

Yellowhead

TRANS CANADA YELLOWHEAD HIGHWAY

Summer 2008 Newsletter



IN THIS ISSUE:

Letter from the President 1

Executive Director's Letter 2

Member Services 2

Economic Development Highlights 3

YellowheadIT! 3

Where to Find it 4

Board of Directors 4

Did You Know:

A commonly held standard in measuring transportation growth is one that is the equivalent to the GDP. In other words:

1% increase in GDP =
1% increase in
transportation traffic

What are your Provinces numbers?

Highway infrastructure investment makes sense!

Letter from the President

Harry Kroeker

Presidents Message:

This is my first opportunity to thank you all for electing me as your president.

The TCYHA has faced many goliaths and challenges in the past and as in the past, we always champion, move forward and succeed. Sometimes this success can take a long time and bring with it the most difficult of challenges.

Think of the challenges our predecessors faced. First, advocating to the Dominion of Canada the concept of a Trans Canada Highway, then, over the years seeing this vision of a hard surfaced transportation corridor going past our communities.

All of our members have experienced a very positive outcomes from the lobbying the TCYHA has done to improve the highway, either directly or indirectly. Did these successes happen overnight, - no. The TCYHA has been working as a strong collective voice for you since 1947.

Please think about your future and our united voice which is very strong and heard loudly. This organization was founded on the strength of the many members from Manitoba to British Colum-

bia. There are many challenges ahead with the growing economies and communities, and keep in mind that this organization was formed on the grounds that together we can influence the provincial powers and together we succeed. There is still a lot to do to ensure the Trans Canada Yellowhead Highway meets the growing needs of today and tomorrow for all of our communities and businesses.

To achieve more for you the Executive Committee has just approved a new initiative "Building the Yellowhead Trade Corridor". The purpose of this project is identify :

1. the infrastructure needs of today and the future through the identified economic growth occurring and planned;
2. opportunities for economic/business growth for the members

The Executive Committee feels this initiative will give our members the insights and advantages to increase the prosperity of the communities and businesses we represent. Additionally, the Association is still strongly involved in promoting the Yellowhead Corri-



dor. The YellowheadIT Travel Guide is experiencing tremendous success with the travelling public.

The executive, board and staff work very hard for our members to ensure you get great value out of your membership.

I have focussed on our relationship as my first letter to you. To be effective we need to have a strong, united voice, for that to be a reality we need **YOU** to keep us informed as to your concerns in your area and for **YOUR** voice in the TCYHA.

Harry Kroeker
President,
Trans Canada Yellowhead
Highway Association

Congratulations to Lloydminster, SK, and Minnedosa, MB.

Both have received provincial infrastructure funding to improve safety, enhance access and improve the highway in their jurisdiction. The Trans Canada Yellowhead Highway Association is pleased to have been apart of the process and involved in your communities. Good Luck and let's keep the Yellowhead Corridor Growing!!



Message from the Executive Director

Dawn Fargey

Thank You Yorkton

The 2008 TCYHA Conference and AGM hosted by the City of Yorkton was a great success. The speakers, coordination, facilities and most importantly, the people were exceptional.

The messages from Deputy Premier Krawetz, Honourable Lynda Haverstock, Dr. Williams from Agrivision and Brandt Randles from Louis Dreyfus Canada highlighted the growth and potential of the Yellowhead Trade Corridor. With this message in mind, it is more important than ever to strengthen our organization and increase our commitment to One Corridor,

One Voice!

I would like to take this opportunity to recognize and thank the powerhouse who coordinated, connected and corralled much of the conference, Councillor Randy Goulden. It was a pleasure working with her and her colleagues to make the conference so successful.

Outstanding Performance Yorkton



2008

Great Speakers



Provincial Meetings

British Columbia
 UBCMA
 Tuesday, Sept. 23,
 11 am - 1:30 pm
 Lunch will be served
 Location: TBA

Another Member Service: Getting Your Message Out

Hinton, Alberta

If you are a business that is thinking about relocating and/or expanding in Alberta, then consider **Innovista Industrial Park** (www.eip.hinton.ca). Located in Hinton (~250km west of Edmonton), this will be one of the most innovative industrial parks in Canada. This is an excellent opportunity to invest in the high performance business environment and great lifestyle that the Town of Hinton has to offer.

Visit our website to find all of the information and materials that will help you

make an informed decision about developing your business in Innovista. Or, pass this information on to your friends, clients, and colleagues. We look forward to hearing from you!

Member Services:

How is your community or business growing?

What opportunities exist in your area?

To let everyone along the Yellowhead know, let the Association know.



Trans Canada Yellowhead Highway Association
 Suite 332, 10113 – 104 Street, Edmonton, AB T5J 1A1
www.yellowheadit.com admin@yellowheadit.com
 Phone: 780.429.0444

YellowheadIt!

The new Yellowhead It Guide is on the shelves throughout western Canada and looks great! We constantly receive requests from all over Canada and the United States for the Guide, proving that the Yellowhead is a popular destination for travelers.

In addition to the Guide, the Yellowhead It website offers even more services to travelers and members alike with the distance calculator, dynamic content and the ability to add or edit your own information makes it an easy and affordable tool for you the members. Also, our photo contest is up and running and entries have

already started coming in, highlighting the best of the Yellowhead Highway.

The very popular and updated Yellowhead Map will be arriving in your mail soon giving you more tools to serve your customers and promote your way down the Yellowhead.

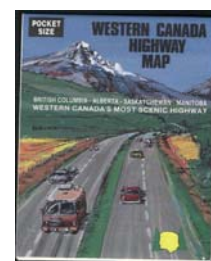
Promoting the Yellowhead corridor as the only way to travel and increasing the value of membership is the primary focus of the Association's Marketing objective.

We are committed to growing opportunities to showcase you and all the Trans Canada Yellowhead Highway has to offer.

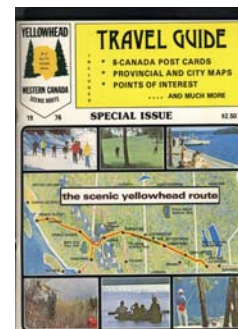
Travel Guide Transformations



2008 Yellowhead IT Guide

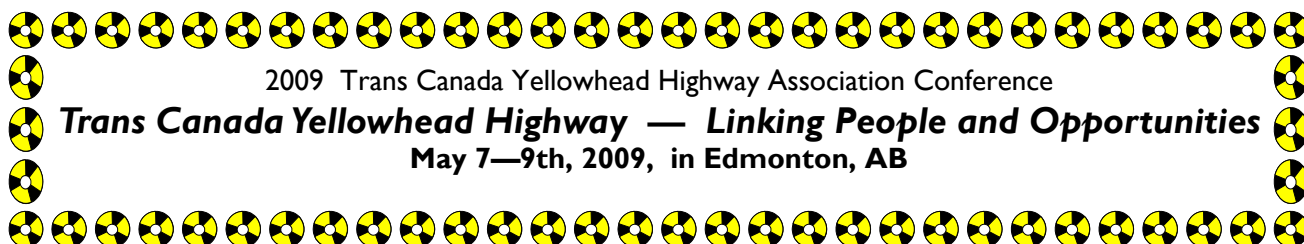


1986 Map



1976 Travel Guide

To order more copies of YellowheadIT! contact :
 Tanner Young Publishing,
 Tel: 780-465-3362
 Fax: 780-448-0424
 E-mail: askus@tanneryoung.com



2009 Trans Canada Yellowhead Highway Association Conference

Trans Canada Yellowhead Highway — Linking People and Opportunities

May 7—9th, 2009, in Edmonton, AB

Economic Development Highlights

Canada West Foundation

Monthly Economic Statistics	BC	AB	SK	MB	Canada	Reference Month
Employment (SA, 000s)	2,317.4	2,007.7	509.4	605.0	17,144.4	May
% change, 3-month ma, yoy	2.8	3.2	1.4	2.1	2.0	
Unemployment rate (SA, %)	4.5	3.6	4.1	4.2	6.1	May
Participation rate (SA, %)	66.8	74.7	69.4	69.5	68.0	May
Average weekly earnings (SA, \$)	778.15	873.66	752.11	720.61	788.71	March
% change, 3-month ma, yoy	2.7	4.9	4.8	4.0	3.0	
CPI inflation, annual (%)	1.7	3.2	3.2	1.6	1.7	April
Building permits: residential (SA, \$ millions)	700.3	607.5	110.9	87.4	4,039.7	April
% change, 3-month ma, yoy	10.5	-15.2	56.7	14.2	10.8	
Building permits: non-residential (SA, \$ millions)	378.0	501.7	117.6	53.0	2,361.3	April
% change, 3-month ma, yoy	-9.6	34.0	74.6	-11.5	3.0	
Housing starts (SAAR, 000s)	375	33.6	5.2	6.0	213.9	April
% change, 3-month ma, yoy	11.7	-18.9	27.6	19.0	9.6	
Retail trade (SA, \$ millions)	4,848	5,252	1,205	1,279	35,487	March
% change, 3-month ma, yoy	4.4	4.5	15.3	12.0	6.0	
Wholesale trade (SA, \$ millions)	4,241	5,411	1,571	1,060	42,692	March
% change, 3-month ma, yoy	-3.0	3.2	26.3	6.2	-0.7	
Manufacturing sales (SA, \$ millions)	3,359	5,455	915	1,324	48,994	March
% change, 3-month ma, yoy	-7.4	-2.0	7.9	-3.8	-4.9	

Source: Statistics Canada. yoy=year-over-year; ma=moving average; SA=seasonally-adjusted; SAAR=seasonally-adjusted at annual rates

**TRANS CANADA
YELLOWHEAD
HIGHWAY
ASSOCIATION**

Suite 332, 10113-104 Street
Edmonton, AB T5J 1A1

Phone: 780-429-0444
Fax: 780-426-5078
yellowhead@yellowheadit.com

YellowheadIt! On-line
www.yellowheadit.com

Where to find it...

Often the quest to locate needed information is more time consuming than expected. In order to alleviate some of this frustration the Association will provide topical website links for your reference.

This Issue's Topic:
Transportation Infrastructure Projects or Plans

Manitoba
<http://www.gov.mb.ca/highways/program/projects/pth16.html>

Saskatchewan
<http://www.publications.gov.sk.ca/details.cfm?p=10018>

Alberta
<http://www.transportation.alberta.ca/2616.htm>

British Columbia
<http://www.th.gov.bc.ca/projects.htm>

We've come a long way!
Celebrating over 60 years of the Trans Canada Yellowhead Highway Association

**Board of Directors
2008—2009**

President – Harry Kroeker, Councillor, City of Merritt, BC
Phone: 250.378.4224 Email: bgk@telus.net
President-Elect – Alan Cayford, Alderman, City of Lloydminster, SK
Past President – Wayne Hollier, Councillor, Town of Neepawa, MB

Manitoba Representatives

Past President - Wayne Hollier, Councillor, Neepawa
Vice President – Kenneth T. Charney, Councillor, Shoal Lake
Phone: 204.759.2270 Email: tnslake@mts.net
Director - Merril Kiliwnik, Mayor, Russell
Director – Orville Wagner, Councillor Portage la Prairie

Saskatchewan Representatives

Vice President - Bev Dubois, Councillor, Saskatoon
Phone: 360.652.2576, email: bev.dubois@saskatoon.ca
President Elect - Alan Cayford, Alderman, Lloydminster
Director – Chris Wyatt, Mayor, Yorkton
Director – Bill Halewich, Councillor, The Battlefords
Director - Chris Odishaw, Mayor, Battleford

Alberta Representatives

Vice President - Greg Pasychny, Mayor, Edson
PH: 780.723.8604, email: civiccentre@townofedson.ca
Director - Ron Hayter, Councillor, Edmonton
Director - Richard Coleman, Mayor, Vegreville
Director - Linda Osinchuk, Councillor, Strathcona County
Director - Clint McCullough, Councillor, Vermilion
Director- Brenda Zinck, Councillor, Jasper
Director- Tony Caterina, Councillor, City of Edmonton
Director- George Jamieson, Councillor, County of Minburn

British Columbia Representatives

Vice President - Harvey Clark, Fraser Fort George
Phone: 250563.2103, email: hclark@rdffg.bc.ca
Director – Ralph Roy, RD of Bulkley-Nechako
Director - Herb Graham. Director, RD of Thompson-Nicola
Director - Christine MacKenzie, Director, RD of Skeena-Queen Charlotte RD
Director - Pieter Weeber, Mayor, New Hazelton

Appointed Director Positions and Chairs

Planning Chair: Jack Wright, Senior Vice President, Canadian Western Bank
Highway Development Chair: Bill Halewich, Councillor, Battleford
Resolutions Chair: Linda Osinchuk, Councillor, Strathcona County
Marketing Chair: Chris Odishaw, Mayor, Battleford
Staff Relations Chair: Rick Millican, City of Edmonton
Treasurer: Todd Cassidy, TC Wealth & Planning Corp, Edmonton