



Newsletter # 12

December 2006

Riverland Recreational Trail Society

and

Iron Horse Trail Tourism Product Club

### Travel Alberta Unveils New Marketing Plan Software

Several DMO offices, including Alberta's Lakeland, have already held several training sessions and are using the software template to assist with developing their marketing plans. Don Wilson from Travel Alberta told us that there is still an opportunity for operators to learn all about the new marketing plan software that Travel Alberta In-province is providing to industry at no cost (the CD is valued at approximately \$100.00).

Attend one of the planned training sessions (see dates below) and then use the software to complete a marketing plan for a tourism business. The marketing plan software takes you through some very comprehensive steps in developing your own marketing plan. Even though it's an in depth program, it is not difficult to use. The program is very easy to use with helpful hints, examples and user information. The plan is designed to be a work in progress so, as things change in your business, it is simple to implement these changes into your marketing plan.

Marketing Plan Presentations:  
Grand Prairie – January 15 and 16<sup>th</sup>  
Edmonton – January 29 and 30<sup>th</sup>

For more information contact:  
Don Wilson at (780) 732-1630

Travel Alberta In-Province  
or register directly on-line by going to:  
<http://industry.travelalberta.com/>

then go down on the right hand side to:  
'workshops' under the 'How to' tab.

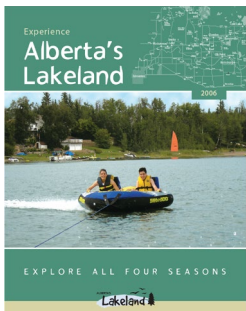
'Click on "workshops" and look for:

**Tourism Marketing - Travel Alberta Model**

then fill in and return the registration form.

## Moving Forward Conference

December 7 & 8<sup>th</sup> saw 60 delegates and speakers gather at the St. Paul Recreation Centre for the Moving Forward Conference. Delegates indicated that the first day highlight was keynote speaker Monica Coneys-Knight. Monica's unorthodox approach to starting a buzz and moving forward literally had delegates out of their chairs! Even though her delivery method was unexpected, her message was clear; it starts with you. We can't sit around and wait for someone else to start something and no matter how silly we might feel or how worried about what others will say – if you have a passion for a project – get started. Delegates had the opportunity to participate in a wide variety of sessions and topics designed to help them move their businesses forward. There were great presentations on building partnerships, awaking your creativity and learning about leveraging and funding opportunities to name a few. Thanks to all who participated and especially to all our presenters.



Alberta's Lakeland DMO is hard at work with the new 2007 Visitors Guide. If you are interested in having your business represented in the guide and promoted throughout the upcoming year, please contact Charlene Gauthier at (780) 645-2913 to book your space. Be sure to ask about all the benefits you receive as a DMO member.

## 2007 Memberships

Membership, donations and volunteers are needed to help with the materials and maintenance of the Iron Horse Trail. Please take a moment to fill out your form and send it in.

### Membership Form

**Yes!** I want to support Trails. Please sign me up as a Member.

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
 \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Individual Member \_\_\_\_ (yr) x \$10.00 = \$ \_\_\_\_\_

Family Membership \_\_\_\_ (yr) x \$25.00 = \$ \_\_\_\_\_

Group Membership \_\_\_\_ (yr) x \$50.00 = \$ \_\_\_\_\_

**Donations** are greatly appreciated to help our volunteer Trail Stewards with the materials needed for IHT trail maintenance \$ \_\_\_\_\_

**TOTAL ENCLOSED \$** \_\_\_\_\_

Please make cheque payable to:

**Riverland Recreational Trail Society**

**Mail to:** Riverland Recreational Trail Society  
 P.O. Box 642 St. Paul, AB. T0A 3A0



# Merry Christmas and Happy New Year



L to R: Marvin Bjornstad, Charlene Gauthier, Robert Bouchard, Marianne Price and Ed Rondeau

## R.O.A.D.S. Project

The Regional Opportunities And Development Study (ROADS) is a joint project between various partners; Reach Community Futures Corp., Lakeland Community Development Corp., N.E. Muni-Corr Ltd., N.E. Alberta Hub, La Chambre économique de l'Alberta, Riverland Recreational Trail Society, St. Paul Chamber of Commerce and Alberta's Iron Horse Trail Tourism Product Club. These partners felt it was necessary to identify certain economic factors within the Lakeland region. Using the Iron Horse Trail as the geographical base, the committee submitted a RCED funding proposal and was approved. The committee hired the consulting firm Leger Marketing Ltd. Leger Marketing has started working on the project and will be conducting a series of telephone calls, emails, faxes and interviews throughout the region. We'd like to thank the tourism and business operators for their cooperation in this project and if there are any questions, please call either the REACH Corp. or Alberta's Iron Horse Trail Tourism Product Club.



**Alberta's Iron Horse Trail Map & Brochure**  
 The new trail map and brochure is available. If your business would like to have some to put on display, please call the office and we will get them sent out to you. There were just over 300 handed out at the Alberta Snowmobile Show in Edmonton!

**Haying In The 30's**  
 A Finalist at Travel Alberta's Industry Conference!

Haying In The 30's was nominated for Travel Alberta's Sustainable Tourism award at the recent Industry Conference in Edmonton. Although the event did not place first, founder Ed Corbiere was pleased to have the event recognized at the annual banquet and the subsequent publicity has been an added bonus. Congratulations to the Corbiere family, all the volunteers and the sponsors who help make this event such a huge success.



ALBERTA'S



Economic Development

