lights go out, it's the memory of an endless procession of yuletide visitors that lingers.

"I think we're all proud of the good things BrightNights has accomplished," says chamber president and CEO Martin Salloum. "But we just provide the infrastructure. It's our visitors that make the difference, the people who have turned BrightNights into a holiday tradition in Edmonton."

A special thank you to our many thousands of BrightNights visitors - those who have waited patiently in line, donated food, participated in our contest draws, or simply enjoyed the warmth of the festival lights have made BrightNights the true winter family festival it was intended to be.

"Man in Motion" to address CPA Red Carpet Affair 2007



photo - Supplied

In 1985 Rick Hansen began his historical Man In Motion World Tour spanning 40,000 km through 34 countries. In two years he raised more than \$26 million for spinal cord injury research and treatment. His incredible achievement became a testament to the strength of human spirit. On March 8, 2007, Rick Hansen is the featured speaker at the fourth annual Red Carpet Affair gala at the Shaw Conference Centre.

CHRIS O'BRIEN

The Edmonton Chamber of Commerce is pleased to once again take an active role in promoting the annual Red Carpet Affair, hosted by the local chapter of the Canadian Paraplegic Association (CPA). "We're very involved in programs for workers with disabilities," says Lori Farquharson, manager of community development. "This event is a natural for our support."

The Red Carpet gala, designed to increase community support for those suffering spinal cord related disabilities, is the CPA's major fund-raising event of the year.

In an effort to assist disabled workers find meaningful employment, the Edmonton Chamber has teamed up with the Edmonton Employment Partnership promoting people with disabilities in the workplace.

Ross Norton, a two-time gold medal Paralympian in wheelchair basketball, knows workers with disabilities are an essential resource for business. "It's important

our business community understands the value of workers with disabilities," says Norton. "With today's shortage of skilled labour, there is a largely untapped resource that employers need to know about."

This year the CPA is especially pleased to welcome Rick Hansen, Canada's "Man in Motion," as the 2007 Christopher Reeve Award winner and guest speaker.

"We very much encourage our business community to support the good work the CPA is doing on behalf of people with disabilities," says Farquharson, a member of the Red Carpet Affair Patron's Council. "Sponsorship packages and group tables for the event are still available."

This year's Red Carpet Affair gala is scheduled on Thursday, March 8, 2007 in the stunning new Hall D of the Shaw Conference Centre downtown. Doors open at 6:00 p.m. for cocktails. For more information and tickets contact Marc Quinn at (780) 424-6312 or e-mail marc.quinn@cpa-ab.org.

Getting your customers to work for you!

LORI COLBORNE

Most companies report that referrals are their number one source of new business. Surprisingly, many companies do not have a formal referral incentive program. It is imperative that you reward behavior that you want to continue. Get your customers working for you by implementing a referral incentive plan.

Such a plan is different from simply thanking your customers after a referral. Promoting an incentive program will motivate your clients to seek out referrals for you because



LORI COLBORNE

your clients will know what's in it for them. If your clients know about your program and they value the reward, it becomes an incentive to put their energy and time into talking about you. To promote your program, send a letter to existing clientele and outline the program in your newsletter.

I strongly recommend using gift certificates or gifts that do not die, are not edible or disposable. You want to use something that leaves a lasting impression and something your client will truly value. Include a few of your business cards with the gift certificate so that your referral source can pass them on to more prospective clients. A referral incentive program is an opportunity that should be presented to all clients, business connections, friends and family.

Don't forget to educate your staff; they need to be aware of the program so that they can explain it to your customers. The program will only work if it is handled

properly internally. Your staff must be diligent about asking all new clients how they heard about your company, recording the name of the referral, and sending out the gift and thank you card immediately.

A suggested verse for the card is: "Thank you for your recent referral. Your trust is sincerely appreciated!" Handwrite these cards and have your entire team sign them.

For some companies, a formal referral program is not appropriate; however, sending a thank you for a referral is always good business practice.

Rewarding referrals does not need to be complicated or expensive to be effective. Give your customers a personal reason to talk about you. Implement your referral incentive program today!

Lori Colborne, *LSL Marketing Consultants*, LSLmarketing.com.

Is there a sure-fire way to ensure your business will succeed?

PAMELA SLIM

To save you reading time, here is the short answer: No!

I wish there were a formula to ensure your business idea will succeed. Unfortunately, there are many factors that go into determining business success. One person can have a great, well-researched business idea that whimps out due to poor sales and marketing. Someone else can have a kick-butt marketing plan that implodes due to poor operations or cash flow. Here's a list of the bare essentials – what you must have to succeed:

1. CHEST-BURSTING ENTHUSIASM. In order to hatch your business idea, you have to have a tremendous amount of energy and stamina. When you are totally enthusiastic, you don't have to worry about staying motivated.

2. A SOLID BUSINESS CASE. Startup Nation (www.startupnation.com) asks 12 questions called the "Defining Dozen" that include: "How large is your market? How much will you grow?" and "What's so different about you?"

3. AN EAGER MARKET WITH THE MEANS TO BUY WHAT YOU'RE SELLING. Be clear on exactly who your customer is and how large a market they comprise. Do they have problems that your product or service will address? Do they have access to cash?

4. MONEY TO GET YOUR COMPANY

OFF THE GROUND. Do you know exactly how much you need to get started, your personal credit rating, or how much you need to live on? Once you define these costs, you can plan funding.

5. A MARKETING PLAN. How are your customers going to find out about you? How will you build your brand – website, blog, special events, email campaigns, advertisements, networking, joint ventures, a referral strategy?

6. A HEALTHY APPROACH TO SALES. Good salespeople are excited by the process. Most first-timers, on the other hand, feel like throwing up.

7. TIME TO CREATE THE BUSINESS. Most people cannot afford to quit their day job. If you have to continue working, create a project plan and make time in your schedule. You may need to forgo activities such as television, golfing or family outings.

8. SUPPORT FROM YOUR FAMILY. You will need all you can get. The more you include your family, the more fulfilling the process will be.

9. A NETWORK OF SMART, SAVVY AND ENCOURAGING FRIENDS AND MENTORS. You don't need to know everything about your new business, but you should know people who do.

10. A MIXTURE OF FAITH AND MISTRUST IN THE MARKET - AND A BACKUP PLAN. Work on worst-case scenarios, and always think

of your exit plan. I'm thankful I lived through the thrilling dot.com boom and bust. As a consultant in Silicon Valley I saw money being thrown around like confetti. I will never forget seeing BMW Roadsters offered as a signing bonus for new college grads. What I learned was to never trust the economy!

Pamela Slim helps frustrated people in corporate jobs break out and start their own businesses. A former corporate manager and entrepreneur, she understands the concerns of first-time business owners. Visit her at www.escapefromcubiclenation.com or access free resources at www.ganas.com/freestuff.