



# ON THE MOVE

Vol. 3 | Issue 6 | June 2011



## President's Comment

Last June, Paul Zanette, a planner and designer raised in Prince George who travelled the world extensively, passed away at 52 from a brief and courageous battle with cancer. Paul had a flare for design, a deep and expansive knowledge of urban planning and development, and an abiding commitment to the betterment of Prince George as the centre of the "New North".

When I came to Prince George three and a half years ago, Paul and I had numerous conversations about his vision for our great city. Paul understood well its emerging role as supply and service hub for our growing knowledge-based, resource economy, connected to the world. He also understood that our cross-roads attributes (intersecting highways and railways, and expanded airport), our top notch University and College, our huge resource endowment, and our highly skilled and experienced people foreshadowed a very bright future for this city.

Paul was particularly passionate about and understood the importance of renewing our downtown core so that Prince George reaches its full potential as a place to invest, work, live and play. On one occasion, Paul recommended *The Devil in White City*, a terrific book about the transformation of Chicago from a gritty industrial and agricultural town to a truly iconic American city. The book is a journey through the bright and dark sides of Chicago as it pre-

pared to host the 1893 World's Fair which coincided with the 400<sup>th</sup> anniversary of Christopher Columbus' discovery of North America.

Civic boosters in Chicago saw the 1893 World's Fair as an opportunity to renew the city's core and to set it up for success as it entered the 20<sup>th</sup> century. It certainly wasn't lost on Paul when he

lot of work to do to renew our downtown, though things are definitely headed in the right direction with considerable public and private sector investment planned or underway.

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**Tim McEwan**  
President and  
Chief Executive Officer  
Initiatives Prince George

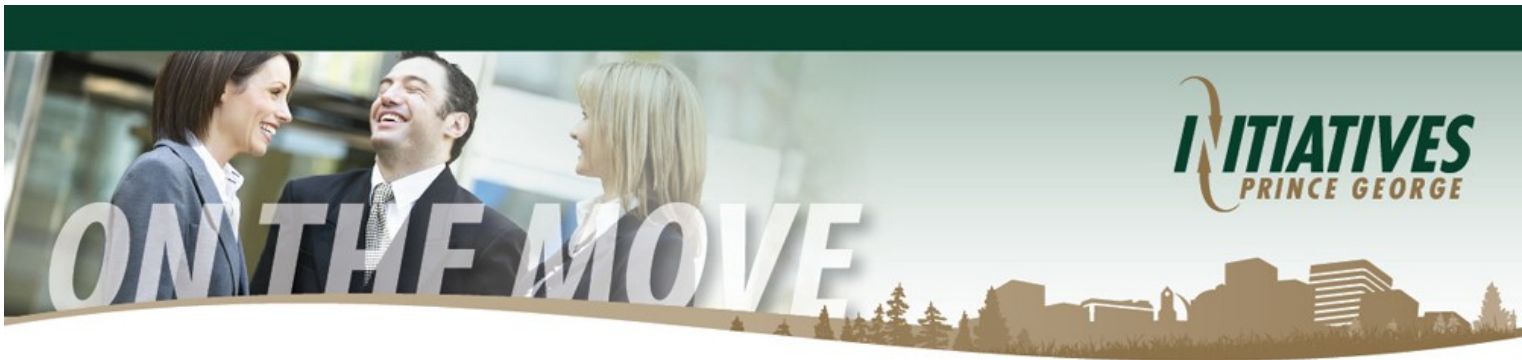
recommended the book that one of its main subjects, Daniel Burnham, was the architect, urban planner and mastermind behind the renewal of Chicago in the 1890s. Mr. Burnham later was the leader of the City Beautiful Movement and a guiding force behind its ideals which also underpin Prince George's original downtown plan.

Since Paul's passing, Prince George won its bid for the 2015 Canada Winter Games, an event that will coincide with our city's centenary. With three and a half years to go, Prince George has a

As we continue to gear our efforts collectively and individually to renew our downtown in the run-up to 2015, it is worth recalling the inspirational words of Daniel Burnham:

"Make no little plans. They have no magic to stir men's blood. Make big plans; aim high in hope and work remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever growing insistency".

And as we remember Paul Zanette's vision for and contribution to our great city on the anniversary of his passing, let's continue to "aim high in hope and work" to yield desired improvements in our downtown core.



### **Thank You Katherine Scouten!**

June 30 marked the eighth anniversary and last day with Initiatives Prince George for Katherine Scouten, Vice President, Economic Development.



Katherine is taking the summer off to have some much deserved rest before assuming a new position with the University of Northern British Columbia (UNBC) in Fund Development on September 1.

The Board of Directors and Staff of IPG wishes to take this opportunity to thank Katherine for her tremendous hard work and dedication to Initiatives Prince George over the past eight years, and to wish her the very best in her new endeavors. Kathie will be missed at IPG, but the good news is that she takes her great skills and capabilities to a close partner, UNBC.

### **Outlook Economic Symposium in Whistler**

On June 5 and 6, the Whistler Chamber of Commerce hosted the OUTLOOK Economic Symposium in Whistler, BC.

Tim McEwan, President & Chief Executive Officer of Initiatives Prince George joined the Honourable Pat Bell, BC Minister of Jobs, Tourism and Innovation; Mark Andrew, Regional Vice President, Fairmont Hotels & Resorts; Lorne Burns, National Industry Leader, Real Estate, KPMG; Peter Leitch, Chairman, Motion Picture Industry Association of BC; and Dr. Pascal Spothelfer, President & Chief Executive Officer, BC Technology Industry Association on a sector Panel discussion on Tourism, Natural Resources, Technology, the Arts and Real Estate. The Panel was moderated by Janine North, CEO, Northern Development Initiative Trust.

The inaugural OUTLOOK Economic Symposium brought together more than 200 delegates from a variety of sectors across British Columbia to discuss important issues facing the province and the country. Framed around the question, "Is BC positioned to prosper in the next decade", the speakers tackled issues from a variety of global, national, provincial, regional and sector perspectives.



### **TELUS hires 130 people in Prince George to support Optik TV growth**

TELUS has created 130 new jobs in its Prince George call centre to support the growth of Optik TV. TELUS announced in January it was undertaking a \$1.5 million renovation to expand the call centre and hire 100 new customer care agents from the community. Due to strong demand for Optik TV services, TELUS has since increased this to 130 new agents.

The renovation is now complete, using local contractors and materials wherever possible, and the final two groups of agents are hired and will begin training in July and August. "TELUS' new Prince George team members will join our existing team supporting the continued expansion of Optik TV services in northern B.C. and across B.C. and Alberta," said Chris Jensen, TELUS general manager for northern B.C. "Our new team members are settling in well thanks to some great mentorship and training provided by the team's veterans, and helping TELUS meet the incredible demand for our all-digital Optik TV service."

"Since 2000, TELUS has invested \$24 billion in infrastructure and operations across British Columbia," said Jensen. "Over just two years, TELUS is focusing more than \$37 million on bringing one of the world's most advanced 4G wireless networks, high speed internet and high definition Optik TV to our customers right here in Prince George."

Expansion of the Prince George contact centre began in 2008 with a \$1.3 million renovation that allowed TELUS to increase the size of the contact centre from 75 to 166 agents. On completion of the \$1.5 million 2011 expansion and hiring of another 130 agents TELUS will employ about 400 team members in the community. By the end of 2010, TELUS had installed the infrastructure necessary to bring wireline broadband internet speeds of up to 25 megabits per second and Optik TV to more than 1 million households in the Vancouver Lower Mainland, Victoria, Campbell River, Whistler, Kelowna, Vernon and Prince George.





**MITACS- In Need of Additional Research Expertise?**

Companies in need of advanced research expertise need look no further than Mitacs-Accelerate. This national program connects companies with highly-skilled graduate students in any discipline through short or medium-term research projects aimed at addressing a company’s needs. Whether the required expertise is in marketing, finance, business, engineering, chemistry, medicine, social work or biology, Mitacs-Accelerate can help companies access researchers with advanced knowledge who can bring a new perspective to challenges.

During a Mitacs-Accelerate internship, a graduate student spends approximately half of their time onsite with the company, collecting data and interacting with staff; the balance of their time is spent at the university, developing innovative approaches to solving the research challenge in collaboration with faculty and fellow students. For each four-month internship unit, the company contributes \$7,500. But not to be missed is that Mitacs-Accelerate matches a company’s contribution dollar-for-dollar; a \$7,500 investment instantly becomes \$15,000. This is possible through the support of the federal and provincial governments including the British Columbia Ministry of Jobs, Tourism and Innovation.

If your company is interested in learning how to utilize the Mitacs-Accelerate program, contact Laurence Meadows at [lmeadows@mitacs.ca](mailto:lmeadows@mitacs.ca) or visit [www.mitacsaccelerate.ca](http://www.mitacsaccelerate.ca).

Through unique research and training programs, Mitacs is developing the next generation of innovators with vital scientific and business skills. In partnership with companies, government and academia, Mitacs is supporting a new economy using Canada’s most valuable resource – its people. For more information, visit [www.mitacs.ca](http://www.mitacs.ca).



**2nd Quarter IPG External Media Highlights**

- **Initiatives Prince George President & Chief Executive Officer, Tim McEwan**, was interviewed in the June edition of the **Western Investor Magazine**
- **Prince George Global Logistics Park** was featured in the June edition of the **American Journal of Transportation**
- **Initiatives Prince George President & Chief Executive Officer, Tim McEwan**, and **Northern BC Tourism Chief Executive Officer, Anthony Everett** were interviewed on CKNW Radio’s **Bill Good Show** on May 30, 2011
- **Initiatives Prince George President & Chief Executive Officer, Tim McEwan**, had an article on the Northern Corridor appear in a recent issue of Canada West Foundation’s **Currents Economic Bulletin**
- **Initiatives Prince George President & Chief Executive Officer, Tim McEwan**, was interviewed for “**Prince George Wants You**” published on the front page of the **Money Section** in **The Vancouver Province** newspaper on April 10, 2011
- **Initiatives Prince George President & Chief Executive Officer, Tim McEwan**, was interviewed by **CKWX News 1130** about cost advantages of living in Prince George on April 5, 2011

**Did You Know—International Delegations**

**Did you know?** – IPG assists local organizations on a regular basis to host international investment delegations from all over the world? In the next two months alone, delegations from Asia and South America will be exploring education, tourism, and export opportunities in Prince George and Northern BC!

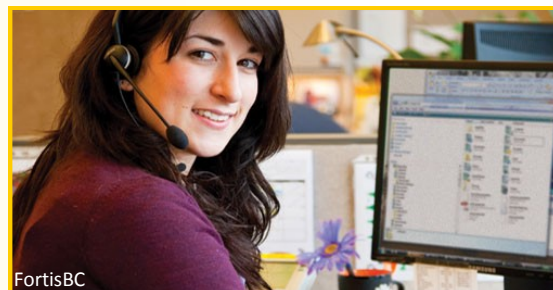
**Employment Opportunities with Fortis BC**

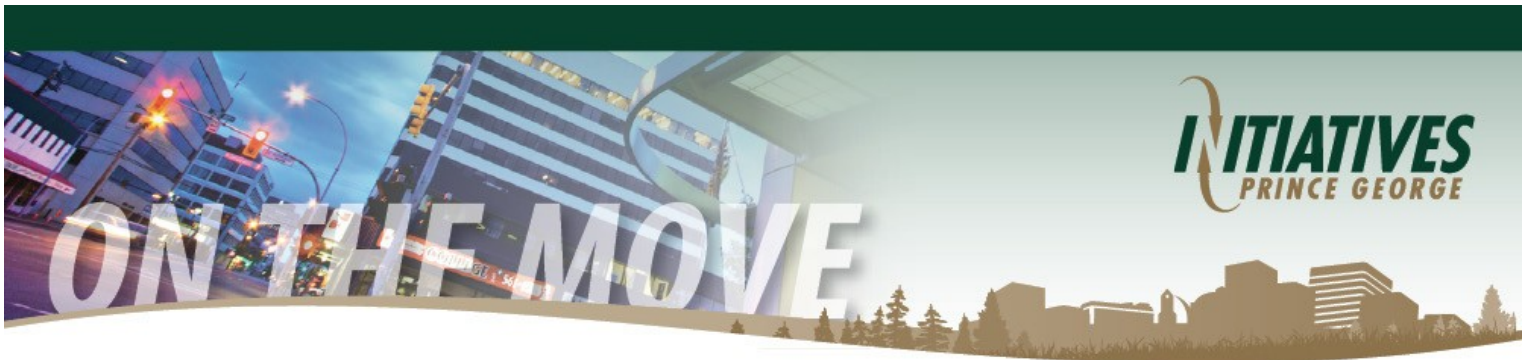
As BC’s energy industry evolves, FortisBC is constantly seeking the best talent. FortisBC is committed to hiring and rewarding exceptional people who will join them on this exciting journey.

As a leader in delivering electricity and natural gas as well as developing alternate sources of energy, FortisBC relies on employees who are as dedicated to the future of the province.

FortisBC is bringing approximately 300 new jobs to BC by moving to an in-house customer service model. They are opening new state-of-the-art customer service centres with one located in Prince George. To fill this demand, FortisBC is now hiring experienced, customer-minded talent to join their team for a variety of positions in both their billing operations and customer contact centres.

FortisBC offers attractive benefits and compensation, as well as career development opportunities. To find out more information about the positions becoming available in Prince George and to apply visit <http://fortisbc.com/>

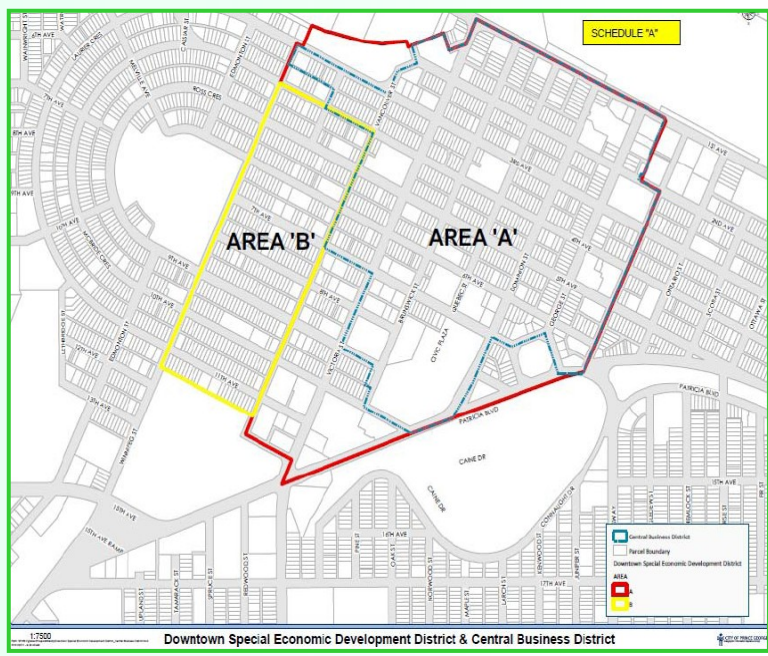




### Changing the Face of Downtown

The new Downtown Incentive Program is on schedule to be in place this fall, pending approval of a new Revitalization Tax Exemption (RTE) by-law later this summer. The new program includes a more aggressive RTE that will exempt the city portion of taxes on commercial and residential projects for 10 years, include land values for residential developments in target area A, and façade improvements for lower threshold values of investment. A new 'early benefit option' will be included to provide developers with the ability to take the entire value of the ten year exemption up front instead of over 10 years. The Program is also proposed to include a residential housing bonus of up to \$10,000 per unit that can be used in combination with the RTE. The target areas are illustrated on the map below. A [Frequently Asked Questions](#) brochure is available to support development decisions.

The Prince George Regional Performing Arts Centre moves another step forward as a downtown public catalyst project with the City's decision to submit a project application to P3 Canada. The application is premised on a conceptual capital budget of \$42.5m and a notional annual operating budget of approximately \$1 million, of which \$700,000 would be earned revenue. The project is proposed as a centennial facility project in recognition of the City's 2015 centenary.



### Mount Milligan Info Session

Representatives from Thompson Creek Metals - Wes Carson, Manager, Operation Development and Christy Smith, Superintendent, Community Affairs - will be holding a session on Mt. Milligan to give contractors, people looking for employment opportunities, and the general public an update on the project.

If you are interested in the potential opportunities the Mt. Milligan Mine Project has to offer our region you will not want to miss this opportunity.

**Date and Time:** July 6, 2011 at 7:00pm

**Location:** The Coast Inn of the North

**Public Session:** Free of Charge



### Multiculturalism and Diversity Shine in PG

The success of the Welcome PG project and cultural diversity in Prince George were celebrated on June 25, 2011 with a multicultural banquet held at the Prince George Civic Centre.

Welcome PG is a strategic collaboration of community stakeholders, businesses, non-profit organizations, and service providers based on a mutual passion and belief in removing barriers to social inclusion. It was created to enhance Prince George's diversity and economic prosperity by strengthening capacity to attract, recruit and retain internationally trained people who have chosen Canada as their home. The project has three primary partners: The Immigrant and Multicultural Services Society, The Prince George Chamber of Commerce, and Initiatives Prince George.

The event featured multiple performances from various cultural groups with attendees encouraged to wear traditional dress. The agenda for the evening was facilitated by Hon. Shirley Bond and Hon. Pat Bell with a key note address from Nick Noorani, social entrepreneur and founder of *Canadian Immigrant Magazine*. As an immigrant from Dubai himself, Mr. Noorani described the difficulties immigrants face and his efforts to ease their transition into life in Canada.

The event concluded with an announcement that the highly successful Welcome PG received funding to commence phase two of the program.





### COFI Convention Returns in September 2011

The Council of Forest Industries (COFI) is pleased to announce its Annual Convention will return this year with the theme of: *Recovery, Transformation & Renewal*. This year's convention will take place in Prince George, BC on September 15-16, 2011. The Annual Convention provides an opportunity for the industry to meet and network with customers, community leaders and senior government decision makers to take a collective look at how to leverage the new global economic opportunities that are emerging as we recover from the recent downturn.

The convention will be reintroduced in 2011 in a modified form of the traditional model. It will take place on a Thursday afternoon and Friday morning. There will also be networking opportunities including Exhibitors' Hospitality Hours and an evening reception. The developing program of presenters will speak to critical issues facing the global forest industry today:

- Responding to the new Global Economic Forces
- Pacific Rim Markets: Existing and Emerging Opportunities
- Wood: The Green Building Material of Choice
- Bioenergy Potential: Opportunities and Challenges
- Address from Minister of Forests, Lands and Natural Resource Operations, Honourable Steve Thomson

For more information and registration, please contact: Christina Ferreira at [ac2011@cofi.org](mailto:ac2011@cofi.org) or phone: 250.469.1958



### UNBC Northern BC Mining Research Awards

The Northern BC Mining Research Award is a new scholarship for students conducting research related to the mining industry. A total of five awards, each valued at \$5,000, are available to graduate or upper level undergraduate students conducting research on issues of particular interest to mineral exploration or the mining industry. Applicants must obtain an industry partner that will provide a match of a minimum of \$5,000 to support each award.

"Mineral exploration and mining are knowledge-based industries," said Katherine Scouten, co-chair of the Host Committee for 2010 and former Vice President, Economic Development with Initiatives Prince George. "UNBC's excellence as a research institution is a tremendous asset to the region, and this plan will support development of industry and research partnerships that will advance and enrich the sector's growth in Northern B.C."

Interested students are encouraged to apply through the UNBC awards and financial aid department and can find more information at <http://unbc.ca/finaid/>



### BC Hydro Presentation on June 24

On June 24, BC Hydro guest speaker Doug Little, Vice President of Business and Economic Development, spoke at a business luncheon in Prince George about BC Hydro's plans to meet the North's growing power needs. The region's power requirements have increased due to the growing economy of Prince George and Northern BC.



Doug shared BC Hydro's plans for various capital projects including the Northwest Transmission Line, and the Site C Clean Energy Project, and spoke of how B.C.'s north will play a key role in the province's clean energy future.

Mr. Little highlighted the "BC Hydro advantage" and explained that BC has some of the lowest rates for electricity in North America as a result of deliberate investment decisions made decades ago to power B.C. with clean electricity. He also detailed how, as their infrastructure is aging, BC Hydro is moving into a phase of regeneration that will see the company invest in new projects, upgrade existing facilities, and work with customers to conserve energy. With the demand for electricity expected to grow by 40 percent over the next 20 years, BC Hydro is planning now for additional capacity requirements.



The successful luncheon had over 100 attendees from the Northern BC business community



## Northern Bioenergy Partnership Update

The Northern Bioenergy Partnership (NBP) was formed earlier this year to accelerate the growth of a forest-based bioenergy industry in Northern British Columbia. Northern British Columbia is recognized as a world leader in bioenergy with the biennial International Bioenergy Conference hosted in Prince George. It is also home to North America's single largest bioenergy producer, Canfor Pulp Limited Partnership, and is the world's largest regional producer of wood pellets.

As an industry-led partnership, our goal is to build on current strengths and to direct private and public research, innovation, and investment to Northern British Columbia to create a vibrant long-term forest-based bioenergy industry.

Northern British Columbia has all of the ingredients to create a global centre of excellence in forest-based bioenergy. We start from an enviable position, with an abundant fibre resource, a forest industry that is truly a global leader in harvesting and processing, access to the world's largest energy and consumer markets in North America and Asia, Canada's Green University (UNBC), and regional colleges committed to providing technical skills training.

Local companies and communities are already utilizing some of the newest technology available to produce heat and power, and new firms are establishing themselves in our region to develop leading-edge bioenergy and advanced bio-product technologies. There is significant potential for further growth. Our forest resource is changing due to the mountain pine beetle epidemic and communities need to plan for a "new normal". Bio-energy can provide the bridge to the new forest economy. As the supply of beetle wood decreases in the next 10-20 years, we need to develop new knowledge-based industries. Lumber and pulp will continue to be large players in our northern economy, but bioenergy can provide an important revenue stream to strengthen business models. Forest-based bioenergy can also provide reliable heat and power to rural and First Nations communities currently underserved by our traditional utilities, while maintaining and even growing employment in these communities. These projects can also anchor additional industrial development in our region.

The NBP's vision for the North's future is not only to use forest-based bioenergy for our own energy needs, but to create further opportunities for an already robust service and supply sector engaged in equipment manufacturing, engineering, research, technical expertise, and many other activities. These firms that already support a growing domestic industry will also be able to export skills and products around the world.

While Northern British Columbia has many of the ingredients necessary to develop a world-class industry, there are some challenges:

- Despite our enviable location our transportation infrastructure is lacking to accommodate additional growth of the bioenergy industry. Exports of wood pellets and other transportable fuels must compete with other resource industries for limited port and rail capacity.
- BC's utilities were not created to manage a complex network of smaller energy providers, and incorporating new projects into their current systems is a challenge.
- The growth of alternative energy also largely depends on public investment and programs to make it economic in the near-term. Most analysts agree that escalating global energy demand will require the utilization of all possible sources of energy, including bioenergy. Developing appropriate technology needs start now, but determining who should be responsible for the investment is difficult.

Working collaboratively with all stakeholders, the NBP's mandate is to provide guidance and direction to private entrepreneurs and public policy makers. By creating a community and forum where our entrepreneurs, First Nations, municipalities, tenure-holders, educational institutions, traditional forest products companies, and cutting-edge technology providers can interact and collaborate, the NBP will assist in accelerating the growth of a new local industry, while contributing to global demand for green energy solutions.

The Northern Bioenergy Partnership welcomes your involvement. For more information on how you can be part of the conversation visit our website at [www.bioenergypartnership.ca](http://www.bioenergypartnership.ca)

INITIATIVES  
PRINCE GEORGE



Elissa Meiklem  
Executive Director  
Northern Bioenergy  
Partnership

