



FOR IMMEDIATE RELEASE

March 24, 2008

## **2008 ECONOMIC DEVELOPMENT AWARDS OF EXCELLENCE PRESENTED**

*Saskatoon* – The Saskatchewan Economic Development Association (SEDA) was pleased to present the **2008 Economic Development Awards of Excellence** on March 19, 2008 at the Radisson Hotel in Saskatoon. Attended by over 130 community leaders, government officials and economic development practitioners from across the province, the Awards Banquet and Presentations provided recognition for the following outstanding contributions to community economic development in Saskatchewan:

### **OUTSTANDING ECONOMIC DEVELOPMENT INITIATIVE**

This award is presented annually to an agency that has successfully advanced the community, regional, or provincial economy through an economic development initiative. The **2008 OUTSTANDING ECONOMIC DEVELOPMENT INITIATIVE** was presented to **Mustard Capital INC**, an endeavour which was spearheaded by the **Gravelbourg Economic Development Committee**. This project began back in 2001 and after almost 7 years of hard work by economic development staff and volunteers, culminated in the formal opening of a dry mustard milling facility in fall of 2007. Supporting this venture was the financial investment of the Town of Gravelbourg and various agencies and stakeholders. Mustard Capital Inc is already shipping three different mustard products around the world. It is Kosher verified and is currently pursuing organic certification - as well as seeking out new markets with the support of industry partners such as AgWest Bio. Toos Giesen-Stefiuk from the Town of Gravelbourg accepted the award on behalf of her committee.

### **ECONOMIC DEVELOPER OF THE YEAR**

This recognition is awarded to an individual who has assumed a leadership role and made significant contributions to a community, region and/or the province as a whole. **2008 OUTSTANDING ECONOMIC DEVELOPER** was awarded to **Shirley Ann Rogers** of the **Prince Albert REDA**. This year's recipient made significant

strides quickly and effectively during her first year with the REDA in 2007. With a focus on tearing down walls between stakeholders, while at the same time breaking through with effective communication and a passionate determination to make a difference, Shirley Ann has played a pivotal role in bringing forth a paradigm shift in the Prince Albert region. She initiated a grass roots needs analysis and goal setting process which led to a long term development strategy for the Prince Albert region as well as implementation of the visionary Northern Economic Summit in January. She enthusiastically nurtured a collaborative vision for the north which has now birthed the initiative called PREPARE – which stands for *Pursuing Regional Economies through Prince Albert Regional Engagement*.

“ Community economic development today is far more than a comprehensive set of programs and activities. It is a lens for viewing our local, regional and provincial community - and our understanding of problems and solutions” said John Parker, newly elected President of the Saskatchewan Economic Development Association. “Development is fundamentally a local activity, but it must be connected and supported to ensure the right solution and approach is ready - in the right place at the right time. SEDA is playing a key role in making sure that happens and our annual Awards of Excellence celebrates the tireless efforts of volunteers and professionals throughout Saskatchewan”.

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Enclosures:

SEDA Backgrounder  
2008 SEDA Board of Directors



## BACKGROUND

The Saskatchewan Economic Development Association (SEDA) has operated successfully for the past twenty five years as the provincial association for those engaged in community economic development.

SEDA is a multi-stakeholder network that strives to enhance the performance of its members, partners and allies. SEDA is governed by a Board of Directors who bring specific knowledge and experience to assist in organizational goals of building provincial community. Its membership base includes Regional Economic Development Authorities, Rural Development Corporations, Community Futures Development Corporations, neighborhood development corporations, municipalities, tourism groups, financial institutions, Crown Corporations, businesses and business organizations, as well as government and other agencies involved or interested in economic development.

The Association continues to grow its capacity to generate links between people, share/move useful information, and fill gaps. SEDA creates "bridges" across distance, and categories of endeavour so that members are able to quickly and efficiently benefit from the collective contributions of the network.

SEDA is intent on working towards achieving its mandate: *enhancing the economic capacity of Saskatchewan communities*. *The Association's vision* is to be the lead agency for building community economic development capacity in the province

**SEDA is dedicated to enhancing provincial economic growth through the following service pillars:**

### **FACILITATION OF NETWORKS • INFORMATION SHARING SERVICES**

- Developing linkages to advance industry & sector related issues and implementation of annual forums for members and the public at large.
- Maintaining a working relationship with government and other industry related organizations and a network that extends throughout Canada and beyond.
- Provision of advisory services and input to provincial issues.

### **COMMUNICATIONS • COLLABORATION**

- Creating awareness and understanding for the entire spectrum of community economic development.
- Leading a collaborative process with other organizations to strengthen our shared interests and best practices.
- Ensure members and affiliated stakeholders are kept informed of best practices and current research via a website portal, newsletter, electronic bulletins and annual member directory.

### **DEVELOPMENT & DELIVERY OF EDUCATIONAL PROGRAMS**

As the first provincial organization to develop and implement economic development training for its constituents, SEDA maintains its leadership in education and skills development via a core program augmented by seminars on current issues. Educational offerings are enhanced on an ongoing basis to meet current needs of the sector. SEDA's educational offerings may be applied to the Certified Economic Developer (EcD) designation, recognized nationally and internationally. Accreditation with specific Canadian educational institutions is also available. Bursaries are available to members in support of educational development and excellence.

### **RESEARCH • DEVELOPMENT • PROJECT MANAGEMENT**

Based on research and gap analysis, SEDA initiates and manages pilot programs to address current and emerging issues. We partner with the Government of Canada, the Province of Saskatchewan and other stakeholders to coordinate, support and deliver programs to support increased economic capacity.



## 2008 SEDA Board of Directors

The following individuals were elected from a slate of twelve candidates and announced at the Saskatchewan Economic Development Association Annual General Meeting on March 20<sup>th</sup>, 2008 at the Radisson Hotel in Saskatoon

### ***President***

John Parker, Southwest Community Futures, Swift Current

### ***President Elect***

Sandra LeBarre, Naicam Community Economic Development, Naicam

### ***Treasurer***

Kim Wondrasek, Yellowhead REDA, Langenburg

### ***Secretary***

Shirley Ann Rogers, Prince Albert REDA, Prince Albert

### ***Past President***

Larry Hiles, Regina REDA, Regina

### **Members at large**

Bob Kayseas, First Nations University, Regina

Russ McPherson, Mid Sask REDA, Outlook

Keleah Herron, Cypress Hills Regional College, Swift Current

Chantelle Ernst, Sunrise Community Futures, Weyburn

Dr. Sylvain Charlebois, University of Regina, Regina

### **Ex-officio Members**

Roger Israel, Ministry of Enterprise and Innovation, Province of Saskatchewan

Mona Taylor, Foreign Affairs and International Trade, Government of Canada

Anita Jones, First Nations and Métis Affairs, Province of Saskatchewan