

Alberta Week in Washington

FINAL MISSION REPORT

June 26 –July 11, 2006

OVERVIEW

Alberta at the Smithsonian was an ambitious program in Washington, D.C. built on the unprecedented opportunities offered by the Smithsonian Folklife Festival.

Alberta was invited to be the first Canadian province featured at the prestigious 40-year-old Smithsonian Folklife Festival. There, Alberta showcased its culture, economy and work life to close to 1 million Americans and visitors who took in the festival on the National Mall in Washington, D.C. from June 30 through July 11.

To maximize the impact of this rare opportunity, the Alberta government and its partners developed *Alberta Week in Washington*, an intensive program of activities to highlight our province's relationship with the United States and advance key policy objectives. Forums, a Congressional reception, political meetings and panel discussions focused on the major themes of energy, agriculture and technology. Presentations on North American energy and Canada-U.S. relations attracted the attention of major media outlets in both countries.

Premier Ralph Klein, Cabinet ministers and MLAs met with key U.S. government and business leaders, including Senators, chairs of U.S. Congressional committees and the Vice-President.

From the first Smithsonian Associates lecture on Alberta on June 6th—to the legacy of internships, educational materials and dialogues generated by the economic forums—to the extensive media coverage—*Alberta at the Smithsonian* helped build positive Alberta-U.S. relations. Americans were especially open about increased cooperation with Alberta. One recurring theme throughout the 16 days was widespread appreciation for Alberta's support following the Hurricane Katrina disaster.

The outcome of *Alberta at the Smithsonian* is a promise of continuing benefit, new depth to our partnerships and new opportunities on many different levels.

The mission successfully met its objectives.

OBJECTIVES

1. Build on Alberta's presence in Washington, D.C. during the Smithsonian Folklife Festival to present the friendly and reliable face of Canada.
2. Deliver and reinforce messages on Alberta's integral role in the North American economy to key U.S. decision-makers during *Alberta Week in Washington* and the Alberta Exhibit at the *Smithsonian Folklife Festival* (June 26 – July 11).
3. Expand the consequence and impact of Alberta's contact with key U.S. decision makers.
4. Build Alberta's relationship with the prestigious Smithsonian Institution and its 19 museums.

RESULTS

Alberta Week in Washington

MONDAY JUNE 26

City of Edmonton Reception, “A Gathering of Energy”

The City of Edmonton, Mayor Stephen Mandel and their partners hosted the first *Alberta Week in Washington* event. “A Gathering of Energy” reception at the Canadian Embassy highlighted Edmonton’s role in Alberta’s energy industry and demonstrated the human energy that contributes so significantly to Edmonton’s success. About 250 leaders, decision makers and key influencers from both sides of the border attended. U.S. guests included Members of Congress and American industry leaders in resource development and other key economic sectors in the D.C. area.

Official Alberta Delegation: Premier Ralph Klein, Honourable Gary Mar, Honourable Clint Dunford, Honourable Denis Herard, Honourable Denis Ducharme

Official Opening of Alberta Craft Council’s Exhibit “All About Alberta”

In conjunction with the City of Edmonton’s reception, the Alberta Craft Council opened its exhibit of contemporary Alberta art in the Embassy gallery. Canadian Ambassador Michael Wilson co-hosted the event. Minister Ducharme thanked the artists who illustrated Alberta’s beauty and creativity through their art, and thanked the Canadian Embassy for hosting and Alliance Pipeline for sponsoring the event.

Official Alberta Delegation: Premier Ralph Klein, Honourable Gary Mar, Honourable Clint Dunford, Honourable Denis Herard, Honourable Denis Ducharme

TUESDAY JUNE 27

New Leadership in U.S. - Canada Relations: Leveraging Federalism to Manage North American Integration

The Center for Strategic International Studies (CSIS), the University of Alberta’s Institute for U.S. Policy Studies, and the Government of Alberta jointly organized a forum to explore areas where Canada-U.S. cooperation is growing. Four panel sessions in the morning included presentations from university and think-tank scholars who brought provincial, bilateral and global perspectives to discussions on economic development and investor rights, environmental stewardship and pandemic planning. In his opening remarks, International and Intergovernmental Relations Deputy Minister Gerry Bourdeau outlined the many partnership initiatives through which Alberta and U.S. states and entities work and share dialogue.

A luncheon session featured former Canadian Deputy Prime Minister Anne McLellan; former U.S. Ambassadors to Canada, Governors James Blanchard and Paul Celucci; and Alberta Minister of International and Intergovernmental Relations Gary Mar. They highlighted some of the key issues between Canada and the U.S., such as the Western Hemisphere Travel Initiative, energy cooperation and continental security. Minister Mar cited areas of provincial constitutional authority as reasons why Alberta needs to develop its own good relations with the United States, in cooperation with the Government of Canada.

The morning and luncheon sessions were well attended, and the luncheon attracted significant Canadian media coverage. Considerable feedback attested to the high quality of the event. The Alberta government is looking into the possibility of holding similar seminars in the next year.

Official Alberta Delegation: Honourable Gary Mar, Honourable Denis Herard

Information and Communications Technology Forum on Diagnostic Sensing and Surveillance

Alberta's Ministry of Innovation and Science hosted a trade show, technical seminar and networking luncheon at the Canadian Embassy. Minister Victor Doerksen spoke at the event, providing an overview of Alberta's economic and investment advantages, describing Alberta's spirit of innovation, and highlighting our research leadership and infrastructure. The forum featured eight Alberta companies that specialize in the development of remote sensing and surveillance systems and technology. The event was targeted to a public sector, commercial and industrial audience of current and potential clients. The forum demonstrated Alberta's expertise in security applications, to increase Alberta's advanced technology sector's exposure to the U.S. market and to begin development of applied research relationships with key U.S. organizations.

Official Alberta Delegation: Honourable Victor Doerksen

Meeting between Premier Ralph Klein and Senator Pete Domenici, Chairman of the Senate Committee on Energy and Natural Resources

Premier Klein met with Senator Domenici to update him on the developments shaping Alberta's expanding role in North American energy security. The meeting also provided an opportunity for the Premier to discuss measures that the U.S. might take to help facilitate expansion of Alberta's energy production, particularly in regard to the oil sands.

Official Alberta Delegation: Premier Ralph Klein, Honourable Gary Mar, Honourable Greg Melchin, Murray Smith

Congressional Reception

Following their meeting, Senator Domenici accompanied Premier Klein, Ministers Mar and Melchin, and Alberta Representative Murray Smith to a Congressional reception arranged by the Canadian American Business Council. The reception provided an excellent opportunity to network and to introduce *Alberta Week in Washington* to a distinguished group of U.S. Congressional and business leaders.

Forty-nine members of Congress served as honorary co-hosts for over 300 guests, including key business leaders in the energy sector, Alberta partners and sponsors, congressional staffers, and members of the Canadian American Business Council. Premier Klein spoke about Alberta's friendship and partnership with the United States, dating back to American pioneer settlement of a young Alberta, through our province's industrial and energy development, and into the future. The event was held in a historic committee room in the Russell Senate Office Building.

Official Alberta Delegation: Premier Ralph Klein, Honourable Gary Mar, Honourable Clint Dunford, Honourable Greg Melchin, Honourable Victor Doerksen, Honourable Denis Herard Honourable Denis Ducharme

North American Energy Security Dialogue

Over 160 guests at the Canadian Embassy attended a morning forum on *Public/Private Sector Dialogue on North American Energy Security*, sponsored by Suncor Energy, Inc. and produced jointly by the Government of Alberta and the Canadian American Business Council.

Guests took in a CEO-level roundtable discussion at which 24 senior U.S. and Canadian policy makers and business leaders talked about North America's energy situation as it relates to national security and a secure and reliable supply. The roundtable demonstrated to U.S. policy makers that Alberta occupies a strategic and important position in North American energy security. The discussion also generated suggestions to U.S. policy makers on how they can help Alberta play an even larger role in the security of their energy supply.

Murray Smith, Alberta's representative in Washington, D.C., moderated the roundtable. Alberta's Minister of Energy, Greg Melchin provided closing comments. U.S. government panelists included General Charles F. Wald, Senators George Voinovich (R-OH) and Larry Craig (R-ID), and Congresswoman Grace Napolitano (D-CA). Canadian government panelists included Minister of Natural Resources Gary Lunn, Minister of Aboriginal and Northern Affairs Jim Prentice, and the Canadian Ambassador to the United States Michael Wilson.

Canadian and U.S. private sector panelists representing energy producers and consumers included David Barrington, Senior Vice-President, Oil Sands, ConocoPhillips Canada; Red Cavaney, President and Chief Executive Officer, American Petroleum Institute; Neil Camarta, Vice-President, Oil Sands, Petro-Canada; Rick George, President and Chief Executive Officer, Suncor Energy; Jeffrey Lipton, Chair, American Chemistry Council and President and Chief Executive Officer, NOVA Chemicals; and Alex Pourbaix, President, Energy, TransCanada Corporation.

Commissioned for release in conjunction with the roundtable was a survey of U.S. voters that found a substantial foundation of public support exists for increased meaningful initiatives to expand Canadian energy supplies to the U.S. The poll also identified the need to generate more awareness of Canada's role as the primary energy supplier to the U.S.; only 4 per cent of American voters correctly identified Canada as the leading source of U.S. crude oil imports.

Official Alberta Delegation: Honourable Gary Mar, Honourable Clint Dunford, Honourable Greg Melchin, Honourable Denis Herard

State Department Luncheon

More than 275 guests attended a luncheon to honour *Alberta at the Smithsonian*, hosted by Patrick Duddy, Assistant Secretary of State for Western Hemisphere Affairs in the Benjamin Franklin Room at the U.S. Department of State. U.S. government representatives included the Department of Energy, the Federal Energy Regulatory Commission, and the State Department (Office of Western Hemisphere Affairs). Interest was so great, the luncheon was over-subscribed.

Premier Klein's keynote address outlined Alberta's vital contribution to North American energy security as the largest source of U.S. oil imports. He made specific suggestions to U.S. policy makers on how to build a stronger energy relationship, specifically in meeting labour challenges, improving the continental supply chain, developing the pipeline delivery system, increasing refining capacity and pursuing research. Covered by Canadian and U.S. media, the event reinforced Alberta as a secure energy supplier to the U.S.

Official Alberta Delegation: Premier Ralph Klein, Honourable Gary Mar, Honourable Clint Dunford, Honourable Greg Melchin, Honourable Victor Doerksen, Honourable Denis Ducharme

White House Meeting with Vice-President Dick Cheney

Premier Klein, along with Alberta International and Intergovernmental Relations Minister Gary Mar and Canadian Ambassador Michael Wilson, met with Vice-President Dick Cheney at the White House. Premier Klein updated the Vice-President on developments in Alberta's oil sands and discussed the importance of close U.S.-Alberta co-operation, particularly in energy-related areas such as technology and labour mobility. The Premier also invited the Vice-President to visit Alberta's oil sands. After the meeting, the Premier held a media availability on the White House lawn.

Official Alberta Delegation: Premier Ralph Klein, Honourable Gary Mar, Murray Smith

Alberta Gala Honouring the Smithsonian Board of Regents

At the Alberta government co-hosted Gala, Premier Klein thanked the Smithsonian for giving Alberta the opportunity to present our province to the world, and for this contribution to Alberta-U.S. relations. The Premier also talked about the shared pioneering spirit that Alberta and America bring to our many relationships.

On behalf of Albertans, the Premier donated a painting by Joan Cardinal Schubert to the National Museum of the American Indian as a permanent reminder of *Alberta at the Smithsonian*. Other Gala speakers were Ambassador Michael Wilson, Secretary of the Smithsonian Board of Regents, Lawrence Small and Edmonton Mayor Stephen Mandel.

The 650 guests enjoyed a dinner that featured Alberta beef. Gala co-sponsor, the City of Edmonton, provided the entertainment through the Festival Road Show, an eclectic exhibition of the city's performing arts and culture. Guests received a memento of a specially commissioned, handmade fused glass sculpture by Alberta artists.

Official Alberta Delegation: Premier Ralph Klein, Deputy Premier Shirley McClellan, Honourable Gary Mar, Honourable Clint Dunford, Honourable Greg Melchin, Honourable Victor Doerksen, Honourable Denis Herard, Honourable Denis Ducharme, MLA Dave Rodney

THURSDAY JUNE 29

Cross Border Forum on Agricultural Interdependence: Challenges and Opportunities

This forum was hosted by the Woodrow Wilson International Center for Scholars, the Government of Alberta and Miller and Chevalier. A series of panel discussions focused on the interdependence of the agricultural sectors in Canada and the U.S. and underlined the value of cooperation in resolving agricultural challenges and opportunities.

U.S. Deputy Secretary of Agriculture, Chuck Connor and Alberta's Deputy Premier Shirley McClellan opened the morning panel discussions. Minister McClellan outlined Alberta-U.S. cross-border agricultural and agri-food trade and interdependence. Alberta's Agriculture Minister Doug Horner participated on both panels, which also featured senior agricultural officials and agri-food industry representatives from both sides of the border. Minister Horner examined how globalization, new competition and industry evolution are challenging today's agriculture, and how U.S. and Canadian policy are responding.

Topics were: *Canada-U.S. Agricultural Interdependence and Market Integration and Policy and Regulatory Responses: Toward a North American Framework.*

The discussion focused on livestock, beef and animal feed challenges and opportunities. Panelists also explored greater cooperation for oilseed marketing, harmonizing Canada-U.S. agricultural regulations and farm policy, and global agricultural competitiveness.

Premier Klein and Representative Bob Goodlatte, Chair of the U.S. House Agriculture Committee, were the luncheon speakers. Representative Goodlatte is a key Congressional leader and one of Canada's strongest allies on the BSE issue. Premier Klein engaged him in a discussion on agricultural trade that built on Goodlatte's 2005 visit to Alberta.

In his keynote address, the Premier promoted a Canada-U.S. partnership to maintain North America's competitive edge in the global market, and called for greater cooperation between the Canada and the U.S. in working toward agriculture trade liberalization.

Official Alberta Delegation: Premier Ralph Klein, Deputy Premier Shirley McClellan, Honourable Gary Mar, Honourable Doug Horner

Alberta Post-Secondary Institutions' Reception, "Partners Across Borders"

An evening reception *Partners across Borders* at the prestigious John F. Kennedy Center for the Performing Arts welcomed 500 guests, included Alberta post-secondary alumni and educational partners from the U.S.

Keynote speakers were Premier Klein and Dr. Richard Kurin, Director of the Smithsonian Center for Folklife and Cultural Heritage. Premier Klein announced the new Alberta-Smithsonian Internship program that will place up to 50 Alberta post-secondary students at the Smithsonian Institution's 28 museums and research centers. The five year pilot program is administered by the University of Alberta and supported by \$300,000 from the Alberta government.

Reception hosts were: Dr. Indira Samarasekera, President of the University of Alberta; Dr. Harvey Weingarten, President of the University of Calgary; Dr. Bill Cade, President of the University of Lethbridge; Dr. Frits Pannekoek, President of Athabasca University; Lance Carlson, President and CEO of the Alberta College of Art and Design and Mary Hofstetter, President of The Banff Centre. The reception was followed by a presentation of Alberta and North American music to celebrate the partnership between Smithsonian Folkways Recordings and folkwaysAlive! at the University of Alberta.

Official Alberta Delegation: Premier Ralph Klein, Deputy Premier Shirley McClellan, Honourable Gary Mar, Honourable Greg Melchin, Honourable Victor Doerksen, Honourable Denis Herard, Honourable Denis Ducharme

City of Calgary Reception

The City of Calgary and Mayor Dave Bronconnier hosted a reception at the Canadian Embassy to build relationships with senior officials of U.S. national organizations headquartered in Washington, D.C., which is the decision centre for national conventions. They marketed the city's convention facilities to meeting planners from these organizations.

The program featured a mountain bike ballet and a short video featuring Calgary as a meeting and conventions destination. All guests especially enjoyed participating in Calgary's traditional White Hat Ceremony.

Official Alberta Delegation: Premier Ralph Klein, Deputy Premier Shirley McClellan, Honourable Gary Mar, Honourable Clint Dunford, Honourable Greg Melchin, Honourable Victor Doerksen

FRIDAY JUNE 30

Smithsonian Folklife Festival Opening Ceremonies

Alberta celebrated the opening of the Smithsonian Folklife Festival at the Jubilee performance stage in the middle of the National Mall with Ambassador Wilson, senior U.S. government and Smithsonian officials, representatives from future programs and the other 2006 exhibitors and festival visitors. The ceremonies featured remarks from Premier Klein, in which he presented Alberta as an American neighbour, friend, trade and education partner, and tourism destination. He invited festival visitors to experience Alberta's human, cultural and economic diversity through the displays in Washington. Alberta musician Corb Lund and the Hurtin' Albertans performed.

Following the ceremonies, the Premier and Minister Ducharme toured the Festival with Smithsonian officials, curators and organizers and met with participants and the media.

Official Alberta Delegation: Premier Ralph Klein, Deputy Premier Shirley McClellan, Honourable Gary Mar, Honourable Denis Ducharme, Honourable Greg Melchin, Honourable Victor Doerksen, Honourable Denis Herard, MLA Dave Rodney, MLA Cindy Ady

Smithsonian Folklife Festival Opening Luncheon

The Secretary of the Smithsonian Institution, Lawrence Small, hosted a luncheon for 65 dignitaries at the National Museum of the American Indian to honour the opening of the Smithsonian Folklife Festival. Premier Ralph Klein, Ambassador Michael Wilson, Alberta Representative Murray Smith and the Minister of Community Development were featured guests. Alberta was presented as a valuable resource and advisor to future exhibitors, who were also in attendance.

Official Alberta Delegation: Premier Ralph Klein, Honourable Denis Ducharme, Murray Smith

Alberta Week in Washington Luncheon

Following the Folklife Festival Opening Ceremonies, Alberta Deputy Premier Shirley McClellan hosted an EnCana Corporation-sponsored luncheon at the Canadian Embassy to thank all *Alberta at the Smithsonian* partners, sponsors and champions, including government and Embassy staff. The Deputy Premier highlighted Alberta's rich and diverse history, heritage and opportunity, and its economic strength and prospects led by, but in no way limited to, energy.

The luncheon featured the musical craftsmanship of Folklife Festival participants, John Wort Hannam, Tyler Bird and Darcy Stamp. Minister Colin Robertson, Head of the Washington Advocacy Secretariat at the Embassy, noted Alberta will leave a positive mark on the capital.

The event included the Mayor of Calgary Dave Bronconnier and Aldermen Mr. Joe Ceci and Mr. William Cocks, Dr. Bill Cade, Dr. James Horsman and MP Deepak Obhrai.

Official Alberta Delegation: Deputy Premier Shirley McClellan, Honourable Gary Mar, Honourable Clint Dunford, Honourable Greg Melchin, Honourable Victor Doerksen, Honourable Denis Herard, MLA Dave Rodney

SATURDAY JULY 1

Canada Day Celebrations: City of Calgary/Calgary Stampede Pancake Breakfast

The City of Calgary and Calgary Stampede sponsored a Pancake Breakfast on Canada Day, and co-hosted the event with the Government of Alberta and the Canadian Embassy. This was the Canadian Embassy's most successful Canada Day to date. Guests were welcomed to an authentic Calgary Stampede breakfast as an expression of Calgary's and Alberta's traditional hospitality and pride. Calgary Mayor Dave Bronconnier, Minister Gary Mar, Ambassador Michael Wilson, Steve Allen, President of the Calgary Stampede, and 40 Alberta volunteers supplied by the Stampede Caravan Committee served pancakes and Stampede sausages.

About 4000 Canadian expatriates and Americans attended. Celebrations included country music performances, line dancing lessons, prize giveaways, and photos with a mounted RCMP officer and mounted U.S. Park Ranger. The Stampede Caravan received much roadside interest and local media attention as it journeyed from Alberta to Washington, D.C. and back.

Official Alberta Delegation: Honourable Gary Mar, Honourable Clint Dunford, Honourable Gene Zwodesky, Honourable Greg Melchin, Honourable Victor Doerksen, Honourable Denis Herard, Honourable Denis Ducharme

TUESDAY JULY 4

Independence Day Celebrations at the Canadian Embassy

Ambassador Michael Wilson, the Honourable Gary Mar and Enbridge Corporation co-hosted a rooftop reception at the Canadian Embassy. The Embassy rooftop is one of the best locations in Washington, D.C. from which to view the spectacular Fourth of July fireworks. Over 300 people, including key Washington, D.C. officials and industry representatives, enjoyed the view. Other highlights were performances from Folklife Festival participants and a "best of Alberta" buffet.

Official Alberta Delegation: Honourable Gary Mar, Honourable Clint Dunford, Honourable Gene Zwodesky, Honourable Pearl Calahasen, MLA Janis Tarchuk, MLA Lloyd Snelgrove

SATURDAY JULY 8

Travel Alberta Tourism Promotion and Reception, “From Our Family to Yours”

Travel Alberta hosted U.S. east coast professional organizers from the Meetings, Conference and Incentive Travel Association—and travel writers and their families—for an afternoon of family activities.

The event started with a tour of the Alberta exhibit at the Folklife Festival and was followed by a reception in the Columbus room at Washington, D.C.’s Union Station. About 100 people, including senior officials from the Canadian Tourism Commission, attended the tour of the Festival site and enjoyed a reception featuring Alberta food and entertainment.

Official Alberta Delegation: MLA Janis Tarchuk, MLA Lloyd Snelgrove, and the Travel Alberta delegate in Washington, D.C., Maria Rivera

The Smithsonian Folklife Festival

Over 11 days, 160 Albertans brought contemporary Alberta to life in an area the size of five city blocks on the historic National Mall, which stretches from the Capitol Building to the Washington Monument. Alberta participants represented all areas of the province and demonstrated Alberta's occupation culture, performing arts and cultural heritage. Program elements included Alberta oral history and story telling, theatre sports, food and urban lifestyle.

Music

- Allez Ouest
- Asani
- Maria Dunn
- Corb Lund Band
- John Wort Hannam
- Tim Hus
- Sid Marty
- The McDades
- Su-Chong Lim
- Ian Tyson
- Calvin Vollrath
- David Wilkie and Cowboy Celtic
- Zabava

Crafts

- western & regional art
- contemporary
- First Nations

Occupations

- agriculture
- ranching
- energy/oil sands
- conventional drilling & operations
- forestry and sustainable resources
- innovation
- paleontology
- RCMP

Dance

- Zabava - Ukrainian
- Zephyr - Francophone
- Blackfoot Medicine Speaks –
First Nations

Sports

- ice hockey
- ice skating
- ringette
- outdoors (fly fishing, mountain guide,
cold weather adaptation)

ALBERTA EDUCATION SUPERNET

Students at 10 Alberta schools connected with visitors at the Smithsonian Folklife Festival during live interactive video-conference sessions, using Alberta's SuperNet technology. Alberta Education selected program segments to represent ethnic and geographic diversity, and urban and rural areas. The segments included topics from language, science and the arts to life in rural and remote areas.

Full descriptions, video clips and images can be found at
<http://discuss.learning.gov.ab.ca/blogs/smithsonian/>

In Alberta, the SuperNet connects about 4,700 schools, municipalities, government offices, post-secondary institutions, child and family services, health-care facilities and libraries to each other, to resource providers and to outside agencies. SuperNet lets students participate in real time, meaningful exchanges, and allows remote or small schools to provide the full provincial curriculum and remain viable community resources.

FESTIVAL STATISTICS

The Smithsonian Institution's random visitor surveys show that, of the festival goers surveyed:

- 77 per cent knew little or nothing about Alberta prior to the festival.
- 73 per cent said they knew something or a lot after visiting the Alberta displays.
- 86 per cent answered yes or maybe when asked if they plan to visit Alberta.
- 97 per cent described their festival experience as good, excellent or superior.
- 58 per cent rated Alberta's program as the best at the Folklife Festival.

SMITHSONIAN ASSOCIATES LECTURE SERIES

The Smithsonian Associates is an educational and cultural programming unit of the Smithsonian Institution. It is the largest membership-based museum outreach program in the world that every year creates and presents nearly 1500 programs for adults and children across America. The Government of Alberta worked with the Smithsonian Associates to produce a series of six ticketed lectures to celebrate and promote Alberta at the Smithsonian. Total attendance was 721.

- 6-June Alberta Bound at the Embassy of Canada
- 26-June Digging Dinosaurs in Canada
- 29-June *The Greatest Outdoor Show on Earth*, Calgary Stampede
- 5-July Royal Canadian Mounted Police
- 17-July The Heart of the Canadian Rockies
- 11-August Grizzly Bears in the Wild

CONCERTS AND EVENTS AROUND WASHINGTON, D.C.

- John F. Kennedy Center for Performing Art: Five Alberta performances were featured on the Centre's Millennium Stage from June 27 – July 7, drawing capacity crowds each evening. Edmonton Symphony Orchestra (chamber ensemble), Corb Lund, Asani and Alberta Ballet, Alberta Tracks: Maria Dunn/John Wort Hannam, and The McDades.
- Capital Fringe Festival July 20–30, 2006: Three Edmonton Fringe plays were presented at the Canadian Embassy Theatre as part of the inaugural Capital Fringe Festival. Preliminary discussions have indicated an interest in other Alberta plays as part of next year's festival.

Media Exposure

Alberta at the Smithsonian received widespread media coverage in Alberta, Canada and the United States from daily and weekly newspapers, magazines, trade publications and television, radio and internet news services. Media from Japan and Korea also filed stories.

There was a substantial media presence at the economic forums, the Alberta Gala, Premier Klein's meetings with Senator Domenici and Vice-President Cheney, the Premier's speech at the U.S. State Department, and on the National Mall during the Folklife Festival opening ceremonies.

In-Alberta daily and weekly newspapers carried photos provided through the albertaindc.com website. Alberta radio stations and newspapers conducted telephone interviews with Folklife Festival participants and Alberta government representatives in Washington. Alberta television stations used video provided via fibre-optic line from Washington, D.C.

The Smithsonian Institution estimates that, based on past Folklife Festivals, Alberta would have had to spend \$12 million U.S. to buy equivalent media coverage in the United States.

Sponsorship Program

The sponsorship program under the Leadership Advisory Committee co-chairs Doug Mitchell of Calgary and Rick LeLacheur of Edmonton raised over \$1 million in cash and in kind services to support *Alberta Week in Washington*. A brochure outlining the levels of sponsorship was circulated to a large number of Alberta-based companies, municipalities, institutions and organizations inviting their participation. The co-chairs made initial contact, with follow up from government staff. The following organizations and companies agreed to participate as sponsors:

Platinum

City of Edmonton
City of Calgary

Gold

Enbridge Corporation	Suncor Energy Incorporated
EnCana Corporation	ConocoPhillips
Athabasca Regional Issues Working Group	Caterpillar/Finning

Silver

PetroCanada	Nova Chemicals
Canadian Armed Forces	Alberta Beef Producers

Bronze

City Lumber Corporation	Fairmont Washington D.C.
Alberta Canola Producers Commission	Molson
Australian Outback Collection	

- \$555,000 in cash and in kind was provided towards the costs of staging *Alberta Week in Washington* events such as the Economic Forums, the Alberta Gala, the *Alberta Week in Washington* luncheon, Canada Day and Independence Day celebrations.
- \$350,000 was allocated directly to stage additional activities in support of Alberta Week, including receptions by the cities of Edmonton and Calgary as well as the *Partners Across Borders* program presented by Alberta's universities.
- \$110,000 was provided in assistance for the Folklife Festival presentation including the oilsands haul truck exhibit on the mall and a reception for the Alberta Foundation for the Arts.