Alberta's Real Estate Heritage

Website Project: Phase II

Final Report

Prepared by the Heritage Community Foundation

For the Alberta Real Estate Foundation

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For further information, please contact:

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1. Project Objective

The *Alberta's Real Estate Heritage* Website Development Project, Phase 2, involved the addition of a range of regional content that reflects the building and real estate heritage of communities throughout Alberta. This new content has been developed and has been added to the website found at www.albertasource.ca/realestate. The *Alberta's Real Estate Heritage* Website makes the social, political, economic and architectural heritage of Alberta's real estate industry accessible via the World Wide Web and is a proud addition to the *Alberta Online Encyclopedia* – www.albertasource.ca.

The site is one of the 82 current websites on the *Online Encyclopedia*, which was developed and is maintained by the Heritage Community Foundation, a charitable educational trust. The Heritage Community Foundation is committed to connecting people with heritage and does this through the creation of digital resources providing:

- Authoritative information about Alberta's historical, natural, cultural, scientific, and technological heritage
- Educational resources
- Virtual exhibitions
- Heritage and cultural tourism materials
- Online catalogues, searchable databases, and web tools

One of Canada's largest web publishers, the Foundation's research methods are based on the highest scholarly and museum standards, including cultural memory, living tradition, and documentary resources, such as the conduct and use of oral histories and other primary sources. Our websites also draw on the resources of museums, archives, heritage organizations and institutions, businesses and private collections. In addition to our museum and archival expertise, we work in the education sector, with community organizations, and with private-sector clients.

The Heritage Community Foundation is dedicated to the development of multimedia, online learning resources that make learning about heritage a fun and interactive experience. All websites are designed with curriculum linkages to the Alberta Program of Studies. The website development process includes content experts, educators, and members of the public in review of the site prototype, which tests content, site architecture, instructional design, and navigation. The gateway to the *Encyclopedia* is bilingual, as are several websites. All Foundation websites are accessible via a common database through various search tools, including text, images, audio, and video.

The Foundation's websites are a huge digital repository of heritage content. The growing collection currently includes:

- Over 27,500 HTML/PHP pages
- Over 80,000 images
- Over 4,000 audio files
- Over 2,000 video files

2.   Project Activities

As in Phase 1, the stages of project development included research, storyboard development, text development, photo research, database development, meta-tagging, and web page development and content posting.

2.1 Storyboard

The Phase 1 storyboard was enhanced for Phase 2 including the addition of more articles in the *Profession* section - "Education," "Accreditation," and "Self-Regulation and Sanctions."

Under the *Regions* section, a series of articles on the economic development and building history of all regions were added. Biographies of realtors, architects and real estate developers that are specific to the new regions were covered. The website is divided into five primary sections:

- **Industry –** Alberta Real Estate History and Issues sections completed in Phase I. Phase II involved the addition of three articles to the Profession section and more real estate board history articles in the Organizations section.

- **Regions –** This section is dedicated to each of Alberta's real estate regions and their respective heritage. All regions now have been covered through thematic essays. In addition, a number of primary and secondary articles, mostly by local historians, were identified and permission was obtained to add them to the Feature Article Databases. Edmonton, Red Deer and Calgary are the best-represented because of the breadth of historical material available. We would like to thank the REALTORS Association of Edmonton, the Calgary Real Estate Board, the City of Red Deer Archives, *Edmonton Real Estate Weekly* and the *Red Deer Advocate*, as well as authors Lawrence Herzog and Michael Dawe, for their contribution of articles.

- **People** – This section tells the story of the people representing Alberta's real estate industry, including licensed REALTORS®, real estate developers and investors, and architects. A number of key individuals have had a tremendous impact on the growth and development of the industry and their inspirational stories can be read here. In Phase 1 biographies were added from Edmonton and Calgary. Phase 2 ensured provincial reach.

- **Landmark Buildings and Places –** This section features an extensive, searchable database of architecturally and historically significant buildings from towns and cities throughout Alberta. Phase 1 involved the addition of Edmonton and Calgary Landmark Buildings. Phase 2 provides provincial

reach. We are pleased to acknowledge that this information comes from guides to historic buildings and neighborhoods developed largely by Alberta Culture and Community Spirit (formerly Alberta Culture and Multiculturalism and Alberta Community Development). We gratefully acknowledge their permission to reversion these materials for the Web.

- **Multimedia –** This section includes images, audio and video from a range of sources including oral histories conducted by the Heritage Community Foundation. We are pleased to acknowledge the contribution of video vignettes about the profession by the REALTORS Association of Edmonton. The Calgary Real Estate Board contributed video oral histories of its presidents.

2.2 Research and Writing

The section below outlines the specific accomplishment since funding was approved for this part of site development. Bill Fowler, Alberta Real Estate Association, provided the Heritage Community Foundation with a map to help identify the boundaries of the Real Estate Boards to assist in delimiting historical content development for each region.

2.2.1 Central Alberta

A series of articles on *Central Alberta* have been completed and posted on the site including:

- Early Settlement and the Edmonton-Calgary Trail

- The First Boom and Bust and World War I

- The Recession and World War II

- Post-War Growth and

- Central Alberta Today

Michael Dawe's *Red Deer: An Illustrated History* has been an invaluable source and the author, who a City of Red Deer Archivist, identified resources in the Archives as well as photographs to accompany all articles. He has also contributed articles about real estate topics to our Feature Article Database (see section *2.2.11 Feature Articles Database*). Images from *Red Deer: An Illustrated History* have been used in the Central Alberta articles, with the permission of Michael Dawe.

Articles from Wellington Dawe's *History of Red Deer* were scanned and appear as sidebars with the *Central Alberta* articles, as a supplement. Michael Dawe provided permission to do this since he is the executor of the Wellington Dawe estate. Permission was obtained from *The Red Deer*

Advocate to reprint on the Web 28 articles on real estate topics, and these have undergone Optimal Character Recognition and were posted in the *Feature Articles* section.

2.2.2 Calgary

Research has been completed on *Calgary's Real Estate Heritage* using Jack Peach's *The First Fifty Years: A Chronicle of half a Century in the Life of the Calgary Real Estate Board 1943 – 1993.* The full text has been incorporated in PDF format similar to John Gilpin's *Responsible Enterprise*, a REALTORS Association of Edmonton publication. A series of articles on Calgary were written, edited, and posted on the website as follows:

- Fort Calgary and the Birth of the City

- Calgary's First Boom and Bust

- The Great Depression and the First World War

- Dawn of Canada's Oil Capital

- Growth of Alberta's Financial centre

- Recession and Recovery

- Calgary Today

Images were selected from the Glenbow Archives and copyright cleared. They have been posted.

Ron Smith of the CREB identified articles as well as oral histories of their past presidents for use as video vignettes, and these are featured in the *Oral Histories* section (see section *2.2.12 Oral Histories*). In addition, a series of articles on famous Calgary REALTORS® written by the Calgary Real Estate Board's publication *Calgary Real Estate News* from their series "Legends of Real Estate" have been added to the feature article database (see section *2.2.11 Feature Articles Database*). These feature articles were also used to produce original articles for the *People* Section of the website (see section *2.2.9 People Section*).

2.2.3 Lethbridge

Articles on Lethbridge have been written, edited, and posted. They are:

- Early Settlement

- The First Boom and Bust

- The Great Depression

- 1940s – 1960s

- The 1970s Onward

Fifteen images have been added to the articles. They were taken in December by photographer Nick Kuhl. The Heritage Community Foundation owns the copyright of these images.

2.2.4 Grande Prairie

Articles on Grande Prairie have been written, edited, and posted. They are:

- Early Settlement

- The Town of Grande Prairie

- Grande Prairie Becomes a City

14 images have been added to the website from the South Peace Regional Archives.

2.2.5 Medicine Hat Region

Articles on Medicine Hat have been written, edited, and posted. They are:

- Early Settlement

- The Gas-Fuelled Real Estate Boom

- The Recession and WWII

- Post-War Growth

- Medicine Hat Today

18 images were selected from the Glenbow Archives and copyright cleared to accompany the Medicine Hat articles. They have been posted.

2.2.6 Lloydminster Region

Articles on Lloydminster have been written, edited and posted. They are:

- Barr Colony: The Origins of Lloydminster

- Settlement and Development

- Lloydminster's Growth in the Post-War Era

- Lloydminster Today

Images have been selected from the Glenbow Archives and copyright cleared to accompany the Lloydminster articles. They have been posted.

2.2.7 Fort McMurray Region

Articles on Fort McMurray have been written, edited and posted. They are:

- Fort McMurray in the Era of Fur Trading

- Waterways Takes the Lead

- Capital of the Tar Sands

Images have been selected from the Glenbow Archives and copyright cleared to accompany the Fort McMurray articles. They have been posted.

2.2.8 West Central Alberta Region

Articles on West Central Alberta have been written, edited and posted. They are:

- Beginnings to the End of World War II

- West Central Alberta Post-War

- Edson and Hinton in the Modern Era

Images have been selected from the Glenbow Archives and copyright cleared to accompany the West Central Alberta articles. They have been posted.

2.2.9 Brooks

One article has been written, edited, and posted about the history of Brooks.

Images have been selected from the Glenbow Archives and copyright cleared to accompany the Brooks article. They have been posted.

2.2.10 North Eastern Alberta

Articles on North Eastern Alberta have been written, edited, and posted. They are:

- The Early Settlement of North Eastern Alberta

- North Eastern Alberta after the Second World War

- North Eastern Alberta Today

Images have been selected from the Glenbow Archives and copyright cleared to accompany the North Eastern Alberta articles. They have been posted.

2.2.11 The Industry Section

Three new articles were written for *The Profession* subsection of *The Industry* section.

- Education

- Accreditation

- Self-Regulation and Sanctions

These articles were based on information provided by the Alberta Real Estate Association, the Real Estate Council of Alberta and the Canadian Real Estate Association. They outline educational programs and requirements for becoming a real estate associate or broker; steps needed to become accredited in the real estate field; and the rules and processes that govern the real estate industry within Alberta.

Real Estate organizations are discussed in the *Organizations* subsection of the *Industry* section. For phase II of *Alberta's Real Estate Heritage Website*, the objective was to develop content for the regional real estate boards of Alberta. In Phase I, articles were written for the REALTORS® Association of Edmonton and the Calgary Real Estate Board.

In order to develop content for the smaller regional boards, we were dependant on their cooperation. We received archival information from the Grande Prairie and Area Association of REALTORS® and the West Central Real Estate Board, which enabled us to write an article on each of them.

Because we did not receive the same materials from the other real estate boards, we were not able to write complete articles on each of the boards. Instead, we wrote an article titled "Other Real Estate Boards" in which we provided basic information including the name, territory, website, current president, and historical information (when it was available) for each of the following real estate boards:

- REALTORS® Association of South Central Alberta (formerly Brooks Real Estate Board)

- The Fort McMurray REALTORS® Association

- Lethbridge and District Association of REALTORS®

- REALTORS® Association of Lloydminster & District

- Medicine Hat Real Estate Board

- North Eastern Alberta Real Estate Board

- Central Alberta REALTORS® Association

2.2.12 People Section

For Phase II, an additional 39 articles have been added to the *REALTORS® and Members of Organized Real Estate* and *Real Estate Builders, Developers and Investors* subsections of the *People* section. These articles represent REALTORS® and real estate developer from the Calgary, Red Deer, and Edmonton Regions.

Information from the *Calgary Real Estate News*' "Legends of Real Estate" articles, posted in the Feature Articles Database were used to produce original articles on the Calgary REALTORS®, in conjunction with several other sources. These articles were posted in the *REALTORS® and Members of Organized Real Estate* subsection of the *People* section of the website. Each of these articles links back to the feature article. 26 articles were written. They are:

- Bob Allen

- Chris Bolt

- Tom Clark

- Clair Cote Jr.

- Bill Dickson

- Rex Hammill

- Bill Hood

- Greg Houston

- Ervie Jackson

- Ernie Laprairie

- Jack Leslie

- Kent Lyle

- Graham Mayne

- Doris McRae

- Al Montgomery

- Pam Nagai

- Kitty Noble

- Bob Rich

- William Rowbotham

- Ken Russell

- Signer Family

- Wayne Stephenson

- Patrick Toole

- Grace Turley

- Henry (Hank) Vos

- Roy Wilson

Additional articles on REALTORS® and real estate developers from Calgary and Red Deer were adapted from a series of Glenbow Fonds, for use in the *REALTORS® and Members of Organized Real Estate* and *Real Estate Builders, Developers and Investors* subsections of the *People* section. We received permission from the Glenbow Archives to post these 11 articles:

- James Cleave

- Edward Henry Crandell

- Fred Charles Lowes

- William Nimmons

- Art Dixon

- Charles Thomas Gilbert

- A.A. Dick

- Stanley and Molly Carscallen

- V.L. Douglas Hawkes

- William Roper Hull

- Gaetz Family

In addition an article on the newly elected 2009 president of the REALTORS® Association of Edmonton, Charlie Ponde, was added to the *REALTORS® and Members of Organized Real Estate* subsection of the *People* section by request of the REALTORS® Association of Edmonton. This biography was based on one of their news releases.

The Calgary Real Estate Board also requested a biography of their 2009 president, Joyce Travis. We wrote and posted this biography, which was based on her resumé, provided to us by the Calgary Real Estate Board.

2.2.13 Landmark Buildings and Places Database

For the *Landmark Buildings and Places Database*, a series of Alberta Walking and Driving Tour booklets have been digitally scanned using Optimal Character Recognition for entry into the Database. Permission was obtained from Alberta Culture and Community Spirit to do this. Centres covered include:

- Fort Macleod

- Red Deer

- Bellevue

- Blairmore

- Coleman

- Fort McMurray

- Grande Prairie

- High River

- Lacombe

- Lethbridge

- Calgary Cliff and Mission Hill

- Markerville

- Medicine Hat

- Turner Valley and

- Booklet on Ukrainian churches from various places in Alberta.

Proper editing and the categorization (e.g., building type, construction date, builders, region, etc.) of each booklet has been completed. Thorough editing is required for digital documents using Optimal Character Recognition because of the frequency of typographical errors in the text. It is time-consuming and laborious task; however, the end result provides the website with valuable, informative and accurate information. These booklets have all been entered into the database, bringing the total of entries up to 556.

In the *Landmark Buildings and Places* section, the Architectural Terminology article has been expanded to include terms from the latest Walking and Driving Tour booklets to be entered into the *Landmark Buildings and Places Database.* Any missing images have been thumbnailed, titled, described and uploaded.

2.2.14 Feature Articles Database

For Phase II of the *Alberta's Real Estate Heritage* project, an additional 78 feature articles have been added from Red Deer Archivist Michael Dawe and *Calgary Real Estate News* journalists Kim Vanderleer, Bryan Douey, Amber Craig, Dan Leahul, Angela Anderson, Jean Leslie, and Krista Goheen. These feature articles add content from the Red Deer and Calgary regions.

The *Feature Article Database* has been expanded to include articles on Red Deer History. Twenty-one of Michael Dawe's articles, written for the *Red Deer Express*, have been added. They include:

- "William J. Botterill"

- "Stan Carscallen"

- "Flood of 1915"

- "Greene Block"

- "Edward Michener"

- "Names of Red Deer"

- "Parkvale"

- "Saskatchewan Land and Homestead Company"

- "Subdivision Names in Red Deer"

- "R.B. Welliver"

- "56th Street"

- "Capital City bid"

- "Fairview"

- "James Geissinger"

- "Michener Hill"

- "John T. Moore"

- "Oil Boom 1914"

- "Red Deer Housing Shortage"

- "G.W. Smith"

- "Waskasoo Subdivision"

- "Woodlea"

About 28 more Dawe articles from the *Red Deer Advocate's* Centennial Book have been digitized and will be added to the database. They include:

- "Red Deer becomes a divisional point for CPR: 1907"

- "Village of North Red Deer established in 1911: 1911"

- "Red Deer grew quickly during early boom: 1912"

- "Red Deer became Alberta's seventh city: 1913"

- "Real-estate collapse left Red Deer near bankrupt: 1921"

- "Jobs lost, pay cut as depression hit bottom: 1922"

- "Training school for mentally disabled kids opens: 1923"

- "Electioneering brought city anew courthouse: 1930"

- "Red Deer plunges into depths of depression: 1933"

- "Red Deer selected for militia training camp: 1940"

- "British aviators learn to fly at Penhold base: 1941"

- "Joffre oil find spurs economic boom: 1953"

- "Red Deer home to first senior citizens' lodge: 1956"

- "Rapid growth prompted need for water tower: 1958"

- "New City Hall building constructed downtown: 1963"

- "Red Deer gets its very own junior college: 1964"

- "Red Deer becomes Alberta's fourth-largest city: 1966"

- "Signs of a coming recession were everywhere: 1970"

- "Year of golden promises arrives in Central Alberta: 1974"

- "Heavy industry finds a home in Central Alberta: 1976"

- "Dawe Centre an innovative community project: 1977"

- "Building permits top $100 million for first time dramatically: 1978"

- "Premier Lougheed opens Waskasoo Park 'jewel': 1984"

- "Province ponies up $21 million for Centrium: 1988"

- "Rail yard relocation opens land for development: 1991"

- "The petrochemical boom explodes: 1996"

- "Red Deer welcomes opening of Collicutt Centre: 2001"

- "Lightning, fire ravages Michener Centre landmark: 2003"

Yet more feature articles have been added from the Calgary Real Estate Board publication *Calgary Real Estate News*' series on "Legends of Real Estate. These articles were written by various journalists. The 29 articles are:

- Laprairie a trailblazer of the industry

- The 'Tooles' for success

- Positivity and resilence create success

- Loyalty earned distinction

- Pioneer bends historic racial rules

- Commercial REALTOR® nearly misses his calling

- Second generation REALTOR® keeps success in the family

- Legendary real estate family going strong

- Legendary REALTOR® found success even in the toughest times

- Citys first lady of real estate

- The Noble Realtor

- REALTOR® honoured at CREB®'s Long Service Awards

- REALTOR® has seen real estate go through cycles

- Vos: a gentleman and a Scholar

- The ups and downs of the real estate industry

- Real estate, the Mayne way

- Legendary REALTOR, legendary life

- Real estate: A family affair

- Recollections of a lifetime of achievements

- Roy Wilson: a real estate visionary

- Rich history in real estate

- Dicksons make real estate a family affair

- The 'Art' of giving back

- Lifetime of real estate holds many memories

- Real estate luminary brings ethics and professionalism to industry

- REALTOR® dedicates success to wife

- Music and real estate in harmony

- Proud REALTOR® looks back on success

- Real estate's Rae of sunshine

2.2.15 Feature Article Sidebars

The feature articles that were added during phase II of the website development have been added to existing feature article sidebars throughout the website, based on the themes of the articles. For each feature article placed in a sidebar, a short description was written. Feature Articles were placed in sidebars in the following sections:

- One article was added to *REALTORS® and Members of Organized Real Estate* in the *People* section

- Six articles were added to *Real Estate Builders, Developers, and Investors* in the *People* section

- One article was added to *Government and Commercial Buildings* in the *Landmark Buildings and Places* section

- Seven articles were added to *Homes* in the *Landmark Buildings and Places* section

Feature Articles were also added on sidebars within the *Central Alberta Real Estate History* subsection of the *Regions* section. Feature articles were added to sidebars in the following Central Alberta Real Estate History articles:

- One article in *Early Settlement and the Calgary-Edmonton Trail*

- Seven articles in *The First Boom and Bust and World War I*

- Eight articles in *The Recession and the Second World War*

- Eleven articles in *Postwar Growth*

- Six articles in *Central Alberta Today*

2.2.16 Oral Histories

During phase 1 of the Alberta's Real Estate Heritage website, five oral interviews were conducted with members of the REALTORS® Association of Edmonton, and they were edited and posted in the *Oral Histories* section. For phase 2, a series of interviews with past presidents of the Calgary Real Estate Board, conducted by the Calgary Real Estate Board, were edited by David Bates and posted in the *Oral Histories* section. A total of ten clips, divided by topic, were added based on interviews with the following eight past presidents of CREB.

- Chris Bolt

- Greg Luedtke

- Marlene Swinton

- Joyce Travis

- Rosalee Krygler

- Don Dickson

- Marilyn Jones

- Kevin Clark

2.3   Site Edits and Technical Modifications

Before the Alberta's Real Estate Heritage Website was officially launched on January 28th at the Western Canadian Real Estate Conference, the website was reviewed by Clifford Barnett, Senior Web Developer and Programmer.

All web pages were validated to ensure W3C compliancy, meaning that the HTML code was verified to ensure that it was error free.

All the links on the website were checked; many of the links in the *Video* section were broken. Initially, these videos were directly linked to the REALTORS® Association of Edmonton's website. Now the videos have been uploaded directly the Heritage Community Foundation's server in order to prevent future problems with broken links.

More JavaScript functions were added to the email, flash quizzes, audio and video features on the site to improve their functionality.

Web developer Kayle Wert has added the metadata keywords and description to all of the web pages on the website so that web users can find these pages when using the various search engines.

2.4   Site Specifications

The following are the website specifications:

- There are 64 Audio clips that total 2 hours and 43 minutes and 33 seconds in length.

- There are 102 Video clips that total 3 hours and 25 minutes and 54 seconds in length.

- There are 237 html web pages

- There are 12 PHP pages

- There are three flash pages

- There are 20 PDF documents

- There are 132 featured articles and that includes 109 images

- There are 596 landmark items that includes 751 images

- There are 930 images available for the web pages.

Please note that the Feature Articles and Landmark Buildings database use only a portion of the total images available for the web pages.

2.5   Promotional Video

A promotional video was created by web developer Chace Groves for the launch of the Alberta's Real Estate Heritage Website in Banff on January 28th at the Western Connections conference. This video featured screenshots of the website, demonstrating a user navigating through the site. All major sections of the website were visited, including the databases and multimedia sections. Two oral history clips and one REALTORS® Association of Edmonton video clip were played.

There were two versions of this video. The full-length version at 9 minutes and 20 seconds was designed for looping; this version was featured at the launch. A sped up version at a little over five minutes was designed for posting on the website.

The script of this promotional video was written to maximize exposure to the full breadth of site content. Video clips were edited to improve image quality and ensure consistent volume. Load times were edited out of the script when large documents were opened. The video was rehearsed and redone many times to ensure that the best run-through made the cut.

2.6   Communications and Outreach

Communications and outreach has been extensive and has been done to obtain support and expertise within the profession for the project as well as to build awareness. See *Appendix A* for Member Boards contacted.

Adriana Davies, Executive Director and Editor-In-Chief, has written to the senior executives of the real estate boards and associations throughout Alberta with respect to this important website that documents and presents the rich history of real estate and the real estate profession in Alberta. There have been a number of attempts to contact local industry members to seek information about the real estate heritage of the particular region and the history of the board/association.

In addition, we have sought a senior professional to serve on our provincial advisory committee. Each real estate organization in the province has been sent a package through the mail including information on Phase I including access to the current website. They have also been contacted by email.

Our advisory committee plays an important role in suggesting topic areas to be covered, issues, candidates for bios and also in reviewing content as it is developed to ensure that the site represents the history of the industry and the achievements of its professional associations and committed personnel.

November 12th, Adriana Davies was in Calgary for a meeting with representatives of the Alberta Real Estate Foundation – Gael G. MacLeod, Executive Director, and Cheryl de Paoli, Communications and Grants Manager - and Alberta Real Estate Association – Bill Fowler, Director of Industry and Government Relations. She also met with Doug Cass, Director of Research and Archives, Glenbow and

he made accessible a range of archival materials. Glenbow has the largest collection of Real Estate materials in the province. On December 13th through the 15th she was in Red Deer for meetings with local realtors and to undertake research in the Archives. She also attended the local Real Estate gala at the invention of President Randy Wiens.

The Heritage Community Foundation is grateful for the assistance of Cheryl de Paoli in contacting the various boards throughout Alberta. She drafted and sent out a letter to all the Real Estate Boards either thanking or encouraging them to become involved in the project.

2.7   List of Committee Members, REALTORS® and Realty Support Organizations and Families Consulted

Alex Fedynak	Bev Andre	Carol Breakell
Chris Moskalyk	Colleen McEntee	Dawn van der Helm
Debbie LeBlanc	Eileen Rohs	Graham Downey
Greg Steele	Harvey Galbraith	Janet Pennington
Janice Resch	Joanne Birtz	Jon Hall
Karen Bilodeau	Margaret Van	Randy Weins
Sandy Atfield	Sherry Belcourt-Darby	Sid Vander Meulen
Tim Walsh	Tom Shields	Ron Smith
Bill Fowler	John Anderson	Donna McKee
Allan Edwards	Tim Lawrence	

2.8   Website Launch

At the meeting of November 12th in Calgary a possible launch at the Western Canadian Real Estate conference in Banff was discussed. The best timing for presenting the site was discussed and Alberta Real Estate Foundation staff has now determined that this will be on January 28th.

It was determined that a 1-3 minute PSA would be the best vehicle for showcasing the site and the Heritage Community Foundation will be developing this. The PSA will showcase different sections of the site to show the breadth of coverage including:

- History in the province of Alberta and the importance of the industry in economic, social and community development

- History in the regions

- The profession and professional associations

- Biographies of realtors, developers and architects

- Landmark Buildings and Place Database

- Feature Articles Database

- Oral histories

- Other video

Adriana Davies, Executive Director and Editor-in-Chief and Clifford Barnett, Senior Programmer and Web Developer attended the conference. A full presentation was made at the AREA AGM and an official launch was held at the following reception. Response was extremely positive and many individuals complimented the Heritage Community Foundation on the website. The lecturer in the Realty Program at the University of Alberta indicated that he would be using the website for his courses and that it was an invaluable resource.

A bookmark to promote the site has already been developed and became part of the delegates kit.

Appendix A - Member Boards Contacted

Brooks Real Estate Board

Box 997
Brooks, AB T1R 1B8
Ph: 403.362.4643 Fax: 403.362.3276
Email: **brecoop@telusplanet.net**

2008 President: Creitia Morishita
Executive Officer: Carol Breakell
AREA Representative: Lyle Magnuson

Calgary Real Estate Board

300 Manning Road NE
Calgary, AB T2E 8K4
Ph: 403.263.0530 Fax: 403.265.9869
Email: **ron.esch@creb.ca**
Website: **www.creb.com**

2008 President: Ed Jensen
Executive Vice President: Ron Esch, FRI, CAE
AREA Representatives: Jim English, Marilyn Jones and Joyce Travis

REALTORS® Association of Edmonton

14220 112 Avenue
Edmonton, AB T5M 2T8
Ph: 780.451.6666 Fax: 780.452.1135
Alberta toll free: 1.888.674.7479
Email: **connect@ereb.com**
Website: **www.ereb.com**

2008 President: Marc Perras
Executive Vice President: Ron Hutchinson, CAE
AREA Representatives: Larry Aikens, Bill Briggs and Madeline Sarafinchan

The Fort McMurray REALTORS®

9909 Sutherland Street
Fort McMurray, AB T9H 1V3
Ph: 780.791.1124 Fax: 780.743.4724
Email: **moskalykc@shaw.ca**
Website: **www.fortmcmurrayrealestate.com**

2008 President: Milly Quark
Executive Officer: Chris Moskalyk
AREA Representative: Marian Barry

Grande Prairie Real Estate Board

10106 102 Street
Grande Prairie, AB T8V 2V7
Ph: 780.532.4508 Fax: 780.539.3515
Email: **info@gpreb.com**
Website: **www.gpreb.com**

2008 President: Rhonda Side
Executive Officer: Karen Bilodeau
AREA Representative: Kevin Vobeyda

Lethbridge and District Association of REALTORS®

522 6 Street South
Lethbridge, AB T1J 2E2
Ph: 403.328.8838 Fax: 403.328.8906
Email: **margvan@telus.net**
Website: **www.realtorlink.ca**
(REALTORS® only)

2008 President: Stan Mills
Executive Officer: Margaret Van
AREA Representative: Jim Saunders

REALTORS® Association of Lloydminster & District

#203, 5009 48 Street
Lloydminster, AB T9V 0H7
Ph: 780.875.6939 Fax: 780.875.5560
Email: **lloydreb@telus.net**

2008 President: Kathy Harvey
Executive Officer: Eileen Rohs
AREA Representative: Keith Weinbender

Medicine Hat Real Estate Board

403 4 Street SE
Medicine Hat, AB T1A 0K5
Ph: 403.526.2879 Fax: 403.526.0307
Email: **mhreb@telus.net**
Website: www.mhreb.ca

2008 President: Lorne Krause
Executive Officer: Ric Carrier
AREA Representative: Joanne Birtz

North Eastern Alberta Real Estate Board

#105, 4910 50 Avenue
Cold Lake, AB T9M 1P4
Ph: 780.594.5970 Fax: 780.594.5972
Email: **nareb@telus.net**
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