

MountainViews

Issue 6 – December 2010

Merry Christmas
from Mountain View County



Mountain View
COUNTY

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Hi, I'm Doug Erdman, Mountain View County's new Economic Development Officer.

Starting this edition, I will be running a series of articles addressing issues pertaining to entrepreneurship and small business development. The first series of articles will examine the characteristics of successful small business owners and the subsequent development of a business plan, should you be ready to launch your own business operation within Mountain View County.

I hope that you find this series interesting and informative. Any comments and suggestions will certainly be welcome. You can contact me at 403-335-3311 ext. 161, by email at doug.erdman@mountainviewcounty.com, or drop by for a visit at the County Office.

MINDING YOUR BUSINESS

Before I get to the “meat” of minding your business, it may be useful to look at some of the advantages and disadvantages of small business ownership:

ADVANTAGES:

Independence - As an owner of a small business you have the freedom to make decisions without having to consult with a boss or supervisor. If you value having maximum control over your life, this can be seen as a definite “plus”. However, you must be able to take personal responsibility for the results of the decisions.

Skill Development - It may be necessary for you to operate in many or all of the functional areas of the business, i.e. marketing, operations, personnel (HR), management/administration and finance. If you enjoy learning new skills, then you will find this very rewarding.

Financial Rewards - Because of the higher financial risk associated with operating a small business, there is also the potential of obtaining a correspondingly higher return. Many business plans I have developed indicate extremely high rates of return on equity, especially those focusing on “niche” markets.

Challenge - Many entrepreneurs start a small business not exclusively for the financial rewards, but because of the challenge and feeling of personal accomplishment they can get in no other way.

Enjoyment - Most successful small business owners derive intense enjoyment from operating their enterprises. In fact, many small businesses originally start from a hobby or side-line.

However, there is a down - side. The disadvantages that follow are real and must be considered seriously by anyone contemplating the establishment of a small business.

DISADVANTAGES:

Risk of Failure - The failure rate of small business is very high. Bankruptcy statistics for Canada show that smaller firms have a greater danger of failure than larger ones. It has been estimated that three out of five small businesses will fail or be voluntarily discontinued within the first few years. This is substantially due to inadequate financing and lack of management expertise rather than the viability of the business concept itself. Moreover, personal assets pledged as collateral against loans will normally be lost.

Stress - Studies show that entrepreneurs have higher rates of stress, heart disease and divorce due to the pressure of operating their own businesses.

Many and Various Abilities Required

- Learning the skills required to successfully operate the five functional areas of the business can be difficult. If it proves to be impossible in some of the areas, then these skills will have to be obtained through employees at a psychological and monetary cost to the entrepreneur.

Low Initial Financial Returns -

Although the possibility of making large profits does exist, there are relatively few small business millionaires. Financial rewards are typically small during the first few years of operation.

As you are probably coming to realize, starting a small business will involve the assumption of considerable risk and will take a lot of work. However, if you are convinced that the benefits out-weigh the risks, then small business ownership may be for you.

Next issue: Characteristics common to successful entrepreneurs



From Girl's Club to Queen's Counsel

Perhaps it was the combination of 4H and Girl's Club that prompted the little girl from Midway (east of Carstairs) to embrace the fundamentals of self reliance, responsibility and community. Clearly, they've stood her in good stead.

Earlier this year, Sheila McNaughtan was appointed Queen's Counsel; an honor given to those deserving of recognition and distinction for exceptional contribution to the legal profession and the communities they serve.

She joins a long standing tradition of excellence in the practice of law—one that dates back to 1603 when Sir Francis Bacon prevailed upon King James to appoint him “King's Counsel Extraordinary” by letters of patent. The patent named Bacon as “one of our counsel learned in law” and the phrase is still used today in appointing contemporary Queen's Counsel.

Often referred to as “taking silk”, Queen's Counsel are distinguished at the Bar by their silk robes. In fact the appointment ceremony attended by

McNaughtan was called “the bowing in of a silk”. The practice dates back to the funeral of Queen Mary (1694) when Queen's Counsel wore black silk robes as mourning dress. Legend says the Bar went into a state of mourning and never came out.

Today, court robes are symbolic of the profession's obligation of public service and duties to the administration of justice. Those who wear “silk” are formally recognized as being among the very best of legal profession and as such, are held to a high standard.

McNaughtan has been practicing law for 28 years; largely with Reynolds Mirth Richards & Farmer LLP, an Edmonton based law firm with a proud tradition in municipal law among other disciplines.

She started off as a Home Economist and found her way into law school at the University of Alberta. After a short stint as a freelance practitioner, she joined the firm and has built a solid portfolio with a focus on municipal government and services, planning and development, education administration, contracts and by-law enforcement.

“The public expects elected officials to deliver in huge ways,” she says. “I am continually impressed by the commitment and dedication of public servants particularly those in municipal government. These folks put their heart and soul into realizing opportunity for the County while safeguarding our rural culture. I am grateful for their vision and tenacity.”

How does she feel about her QC designation?

In her quiet self effacing manner, she concedes the honor is something pretty special. “While it doesn't convey a change in status, it feels nice to be recognized for one's contributions over the years,” she says.

When she's not wearing her silk robes, you'll find her spoiling her four grandchildren, or running marathons. “I love what I do and I really enjoy the people I work for.”

Congratulations Sheila McNaughtan Q.C.



Division 5
ROBERT ORR

I was born in Calgary and I'm married to my wife Lynn of Bowden and have two daughters, both of whom live in Sundre. My parents purchased some land in Bergen in 1962 and this was the beginning of my rural life. We weekend farmed until I was in grade eleven and then moved to the country on a permanent basis. I finished grade twelve in Sundre, and after graduation I worked briefly in the service rig area before moving on to

Edmonton to work in the design and manufacture of special equipment.

Six years later I returned to live on the family farm where we farmed in conjunction with my parents as well as worked in the gas and oil industry welding. In the year 2000 farming became a full time job and today, after changing the scope of the farming from a cow calf operation to a feed production plan, I have been afforded the time to give back something to my community and Mountain View County.

Having lived and worked all over the world and I can honestly say that every single day I am thankful that I live in Mountain View County.

I was born in Central Alberta and have proudly lived in Mountain View County since I was a young boy. I am a graduate of Didsbury High School and Olds College. I have been happily married to Irene for 33 years, and together we have two children and two grand children.

Starting as a Journeymen Carpenter I worked my way up, becoming self employed in construction and project management in 1973.



Division 6
PADDY MUNRO

For many years I owned and managed a high profile, successful log home manufacturing business, building over 300 homes (53 of them in Japan). This has allowed me the opportunity to gain a lifetime of experience working with budgeting, planning and people.

During the next three years I am determined to work with Council and administration to restore core values of municipal government: that is to represent the majority, and respect the minority.



Division 7
AL KEMMERE

I have been married for 29 years to Kathy, who has been my number one supporter in many of our ventures, but especially in my role as Councillor and Reeve over the last two terms. We are proud parents of three adult children, who are presently carving out their own future in their various fields.

I look forward to serving the people of Mountain View County for the next three years. In that time, I intend to address the following issues to ensure our citizens enjoy a prosperous and sustainable future:

- Assessing more effective methods of dealing with road maintenance and improvements.
- Development of a diversified stable long range tax base for Mountain View County.
- Establishing a clearer understanding over jurisdiction and responsibility for the numerous streams and rivers within the County.
- Building a stronger relationship with neighbouring municipalities, and the Provincial Government.
- Explore different initiatives to help in agriculture sustainability.
- Improving our communication to the public.



Division 4
BRUCE BEATTIE

I moved to Bergen in 1970 to work as a dairy herdsman for Roy and Mary Reed, on the land they had purchased in 1948. I bought their farm in 1972, and continued supplying Sundre Creamery with fluid milk until it closed in 1972, at which time we began shipping to Palm Dairies in Calgary. My wife Val joined me in 1977, and over the next 35 years we gradually expanded the dairy to 70 milking cows. During that time I served the agriculture industry on many boards

and committees, locally, provincially and nationally.

In 2005 we moved our dairy herd to a location near Innisfail where we partner with another dairy farmer in a joint venture, milking 150 cows. We continue to live on our farm in Bergen where we have beef cows, Appaloosa horses and try to make hay.

As your Councillor for Division Four, I will champion the following principles:

- Open, honest and transparent governance
- Spending that matches needs – not wants
- Support of farms and farmers
- Practical and Common Sense policy development
- Sensible Growth – Fair and consistent policies
- Reliance on in-house expertise

I have resided in Division 3 all of my life and currently live east of Didsbury with my family. I have operated my own agricultural related business for the past three years. I am currently the president of the Lone Pine Agricultural Society. I am also involved in the local 4-H club and am a director for the Carstairs 4-1-1 Steer Show and Sale.

Some of the issues I intend to address include:

- The preservation of some of the best farmland in the country, and preserve the right to farm:
- Accountability to the public by the existing administration concerning spending.
- What are we getting for this extra spending?
- Easier to understand communications prepared for County residents.
- Core focus on providing better core services and less on competing with industry.
- Reconsidering existing positions to determine efficiency for more productivity to benefit the residents of Mountain View County.

My most important job will be to represent the residents of Division 3, so please contact me with your concerns so YOU can be heard!



Division 3
DUNCAN MILNE

Meet your Council

Six new and one returning Councillor were sworn in at Mountain View County's 2010 Organizational Meeting, held October 27, 2010 at the County Office.

Council appointed Div. 6 Councillor Paddy Munro the Reeve of Mountain View County until October 2011. Council also appointed Div. 4 Councillor Bruce Beattie as Deputy Reeve for a six month period.

After his appointment by Council, Mr. Munro stated he was honoured to be chosen as Reeve and to be given the opportunity to serve the people of Mountain View County. "I'm looking forward to the process and to helping guide Mountain View County's future for the next three years," Munro added.

My family has resided for many generations in Mountain View County.

I am proud to be actively raising my two sons alongside my husband Dustin of 12 years, in a community that is so dear to my heart. I am very driven to see the people living in this community get a hold and take back what is theirs.

I am a business woman who has developed a strong mortgage company over the past 7 years. Through the leadership of 8 individuals on my team I provide my clients with the best service and knowledge of the industry.

As a successful business woman my desire is to be able to provide that same service and understanding to the residents of Division 2.

My main priority is to keep connected to the community and make sure the voice of the people is being heard. It is the values of the community that matter most. I plan to clear up and bring to understanding the inefficiencies while always putting my best foot forward when striving for accountability.



Division 2
PATRICIA MCKEAN



Division 1
KEVIN GOOD

As your Division One Councillor I will:

- Re-establish voter representation.
- Form minimal government, directed by the people with minimal control.
- Return focus to core services. (e.g. roads and infrastructure)
- Re-establish RURAL common sense.

Agriculture in Action

It's the time of year for animals to start preparing for winter. With high numbers of deer, elk and moose in many areas of the province, agricultural producers are reminded to take steps to prevent damage to stored hay and feed.

Producers can reduce or eliminate ungulate damage over the winter with these preventative measures.

- Move bales from the field to a feed yard or protected storage area.
- Use straw bales as a protective barrier for feed stores.
- Fencing can be more effective if bales are stacked two tiers high.
- Use fencing or place posts before freeze up to prepare permanent stack-yard sites.
- Store grain only in protective storage bins.
- Monitor stored feed and promptly chase ungulates from feed stores.

Allowing access for hunting on your land can also reduce damage caused by deer and elk, and this year, the Antlerless Elk season is split into three seasons, with the first one beginning on September 17, 2010 and the last one running until January 20, 2011 for all Wildlife Management Units that have traditionally had an antlerless season. Please refer to the 2010 Alberta Guide to Hunting Regulations for further details.

The Alberta government assists producers in protecting stacked and stored feed through the Ungulate Damage Prevention Program. Limited supplies of temporary fences are available. For more information, please contact your nearest Alberta Sustainable Resource Development office by phoning, toll free, 310-0000.

2010 SUMMER PROGRAMS SUMMARY

Roadside mowing is done to improve visibility, reduce snow drifting and to help control weeds. This year 7500 lane kilometers were mowed in Mountain View County. End-to-end this distance would be further than traveling across Canada.

Due to the residual chemistry of the industrial herbicides used today one-third of the County's roadsides are spot sprayed on a rotational basis. This year a distance of 1700 lane kilometers, an area of 2673 acres, were sprayed in the west end of the County. As well spot-spraying was done throughout the County to control problem areas.

The County policy is to respect a no spray buffer of 30 meters around shelterbelts, gardens and dwellings. Landowners have the option of requesting that no herbicide be applied on road allowances adjacent to their property but the landowner then has to take full responsibility for the weed and brush control. For more information please visit our website at www.mountainviewcounty.com/roadsidevegetation

The County has an extensive weed inspection program that not only tackles weed issues within the County but within every municipality within Mountain View County. A borderless weed inspection program is a benefit to rural and urban residents. This year there were 336 weed inspections completed on private property within the County alone. The focus of the inspections are the weeds identified in the *Weed Control Act*. The *Weed Control Act* was updated in 2010 and there are now many weeds listed on *the Act* that are commonly grown in flower beds. For more information please visit www.mountainviewcounty.com/weeds.

The agricultural department also assists Alberta Agriculture in many of their disease and insect pest monitoring programs. We have participated in diamondback moth, bertha armyworms, wheat midge and grasshopper count surveys, as well as sampling for clubroot and fusarium. If you are interested in participating please contact the Agricultural Department at 403-335-3311 ext 184.

RANCHING OPPORTUNITIES 2011: FROM FARM TO FINISH

February 3, 2011
Alumni Center, Olds College
9 a.m. – 4 p.m.

Topics & Speakers Include:

- Breeding Trends - Brenda Schoepp
- Cargill Panel - Order Buyer
- Mob Grazing - Terry Gompert, Nick & Janet Warner

Breakout Sessions Include:

- Breeding Trends Q & A – Brenda Schoepp
- Carcass Quality Ultrasound – Rod Wendorff
- Livestock Handling – Dylan Biggs

To register please contact Amber Hines at 403-335-3311 ext 163.

AGE VERIFICATION PROGRAM

The deadline for the Age Verification Incentive Program is December 31, 2010. Applications can be found where tags are purchased. Information the producer will need to provide at the time of purchase includes:

- a valid CCIA account number,
- legal business name,
- contact information,
- the number of calves has or will age-verify from the calving year being calculated for the incentive-discount, and
- the number of tags that the producer has already requested or received a reimbursement or discount for under this program.

For more information, please visit the Alberta Agriculture Age Verification Incentive Program webpage. www1.agric.gov.ab.ca/general/progserv.nsf/all/pgmsrv404



The White Stuff.

The County has a strategy to manage the snow

It's a certainty rural Albertans can bank on. There will be snow; likely heaps of it. No matter the severity of the storm, Mountain View County's Manager of Infrastructure Management, Pete Waycott, and his crew are ready to do battle with the white stuff.

They've developed a snow strategy that places top priority on the County Collector Network (CCN); supplemented by reliable response times for local roads with safety as the common denominator.

"We start by monitoring the weather as best we can," says Waycott. "Technology has certainly improved our capacity to detect emerging systems and have our crews positioned for action before a storm even hits the County. However, everyone knows weather forecasting can be fickle and we need to be flexible and prepared for quick changes."

What can ratepayers expect in terms of snow removal?

According to Waycott, the County Collector Network (CCN) gets top priority in terms of snow removal and application of abrasives in the case of slippery roads. The CCN includes all the main roads in and out of the County and keeping these operational ensures people get to work, goods get to market; and emergency responders can do their job.

Once the CCN has been serviced, County crews tackle local roads. If the storm does not abate, the priority remains on the CCN with crews returning to local roads as soon as possible. Once local roads have been addressed, subdivision roads are taken care of. Mountain View County is available for laneways and driveways, but only after the County roads are plowed, so we do encourage the use of private contractors for plowing on private property. (See list on page eight)

"In storm weather, our crews work in 12 hour shifts to keep the roads open. By splitting our team into shifts we make sure operators get the rest they need—fatigue is a huge safety issue that we're not willing to gamble on," added Waycott.

"In most instances, we have equipment on the CCN from 5 a.m. to 8 p.m. in an effort to get commuters to work in the morning and back home at night safely. In severe weather when snow removal exceeds our equipment or manpower resources, we'll access help from our contractor community. Again – once the CCN is flowing, we get right to work on local roads."

What is the protocol for school buses during inclement weather?

"Of course, safety is our primary concern when it comes to the school bus network," says Waycott. Fortunately, the County enjoys a close working relationship with Chinook's Edge Division. They administer the school bus routes which wind in and around the County, primarily on the

local road network. When the snow is falling, we're on the phone with the Chinook's Edge Transportation Manager advising on the status of the County's road conditions. Waycott adds, "If safety is a concern, Chinook's Edge makes the call to cancel school bus service." It's that simple.

How does the County manage icy roads?

We're conscious of our commitment to environmental responsibility. Therefore, we use sand only as needed. However, residents can be assured that abrasives will be applied where ice is a safety concern and vehicles need additional traction. Again, while the CCN will get first priority for abrasive application after snow removal, we keep close tabs on local road corners, bridge decks and the hills that typically ice up.

How can residents enhance their winter driving experience?

In any given storm, our crews are covering 2894 road kilometers, (multiplied by two; plowing and applying abrasives goes in both directions). Often, there's more than one snow dump in a severe weather period. Doing the job thoroughly takes time; and it can mean the difference between perilous and safe road conditions.

Time is the biggest ally in the winter. It takes more time to stop, get from one place to another and drive safely on icy roads. All of us want safety, so plan ahead.

Laneway Snowplow List



Collector Network Map

ALL DIVISIONS	PHONE	CELL
Aesthetics Landscape (All County)	(403) 335-4552	
Bob Lewis (All County)	(403) 556-7589	(403) 559-7725
Jabs Snow Removal (All County)	(403) 507-8587	(403) 586-0160
Kent Pashko	(403) 638-6560	
Moose's Tree & Bobcat Services (All County)	(403) 638-5661	
Trevor Macklin (All County)	(403) 556-7375	(403) 994-1360

DIVISION 1	PHONE	CELL
Bruce Smith	(403) 335-9173	
Kevin Schmunk	(403) 637-2205	
Les Backstrom (anywhere west of Hwy 2)	(403) 335-4441	(403) 994-5724

DIVISION 2	PHONE	CELL
Boom Construction	(403) 637-2348	(403) 888-9887
Bruce Smith	(403) 335-9173	
Darwin Krebs (Divisions 2 & 4)	(403) 335-4202	(403) 556-4927
Jack Petersen	(403) 637-2467	
Kevin Schmunk	(403) 637-2205	
Les Backstrom (anywhere west of Hwy 2)	(403) 335-4441	(403) 994-5724

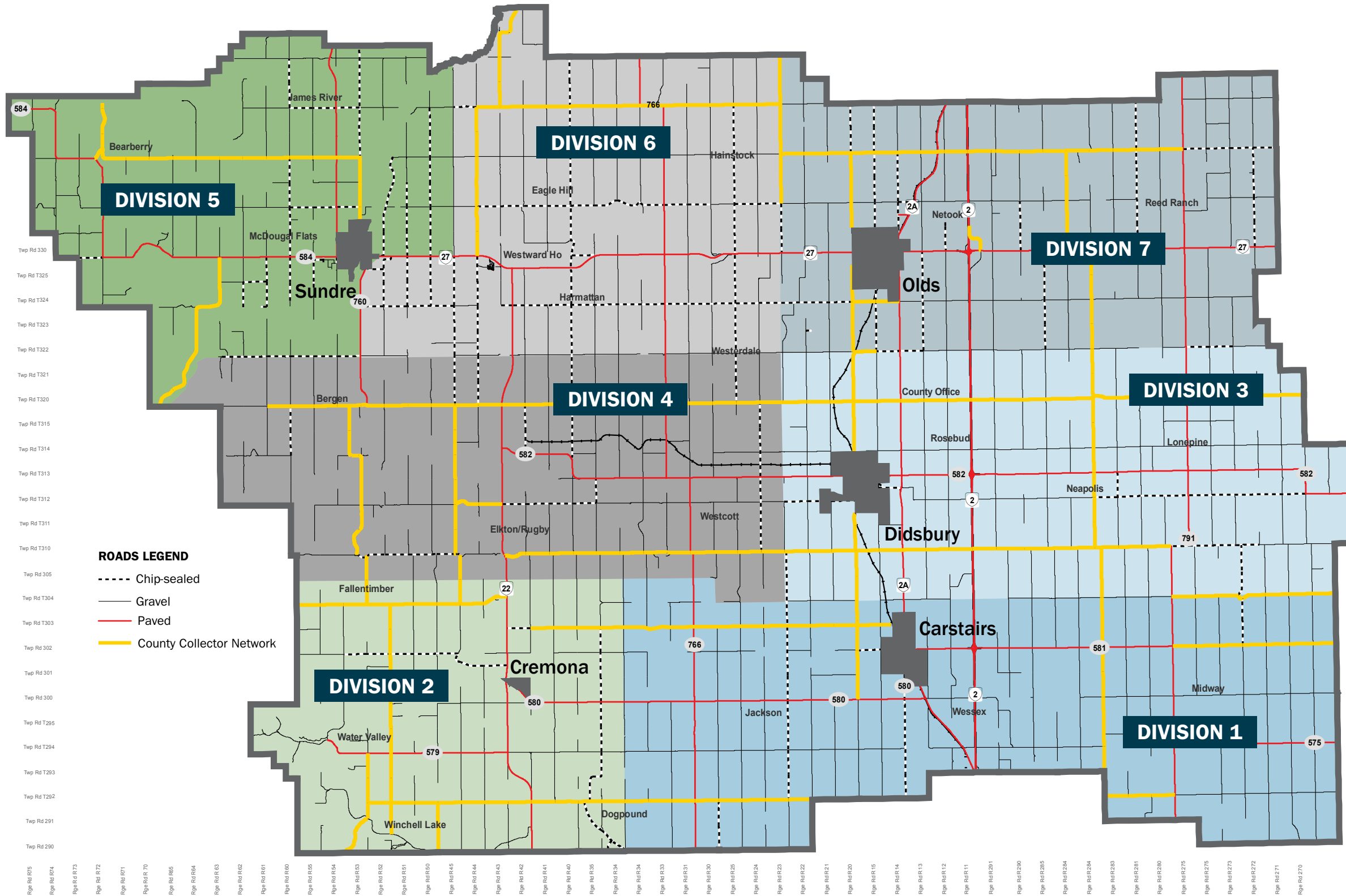
DIVISION 3	PHONE	CELL
Arron Bobcat Services (Didsbury 20-mile radius)	(403) 335-4493	(403) 998-7310
Bruce Smith	(403) 335-9173	
Craig Jessop (Westerdale Area Only)	(403) 335-6501	
Kelvin Archer	(403) 335-8678	(403) 556-9202
Les Backstrom (anywhere west of Hwy 2)	(403) 335-4441	(403) 994-5724

DIVISION 4	PHONE	CELL
Boom Construction	(403) 637-2348	(403) 888-9887
Bruce Smith	(403) 335-9173	
Darwin Krebs (Divisions 2 & 4)	(403) 335-4202	(403) 556-4927
Jack Petersen	(403) 637-2467	
Ken Herbert (Westerdale)	(403) 335-4109	(403) 556-4981
Kevin Schmunk	(403) 637-2205	
Les Backstrom (anywhere west of Hwy 2)	(403) 335-4441	(403) 994-5724
RMJ Bobcat & Concrete Services	(403) 862-8990	

DIVISION 5	PHONE	CELL
Boom Construction	(403) 637-2348	(403) 888-9887
Les Backstrom (anywhere west of Hwy 2)	(403) 335-4441	(403) 994-5724
Mark Crouch	(403) 638-2649	
RMJ Bobcat & Concrete Services	(403) 862-8990	

DIVISION 6	PHONE	CELL
Boom Construction	(403) 637-2348	(403) 888-9887
Les Backstrom (anywhere west of Hwy 2)	(403) 335-4441	(403) 994-5724
RMJ Bobcat & Concrete Services	(403) 862-8990	

DIVISION 7	PHONE	CELL
Les Backstrom (anywhere west of Hwy 2)	(403) 335-4441	(403) 994-5724
Rod Gawiuk	(403) 224-2399	(403) 994-0104



Mountain View County has compiled a list of private contractors who are available for laneway snowplowing on private property.

Each year Mountain View County assesses the effectiveness of our communications. Please take a moment to complete the survey below, or online at www.mvcab.ca/views.

1. When looking for information about the County, I consult: *(check all that apply)*

- The Mountain View Gazette
- The Hitching Post News
- The Mountain View County website
- My Councillor
- A Friend or Relative
- Other (please explain)

2. Twice per year each division has a town hall meeting for ratepayers to meet with their Councillor directly. If you had an issue that you needed addressed, how likely would you attend one of those meetings? (Check the box that applies)

- Very Likely
- Likely
- Unlikely
- Very Unlikely

Please add any relevant comments about your answer:

3. Every Wednesday the County Reeve has a short radio spot on 96.5 CK-FM entitled "County Connection". The spot is replayed every Thursday on Rock 104.5 FM. How useful do you find the information the Reeve provides? (Please check the box that applies)

- Useful
- Useless
- Undecided
- I know about the spot, but I've never heard it before
- I was unaware of the radio spot

4. Would you be in favour of receiving a monthly newspaper from Mountain View County delivered to your mailbox with greater access to County-related information while providing significant cost savings when compared to present methods of communication? (Please check the box that applies)

- Yes I would
- Not sure
- No, thank you
- I require more information *(please explain)*

Please submit completed surveys: Fax to 403-335-9207; mail it to Mountain View County, Postal Bag 100, Didsbury, Alberta, T0M 0W0; or go online to mvcab.ca/views and fill out a survey online. Thank you for taking our survey! A summary of responses will be printed in the next edition of Mountain Views.

YOUR COUNTY COUNCILLORS:

Division 1

Kevin Good
Phone: 587-580-8304
kevin.good@mountainviewcounty.com

Division 2

Patricia McKean
Phone: 587-580-8305
patricia.mckean@mountainviewcounty.com

Division 3

Duncan Milne
Phone: 403-556-5611
duncan.milne@mountainviewcounty.com

Division 4

Bruce Beattie
Phone: 403-559-7106
bruce.beattie@mountainviewcounty.com

Division 5

Robert Orr
Phone: 403-559-8244
robert.orr@mountainviewcounty.com

Division 6

Paddy Munro
Phone: 403-586-0046
paddy.munro@mountainviewcounty.com

Division 7

Al Kemmere
Phone: 403-507-3345
al.kemmere@mountainviewcounty.com

VIEWPOINT

Last year, Mountain View County provided \$1,201,612 in capital funding to Carstairs, Cremona, Didsbury, Olds and Sundre for use of libraries and recreation centres and other facilities by County residents.

Do you support the distribution of these funds by Mountain View County to our neighbouring urban centres?

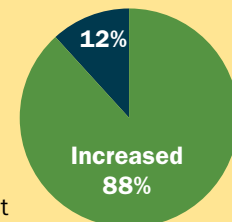
- Yes
- No
- I require more information

Fax your response to 403-335-9207; mail it to Mountain View County, Postal Bag 100, Didsbury, Alberta, T0M 0W0; or go online to mvcab.ca/views and fill out our survey. A summary of responses will be printed in the next edition of Mountain Views!

SEPTEMBER VIEWPOINT RESULTS

Over the past 12 months, my time spent each week reading of the Mountain View Gazette has:

Remained the same



Thank you to all who responded. To read public comments please visit mountainviewcounty.com/viewpoint