

# Come to Know

AN UPDATE ON COMMUNICATING  
NOVA SCOTIA'S BRAND

SUMMER EDITION

There is strength in numbers and the number of supporters for the Nova Scotia *Come to life* initiative has more than doubled. It has been an exciting couple of months: Nova Scotia *Come to life* welcomed 25 new charter members on May 17th; our *Come to life* message has spread south of the border, with the official launch of a marketing campaign in Houston; and we're now putting the finishing touches on our plans for the next year. *Whew!*



*Hermes Chan, president and CEO of MedMira, signs the Nova Scotia Come to life charter with Nova Scotia Premier, Rodney MacDonald*

May 17th was a very special day for Nova Scotia *Come to life*. Nova Scotia Premier Rodney MacDonald, representatives from other government departments and current charter members gathered at the World Trade and Convention Centre to welcome the new signatories of the Nova Scotia *Come to life* charter.

The day was highlighted by the official signing ceremony with the Premier. The new members, including companies, associations, educational institutions and the province's capital city, have thrown their support behind the initiative, which was created to raise awareness of, and generate economic growth in, Nova Scotia. "These organizations are among our best ambassadors. They've chosen Nova Scotia as their home base and they are successful. Today they join existing charter members, as we work together to generate even greater prosperity, numbers of jobs and opportunities across this province," said Nova Scotia Premier Rodney MacDonald.

## ONE NOVA SCOTIA

*one vision, one perception, one brand.*

That is the goal of the Nova Scotia *Come to life* initiative. The private and public sectors are working together to tell Nova Scotia's great story to the world. By promoting the province as the best place in which to do business, live, work, invest, play, receive an education and visit, we are building a stronger Nova Scotia.

Our people, our products and our quality of life give us a unique advantage we want to share with the world.



*Representatives of the 25 new members of the Nova Scotia Come to life charter in a group photo with Nova Scotia Premier, Rodney MacDonald.*

The new charter members are : Acadia University, Antigonish Regional Development Authority, Antigonish Chamber of Commerce, Black Business Initiative, Bluenose Coast, BioNova, Nova Scotia Community Business Development Corporations, Coastal Communities Network, Colchester Regional Development Agency, Dalhousie University, Destination Halifax, Forest Products Association of Nova Scotia, Grand Pre Winery, Halifax Regional Municipality, Halifax Farmers' Market, The Hawk 101.5, HB Studios, Isle Madame Confections Inc., MedMira, Oak Island Resort, Strait Area Chamber of Commerce, Taste of Nova Scotia, WearWell Garment, ZedEvents and xwave.

“We are excited to join our province’s *Come to life team*,” said Hermes Chan, president and CEO of MedMira. “Born and raised in Nova Scotia, our rapid test technology is becoming world-known. Global contacts continually ask us why we choose to locate our business here. To MedMira, the answer is simple: our scientific and academic community and collaboration potential is extensive, our health-care expertise and capabilities are second to none, and our government is extremely active and very supportive of its industry.”

Nova Scotia has a reputation for being Canada’s education province, and with the support from learning institutions such as Acadia, Dalhousie and Saint Mary’s universities, that message can be delivered to broader national and international audiences.



*From left to right: Scott Roberts, Executive Director of Communications and Marketing at Acadia University, Gail Dinter-Gottlieb, president of Acadia University, Hermes Chan, President and CEO of MedMira*

“Acadia University draws its students from more than 60 countries,” said Acadia president Gail Dinter-Gottlieb. “Nova Scotia’s quality of life, combined with its economic opportunities for young people, makes it easy for us to recruit some of the best and brightest students from around the world. One of the most important roles Acadia can play is to provide Nova Scotia with well-educated, ambitious young people who will help preserve our province’s reputation as one of the best places to live, work and play.”

The charter formalizes the involvement of public- and private-sector organizations in telling Nova Scotia's story. As a charter member, each organization agrees to help develop and support the initiative. Earlier charter members are: the Brain Repair Centre; Credit Union Atlantic; Acadian Seaplants; Saint Mary's University; Eassons Transport Ltd.; Michelin; Oxford Frozen Foods; the Canadian Manufacturers and Exporters – Nova Scotia division; Glenora Inn and Distillery; the Cape Breton Partnership; C-Vision; EastLink Television; the Halifax International Airport Authority; Greater Halifax Partnership; EduNova; International Language Institute; High Liner Foods Incorporated; Nova Scotia Fruit Growers Association; Credit Union Central; Atlantic Superstore; Heritage Gas; Alexander Keith's; and RCR Hospitality Group.



*Charter Day, May 17th at the World Trade and Convention Centre in Halifax*

Charter Day also featured two guest speakers. Stuart Gourley, Senior Director of the Skills and

Learning Branch at the Nova Scotia Department of Education gave an eye-opening presentation about Nova Scotia's workforce and the challenges ahead.



*Stuart Gourley, Senior Director of the Skills and Learnign Branch at the Nova Scotia Department of Education.*

Our keynote speaker for the day was former COO of xwave Paul Kent. Mr. Kent spoke passionately about immigrating to Canada and Nova Scotia as a young boy. While he wasn't born in Nova Scotia, it was clear that this province is his home. Kent spoke candidly about our province, its beauty and the rare work/life balance that is possible here. The day was topped with a rallying cry from new charter member, Bob MacEachern from Cape Breton. Mr. MacEachern owns and operates the Hawk 101.5 in Port Hawkesbury. MacEachern told the group that Nova Scotia is the envy of many and he encouraged charter members to talk about their experiences in the community and challenged them to support the good things that are happening across the province. He also pointed out that we live here because we WANT to be here!

## *Building on the momentum*

*With the most recent Charter Day behind us it is time to look ahead to the next big day or days. Many of our members have suggested a need to move Charter Day outside of Halifax and that is something that is definitely on the table as we make plans for another signing ceremony in the Fall. If you have suggestions for this next event, or perhaps you know of a company that would like to get involved as a charter member, please contact Stacey Jones-Oxner at [jones@gov.ns.ca](mailto:jones@gov.ns.ca). We have a number of companies on a waiting list for this next event, but the team would be thrilled to add more! Again - strength in numbers!*





*Atlantic Gateway Symposium at the Cunard Centre in Halifax*

## PARTNER NEWS

**N**ova Scotia *Come to life* represents all Nova Scotians. It also represents a partnership between government and the private sector. Partners of the Nova Scotia *Come to life* initiative, whether that be government departments and agencies or charter members, are all committed to moving the initiative and the province forward. Here is a snap shot of some of the things making a difference in our province.

Many of our partners attend a symposium on the Atlantic Gateway on May 30th. The event, at the Cunard Centre in Halifax, featured a series of panel discussions and a keynote address by Michael Gallis, a leading expert on creating globally competitive regions. The symposium was part of the governments efforts to strengthen Nova Scotia's position in the competitive world of international commerce. Nova Scotia *Come to life* was a proud sponsor of this event.



*Premier Rodney MacDonald addresses the attendees at the Atlantic Gateway Symposium*

Acadia will be cutting greenhouse gas emissions and operational expenses campus-wide through a new partnership with Johnson Controls, a global leader in building efficiency and power solutions. Johnson Controls guarantees an annual reduction of approximately \$680,000 in Acadia's utility bill, and an impressive 13-million kilogram reduction in greenhouse gas emissions. First steps will see improvements



**NOVA SCOTIA**

*Come to life*

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to lighting and building automation systems. Rising from an old parking lot adjacent to Patterson Hall, Acadia's newest building on campus will be a 45,000 square foot biology centre, which will house faculty offices, teaching and research labs, seminar and community meeting rooms. The new building is set to open in January 2008. It is state-of-the-art and designed with the environment and enhanced teaching atmosphere in mind. It also has the unique distinction of planning to meet gold level status in Leadership in Energy and Environmental Design (LEED®) standards set by the Canada Green Building Council. Acadia will be the first science academic building to obtain this level in Atlantic Canada.



*Acadia University is laying the foundation for its newest building on campus a state-of-the-art biology building designed to meet high environmental standards. Its LEED gold certification from the Green Building Council of Canada will be a first for academic science buildings in the region. The project will be complete in December 2007.*



*Employees of EastLink donate 800 hours for Habitat for Humanity.*

One hundred employees of EastLink, charter members of the Nova Scotia *Come to life* initiative, are donating more than 800 hours this summer, building homes for families within the Halifax Regional Municipality. They are involved with Habitat for Humanity, a community based, not for profit organization working for a world where everyone has a safe and decent place to live. EastLink employees participated in various stages of the construction from building walls, installing windows to insulating and hanging drywall. No building experience was required to participate, and employees were enthusiastic and excited to donate their time on this very worthwhile project. Ian Lezama, EastLink's Director of Marketing said, "It was fun to see everyone rolling up their sleeves and knowing that at the end of the day that what we were helping to build was more than just a house but a home that would change these families lives forever. This is another example of how EastLink employees are making a difference in the communities where they work and live."



In our last newsletter we talked about Opportunities Nova Scotia, a new provincial initiative that brought together employers and job seekers in the province. Opportunities Nova Scotia consisted of a series of hiring fairs held in Wolfville, Halifax, Sydney, Port Hawkesbury and Yarmouth. Since the initiative was launched more than four months ago, more than 200 people have found employment. Acadian Mining Corporation was among the many companies that took part in the initiative. "This was a great success for our organization," said Wayne Ellis. "Not only did we receive a great number of applications from qualified candidates, but it was an opportunity for us to raise the profile of our young company. The province really stepped up to the plate to connect employers and prospective employees. We look forward to involvement in future provincial initiatives." Opportunities Nova Scotia will expand to other jurisdictions within Canada, targeting expatriots living and working in places such as Ottawa, Toronto, Calgary and Edmonton. Opportunities Nova Scotia is a partnership of the Department of Education, The People Bank, jobboom.com, regional development authorities, local municipalities, the Nova Scotia *Come to life* initiative and employers. .

On Saturday, July 7, Nova Scotia's emergency 9-1-1 service celebrated a decade of protecting individuals, families and communities. Nova Scotia adopted a province-wide approach to 9-1-1 delivery in 1997, becoming the first province in Canada to do so. The move to a province-wide system replaced more than 600 emergency phone numbers across the province. "On behalf of all Nova Scotians, I'd like to thank each and every 9-1-1 call-taker for their contribution," said Premier Rodney MacDonald. "Their dedication to public safety makes Nova Scotia an even better place to live, work and raise our families." Calls to 9-1-1 are answered at communication centres in Kentville, Truro, Halifax and Sydney, where staff handle more than 170,000 calls a year.



*Inspector, Mike Leighton, Officer in Charge, "H" Division Operation Communication Center and Leanne Bevin, 911 Call Taker*



Nova Scotia students continue to grab the spotlight! Third-year Acadia student Megan Lickley is one of 10 Canadian students selected to receive a prestigious Killam Fellowship to attend university in the United States. The Sudbury, ON, native will receive \$5,000 US to attend second semester at State University of New York (SUNY), in Plattsburgh, NY and will participate in conferences with other Killam Fellowship recipients in Ottawa and Washington. Only 21 students from across North America were selected for the program this year – 11 Americans and 10 Canadians.



NOVA SCOTIA

*Come to life*

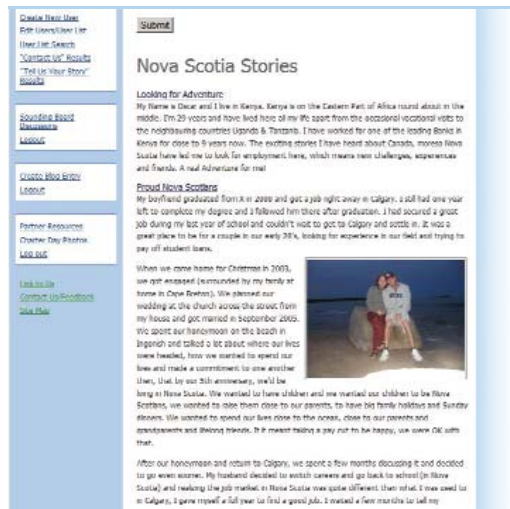
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## WEBSITE UPGRADE

The Nova Scotia *Come to life* website is looking a little different these days. novascotialife.com is now more interactive.

It features a homepage blog by Stacey Jones-Oxner, a member of our *Come to life* team. There is also a “tell us your story” feature, providing an opportunity for new and native Nova Scotians to share their experiences about the province.

We encourage you to share your story with the *Come to life* team. You can reach us at **902-424-7690**, or by email at **novascotialife@gov.ns.ca**.



The screenshot shows the Nova Scotia Stories website interface. On the left, there is a search bar with the text "Enter Your Search" and a "Submit" button. Below the search bar are several menu items: "Home", "About Us", "Contact Us", "Partners", "FAQ", "Privacy Policy", and "Terms of Service". The main content area features a "Nova Scotia Stories" section with a "Submit" button. Below this, there are three story snippets. The first is titled "Looking for Adventure:" and describes a woman who moved to Nova Scotia from Kenya. The second is titled "Proud Nova Scotian:" and describes a woman who moved to Nova Scotia from Calgary. The third is titled "When we came home for Christmas in 2003..." and describes a couple who moved to Nova Scotia. A small photo of a couple is visible next to the third snippet.

[novascotialife.com](http://novascotialife.com)

## SPREADING OUR MESSAGE

We have another round of external marketing campaigns planned for Nova Scotia *Come to life*. Last year was the first time we ventured outside of Nova Scotia and we received a great deal of feedback. Our target markets are Houston, Calgary, Toronto, Boston and Ottawa. The goal of these campaigns is to get people thinking differently about Nova Scotia. Research indicates that many people only think of Nova Scotia as a tourism destination, so we tend to focus on the successful business stories we have in Nova Scotia and there are many!

## RESEARCH

Speaking of perceptions, Nova Scotia *Come to life* has completed research in our target markets. This research measures attitudes and perceptions of Nova Scotia and in some cases measures the awareness & effectiveness of the Nova Scotia *Come to life* ad campaigns. In Toronto, Ottawa and Boston, this year's results will be compared to benchmark research carried out in 2004. Initial results point to some successes, but there is some work to be done. Results will be released once the reports are complete.

## Help us – help you

We are always looking to extend our reach, so when planning an event, keep Nova Scotia *Come to life* in mind. If you're organizing a trip or a trade mission, take a piece of Nova Scotia with you. For example, there are lure brochures, bookmarks, pens and notepads available. Various materials are also available on the Partner Resource page at [novascotialife.com](http://novascotialife.com). Produce what you like and take our message abroad.