



Bringing Newfoundland and Labrador to the World

In this Issue...

- Newfoundland and Labrador – home to a leading edge university, colorful communities, world-class adventures, exciting nightlife, and a rich history.

Did You Know

- Torngat Mountains National Park Reserve in northern Labrador, Canada's newest national park, encompassing 9,700 square kilometers of vertiginous mountains, breathtaking fjords and valleys, is a place the Inuit call "home of the spirits."

- Cape St. Mary's Ecological Reserve, located southwest of the Avalon peninsula, is one of the largest and most accessible places in the world to see nesting seabirds. During the breeding season, it is home to several species that number approximately 66,000 birds at the peak.

- The work of local artist Ray Cox, Quidi Vidi Pewter, was Canada's gift for the royal wedding of Prince Charles and Camilla Parker Bowles. Governor General Adrienne Clarkson presented the hand made pewter bowl.

- Film production in Newfoundland and Labrador for summer and fall 2005 will exceed \$28 million generating 250 full-time positions.

- The newly established Atlantic Studios Cooperative sound stage in Corner Brook is the largest facility of its kind east of Montreal.

- St. John's was officially declared as Newfoundland and Labrador's first city in 1921.

CHANGING THE CULTURAL LANDSCAPE

Think of the prominent buildings in our communities and consider what they say about our values. For centuries cathedrals, government buildings, banks and more recently communications towers have crested our city skylines, reflecting what we hold as important. Today in St. John's, the most talked about and conspicuous building in town is *The Rooms* which is dedicated to people and culture.

A modern vision of traditional "fishing rooms", this much-anticipated cultural facility is without precedent in Canada. Combining the Provincial Art Gallery, Archives and Museum divisions, *The Rooms* soars above old St. John's, its red gabled roofs visible from all quarters. With more than 40,000 square feet of public space, the complex offers "one-stop shopping" for visitors seeking to experience the collective memory of the province and a contemporary, living culture.

Showcasing art from the province, Canada and the world, *The Rooms* Provincial Art Gallery presents 10,000 square feet of exhibit space, as well as facilities for researchers, children's classes and art-making by visiting artists. The latest in visual art, from painting to holography, meets historic works in exhibit halls graced with unparalleled views of St. John's Harbour.

Traversing the glass atrium, visitors are only steps away from the rich collections of both *The Rooms* Provincial Museum and Archives. Imagine over a half million photographs, kilometres of texts and thousands of maps and you will begin to glimpse the provincial archives' depth. Through its research rooms and online support, genealogists



and historians have easy access to the recorded memory of the province.

The museum's permanent exhibit "Connections: This Place and Its Early Peoples", leads the curious through the migrations of First Peoples and the arrival of the first Europeans, matched with an extended look at the region's plants, animals and physical environment. With over a thousand artifacts on display, the breadth and diversity of the exhibit's vantage is impressive.

Beyond the spectrum of individual experiences offered by *The Rooms*, the premier facilities - including a 147 seat multi-media theatre, board rooms and public atrium that can host hundreds - are destined to be a popular centre for conferences, receptions and business meetings of any size.

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REAL ESTATE 'links' buyers with dream home

Is there a golfer anywhere who hasn't dreamed of actually living on a golf course? In 2001 Gary Blandford, fresh out of a career in information technology, was visiting family in Gander and playing the course there when he got the idea of building a condominium complex overlooking the fairways. "I was looking for something to do and I looked at it and said: 'It's beautiful'."

Since then he's acquired an option on the land, a couple of partners and a few investors. The ground will be broken next spring and he plans on having the first building up in time for the 2007 golf season.

Blandford is marketing the adult residences to ex-pat baby boomers who hope to retire "back home" in Newfoundland and Labrador. He sold the first unit to a fellow in Fort McMurray and is advertising in Ontario as well as Alberta. Gander, with its central location, regional hospital, mild weather and retail services has a lot to offer retirees. The fact that it's a lot cheaper than other Canadian locations doesn't hurt either.

Bruce Mullet, the president of the Newfoundland and Labrador Association of Realtors, agrees that retirement housing is going to be a trend and expects the condo market to climb. "I truly think it's only just started," he says.

Blandford isn't the only one looking to market the beauties of Newfoundland living to those off the island. Developer Noreen Costello knows that ocean view property is out of reach for most Europeans; especially ocean view property that is out in the country but ten minutes from the city. That's why she's pitching her new development in Maddox Cove to people in Ireland. Costello believes Newfoundland and Labrador is an undiscovered treasure in the eyes of the world and thinks that international marketing is the road to prosperity for the province.

"Increased construction activity creates jobs and spinoffs in the service industry while reversing out migration. It worked for Ireland and we're hoping it will work here too."

Meanwhile Mullet sees oil and gas as helping to drive the real estate industry. People are getting well paid jobs in these industries and though prices are climbing those higher prices are at least partly accounted for by the larger average size of the homes being sold. "I showed one lady from Vancouver a \$400,000 house and she asked: 'Is that all?' You can get more house for the same amount of money here."

thefairways.ca
coscanco.com

Changing

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Although only recently opened, *The Rooms* seems to have transformed our view of ourselves and our place says Bruce Johnson, the art gallery's Curator of Contemporary Art. "Visitors marvel that we've managed to successfully combine the past with the present," says Johnson, "and residents repeatedly comment that they feel like they've entered a place normally reserved for major world cities."

therooms.ca



Jelly bean houses, St. John's

WHERE THE GREAT OUTDOORS is truly just outside the door



Sea kayaking in Gros Morne

"We have one of the top ten wreck sites in the world."

It doesn't sound like something to brag about until you realize that one of the wrecks Rick Stanley is talking about is the SS Rose Castle, which has been compared to the Andrea Doria and is bringing divers from around the world to the shores of Newfoundland. Rick and his wife Debbie operate Ocean Quest Adventure Resort, a five star diving resort in Conception Bay South, just outside of St. John's. Photos of the Rose Castle and three other wrecks they take divers to, as well as underwater shots of narwhals, belugas and other local marine animals, line the walls of their establishment. They claim that Newfoundland and Labrador has some of the best diving on the planet. They market themselves to 'the ultimate traveller', someone who works hard and plays hard. But they have also doubled the number of diving classes they teach to locals, and regular diving excursions are available for the approximately 10,000 qualified divers in Newfoundland and Labrador.

For those who prefer to stay on the ocean's surface, sea kayaking is an increasingly popular option. Stan Cook's Sea Kayaking, one of many adventure tour operations, has been in

business since 1970. Located in Cape Broyle, less than an hour's drive from St. John's, the company offers kayaking trips to view icebergs, whales, puffins and caves.

But outdoor adventure in Newfoundland and Labrador can be had simply by stepping outside. The Grand Concourse in the capitol region is an integrated walkway system of 120 kilometres linking every major park, river, pond and green space in St. John's, Mount Pearl and Paradise. It is used by

nearly 38,000 people every day in the summer. On the west coast the Corner Brook Stream Trail is such an important part of the community that volunteers have raised over \$1 million for upgrading and infrastructure. According to Trina Mitchell of the Corner Brook Stream Development Association: "There are people everywhere on the trail from fanatics to leisurely strollers."

Perhaps the most spectacular way to 'take a hike' is on The East Coast Trail. It now stretches 520 kilometres and links over 30 communities. Maintained by the East Coast Trail Association, the trail is conservatively expected to attract 56,000 visitors annually by 2011. Last year it was estimated that tourists and residents who used the trail spent \$2.4 million gearing up or making purchases in the communities along the trail. It's numbers like this that give the Association the ammunition it needs to lobby for continued coastal access, something almost completely gone in many parts of the world.

By land or by sea, Newfoundland and Labrador truly offers visitors and residents easy access to the great outdoors.

wildnfld.ca
eastcoasttrail.com
grandconcourse.ca
oceanquestcharters.com

CORRIDOR OF WONDERS

If it's about getting away and getting it all, there's one region in particular that fits the bill. Kayaking the fjords or hiking the Tablelands in Gros Morne National Park, gazing at icebergs while touring a reconstructed Viking settlement at Norstead, dreaming under a Labrador sky dancing with northern lights about the biggest Atlantic salmon you might catch. Western Newfoundland and Labrador offer more than their share of natural wonders and archeological treasures.

Getting there is the easy part with four airports (Stephenville and Deer Lake on the west coast of the Island, St. Anthony and Blanc Sablon on either side of the Labrador Straits); scheduled ferries linking the Island to Labrador and to the Maritime provinces; and the expanded Labrador coastal highway. The difficulty arises with the vast choice of destination opportunities. Take the two UNESCO World Heritage sites Gros Morne National Park and L'Anse aux Meadows National Historic Site, for example. The former is internationally acclaimed for its unique geology. "What really blows their socks off is the scenery," says Sue Rendell, about visitors to

this national park. Rendell is co-owner of Gros Morne Adventures, an experienced outfitter that custom designs adventures for corporate clients, families and international tour operators from its headquarters at the head of Bonne Bay fjord. "It's the combination of mountains and the coast, the nesting bald eagles and minke whales, and the fact that there's not that many people here," says Rendell. "Our visitors are in awe that they can do these things, feel they're in some remote location, and return to comfortable accommodations at night."

The second UNESCO site is at the northernmost tip of the Island, where the remains of an eleventh-century Viking settlement are evidence of the first European presence in North America. L'Anse aux Meadows is believed to be the encampment site from where explorer Leif Eiriksson travelled into Vinland.

Now a third site in the region, located along the Labrador Straits, may be destined for the same UNESCO status. Last year, the Basque Whaling Station at Red Bay National Historic

Site was added to Canada's tentative list for World Heritage status. Underwater archaeologists also recently discovered a fourth Basque galleon beneath the Harbour. "Basque historians and representatives of the Basque Government who have visited us have commented that we have a better collection of 16th century Basque cultural resources than the Basque country itself," says Cindy Gibbons, Supervisor of the National Historic Site.

"I love the coastline up there," says Arlene Erven who first visited the region in 2002 on a whale research tour organized by Wildland Tours, an award-winning St. John's-based ecotourism operator. The Ontario resident now returns annually. "I've traveled quite a bit but somehow it's alluring, it keeps you coming back."

wildlands.com
whc.unesco.org
grosmortheadventures.com

ST. JOHN'S: A capital place



Harbourfront, St. John's

"Everybody wants to come to St. John's." These are the words of Kelly Barry, the sales manager for meetings, conventions and incentive travel at Destination St. John's. National organizations experience a twenty per cent increase in delegate numbers when they announce that a conference will be held in St. John's. Many delegates come early, stay longer and bring their families. And St. John's is now able to host much larger conferences than ever before. The recent Federation of Canadian Municipalities conference brought 2,900 people into St. John's and similar numbers are confirmed for meetings in the near future.

"The key to our continued success is for local members of organizations to request to host their conference in St. John's," says Kelly "once that decision is made we can assist them from start to finish."

It's part of a downtown boom that is being fuelled partly by tourism and partly by the oil industry according to Scott Cluney, the

Executive Director of the Downtown Development Commission. Hotels like the Delta are expanding and others are being built. Petro-Canada and Hibernia have large offices downtown and other oil companies are looking for space. The increasing prosperity is easily apparent at street level as well.

"Ten years ago there were a high number of vacancies on Water St. (the main downtown street)" says Cluney. "Now I can count on one hand the number of vacant store fronts there are."

Of course, St. John's wouldn't be St. John's without its trademark pubs and restaurants. The wealth of choice can be confusing for residents and tourists alike, a fact not lost on Cyra Belbin. She recently launched Nite Life, a guide to the downtown entertainment scene. Not only does she list the pubs and coffee houses, she describes the atmosphere and tells you what kind of clientele is catered to.

"It's a win/win situation for bars and patrons," she says.

Belbin would be the first to tell you that entertainment in St. John's isn't confined to George St and a walk down to the waterfront, confirms it. Though still very much a working harbour, it's also home to the new Pier Seven complex where visitors and locals can hop on



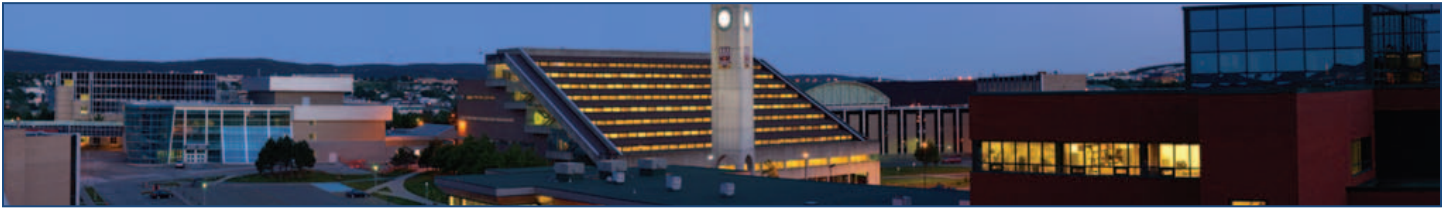
Duckworth Street, Downtown St. John's
Courtesy of City of St. John's

board another new attraction: The Nouvelle Orleans. Operated by Atlantic Ocean Dinner Cruises the ship seats 150 and has been operating out of St. John's harbour since late last year. They offer fine dining, dancing, music and theatre on two and four hour cruises; you can even hold a wedding on board.

With its wide variety of businesses, harbourfront character and broad range of restaurants and pubs, downtown has come into its own as a multi-faceted, unique destination.

canadasfareast.com
downtownstjohns.com
atlanticoceandinnercruises.com

EXPANDING MINDS - Come east, go further



Memorial University of Newfoundland (Inco Innovation Centre - far left)

We're inside the multi-million dollar new Inco Innovation Centre at Memorial University of Newfoundland, a showpiece building with Labrador stone and a tubular glass atrium, dedicated to innovation. The excitement in the Office of Graduate Studies, one of the building's tenants, is tangible as boxes are unpacked and people settle into their new quarters. Not far across campus, in the recently unveiled Petro-Canada Hall, an advanced music performance facility, and at other campus venues, the university hosts an international choral extravaganza. And in Memorial's Queen Elizabeth library, recognized as one of Canada's largest and best academic libraries, the air is buzzing with news about the multi-million dollar provincial government commitment for research and innovation at the university.

There's a vibrancy here that's resonating through the campus and beyond. That's music to the ears of Dr. Chet Jablonski, Dean of Graduate Studies, and Shona Perry-Maidment, Associate Director, Office of Student Recruitment, who are focused on attracting domestic and international students.

"We've been pushing to attract graduate students, and they've been coming," says Dr. Jablonski who recently returned from a recruitment trip to Russia. "Families are

concerned that their children go to safe countries. We are that, and St. John's is a very welcoming community to international students." Perry-Maidment concurs, "Newfoundland is gaining a reputation as a good place to live and learn."

Memorial is Atlantic Canada's largest university, with over 15,000 undergraduates, about 2,000 graduate students, and 900 permanent faculty. It offers students choice: from academic programs to campus size and location, at very competitive tuition fees. "The size of Memorial is significant because it's big enough to be comprehensive (a category in which Memorial ranks in the top five in Canada) and provide real depth of study. Yet it's small enough that we can give graduate students individual attention, and they like that," says Dr. Jablonski. Memorial offers over 100 programs ranging from sciences, arts to professional programs. "In many of the programs we offer Bachelor through to PhD degrees which is exceptional," says Dr. Jablonski. And with two campuses in St. John's, including the Marine Institute, a campus in Corner Brook, and a fourth campus in Harlow, England, there are lots of options.

Emerging as a leader in areas such as ocean technology, and oil and gas research, Memorial is also developing first-rate capa-

bilities. For example the Visualization facility, made possible by a \$19 million donation from Landmark Graphics of Texas, has cross-disciplinary applications, enabling researchers to see the results of their work in 3D.

"We've grown to a size now that we're able to attract considerable research money," says Dr. Jablonski. External research funding is now around the \$80million mark. "What that allows us to do is attract really high quality faculty," he says, adding that this greatly benefits the quality of graduate and undergraduate education.

As Memorial continues to trailblaze in innovations and initiatives - Jablonski's office, for example, launched the Graduate Research Integrity Program which is now being adopted by other universities and is piloting TOGA (Teaching Opportunities for Graduate Students) - the path to its doors will become increasingly worn by students seeking the Memorial advantage to expanding their minds.



Dr. Chet Jablonski

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HELP
spread
the message!



Thank you for reading this edition of The Ambassador newsletter. We are always looking for ways to reach as many people as possible with the good news about business in Newfoundland and Labrador. If this copy of *The Ambassador* was mailed to you, pass it along, or request extra copies so you can help spread the news. If you're reading someone else's copy of the newsletter, contact us and we will put you on our mailing list. See our contact information at right.

GET YOUR E-NEWS!

The company profiles you read in each issue of the Ambassador newsletter are just the tip of the proverbial iceberg. There's so much more happening in Newfoundland and Labrador, more than we can possibly fit into a newsletter.

That's why we have the Ambassador E-News. It's a periodical e-mail we send to all of our Ambassadors and subscribers. It has links to current news, conferences and events, local media, economic facts and all the great things happening in our province. But we can't keep you up to date if we don't know how to reach you. Simply send us your e-mail address to ambassador@gov.nl.ca and we'll be happy to add you to the list.

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