



# Newsletter

City of Wetaskiwin Town of Millet County of Wetaskiwin

Phone: (780) 361-6231 Email: info@jedialberta.com www.jedialberta.com

## DIRECTOR OF ECONOMIC DEVELOPMENT UPDATE

Last year was a banner year for JEDI. Recognized by the Minister of Municipal Affairs for its partnership and its groundbreaking Master Cost and Revenue Sharing Agreement, JEDI remained at the forefront as one of the province's leading regional economic development agencies. Site selectors and industrial relocation specialists have toured the region extensively, coming from all over Canada and the US, and there is a broad recognition of JEDI's

unique regional competitive advantages.

In 2007, JEDI will continue to promote the region as the best place for industry. Strategic planning that took place in late 2006 has laid the groundwork for JEDI to continue to create an environment for industry, both new and existing, to enjoy success. Key initiatives in the coming year include implementation of a communications strategy, an industrial visitation program, continued

efforts on labour force development, and strong, targeted marketing among industrial sectors.

JEDI is truly connected for growth and it is the connection with our regional partners that JEDI is most proud of. If you would like more information on JEDI, its strategic plan, or how we can help your industry, please call us.



## PORT ALBERTA INFORMATION MEETING FEBRUARY 15, 2007



Edmonton Airports has launched an exciting initiative to facilitate and develop the Edmonton International Airport into a multi-modal transportation hub -

Port Alberta. Taking advantage of the strategic location to create a multi-modal transportation hub, Port Alberta is a place, an idea, and an opportunity!

The key to Port Alberta is the advantage gained by combining all of the major modes of transportation in one location. When complete, Port Alberta will provide direct access to a multi-model transportation network including air, surface, rail and ship via the Port of Prince Rupert and the Port of Vancouver.

Concentrating freight transportation

expertise and access to all the major modes of transportation in one location creates efficiencies, reduces dwell times, and provides customers with a value-added link in the global supply chain.

Edmonton International Airport (EIA) is the ideal location for such an enterprise. Located at the heart of one of the most vibrant economies in the world, EIA is Canada's fastest growing and largest (by area) major airport. Edmonton International has access to enough developable land to host the infrastructure and operating requirements needed to make Port Alberta a reality, and is strategically located at the crossroads of major air, surface, and rail transportation routes.

Port Alberta – where opportunity, location and potential combine to provide cost-effective, efficient, and

secure access to regional, national and global transportation networks for both cargo and passenger traffic.

**You are invited to an information meeting on February 15, 2007 at 5:30 pm. at the County of Wetaskiwin office building on Highway 13 west to discuss resulting benefits and opportunities in the JEDI Region. Please RSVP to Lisa Wismer at (780)361-6231.**

**Speaking on this activity is Glen D. Vanstone, Director, Cargo and Business Innovation with Edmonton Airports. Responsible for Air Cargo development in the Greater Edmonton Region as well as identifying and implementing progressive and innovative business processes and technologies for Edmonton Airports.**

## ALBERTA EMPLOYMENT, IMMIGRATION, AND INDUSTRY

Alberta Human Resources and Employment has recently changed to Alberta Employment, Immigration and Industry. AEII includes seven new departments: Workforce Supports, Immigration, Economic and Rural Development, Corporate Services, Delivery Services, Labour Standards and Workplace Safety, Strategic Services and Information, and Communications. Human Resources falls under Corporate Services along with Finance, Information Management, FOIP, and the Appeals Secretariat. Moyra Kennedy continues as the Business and Industry Liaison serving Wetaskiwin.

As finding qualified workers in Alberta continues to challenge local employers, AEII in partnership with Lokken Career Training, and the City of

Wetaskiwin will be hosting a Spring Job Fair! The Fair will be held in April pending employer interest. At a nominal fee of \$50.00, the fair is an inexpensive way of attracting and meeting local job seekers!

The Registered Apprenticeship Program (RAP) and the Youth Apprenticeship Program (YAP) is responding to the demand for trades-people. YAP encourages students to stay in school and earn a high school diploma while considering careers in trades or agriculture. The pilot program assists students in grade seven through grade twelve explore opportunities and links applied and academic learning. Students in grade nine may begin an apprenticeship or training for an agriculture profession. The YAP program helps ensures employers

will have access to the skilled workforce required.

You can become involved by offering work experience placements, apprenticeship positions, mentoring, job shadowing opportunities, or even workplace tours and demonstrations.

If you would like more information on the changes in Alberta Employment, Immigration, and Industry, the Spring Job Fair, and regional involvement with apprenticeship programs, contact Moyra Kennedy.



Ph: (780) 361-1432  
or stop by the  
Macadil Building at  
5202 51 Avenue,  
W e t a s k i w i n ,  
Alberta T9A 0V5

## JEDI REGIONAL LABOUR DEVELOPMENT TASK FORCE

In partnership with Alberta Employment, Immigration, and Industry, The Wetaskiwin Chamber of Commerce and Lokken Career Training JEDI helped create a Regional Task Force to address challenges and issues facing local employers.

An employer breakfast was held on December 12, 2006 and involved representatives from JEDI, Lokken, AEII, Alberta Apprenticeship, Norquest College, The Wetaskiwin School Board, as well as key personnel from local industry. This preliminary meeting was to assess the

need, cooperation, and direction for the group.

Discussions centered around general labour concerns, trends, training availability and requirements specific to the JEDI region. Co-operative recruitment and training efforts as well as the idea of job sharing are concepts which maybe further



explored. Input from employers is crucial to the success of the task force. Knowing employer's schedules are full, meetings will be kept as short as possible at the most convenient times.

The group aims to meet bi-monthly to develop strategies and relationships with other employers with the support of community groups. The next meeting will be on **Tuesday February 27, 2007 at 7:30 am**. If you would like to be a part of this task force or would like more information, please call the JEDI Office at (780) 361-6231.

# RESOURCES & EVENTS

## alberta**first**.com

### FREE BUSINESS DIRECTORY

Use the AlbertaFirst.com Business directory to connect with other businesses, gather competitive intelligence on your marketplace, assist in choosing a business location, locate import substitutes, develop alliances, and find a supplier of products and services. Promote your business worldwide 24 hours a day seven days a week!  
[www.albertafirst.com](http://www.albertafirst.com)

### REGIONAL EVENTS

Port Alberta information session February 15, 2007 at 5:30 pm in the County of Wetaskiwin Office. RSVP to (780) 361-6231.

Wetaskiwin and District Chamber of Commerce Annual General Meeting: February 26, 2007 at 11:00 am in the Legion Hall. Call (780) 352-8003 for more information.

JEDI Regional Labour Development Task Force February 27, 2007 at 7:30 am in the Wetaskiwin and District Chamber of Commerce office. Call (780) 361-6231.

Wetaskiwin and District April Job Fair in the Memorial Arts Centre. Please call Moyra Kennedy at (780) 361-1432 for information and to register.

### FREE UPCOMING SMALL BUSINESS SESSIONS

#### **Bring your own lunch and learn at a Business Link Brown Bag Information Session!**

No registration is required and province-wide participation via video is offered at several locations including Warburg if you are unable to commute to Edmonton.

#### **Business Plan Overview - February 8, 2007**

*This session will outline the purpose of developing a business plan, and will guide you through a mock plan. It will touch on marketing strategies, operations, and financial requirements, including a sample financial projection.*

Presented by: Lynn Wilhelm, CMA

#### **What's Tax Deductible for Entrepreneurs? February 13, 2007**

*"What can I write-off as a business expense?" is always a common question that entrepreneurs have. By attending this session, you will learn the basics of what is deductible by proprietorships and corporations, the common types of expenses that can be claimed, as well as gain an understanding of Canada Revenue Agency's limits and specific rules for various expenses.*

Presented by: Wendy Seet, Meyers Norris Penny LLP

#### **Growing Your Business to Your First Million! March 1, 2007**

*They say the first million is the hardest—and it is true. Creating a brand, culture, service and/or product that is easy to sell, market and sustain takes a lot of strategy and a lot of work. This presentation outlines the patterns that successful entrepreneurs have in their personalities, business styles and overall planning strategies.*

Presented by: Carissa Reiniger, Silver Lining Ltd.

#### **Setting Goals and Priorities for Your Business - March 27, 2007**

*In this session, you will learn how to manage your business for greater efficiency and effectiveness. Fundamental principles of effective goal setting and invaluable time management practices will be reviewed.*

Presented by: Dan MacDonald, Business Improvement Solutions Inc.

For more information please visit [www.cbasc.org/alberta](http://www.cbasc.org/alberta)  
or call 1-800-272-9675

**The Business Link**  
100 10237 104 Street NW  
Edmonton, Alberta T5J 1B1



**LORAC**  
**PRESSURE SERVICES**

After graduating high school in Wetaskiwin, Mike Johnston began working with Wetaskiwin Bulk Sales and a working relationship was formed with Lorac Enterprises Inc. Johnston began sub-contracting for Lorac Enterprises eventually forming a partnership. A strong entrepreneurial desire to own his own business led to the creation of Lorac Pressure Services (LPS) on January 1, 2003.

Currently, LPS hauls methanol with a single axle tank truck or two pressure trucks. Drums are hauled and handled using a one ton picker truck. Ice plugs, pressure testing wells or piping, and chemical programs are handled in a safe and efficient manner. "After the drilling rig leaves the site is when the services of Lorac Pressure Services are required" says Johnston.

"The key to the business is being available when the clients require your services as well as having the right equipment." Value added services such as 24 hour assistance, methanol, glycol, chemical sales, pipeline mix (methanol and fresh water), hydro-testing to 5000 psi, and chemical programs have attracted many customers including Rife Resources, Rockyview Energy, Nexen Inc, and Canadian Natural Resources.

Johnston explains the central Alberta location of Wetaskiwin in the JEDI Region is a "good spot to be." The location has contributed to growth allowing LPS to serve markets in The Counties of Wetaskiwin, Ponoka,

Camrose, Leduc, and Lacombe. Required inventory is stored on site in Wetaskiwin. Additional products are easily accessible if necessary from either Edmonton or Red Deer. The majority of competitors for the Central Alberta market are located at least an hour drive away which has helped contribute to the growth of LPS along with building strong service relationships with clients.

JEDI congratulates Mike Johnston. After implementation of their safety program, LPS was awarded an Alberta Small Employer Certificate of Recognition in January, 2007.

***If you would like more information on services offered by Lorac Pressure services, Please contact Mike Johnston at 1-866-312-1990 [www.flaretank.com](http://www.flaretank.com).***



***If you would like your business appear in the Focus on Industrial Business section of a future newsletter, please contact Lisa Wismer at (780)361-6231.***

**For more information about JEDI and what we can do to help you, please contact Richard Horncastle, Director of Economic Development at (780) 361-6231 or visit us in our office located in County of Wetaskiwin Office on Highway 13 West.**