

# NADC Communiqué

March 23, 2011



Members of the Northern Alberta Development Council (NADC) met in Edmonton on March 16, 2011

## NADC Meeting

The NADC held its annual meeting with northern MLAs and ministers in Edmonton on March 16<sup>th</sup>. A roundtable discussion focussed on priority issues in the region as well as opportunities for promotion and advancement. Chair Robin Campbell thanked those in attendance for taking the time to talk to Council.

## Presentations

- NADC members met with each of the declared Progressive Conservative leadership candidates: Doug Horner, MLA for Spruce Grove–Sturgeon–St. Albert; Doug Griffiths, MLA for Battle River–Wainwright; Alison Redford, MLA for Calgary–Elbow; and Ted Morton, MLA for Foothills–Rocky View. Council appreciated hearing their perspectives on Alberta's opportunities for the future, and had a chance to ask questions relevant to NADC's key priorities.
- Representatives from Tolko Industries Ltd. provided Council with background on the forest industry in western Canada and shared their insight on the need for diversification in the sector. They also presented some innovative ideas for developing the skilled workforce that will be needed to take advantage of future opportunities.

## AWARDS, BURSARIES & SCHOLARSHIPS

Check out the latest Awards, Bursaries and Scholarships booklet online at [www.benorth.ca](http://www.benorth.ca) (under Links). It is full of sources of information about student funding. Each year the NADC publishes the booklet and makes copies available to all high school students in the north. The on-line version is filled with hyperlinks so it's easy to navigate to many sources.



## UPCOMING EVENTS

The **Northern Alberta Elected Leaders** will meet in Peace River on March 25<sup>th</sup>. Agenda items include a presentation on shale gas and a look at the impact of modern media.

Mark your calendar! **Calling Lake Forest Opportunities Seminar May 21, 2011**. More information available soon at [www.nadc.ca](http://www.nadc.ca).

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Government  
of Alberta



## New NADC and Opportunity North Brands

The new NADC and Opportunity North websites and brand will be launched in the next two weeks. This is the culmination of many hours of work starting in summer of 2010:

- video vignettes were developed for use on the website
- website content has been updated
- our new websites are nearly ready to go live

The look of this communiqué reflects the new brand.

Visit [www.nadc.ca](http://www.nadc.ca) and [www.opportunitynorth.ca](http://www.opportunitynorth.ca) soon.



**Opportunity North** is a regional promotional initiative that aims to inspire people to come home to the incredible richness of Alberta's North. Northern Alberta is an economic powerhouse with 9% of the province's population producing almost 35% of Alberta's total revenues. The region's 150 communities and 350,000 people support many vibrant and emerging sectors. The NADC manages the Opportunity North initiative and offers it as a recruitment resource for employers.

## The NADC is pleased to welcome two new staff members:

**Steven Rowe** started on March 14<sup>th</sup> and will be spending some time in Peace River before moving to a new NADC location in St. Paul in May. Steven has a diverse background in economic development as well as research on northern issues.

**Lydia El-Cherif Zilahy** is a Peace River resident with a real desire to see the north flourish and grow. She has a communications and promotions background and has a keen interest in economic development of the north. Lydia will be joining NADC in Peace River on March 28<sup>th</sup>.

## NADC Updates

- The Alberta Chamber of Resources honoured NADC and the Aboriginal Student Job Shadowing Program with an award as the most rewarding partnership at their 75<sup>th</sup> Annual Awards Banquet held in Edmonton in February. Rewarding Partnerships is an industry recognition program designed to celebrate and recognize organizations and their Aboriginal business partners.
- The Peace Watershed Advisory group held their first annual general meeting on March 18<sup>th</sup> to appoint a board of directors to work on watershed issues on the Peace.

## NEW DEADLINE

NADC Bursary applications are due April 30, 2011. For more information please visit [www.benorth.ca](http://www.benorth.ca)