

**TRADE-MARKED**

Newsletter # 9

March 2006

Riverland Recreational Trail Society  
and  
Iron Horse Trail Tourism Product Club

**BROCHURE UPDATE**



Office de la propriété  
intellectuelle  
du Canada  
Un organisme  
d'Industrie Canada

Canadian  
Intellectual Property  
Office  
An Agency of  
Industry Canada

Marques de commerce  
Certificat d'enregistrement

La présente atteste que la marque de commerce identifiée dans l'extrait ci-joint, tiré du registre des marques de commerce, a été enregistrée et que ledit extrait est une copie conforme de l'inscription de son enregistrement.  
Conformément aux dispositions de la Loi sur les marques de commerce, cette marque de commerce est renouvelable tous les quinze ans à compter de la date d'enregistrement.



Trade-marks  
Certificate of Registration

This is to certify that the trade-mark, identified in the attached extract from the register of trade-marks, has been registered and that the said extract is a true copy of the record of its registration.  
In accordance with the provisions of the Trade-marks Act, this trade-mark is subject to renewal every 15 years from the registration date.



Numéro d'enregistrement  
Registration Number  
TMA656,836

Numéro de classe  
File Number  
1214093

Date d'enregistrement  
Registration Date  
18 janv./Jan 2006

Canada

Registre des marques de commerce  
Register of Trade-marks  
CIPD 19012-01

OPIC

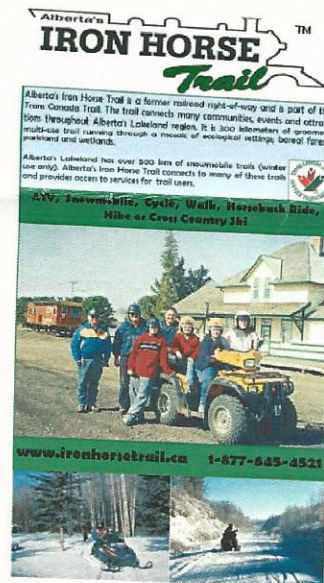
Thank you to Ron Belzil for his work towards getting Alberta's Iron Horse Trail name and logo trade-marked.



Family Day  
Long Weekend

Dwayne Brandly from SnoRiders West Magazine, traveling the trail from St. Paul to Elk Point.

The new brochure/map is just about ready to go to the printers. There are still a few opportunities to advertise your business on the brochure. Please direct any inquiries to the office at (888) 645-4155.



**Visits From SnoRiders West Magazine**

Dwayne Brandly from SnoRiders West Magazine was in the area twice to ride the trail and write an article for the magazine. His first visit was the Family Day long weekend when St. Paul was hosting their Winter Festival. Danny Smyl did a great job arranging for Dwayne to tour from St. Paul to Elk Point. Check out the article at <http://www.snoriderswest.com>.

The second visit was on March 18<sup>th</sup>. Dwayne arrived in Ashmont and prepared for a full day of snowmobiling. His first stop was Mallaig where Henri Amyotte and friends were waiting to show off the new staging area. The Bonnyville Snowdusters joined up and showed Dwayne their trail system. Finally, Rick Beecroft of Cold Lake got a chance to tour Dwayne around their trails. A great day was had by everyone and we're looking forward to reading another article in the magazine.





## **Annual General Meeting**

### **Riverland Recreational Trail Society**

**April 10<sup>th</sup> at 7:30 pm**

**Ashmont Agriplex**

Please join us for our annual general meeting. The evening will consist of our meeting and elections, a year in review, presentation of our strategic plan for the future and end with an informal social.

We would like to encourage you to consider being a part of our organization. In order to properly manage Alberta's Iron Horse Trail, we need representation from all ten of the municipalities that the trail crosses through. We meet every second month and rotate the location of the meetings. A lot of our weekly management is done through our communications system on the website. We are looking for volunteers to fill the following positions:

- 1) Trail Stewards – weekly inspection of a specific section of trail. You would report any problems or complaints to the Board. We have a trail steward manual with the duties outlined.
- 2) Members - who are willing to chair committees such as fundraising, volunteer programs, event planning, website updates, communications and publicity campaigns.
- 3) Directors - we would like to have representation from all the municipal areas. We meet every second month and rotate the location of the meetings. A lot of the weekly management is done through our communications system on the website.

If you have any questions about becoming involved with the maintenance of our trail system, please call Marvin Bjornstad at (780) 724-2061, Sheila Thompson at (780) 724-2007, Jerry Bidulock at (780) 645-4499 or Marianne Price at (780) 645-2913.



Taken east of Cold Lake

## **UPCOMING EVENTS**

- April 1: LARA's Gardener's Day – Bonnyville  
 April 1: Spring Bull-A-Rama – Cold Lake  
 April 8: Quad Rally – Boscombe  
 April 21: Country Music Jamboree – Elizabeth Settlement (594-5026)  
 April 22: Country Music Jamboree – Heinsburg  
 April 28 – 30: Home & Leisure Trade Show – Cold Lake  
 April 28: Country Music Jamboree – Elk Point Seniors  
 April 30: Country Music Jamboree – Brosseau
- May 7: Pryvett Ukrainian Dance Concert – Waskatenau  
 May 12: Country Music Jamboree – Elizabeth Settlement  
 May 14 to June 23: Maple Flag – Cold Lake  
 May 15: Victoria Settlement Provincial Historic Site opens for the season – County of Smoky Lake  
 May 18: Museum Day – Bonnyville  
 May 20: Fiddlers Jamboree – TBA  
 May 26: Country Music Jamboree – Lac Bellevue  
 May 26 to 28: Bonnyville Pro Rodeo  
 May 26-28: Jan Frisby Memorial Ball Tournament – Elk Point  
 May 27: Country Corral Amateur Talent Show – Boscombe  
 May 27: Country Music Jamboree – Heinsburg  
 May 27-28: Annual Bird Count – Lac La Biche  
 May 28 to 29: Gymkhana – Cherry Grove
- June 2: Cold Lake Farmers' Market starts for the season  
 June 3: Maple Flag Open House – Cold Lake  
 June 4: Venice Picnic – Venice  
 June 4: Spring Texas Scramble – St. Paul  
 June 4: Co-op Ladies Open Golf Tournament – St. Paul  
 June 4: Ice Breaker Regatta – Cold Lake  
 June 8 to 10: CPCA Chuckwagon Races and Silver Buckle Stampede – Cold Lake  
 June 9 to 11: Gary Starchuk / Dwayne Semeniuk Memorial Baseball Tournament – Waskatenau  
 June 9 to 11: Mini Nashville Jamboree – Plamondon  
 June 10 to 11: Wetlands Mini Soccer Tournament – Bonnyville  
 June 10 to 11: Gymkhana – Riverhurst  
 June 10 to 11: Yuk-Yuks – Bonnyville  
 June 14: Senior Open Golf Tournament – Bonnyville  
 June 17 to 18: Mallaig Days  
 June 18: Father's Day Fishing Derby – M.D. of Bonnyville  
 June 21: National Aboriginal Day – Cold Lake, Bonnyville and Lac La Biche  
 June 23, 24 & 25: Jamboree Wind Up – Heinsburg  
 June 25: Hoof-A-Thon – Cold Lake  
 June 27 to 28: Wetlands Soccer Tournament – Bonnyville





**Alberta's Lakeland Museum and  
Historical Site Society**

Notice of Meeting  
April 29, 2006  
10:00 – 4:00pm  
5101 – 50 Street  
(Town Office Board Room)  
St. Paul, AB.

This is a new organization that is being formed which is the result of a conference held in St. Paul on September 21, 2005.

At this conference, many of the participants agreed the benefits of forming a Society or Association were well worth exploring. Some of the benefits identified were:

- cross promotion opportunities
- exchange of information
- strength in numbers
- share exhibits
- partnerships to maximize advertising dollars
- regional promotions
- coordinate acquisitions policies

This start up meeting will be to formalize the new Society, develop the vision/mission statement and elect or appoint an interim board and directors. Watch for your information package in the mail or call the office at (888) 645-4155.

**2006 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**

Yes! I want to volunteer with AB Iron Horse / Trans Canada Trail, managed by Riverland Recreational Trail Society.

Signed \_\_\_\_\_

Dated \_\_\_\_\_

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

**Alberta's Lakeland Destination Marketing Organization (DMO)**

would like to extend an invitation to attend their AGM on April 19th, at Noon. It will be held at the St. Paul Recreation Centre. There are some exciting things planned for the upcoming year for DMO members. We also need to have representation from, not only the operators, but also from the different regions within Alberta's Lakeland. It is your input that drives the DMO Initiatives - we need to hear from you! If you are not sure what the role of the DMO is or what the benefits of membership are, call the DMO office and we'll be happy to get you more information. We are accepting nominations to the Board so if you think you would be interested, please contact us and we will get information and the nomination forms out to you. Lunch will be \$10.00 per person. Please confirm your attendance by calling the DMO office at (780) 645-2913, (888) 645-4155 or email to [dmo@albertaslakeland.com](mailto:dmo@albertaslakeland.com)



**Thanks To All Who Support Alberta's Iron Horse Trail**









**Newsletter # 11**

**September 2006**

**Riverland Recreational Trail Society**

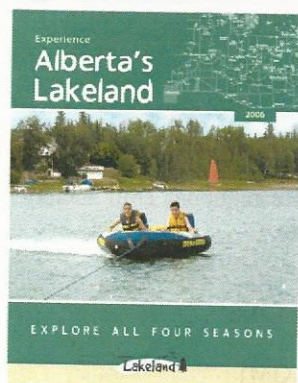
**and**

**Iron Horse Trail Tourism Product Club**



September 9<sup>th</sup>, 2006

Harvesting at  
Bonnyville for the  
Canadian Foodgrains  
Bank.



#### 2006 Visitor's Guide

2006 was the first year that the guide was done in house. There were 10,000 guides printed and the response was overwhelming. Many Visitor Information Centres told us that the guide was very popular with tourists. Alberta's Lakeland DMO is working on the 2007 issue.

If you would like to find out how you can get your company or event information included in the 2007 Visitors Guide, call Charlene with Alberta's Lakeland Destination Marketing Organization at (780) 645-2913. Alberta's Lakeland DMO attends many different industry tradeshow, events and functions throughout the year where the Visitors Guide is promoted and handed out. The Visitors Guide is also sent to Visitor Information Centres throughout Alberta, B.C. and Saskatchewan. Don't miss out on this fantastic opportunity. Here is another opportunity for you to promote your business or event . . . Alberta's Lakeland DMO new website is up and running. We invite you to browse through the site and let us know the good, the bad and the ugly!

Call Charlene for the latest information on our web stats and how you can get your website linked off of ours. If you don't have a web presence, we have some affordable options!

#### Iron Horse Trail Product Club

The Canadian Tourism Commission approved the Product Club's request to extend our contract from June 30<sup>th</sup> to December 31<sup>st</sup>, 2006. There is a lot of work to be done by the end of the year with the majority of the focus on developing tourism partnerships with Saskatchewan.

Other projects being worked on include the application for funding through the Community Futures Network's Rural Community Economic Development Initiative Project Funding (RCED). This application involves a partnership between various stakeholders in the Lakeland region to complete a Regional Opportunities And Development Study (ROADS) using the Iron Horse Trail as the base. The remaining deliverables include the new website, marketing plan for phase two funding and organization of a "Moving Forward" conference.

## ***Moving Forward Conference***

**Mark your calendar!**

December 7 & 8, 2006 are the dates for our final two day conference which is being held at the St. Paul Recreation Centre.

There are plenty of exciting sessions lined up for the two days. Our keynote speakers are Monica Coneys from Shosholoza Productions and Wainwright MLA Doug Griffiths.

To request a registration package, contact our office at (780) 645-2913 / 888-645-4155 and take advantage of our early bird discount.



New gazebo at the  
Heinsburg Staging Area



Family Fun Farm Festival  
at Muriel Creek Cattle Co.



## 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: \_\_\_\_\_

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

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Signed \_\_\_\_\_

Dated \_\_\_\_\_

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

This summer was a busy one for Alberta's Iron Horse Trail. We received inquiries from all across Alberta with some calls from B.C, Saskatchewan and as far away as Ontario and New Brunswick. All of the callers were planning on visiting our region, had heard about the trail and they were looking for information on services, maps and events. Elk Point moved their Tourist Information Centre to the staging area and reported that about a quarter of the visitors stopping in were arriving via the IHT. Another report indicated a traffic count of 200 in a two hour period on the August long week end. Even though about 50 of those were with a wagon trek – it is still an impressive number of users! We now have a staging area at Fort Kent. It is situated on LARA's property and includes a trout pond. Thanks to Jay, Vic and the M.D. of Bonnyville for all your hard work.

## Lakeland Heritage Partners

### AGM

October 26, 2006

7:00pm

The Lakeland Heritage Partners (LHP) is holding their first annual AGM on Thursday, October 26, 2006. The meeting will be held at the Mallaig School and starts at 7:00pm.

We would like to invite you to attend. We will be doing a brief presentation on what the LHP is, benefits of joining the organization and some of the projects that we are considering for 2007. As well, we will have a guest speaker from the Alberta Museums Association.

We will end the evening with a social and invite everyone to stay for coffee and snacks.

Please R.S.V.P. your attendance to Monique Ouellette from the Mallaig Museum through email at [mallaigmuseum@hotmail.com](mailto:mallaigmuseum@hotmail.com) or call the Iron Horse Trail office at 888-645-4155.

We hope you will join us!

Autumn is officially here and Riverland Recreational Trail Society has their 06/07 meeting schedule complete.

#### General Meetings:

September 19 – Smoky Lake

January 15 – St. Paul

April 16 – Ashmont (AGM)

#### Executive Meetings:

October 16 – St. Paul

November 20 – St. Paul

February 19 – St. Paul

March 19 – St. Paul

May 21 – St. Paul

If you have any questions about the meeting schedule, please contact Marvin Bjornstad at (780) 645-6489. Email notices are sent out prior to each meeting, so make sure Marvin has your correct email address.

## Ardmore Raise The Roof Fund Raiser

Nov 18, 2006

Ardmore Community Hall

Supper and Dance

Featuring:

**Gord Bamford and The Haymakers**

Tickets \$50.00

Contact Kristy at (780) 826-1983



Economic Development







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/>

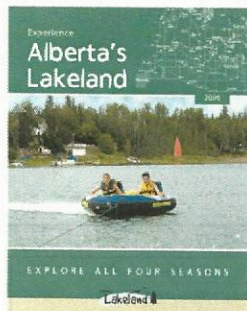
then go down on the right hand side to:

'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.



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.

## *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.





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**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

Lakeland

Alberta

Economic  
Development



Northern  
Alberta  
Development  
Council



Alberta  
Community Development

