



KEDC welcomes 2007 Board of Directors



2007 Board of Directors

Front Row (L-R): Bill Jones, Gerald McKenna, Roger Hewitt, Winston Jennings, Pat Martin, Frank Blake.

Back Row (L-R): Doug Churchill, Gordon White, James McKenna, Wilson Hoffe, Audrey Whiteway, Wanda Loder.

Absent: Philip Patey, Hazel Bishop

Executive

Roger Hewitt

Pat Martin

Doug Churchill

Audrey Whiteway

Winston Jennings

Board Members

Bill Jones

Gerald McKenna

James McKenna

Frank Blake

Gordon White

Wilson Hoffe

Philip Patey

Hazel Bishop

Wanda Loder

Staff

Jill Bennett

Crystal Anderson

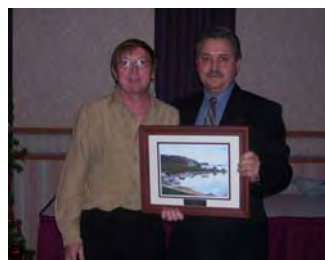
Sharon Loder

Mark Young

Sarah Holloway

Gail Hoyles

Jonathan Waterman



President Roger Hewitt presenting Past President Winston Jennings with a gift of Appreciation.

At the December Board Meeting, President Roger Hewitt provided outgoing Board Members Pearce Mullett, Andrew Shea, and Angela Gardiner with a Certificate of Appreciation. A special presentation was given to past Chairperson, Winston Jennings. While Mr. Jennings remains on the Board of Directors for the 2007 year, his work and dedication to KEDC throughout the past year was appreciated by all.

2007 Workplan

KEDC hopes that the agenda set out for the 2007 year will allow for the creation of a presence throughout the zone as well as an increase in the economic prosperity of the region. As with previous years, KEDC's focus will be the business/manufacturing, tourism, and natural resources sector. In addition, KEDC will also be looking at engaging with municipalities in economic development as it affects all regions of Zone 14.

A major project has been set under each section which will remain the focus for the 2007 year. Determining the potential and feasibility of exporting cross zonal seafood products to international markets will remain the focus for the Business Subcommittee and lead by Executive Director, Jill Bennett. A Buy Local Campaign for local farmers will be lead by Economic Development Officer, Crystal Anderson, and the Natural Resources Subcommittee. Working with the Department of Tourism, Culture, and Recreation to promote the concept of Packaging will be the objective for staff and the Tourism Subcommittee throughout the new year. Finally, KEDC will be sponsoring a position on Fogo Island to create a Strategic Economic Plan for the entire island.

While these four projects are the focus for KEDC in the 2007 year, the staff and Board will continue their work and support on other initiatives, such as the Broadband Initiative, Birch Sap Initiative, the Blueberry Co-operative, and the Labour Market study for the Gander Bay area.

The Board and staff are enthusiastic and looking forward to working on these projects over the next 12 months. If you wish to learn more about any of KEDC's initiatives, you can contact (709) 256-2595.

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Chairperson's Message



We Bring in this year of 2007 with a very busy schedule for the KEDC. The challenges of the next 12 months include, the completion of our Broadband project, the start of the Fogo Island Economic Development project and our Buy Local program, to name just a few.

The Board and Staff of Kittiwake are dedicated to the initiatives listed in our statement of work and look forward to the completion of these goals. In a go forward mode, we at the KEDC, ask our many partners for their continued support over the coming year. It is my hope that this partnership will continue to grow and prosper, providing us with results which will build and strengthen the economy of our region. It is only with the support of ACOA, INTRD, Service Canada, Industry Canada, and many others that the KEDC can continue to be a success.

I know that from my own standpoint, the past five years have been a path of learning and

growth, due to the support of people within this group.

In closing it is necessary to acknowledge the tremendous job of our staff over the last 12 months. The challenges have been great and the learning curve steep but they have proven up to the task and over come many obstacles. I look forward to the next year and the accomplishments it will bring for our Zone and all our communities. I wish you all well and hope that 2007 is a banner year for you and yours.

Roger Hewitt
Chair KEDC

Tourism Update

KEDC continues to work towards its vision of increasing the amount of professionalism and awareness of Zone 14's tourism product. Its goal is to educate tourism owners and operators, as well as the general public, on sites located throughout Zone 14 and on providing a high level of professionalism to tourists traveling in the area.

In early November, Sarah Holloway joined KEDC under the Job Creation Partnership program to aid in the final stages of the tourism training package, which will commence in April 2007. Since then, she has worked diligently with Mark Young to finalize and implement the various tools of the developed program, including training sessions in each of KEDC's seven subzones.

Three training sessions have taken place thus far, with another session taking place in Lewisporte in late January. KEDC is looking forward to the hosting of three more sessions

in Subzones 2, 4, and 7 within the upcoming months. Dates and locations for these sessions have yet to be determined, but each event will be publicized throughout the appropriate regions once finalized.

Mark Young and Sarah Holloway have continued to fine tune the hard copy of the reference book, which is now complete and will be put into print in early 2007. Currently, Mark and Sarah are working on extending the availability of the resources to stakeholders by combining the reference material together with the virtual tour CD and creating a web application which will be linked to the KEDC website in the New Year.

Mark has also been instrumental in the redesigning of the Kittiwake Coast Tourism Association's website, which can be viewed at www.kittiwakecoast.ca.

It is hoped that the tools provided throughout the project will be a continuing contributions to the professionalism and awareness with the Kittiwake Coast, and produce a bright outlook for the tourism industry in Zone 14, not only in 2007 but for years to come.



If you are interested in hosting or attending a training session or learning more about this project, you can contact Mark or Sarah at 256-2573 or tourismkedc@nfld.net.

Broadband Complete in New-Wes-Valley

As recipients of funding from the Broadband for Rural and Northern Development Pilot Program of Industry Canada, communities within the New Wes Valley region of the Kittiwake Economic Zone have gained access to high speed internet service. Available in the communities of Badger's Quay, Valleyfield, Brookfield, Pound Cove and Pool's Island since December 2006, the installation completes Milestone 2 of the BRAND Program, "Connecting Communities" for the Community Champion, the Kittiwake Economic Development Corporation.

Access to broadband services in this region will enable businesses and residents to access the World Wide Web faster and with more security than previously available. Broadband



connectivity will enable government departments, such as health services, to access central offices quicker and to send larger files that have been developed with the use of

digital technology. As well, many local businesses will reduce their overall monthly expenditures on dedicated TI lines, allowing them to increase their profitability on a monthly basis.

Additional communities in the New World Island Region will be connected under the BRAND Program. It is anticipated that the additional 9 communities will be able to purchase the service in February 2007.

Funding for this project has been given to the KEDC from Industry Canada, the Atlantic Canada Opportunities Agency, the Province of Newfoundland and Labrador ~ Department of Innovation, Trade and Rural Development, and by the service provider, Bell Aliant.

Executive Director's Message

2006 has been a year of change and restructure! The Kittiwake Economic Development Corporation has undergone a complete change primarily with office staff, and with our Board of Directors.

First and foremost, a heartfelt *thank you* to our outgoing board members, Andrew Shea, sub zone 7 representative, (Fogo Island and Change Islands), also to Pearce Mullett, Labour representative, and, to Angela Gardiner, sub zone 1 representative (Glovertown and area). *Thank you* Andrew, Pearce and Angela for your commitment and dedication to the Kittiwake Economic Development Corporation; all the best in your future endeavors. I would also like to take this opportunity to extend a very warm welcome to James McKenna, our new sub zone 7 representative, I look forward to working with you over the next two years, and having your input on behalf of the sub zone 7 constituents.

Our office has welcomed new resource personnel to work on project specific initiatives within Zone 14. Sarah Holloway has joined Mark Young and will be working to increase the level of professionalism and regional awareness within the tourism industry



of Zone 14. Jonathan Waterman, a Business Management student with Keyin College has also joined our team and will be conducting research on two of our four major initiatives throughout the 2007 year. Welcome Sarah and Jonathan!

During the 2007 year, the KEDC will focus on initiatives within the Business, Natural Resources, and Tourism sectors. Under our **Business** sector we will be working with the Gander International Airport and the Central Caucus Zones (11- 16) to identify seafood products in their respective areas that could avail of an exporting service to international markets, via the Gander International Airport. Once we establish the quantity and range of seafood products within Central

Newfoundland, we will be working directly with industry and Gander International Airport to fill the international market demand for such products. **Natural Resources** will focus on a "Buy Local Campaign" in partnership with the Department of Agrifoods and local farmers within our boundaries. This initiative will increase awareness of the range and quality of products grown locally. **Tourism** will focus on engaging tourist operators on the benefits and development of packaging as a marketing tool to increase year-round visitation and occupancy. Finally, the Community Development position for Fogo Island will develop and implement plans to create and sustain economic activities for Fogo Island through the creation of a comprehensive economic development strategy.

The staff and Board of Directors are excited about the new initiatives for the 2007 year, and we welcome any comments and or feedback. I look forward to working within the region throughout the next twelve months.

Happy New Year!
Jill Bennett
Executive Director

Birch Sap Update

The Kittiwake Economic Development Corporation in partnership with the Gambo Indian Bay Development Association, along with Traverse Enterprises, ACOA and the Department of Innovation Trade and Rural Development continues to pursue, through the expertise of P & G Management Services Inc., the market viability of birch sap and products derived from birch sap tapped from trees within Zone 14.

"The process of actually getting the birch sap business up and running is a slow one. However, I feel it is extremely important to go through the scientific process necessary to ensure a safe and healthy product for the market place." says Gary Collins, President, Traverse Enterprises

At present, the consulting team continues to research and investigate opportunities provincially, nationally, and internationally. The

results of this research will guide the Birch Sap Committee in a direction conducive for the development of a birch sap industry within Zone 14. This is an exciting endeavor, and many inquiries have been made as a result of the media coverage surrounding this unique product.

KEDC's Got a Whole New Look!

With a new staff comes a new attitude and a new look. For 2007, the "face" of the KEDC will look a little different. The most notable change is the new logo. A smaller, more concise logo will replace the navy and gold logo and instead uses the same blue as seen in the NLREDA logo to reflect the roots of KEDC.

The key feature of the new logo is the embracing of the "KEDC" acronym, complimented by the full spelling of Kittiwake Economic Development Corporation or with the newly implemented slogan. This allows the logo to be recognized by all audience members,

regardless of what name they are familiar with. It is easy to get lost in a sea of acronyms, but by owning that acronym the new brand ensures that KEDC will stand out and be remembered.



A new slogan has also been implemented into the new branding scheme and can be found in the logo. It is hoped that the new slogan "We're in the Business of Economic

Development" will help stakeholders better understand KEDC's role in the region. KEDC is about creating businesses and employment through its initiatives in the key sectors found in Zone 14.

This new logo, slogan, and colour scheme will be featured on all the new marketing materials used by the KEDC; marketing materials such as brochures, business cards, promo folders, letterhead, notepads, and a new web site which should be arriving early this year. In addition, this new look will be carried throughout all internal and external communications.

Quick Notes

- ⇒ James McKenna is the newest Board Member of KEDC. He joined the Board in December and will hold a two year term, representing Subzone Seven—Fogo Island/Change Islands
- ⇒ Doug Churchill has recently accepted the position as Business Representative for Subzone One—Glovertown and Area.
- ⇒ KEDC, in partnership with Canadian Manufacturers and Exporters and the Canada/Newfoundland and Labrador Business Service Network, will be hosting an introductory exporting seminar on January 31st in Gander. For more information, please contact Sharon at 256-2595.
- ⇒ KEDC will be holding a Orientation of New Directors/Board Governance session for all Board Members and Staff on February 16th and 17th in Gander.
- ⇒ KEDC has taken on a work term student for the new year. Jonathan Waterman is an eight week work term student from the Keyin College Campus in Gander and will be working on preliminary research on KEDC's 2007 initiatives—Buy Local Campaign and the Exporting initiative.
- ⇒ KEDC will be holding its third Transportation Session in New-Wes-Valley in the latter part of January and is currently organizing a session in St. Brendan's. The information from these sessions will be added to the information from other sessions held in Lewisporte, Fogo Island, for an upcoming Transportation Report.
- ⇒ Surveys will be taking place over the next couple of months on a number of different initiatives with KEDC. We would like to encourage your participation as it will help in the completion of these projects and to aid in future initiatives.
- ⇒ KEDC is currently advertising for two contractual positions. One as Project Coordinator for a labour market study in the Gander Bay Area and the other for a Community Development Position on Fogo Island. The deadline for applications is January 26th and February 9th respectively.

Our Staff



Jill Bennett
Executive Director



Crystal Anderson
Economic Development Officer



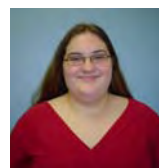
Sharon Loder
Admin. Assistant



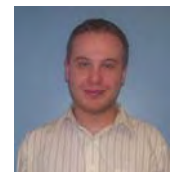
Gail Hoyles
Broadband



Mark Young
Tourism



Sarah Holloway
Tourism



Jonathan Waterman
Work term Student

