

Blue Sky News



VOLUME 3, ISSUE 2

JUNE 2005

5th Annual Blue Sky Municipal Golf Cup, back again!!!

The 5th Annual Blue Sky Municipal Cup is scheduled for Saturday September 17th, 2005. The Tournament is being hosted in Partnership with the Municipality of Powassan and the Township of Nipissing, at High View Golf Course, in Powassan. Details of the tournament are as follows:



Highview Golf Course, Powassan

5th ANNUAL BLUE SKY MUNICIPAL CUP GOLF CHALLENGE

Saturday, September 17th, 2005
Tee Off time: 1 p.m. (shotgun)
High View Golf Course, Powassan
Fee: \$75.00/person (includes dinner & golf cart)

Awards presentation plus steak or chicken & baked potato dinner at the High View Golf course following tournament

Proceeds go to the winning municipality's charity of choice, Plenty of prizes!

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For more information or to register a team (four people), contact Uyen (wynn) at uyen.nguyen@blueskyregion.ca or 705-476-0874 ext. 215.

A helping hand and partnerships are always welcome!

With the summer fast approaching and the 2005 year half over, the Blue Sky EGC has lent their support to many great causes and partnered with organizations and events which contribute to the prosperity and growth of our Region.

The much debated Rae Review, was discussed by board members at the April Board Meeting and it was accepted by all that we need to support our college and university in their efforts to see the recommendations implemented. Many politicians and educators were sent a letter of support on behalf of the Blue Sky EGC Board of Directors, supporting our local post secondary institutions and their mission to provide accessibility and affordable education for the communities, municipalities and first Nations with in the Region.

More support in the education sector was given to the Near North Robotics team, which allowed them to travel to Atlanta, Georgia for an international competition where they received distinction and great praise for their efforts. The team is the regional winner in the Waterloo competition as well as the Greater Toronto competition. In addition, the students won the Engineering Inspiration award at both competitions. (<http://www-chi.nearnorth.edu.on.ca/nnsri05/>)

Blue Sky EGC supported a luncheon and donated Blue Sky Retail Sector canvas bags for delegates of the AMCTO Conference which was held this year in the Mattawa area. The conference was attended by Municipal Managers, Clerks and Treasurers of the Ontario Zone #7.

For more details of recent events in the Blue Sky Region, take a look at our Corporation minutes at: http://www.blueskyegc.ca/meeting_minutes.htm



74th Annual Ontario Nature Convention

The 74th Annual Ontario Nature Convention was held from June 3rd to the 5th, hosted by the Nipissing Naturalist Club. In addition to promoting our regional trails and waterways, the conference brought to light the many other attributes that make our Region unique.

The Conference was promoted to over 20,000 bird watchers and naturalists in Canada. Not only were the Nipissing Naturalists members well represented, but this conference was given both provincial and national exposure by the Ontario Nature Federation and Nature Canada (a nationwide network of naturalists). Many events, workshops and field trips were organized all over the Blue Sky Region, to show many of these first time visitors that this Region has many hidden treasures.

The delegates were very happy and impressed by the Region, whether it was the Chief Commanda Sunset Cruise on Lake Nipissing, or the sheer size of Lake Nipissing that wowed the delegates; everyone left the Conference with a positive view of our area. Conference chairman, Dick Tafel was very happy with the execution of the event and was happy to see so many of the Nipissing Naturalists out and involved in the conference. Their hard work and dedication to the conference, enforced a sense of unity and greater involvement for the health of the clubs' future.

Along with the delegates, the Environment Commissioner, Gord Miller and the Minister of Tourism, Hon. Jim Bradley attended. Commissioner Miller was the first Keynote speaker for the conference.

This conference was a great promotional/marketing tool for the Blue Sky Region as it's main focus was basically... Nature, our trails and waterways, which had been recognized as one of our main assets in the 2005 Tourism Economic Impact Study.

So the next time you have some time off, enjoy all that nature offers; for example, take a drive up to Eau Claire Gorge and take a look at the great wildlife we have in our own backyard. Visit <http://www.nipissing-naturalist.com> for more information about the club.



Blue Sky Festivals is coming out of the Clouds

In the recent Blue Sky Tourism Economic Impact Study, one clear recommendation was that "tourism marketing spending must be tightly focused on brand-building activities within the highest potential market".

The Blue Sky region is in competition with other parts of Ontario, and the life-style clusters that are our best potential visitors are traveling to other parts of the province. In order to build our brand as a recreational vacation outdoor adventure activity destination, we need to brand our area with a very specific marketing program. Blue Sky Festivals is a broad stroke project that has mass appeal in terms of "peeking" the interest of visitors. Once they have an opportunity to attend a short-stay festival, they may well return for other festivals or other outdoor adventure vacations.

Blue Sky Festivals.com has provided regional festivals and events with additional advertising for the last two years. This years project proposes to target two very specific areas:

- Niagara Region of Ontario
- Northern Quebec

BLUE SKY FESTIVALS

All marketing will drive visitors to the www.blueskyfestivals.com website. At that site, we are hoping to sell wristbands for all festivals and events, maps will be provided, as well as accommodations and retail information. Links to all other festival sites will give visitors easy access to all festival and events.

When people came together, they Discovered the Power of One



“Just a note to let all of you guys at Blue Sky know how much I appreciated all the work that was done to bring the Power Week to North Bay. The Business leaders breakfast, one day seminar and even the Bull and Quench were great. It gave a new comer like myself an opportunity to have a better appreciation of North Bay and the enthusiasm a number of its residents have for their community. North Bay - a great place to be.”

–Ross Greenwood, Canadore College

After four days, 12 workshops and countless registrations, the Discover the Power of One Tour ended, in great spirits and with many great comments. Ian and his gang from Reno, Nevada toured the Region to spread the news that we all need to work together.

“During Ian Hill's visit to our beautiful Nipissing/Parry Sound Region I deeply enjoyed his sincere words of wisdom; words that encouraged me to look within and strive with confidence in my pursuit of making my world a better place. As a parent, grandparent and yes a great-grandparent I was rewarded and uplifted; as a Mayor for my wonderful little portion of the "North", Chisholm Township, I was encouraged to strive a little harder and follow my dream that one person can make a difference. Thank you Ian for making the Blue Sky Region part of your Canadian Tour. “

–Barbara J. Groves Mayor of Chisholm



HR GAP Analysis gets the Go Ahead

Good news! The funding for the HR Gap Analysis has been approved by HRSDC with a contribution from FedNor as well. The contract was signed on May 30th. The next step is to review the methodology, introduce the consultant, etc. The four sectors that will be analyzed first will be:

- Telecommunication/Technology
- Health Care
- Mining
- Forestry

Keep your eyes and ears alert as more news and information will be coming as the process begins and the study starts. It is expected to be implemented in four months.

A Message from the GM

The long lazy days of summer are upon us but things are anything but lazy at Blue Sky! We are working on a number of new initiatives over the summer like the HR Gap Analysis, a Blue Sky Festivals marketing program that will involve specific target marketing to capture new visitors to the region and we will soon be announcing a new direction for our Broadband Project Skywire.

All of the initiatives taken on by BSEGC are there to help our region prosper. The next time you ask, “what has Blue Sky done for us lately” consider this...our mission is to work with the private and public sectors to mobilize the region for economic development with a shared vision. In the end, we will all prosper. In everything we do, it may not be directed clearly at one industry or municipality, but our goal is to lay the groundwork to help all municipalities within the region successfully grow their communities.

I would like to thank all the municipalities in the Blue Sky Region that continue to support our work. FedNor, HRSDC, the Northern Ontario Heritage Fund and Industry Canada have shown their support and continued partnership by way of funding for the many projects we have taken on.

If we all continue to focus on what is best for the region and if we can all make a commitment to work together to collectively achieve our goals for our citizens, the future is only going to get brighter!

On behalf of the staff and our Board of Directors we wish you and your families a safe and happy summer filled with blue skies!

Susan

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*Mobilizing the Region
with a shared
economic vision.*

We're on the Web!!
www.blueskyegc.ca



Blue Sky News

A division of Blue Sky EGC



We're going places ... Together! Nous allons de l'avant... ensemble!



Our mission is:

- To **mobilize** - the region for economic development with a shared vision
- To **implement** – regional economic development strategies
- To **prosper** – for all.

Notre mission est:

- de **mobiliser** – la région pour un développement économique avec une vision partagée
- de **faire la mise en œuvre** – des stratégies de développement économique régional
- de **prosperer** – pour tous

BLUE SKY
ECONOMIC GROWTH CORPORATION



LA CORPORATION POUR
DÉVELOPPEMENT ÉCONOMIQUE DU
CIEL BLEU



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