

Yellowhead

TRANS CANADA YELLOWHEAD HIGHWAY

Spring 2008 Newsletter



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“YellowheadIT!- Where Good Things Happen”

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Letter from the President

Hello, Fellow TCYHA members.

I would like to take this opportunity to encourage all members to attend the 2008 AGM to be held in Yorkton on April 23-26. The AGM; I believe serves many purposes. First and foremost it is the event where the members carry on the business of the Association and all members play a part in determining the policies, involvement

and direction of the Association. It is also the occasion when we realize that our success in improving the condition of this highway and economic development along this corridor has to be a collective effort. Whether we represent the smaller rural entities or larger urban centers our involvement and participation is important. The AGM also affords an opportunity to network with other communities

across Western Canada utilizing and promoting their achievements and developments in our own communities. It is also another venue to express to our provincial and national governments our local concerns.

In closing I wish all of you good health and success in this coming year.

Wayne Hollier

Invitation from the Mayor

I would like to invite all members as well as associate members of the Trans Canada Yellowhead Highway Association to the City “Where Good Things Happen”

Yorkton is vibrant city of over 17,000 people and growing! With the Gallagher Centre anchoring the west end and hundreds of shopping opportunities in the east as well as numerous activities in between, I can assure you that you will have a great time. Yorkton is the centre of the East Central Region and benefits greatly from the communities that surround us. By hosting the Trans Canada Yellowhead Highway Associations annual conference we continue to work together to make this business corridor an economic powerhouse.

I am inviting all communities along this corridor to join us in Yorkton as a partner in making this event the best it can be. Your attendance will strengthen an already powerful association that will lead Western Canada into the future. I look forward to being your host.

Respectfully, Mayor Chris Wyatt



“It took the dedication and commitment of the visionaries and pioneers to see the Yellowhead Highway come into fruition through your community and today it is no different.”

Message from the Executive Director

Dawn Fargey

The theme of this years conference, Yellowhead It! – Where Good Things Happen is so true. The economic growth between 2002 and 2006* is very exciting, yet the costs to this growth are be multifaceted. Consider that the general rule of thumb regarding economic growth and increases in traffic is that a 1% increase in GDP equates to a 1% increase in traffic on our Highway and transportation systems, and throw in the pressures from population growths (in this same period Western Canada has an increase of 5.67% in comparison to 4.81% increase throughout the other provinces*), there is no doubt that our infrastructure investment is lagging.

In a recent report from Statistics Canada on Aging Infra-

structure** our highways, roads, bridges, sewers and wastewater systems have only recently been receiving the attention that they require after long periods of neglect. This report provides a startling look at the age and the obvious decline and neglect of the Highways across the country. Will the federal government continue to increase the reinvestment in our infrastructure, will our provincial leaders recognize the needs of the growing economic and trade corridor of the Yellowhead? It is up to us. It is only through constant education and vigilance that our leaders will recognize where investment is needed. This brings us to the importance of the Conference which gives you the

opportunity to discuss the initiatives and direction of the Association and encourages your involvement. It is only through your attendance and long term, proactive commitment to highway improvements, economic growth and public safety that we can address the concerns of today and the future. It took the dedication and commitment of the visionaries and pioneers to see the Yellowhead Highway come into fruition through your community and today it is no different.

I look forward to seeing you at the conference.

Real gross domestic product, expenditure-based, by province and territory

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	Real GDP Increase
Canada	1,152,905	1,174,592	1,210,656	1,247,780	1,282,204	11%
Manitoba	36,559	37,059	38,033	39,061	40,323	10%
Saskatchewan	34,343	35,921	37,303	38,598	38,433	11%
Alberta	150,594	155,359	163,457	172,047	183,372	18%
British	138,193	141,435	146,629	153,208	158,335	13%

*<http://www12.statcan.ca/english/census06/data/popdwell/Table.cfm?T=101>

** "Age of public infrastructure: A provincial perspective," part of the *Analysis in Brief* series (11-621-MWE2008067)

<http://www.statcan.ca/english/research/11-621-MIE/2008067/tables/table1.htm2/21/2008>





Yellowhead

TRANS CANADA YELLOWHEAD HIGHWAY
April 24-26 2008
Where good things happen.

Economic Growth and Impacts are the topics on everyone's mind and actions today. The challenges that we face today affect every aspect of our professional and personal lives. We are fortunate to have prominent speakers to guide and provide insight into how industries are coping and rising above these challenges.

A couple of the speakers at the conference are:

Dr. Linda Haverstock

Currently the President and CEO Tourism Saskatchewan and Saskatchewan's 19th Lieutenant Governor.

Steve McLellan

CEO of the Saskatchewan Chamber of Commerce.

A Conference not to be missed. An easy to use registration form can be found on our website, either connect through the logo on the top or a direct link through the information panel on the bottom of the home page. We look forward to seeing you there and remember, **YellowheadIT, where good things happen.**



Add Your Business to Yellowheadit.com It's Free!

www.yellowheadit.com is the newest feature of the Trans Canada Yellowhead Association. This website was designed and built to showcase what the Yellowhead Highway has to offer. Visitors to the site can navigate through the four Yellowhead provinces, and see for themselves why this highway is so special. Tour the towns, check out what accommodations lie in each area. You can plan a whole trip through this website.

Tourism is one of the fastest growing markets in Canada and with the help of the

YellowheadIT! website, the cities, towns, villages and districts along the highway can become part of this rapidly growing market.

The "free listing:" is a fantastic feature on the website, which allows the areas along the Yellowhead highway to showcase their businesses, services and town events right on the website. The free listings are used to showcase everything from shops and services to special events, attractions and accommodations. This is a good way to let people traveling the Yellowhead Highway know what

each stop along the way has to offer.

Members of the Trans Canada Yellowhead Association, will be upgraded to enhanced listings, which provides them with listing seniority. Advertising opportunities are also available, please contact Tanner Young Publishing at 780-465-3362 for further information.

Help to make the Yellowhead Highway a success by becoming involved in

www.yellowheadit.com

**TRANS CANADA
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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 Topics:

Population Corrections:

We've heard a lot about incorrect population numbers from the 2006 Census and there is now a site on Statistics Canada with the corrected numbers. The corrected stats can be found at:

<http://www12.statcan.ca/english/census06/corrections/updatepages/Cgen001.cfm?Lvl=H>

The dedication and hard work of our Board of Directors is Key in Making the Trans Canada Yellowhead Highway Association a Success!

**2008
BOARD OF DIRECTORS**

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Appointed Director Positions

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Planning Chair: Jack Wright, Canadian Western Bank, Edmonton
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Marketing Chair: Chris Odishaw, Battleford
Staff Relations Chair: Rick Millican, City of Edmonton—Transportation, Edmonton

In Memory of Shelly Zenzen

Our board is very much like a family and this past Christmas, Shelly Zenzen of Fraser Fort George, BC, was in a tragic car accident and passed away. Shelly brought heart, soul and spirit to her commitment and we miss her dearly.