

OUR STAFF

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Tourism/Web Design

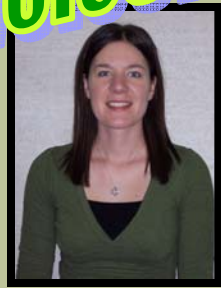
Denise Guillet
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GIS Technician

Michelle Hooy
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Administration/Accounting

Nicole Carey
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Apprentice



Welcome!



NEW STAFF

Nicole Carey has been hired for a one year apprentice position. Nicole grew up on a farm near Hepburn, and attended Universities in Regina and Saskatoon. She graduated in spring of 2007 from the University of Saskatchewan with a Bachelor of Science Degree in Physical Geography. Her studies were focused on geomorphology, glacial studies, and environmental issues. She also received GIS training, which she looks forward to using in the work place.

Nicole has been married for 2 years and lives in Delisle with her husband, where they have recently purchased a home. We are happy to have Nicole on board, and we hope to show her what a wonderful region she has moved into!

Are you Ready for a Website?

Having a website is currently the most effective way of advertising to not only your local client base but to the world as well. The Mid Sask REDA/CFDC feels that the municipalities in their area would most benefit from this type of advertising medium and would like to offer their web design services to you.



INVESTMENT

10 page website - (suggested page names - tourism, history, real estate, contact, etc.)

\$ 300 for REDA Members
\$ 600 for non-members

Hosting & Domain Registration

\$ 145 per year

Maintenance

\$ 30 per hour

WEB SITE EXTRAS

Slideshow photo galleries are also available for \$50.00 per 15 photo show.
Banner Ad design is available for \$25.00 per banner

Contact Aaron Spence 1-888-929-9990



web site design

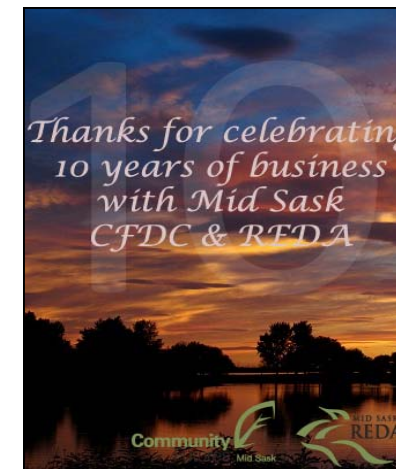
Celebrating 10 Years of Service to Rural Saskatchewan



a midsask MOMENT

Winter2008 Edition

Mid Sask Celebrates



10 years have come and gone since Mid Sask CFDC & REDA first incorporated and joined forces. On the evening of November 23rd, 2007 this achievement was recognized at an anniversary celebration which was held at the Dakota Dunes Casino. Approximately 60 people attended the event to reflect on what Mid Sask has

accomplished in the past and to anticipate what the future might hold.

The evening began at 5:30 p.m. with hors d'oeuvres and cocktails, and the event lasted late into the evening as many guests moved into the casino as the celebration wound down. The event was truly a success, and all had a great time as past and present staff, board members, and associates visited late into the evening.

Mid Sask has come a long way from its beginning as a small economic development office which focused on Small Business Loans and community projects. While this focus still remains, it has grown to include large regional collaboration projects, local and regional tourism initiatives, geographic information systems map-

ping, asset management, Youth Business Excellence awards, and webpage & brochure design. In the last year alone, the 2008-09 Lake Diefenbaker Visitors Guide was produced, the Lake Diefenbaker Tourism Destination Area Plan was drafted, and Water Wolf initiatives continued to gain momentum, while still serving new and established businesses with Small Business Loans. The last 10 years have certainly provided opportunities for Mid Sask to expand and accept new challenges with confidence and valuable experience to draw from.

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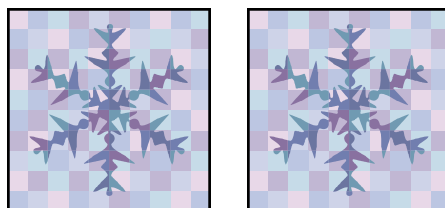
Strategic Planning 2008

Mid Sask staff and board members met in Riverhurst on January 11th and 12th to undertake another annual Strategic Planning session. Six Mid Sask employees attended, along with twelve board members. Discussion topics included the Water Wolf project, economic development and opportunities in our regions, a review of the CFDC/REDA operating plans, and Enterprise Saskatchewan Nominations. Brief board meetings also took place for both Mid Sask CFDC/REDA and Water Wolf, and the planning session wrapped up with Board recommendations and direction to staff.

Nominations for the Board/Committee of Enterprise Saskatchewan were discussed, and two Board members were selected. Bill Matlock and M.L. Whittles were nominated for

a position on the Board/Committee of Enterprise Saskatchewan.

The weather seemed to finally cooperate with the dates set for Strategic Planning this year, and this made for a safe journey for all to the Mainstay Inn located in Riverhurst. It is always a delight to spend our time at work in such a beautiful resort while we take care of important business.



Pictured Right: Bill Matlock (Mid Sask CFDC/REDA Chairman) and Jim Tucker (Mid Sask CFDC/REDA General Manager)



The Lake Diefenbaker Tourism Destination Area Plan

Over the past 10 months Ian McGilp of Tourism Saskatchewan has been working with Mid Sask to develop a Tourism Destination Area Plan, where Lake Diefenbaker is the main attraction. A draft of the plan now exists, and input is being gathered from residents throughout the Lake Diefenbaker area.

The purpose of the plan is to increase tourism in the area in a sustainable way. This means while the number of visitors increases, along with time they spend in the area, businesses must be prepared to handle larger influxes. Labour shortages must be addressed, aging infrastructure must be maintained or replaced, and routes between attractions must be taken care of. The Tourism Destination Area Plan has the potential to build upon the current success of Lake Diefenbaker Tourism, as well as provide direction for expansion of the industry. Saskatchewan is still in an early stage of development, and this plan has the potential to have a great impact on the success of tourism in the area, as well as the Saskatchewan economy as a whole. The goal is to not only let our neighbors know

about what a precious treasure we have in our backyard, but to attract visitors from much further away as well.

The draft of the Plan has already been created, and changes are continually being made as suggestions come in. There will be several public meetings held in early February and March for residents of the Lake Diefenbaker area to provide input, and anyone that might be interested is encouraged to attend. The Plan is expected to be completed in the Summer of 2008.

Lake Diefenbaker Tourism Destination Area plan

PUBLIC MEETINGS

7:00 to 9:00 p.m.

FEB 4- **Riverhurst**- Mainstay Inn

FEB 5- **Elbow**- Common Room @ Harbour Inn

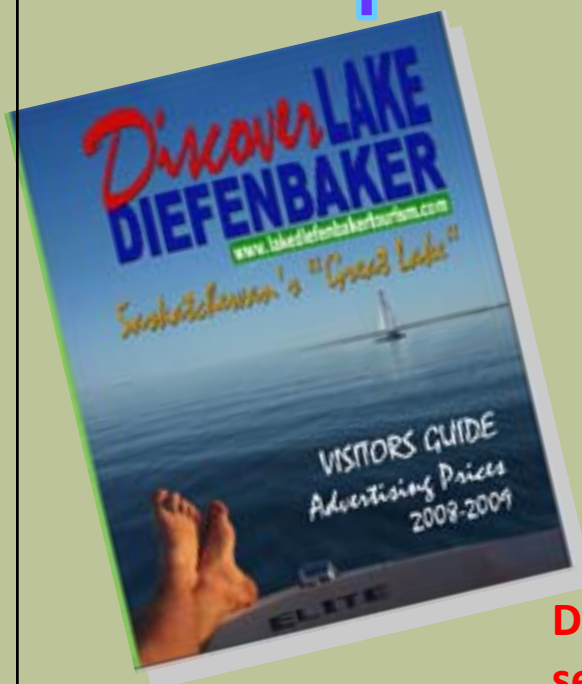
FEB 7- **Davidson**- Town Hall

FEB 11- **Kyle**- Elks Hall

FEB 12- **Demaine**- Community Hall

MARCH 5- **Outlook**- Court Room

Pick Up a Visitors Guide Near You!



The 2008-09 Lake Diefenbaker Visitors Guide is now out. The Lake Diefenbaker Tourism Committee decided they would take on the task of creating the booklet for the 2008-09 season, and what a success it has turned out to be!

Several hours were spent over the past couple of months, gathering ads, photos,

and stories. It seemed for a while the Visitors Guide had consumed the entire office! Everyone that walked into the office became well aware that the Visitors Guide was being produced here. Aaron Spence and Denise Guillet dedicated a lot of their time to the project, and the girls did a great job!

Don't forget to pick up a Visitors Guide for yourself, and enjoy what Lake Diefenbaker has to offer!

2008



A W A R D S

Attention students and mentors!! The countdown is on until the **March 28th** deadline to submit your business proposals and reports! It is not too late to enter this year's YBEX Awards—just contact Holly at Mid Sask or go online at www.midsask.ca and click on the YBEX link to download an application form!

This is your chance to experience what entrepreneurship is all about!!!

We look forward to seeing YOU at the awards banquet on April 26th, 2008 in Outlook!!

SATELLITE OFFICES Our Satellite Offices are located :

Central Butte
Bathgate Shop—1st Thurs.

Davidson
Davidson Town Hall—2nd Wed.

Biggar
Bear Hills RDC—3rd Thurs.

Beechy
Village Office—4th Tues. a.m.

Lucky Lake
RM Office—4th Tues. p.m.

To book an appointment for one of our satellite offices, please phone Holly at 1-888-929-9990

