



EVENT REVIEW -- ALBERTA CONNECTS 2010

Progress for a province. Opportunity for a nation.

Alberta Connects 2010 was one of the more ambitious endeavours for Alberta Enterprise Group in its short history. The event brought more than 50 business leaders to Ottawa to meet with political leaders.

The purpose of the event was to promote the province in Ottawa and build relationships that will help guide us through frictions that arise between the Canadian regions. The core message was that a strong Alberta benefits all Canadians. The Alberta Connects strategy was to present a united Alberta business community in Ottawa and engage political leaders of all stripes and from all regions of Canada, in constructive dialogue about Alberta's role in shaping Canada's future.

In fact, AEG delegates met with more than 50 Members of Parliament, including high-ranking Cabinet Ministers, Senators and senior civil servants.

The following is a list of significant meetings *Alberta Connects* delegates participated in.



AEG Chairman greets Prime Minister Harper at Alberta Connects 2010.

May 11, 2010

- Lunch with Quebec/Atlantic Canada Caucus, hosted by Steven Blaney, (MP, Lévis Bellechasse and Chair of the Quebec Conservative Caucus) and Mike Allen (MP, Tobique—Mactaquac and Chair of that Atlantic Canada Conservative Caucus)
- Industry & Trade Round Table. Guest Speakers: Hon. Tony Clement, Minister of Industry & Hon. Peter Van Loan, Minister of International Trade
- Meeting with Hon. Jim Flaherty, Minister of Finance
- Dinner with Hon. Jim Prentice, Minister of Environment



Minister of International Trade Peter Van Loan and Ministry of Industry Tony Clement address Alberta Connects delegates on Ottawa in May.

May 12, 2010

- Luncheon with US Ambassador to Canada David Jacobson
- Reception on Parliament Hill hosted by Deputy Speaker Andrew Scheer in the Parliamentary Restaurant
- Dinner in Chelsea, Quebec at L'Orée du Bois with MP Maxime Bernier.



May 13, 2010

- Breakfast with the Ontario Conservative Caucus, hosted by Co-Chairs MP's Mike Wallace, Rick Norlock, Joe Preston
- Dialogue with Mr. Michael Ignatieff, Leader of the Opposition/Liberal Party of Canada. Attended by senior members of the Liberal shadow Cabinet Scott Brison (Kings Hants Nova Scotia), John McCallum (Markum-Unionville), Siobhan Coady (St. Johns South – Mount Pearl), Geoff Regan (Halifax-West)
- Presentation by Oil Sands Developers Group's Don Thompson, Carbon Capture and Emissions Management Corporation's (CCEMC) Eric Newell and the Canadian Energy Research Institute's Peter Howard to a joint meeting of parliamentary committees
- Luncheon with Mr. Wayne Wouters, Clerk of the Privy Council
- Dialogue with Prime Minister Harper



Liberal Leader Michael Ignatieff addressed delegates along with several senior critics (AEG Board Member Karyn Decore, seen in background).

Media Relations

Media relations efforts for the event began with a news release announcing Alberta Connects on April 30, 2010. One on one meetings were held with Shawn McCarthy, the Globe and Mail's business reporter who focuses on energy issues, and Paul Vieira, business writer with the Financial Post.

Tuesday, May 11th: Alberta Connects representatives Cal Nichols, Tim Shipton and Michael Donovan appeared on CBC's Power and Politics for a full segment. Panel members were asked pointed questions about oil sands environmental performance and the purpose of the Alberta Connects events.

Wednesday, May 12th: AEG Chairman Cal Nichols appeared on Business News Network's "Squeezeplay" program to talk about the Alberta Connects initiative.

On May 12th The Globe and Mail published a detailed article on the mission that appeared Canada-wide. The story focused on Alberta Enterprise Group initiative in Ottawa.



Oil sands veterans Eric Newell (Front -- Retired CEO of Syncrude) and Suncor Chairman John Ferguson address Alberta Connects delegates.



On May 15 the *Edmonton Journal* ran a brief story highlighting the success of the mission and indicated that AEG may wish to do a similar event in the future.

In the Capital Notes section of *Macleans Magazine* on May 20th there was a story on the Alberta Connects 2010 mission and its goals.

Feedback

In his address to delegates, Environment Minister Jim Prentice applauded the initiative, commenting that Alberta Connects 2010 was the most impressive initiative he had seen from Alberta in all his years in Ottawa.

The feedback from political leaders and staff was very positive, with repeated suggestions that these initiatives happen more regularly. From a policy perspective, feedback was universal – oil sands producers and beneficiaries must visit Ottawa regularly to build relationships and update decision-makers on their progress.



AEG members Bob Bentley (left) and Phil Payne (right) with Environment Minister Jim Prentice.

Eric Newell and Don Thompson were told, rather directly, by MPs attending the parliamentary committee session Chaired by MP James Rajotte that more must be done in Ottawa by Albertans. There seemed to be consensus around the table on this recommendation.

Prime Minister Harper, both in his address to the group and to individual delegates, praised the initiative and AEG.

As a result of *Alberta Connects 2010* and other efforts, AEG has established strong ties in Ottawa – which will create opportunities in the future for collaboration and to tell the Alberta story. The most urgent issue facing the province at this time is our reputation across Canada and abroad. How Albertans are perceived can have a lasting impact on future economic prospects and the development of Alberta energy resources.

Alberta has developed a track record for being an organization that is not afraid to stand up for the province and its entrepreneurs while, at the same time, working collaboratively and respectfully with political leaders to build relationships.

In the coming months and years AEG will continue to seek out innovative ways to build unity at home here in Alberta as well as telling the Alberta story around the world.