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President's Comment

It's pre-budget time once again, and Initiatives Prince George (IPG) recently appeared before the provincial Standing Committee on Finance and Government Services to outline our priorities. IPG's submission builds on a broader meeting with Premier Gordon Campbell on one of his frequent visits to our great city last July.

Over the past two and a half years, IPG has developed a strategic vision for a Northern Decade of economic opportunity for the benefit of all British Columbians. For the forthcoming budget cycle there are three immediate priorities as the provincial government builds its budget for the 2010/11 fiscal year:

Wood Innovation and Design Centre and Associated Programming: In partnership to the greatest extent possible with the federal government, that the province provide capital and operational funding for the Wood Innovation and Design Centre, and that this include support for civil and mechanical engineering disciplines to provide substance to the new centre.

Highway 97 - Pine Pass Technical and Safety Improvement Completion: In partnership with the federal government, that the province expedite required safety and technical improvements to the Pine Pass to enable Prince George and Central BC supply and service businesses to compete for prospective business opportunities flowing from the construction of the Site C Clean Energy Project, ongoing gas industry development in the Peace region, and new inter-provincial opportunities flowing from the terms of the New West Partnership.

Prince George Airport Authority – Additional Infrastructure: In partnership with the federal government, that the province work with the Prince George Airport Authority to address additional infrastructure needs including: additional cargo apron; an additional ILS; hydrant fueling; and, additional ground support equipment.



Tim McEwan
President and
Chief Executive Officer
Initiatives Prince George

Beyond these short term "asks", IPG's submission to the Standing Committee on Finance and Government Services outlines other broader program and policy considerations for thorough consideration in the preparation of the 2010/11 budget.

In this regard the submission speaks to the need for new, long-term funding streams to deal with the significant municipal infrastructure deficit that has accumulated; the enactment of clear legislation for community tourism marketing fund retention (especially now that Prince George has the new Tourism Prince George Society in place along with the Additional Hotel Room Tax); additional health care training in, for, and by the north (occupational, speech and physio-therapy); creative ways to support rural K-12 education in the context of declining overall enrollments; government office

decentralization; Chinese investment fast-tracking; support for northern bio-energy cluster development; proceeding with the Harmonized Sales Tax on policy grounds; Open Skies policies to open up opportunities at the Prince George and other regional airports; and, expediting of harmonized federal and provincial environmental assessment processes.

Over the current decade, the IPG submission also recommends that BC continue to open up the north in sharp partnership with the federal government and (where applicable) the other two partner provinces in the New West Partnership, Alberta and Saskatchewan. This includes completing the Cariboo Connector four-laning program in partnership with the federal government, but also, joint Federal – New West Partnership support for Fairview Container Port Phase II; Highway 16 twinning; and, leading edge communications infrastructure.

"... aspire and resolve to build Prince George in full synergy with its vast service base in Northern British Columbia ..."

Initiatives Prince George's Board and senior staff – in full partnership with other agencies – aspire and resolve to build Prince George in full synergy with its vast service base in Northern British Columbia as a sustainable, knowledge-based, resource economy connected to the world.



UNBC Shares Top Award with Harvard

The University of Northern British Columbia has won a top campus sustainability award from the premier college/university sustainability organization in North America. UNBC's bioenergy project was recognized by the Association for the Advancement of Sustainability in Higher Education (AASHE) for integrating operations with teaching and research, while serving as a model for other campuses and communities. UNBC shared the top award with Harvard University.

UNBC was presented the award in Denver at AASHE's annual conference, which was attended by 2,400 people. The award was also celebrated October 12 in front of more than 200 people in the Canfor Winter Garden at UNBC. Industry partners joined with government officials, UNBC founders, alumni, faculty, staff, and students.

For more information, including photos from the event and details of the award, see http://www.unbc.ca/media/2010/10_12bioenergyaward.html

UNBC is also partnering with the Students for a Green University club to launch a contest for current and prospective students who live the "green life". The contest is being run through the UNBC Facebook page and the top award is \$1,000 courtesy of Integris Credit Union and a bundle of prizes from the UNBC Bookstore.

Vote for your favorites at <http://www.facebook.com/UNBC.ca>



Left to right: UNBC president George Iwama, UNBC Green University Projects and Capital Projects Managers Danielle Smyth and Doug Carter, and Harvard representative Kevin Bright at the AASHE Award Ceremony in Denver on Monday, Oct. 11, 2010.

EXPRESSION OF INTEREST

PROGRESS PRINCE GEORGE RECRUITMENT

Initiatives Prince George is looking for committed and dedicated candidates to volunteer to serve on Progress Prince George.

Progress Prince George consists of a group of 21 influential individuals from within the community. They are charged with identifying issues of importance to the future economic prosperity of Prince George. They are also responsible for benchmarking the city's economic progress over time, and relative to other jurisdictions.

Progress Prince George selects the Board of Directors for Initiatives Prince George, ensuring an independent, objective, effective appointment process.

Progress Prince George meets four times per year. Members are asked to commit to attend meetings and demonstrate community leadership.

Interested candidates should submit, in confidence, by **Tuesday, November 9th, 2010**:

- a brief overview of your background;
- reasons for wanting to serve on Progress Prince George;
- your willingness to commit the time and energy to the task;

For more information please contact:

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Engineering In, For, and By the North

In its recent submission to the provincial Standing Committee on Finance and Government Services, Initiatives Prince George has reiterated the paramount importance of seeing the Wood Innovation and Design Centre (WIDC) proceed as expeditiously as possible. Since the WIDC was announced in the February 2009 Speech from the Throne, the provincial government has been working with the University of Northern British Columbia and other parties to build a business plan. Among other things the WIDC is envisaged as an iconic wood building that will house leading-edge programming which will make Prince George a Global Centre for Wood Innovation and Design.

One of the fundamental components of any WIDC must be engineering disciplines, beginning with civil and mechanical, to give substance to programming. The inclusion of engineering programs is also fundamental to meeting forthcoming requirements for skilled labour for the significant number of projects planned and anticipated over the coming decade in forestry and bio-energy, but also mining, gas, and transportation and logistics.

To address the need for engineering disciplines, a local group led by Dr. Albert Koehler, P. Eng. has formed the Northern Technical and Engineering Society. The new Society is comprised of engineers who, like those in the medical profession that saw the need for the ground breaking Northern Medical Program, are committed to making engineering in, for, and by the north a reality.

For more information please contact the Northern Technical and Engineering Society at: www.NTES.ca

Sinclar Named Energy Conservation Business Leader

Sinclar Group Forest Products Ltd. was recognized for its sustainable energy management program at the 2010 BC Hydro Power Smart Excellence Awards. Sinclar, an integrated wood manufacturing company, was named 2010 BC Hydro Power Smart Leader, BC Hydro's highest level of customer recognition.

Through various initiatives, including the identification and elimination of air leaks, mill heat systems and general employee awareness, Sinclar Group reduced its electricity consumption by more than 25 percent in just over a year and a half.

Sinclar developed energy maps to identify how each of their eight facilities uses energy. Then they developed rigorous monitoring, tracking and reporting systems to ensure accountability. Not satisfied with their initial energy management assessment, they made improvements. On their second assessment, they scored three stars on BC Hydro's One-2-Five Energy Diagnostic. They are one of only two companies in the forest sector to score three stars.

As a 2010 Power Smart Leader, Sinclar Group has demonstrated a deep commitment to energy conservation, leading the way for other local and BC businesses.





Northern BC Companies Nominated for Export Awards

This month Canadian Manufacturers & Exporters (CME) BC announced the finalists for the 2010 BC Export Awards! Among the finalists were four Northern BC companies: **Sinclar Group Forest Products Ltd.**, Prince George (finalist in the Primary Products & Resources category); **Drop Designs**, Prince George (finalist in the Northern BC Exporter category); **Noratek Solutions Inc.**, Prince George (finalist in the Northern BC Exporter category); and **Pioneer Log Homes of British Columbia**, Williams Lake (finalist in the Northern BC Exporter category).

Tim McEwan, President and Chief Executive Officer, Initiatives Prince George, stated "With the current expansion of international trade from Northern BC, this is an excellent time to showcase the contribution of our regional manufacturing and export companies to the Province's economy. On behalf of our partners, I am very pleased to recognize these four finalists."

Initiatives Prince George, The Prince George Airport Authority, The Prince Rupert Port Authority, and CN, have partnered to sponsor the new Northern BC Exporter Award category at the CME BC Export Awards this year. In previous years there has been strong representation from companies in southern BC. This year, all four partner organizations wanted to ensure that Northern BC accomplishments were being recognized as well.

The Awards Banquet will be held in Vancouver on November 19, 2010.

Congratulations to:



Going Direct - Wood to China via Northern BC

Lumber manufacturing and exports to China originating in Northern BC have grown significantly into the third quarter of 2010, moderating the impacts of decline in the US housing market on British Columbia.

This stimulus to the region's economy has been accommodated by investments in transportation infrastructure over the past several years by CN, Port of Prince Rupert, Province of BC, and City of Prince George through the Asia-Pacific Gateway Corridor Initiative (APGCI).



Over the last month alone, estimates are that nearly one thousand 40 foot containers or about 28 million board feet of lumber have moved from regional mills through the CN Transload and Intermodal facility in Prince George to Prince Rupert with final destinations to five Ports in China.

On an annualized basis this volume approaches original ten year development projections for the intermodal facility, in its second year of operation. As well, truck shipments of lumber and logs from northwest BC through the Port of Prince Rupert have been very strong. By servicing the region's wood products market ocean carriers providing weekly sailings via Prince Rupert's Northern Pacific Gateway are also playing an important role transporting product to overseas markets.

In Prince George, River Road improvements and the twinning of the Simon Fraser Bridge through the APGCI have facilitated the effective and timely movement of pulp and lumber products directly from manufacturing sites to Chinese customers allowing Northern BC to respond to China's increasing demand while returning economic benefits to the region.

IPG and PGAA Part of SCL Mission to China

Initiatives Prince George (IPG) and Prince George Airport Authority (PGAA) will be participating as part of the Supply Chain Logistics Association of Canada (SCL) mission to China November 1 through 8.

The mission will include the Annual General Meeting of the China Federation of Logistics and Purchasing (CFLP), with whom both IPG and SCL have Memorandums of Understanding for cooperative marketing and exchange.

Earlier this year, IPG and PGAA hosted a senior delegation from CFLP and SCL in Prince George and Prince Rupert. The latest trip is part of ongoing efforts by IPG and PGAA to market the Prince George Airport, Global Logistics Park, and Transportation Hub to air carriers, logistics providers, freight forwarders, and other parties.



Canada's GREEN Northern Pacific Gateway

The Western Transportation Advisory Council (WESTAC) held its semi-annual meeting in Calgary October 19 to 21. Under the themes of productivity, technology, and environment, industry leaders gathered to discuss trends in transportation and logistics. Andrew Papson with ICF International spoke about greening the supply chain in a presentation, introducing the concept of sustainability as "living off of nature's income not its capital". Supply chain sustainability considers the environmental footprint in a lifecycle analysis of products from extraction and manufacturing through to disposal and end-of-life, with transportation options used to bring products to market comprising a relevant piece of the total. He also relayed research findings from mapping greenhouse gases for different transpacific shipping scenarios delivering a product from Hong Kong to Chicago using seven different shipping options and seven rail routes. The findings reveal that West Coast Ports have a 30% reduction, and a distinct advantage in the total amount of greenhouse gases emitted from ocean and rail transit compared with east coast ports. Prince Rupert ranked as the most competitive Canadian port, and Seattle the most competitive U.S. Port in the study. The research highlighted the benefit of shorter marine distance, lower rail grades, and slower rail speeds all contributing to the reduced carbon footprint of "Canada's Northern Pacific Gateway". The opportunity to supply chain users is to brand and capture value and drive consumer choice from this knowledge.



Welcome PG Round Table

The Immigrant and Multicultural Services Society, The Prince George Chamber of Commerce, and Initiatives Prince George have partnered together for the Welcoming and Inclusive Communities and Workplaces Program (WICWP). As a component of this project, Initiatives Prince George will be hosting a two hour round table (includes lunch) titled "Championing the Cause: Solving Issues and Breaking Barriers to Create Welcoming and Inclusive Workplaces".



This session will be lead by four panelists representing a variety of industries including: skilled trades, retail, health care, and food & beverage. Panelists will share their personal experiences in hiring and retaining new Canadians. They will recount the challenges they have faced and the resources that are available in Prince George to deal with them. After the panel presentations, there will be a group discussion.

Date: Tuesday November 30, 2010
Time: 12:00pm – 2:00pm
Where: IPG Board Room
Cost: No charge

If you are interested in attending this workshop, please contact Beenu Bibra at 250-562-2900 to register as seating is limited.

More information about WICWP is available at: www.welcomepg.ca

"Heads Up" - Backhaul 101 Workshop

The third workshop in the Export Education series offered by Initiatives Prince George, **Backhaul 101**, is set to take place in early December (TBD).

Participants are encouraged to email liu@initiativespg.com to reserve your space; the cost for the workshop is \$50.00 (includes lunch). For those who have already registered and attended previous workshops, more details will be emailed to you soon.

Why you should attend:

If you are a business currently exporting to the Asia-Pacific and/or US heartland markets, or would like to be exporting to these markets, this workshop is for you. The speakers will discuss how to access CN Transload intermodal services for direct shipping to Asia through the Port of Prince Rupert.

Presentations will be given by CN and COSCO, as well as an exporter who is currently using and benefiting from the backhaul opportunities that the northern corridor has to offer.

Workshop Synopsis:

- Introduction of CN intermodal facilities in Prince George – distribution center, multi-commodity storage yard, transloading facilities, container handling equipment
- Costs associated with accessing containers at Prince George intermodal facilities
- Probable solutions to streamlining high distribution costs
- CN – COSCO working relationship
- Solutions to backhaul challenges
- Shipping costs from Prince George to destination ports in Asia
- Time and cost advantages associated with the Port of Prince Rupert

PGAA Moving Ahead with Fuel and Cargo Facility

The Prince George Airport Authority (PGAA / YXS) has announced two projects that continue to build the refueling/tech-stop and air cargo business opportunity at the airport.

Local company Sands Bulk Transport is developing a new open-source fuel farm adjacent to the north-end fuel apron at YXS. Increased storage, more supply options, and competitive pricing will help sharpen the re-fueling/tech-stop and air cargo opportunity at YXS. The first phase will include expanded on-site fuel storage to complement an off-site rail terminal facility.

Western Star Ventures Ltd. is in the final stages of developing a multi-tenant air cargo and cross-dock facility adjacent to the north-end refueling apron. The new 25,000 square foot facility will be designed for cargo storage, inspection, and transshipment as well as equipment staging for north end airport operations.

The facility will also house Canada Border Services Agency and other airport service providers.



In Memory – Sue Armstrong

Initiatives Prince George is extremely saddened by the sudden passing of long time Board member, Sue Armstrong in early October.

Sue was a successful business person and an active promoter of the city of Prince George .

Sue leaves behind an extensive family, a number of dedicated colleagues at Uniglobe Sunburst Travel Ltd, and numerous friends in the business and broader community.

Sue will be greatly missed by all.

