



Winter Cities

VOLUME 14 • NUMBER 2 • SPRING 1996



*Yellowknife's famous floatbase
located in Oldtown*



**Mrs. Pat McMahon,
President of Winter Cities
Association**

Dear friends of liveable winter cities

The Winter Cities Association has teamed up with a new partner for a new look. We hope you like it. The northern magazine *Up here* is particularly suited for those of us who live, work and play in winter climates. Nearly all of their articles are written about the northern hemisphere and by people who have experienced its magic and its wonder first hand.

Your association board feels that not only will this partnership increase the awareness of the Winter Cities Association members, but it will also increase the awareness of those who will be reading about us for the first time! For those of you who are joining us, a big welcome to our association.

Our membership stretches around the world and deals with practically every aspect of life in the northern hemisphere. We have conferences around the world too, every odd numbered year. Our last conference was in Bratsk, in the region of Irkutsk in Siberia, Russia. Attendance was high, about 700 delegates, who presented very interesting papers on children and the northern environment. Bratsk also provided a fantastic cultural experience that everyone enjoyed.

Our next conference is in Marquette, Michigan, in the United States. This year, they were practising snowing for us for next year's conference. I understand they managed about 600 cm! Read all about Marquette in this issue and following issues.

Winnipeg, Canada had the International Conference of Mayors of Northern Cities as well as a showcase in February. It focused on leisure planning, environmental recycling and waste management, lifetime education and its relation to communication and transportation and accessibility issues. Rick Hansen set the tone as guest speaker by emphasizing the importance of teamwork in meeting the challenges of living, working and playing in winter cities. I gave a presentation to the Northern Mayors, urging a closer tie between the two organizations in order to make better use of scarce resources and to increase information flow. They agreed, and we will work together over the next couple of years to make it happen.

At our board meeting in Winnipeg we heard reports on the Polar Bridge project (a cultural exchange of children between Russia and Canada) and the possibility of expanding this to Scandinavia, a progress report on the Marquette conference, and the expansion of the Winter Cities organization into world regional bodies. We also extended the subscription of our new magazine for one year, to those of you who waited patiently while we restructured. Thank you.

New readers, please use the membership application in this issue and join us as we explore Liveable Winter Cities, in future issues.

By the way, we are now accepting bids to host the 1999 and 2001 Winter Cities Conferences. Please contact us and we will send you the bidding package. It takes about two years of preparation work, but people from all over the world attend, enjoy your city's hospitality and become your friends.

Have a good summer, from Winter Cities.



Winter Cities

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The Winter Cities Association is dedi-
cated to realizing the unique potential
of all northern communities. Through pub-
lishing, networking, organizing confer-
ences, facilitating research and other
means, the Association seeks to make
available solutions and to promote
awareness of opportunities associated
with the winter season.

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Warm weather bias in northern cities

Reprinted from *University Affairs*, University of Waterloo.

Warm weather bias often ruins attempts to create livable, year-round outdoor spaces, says Norman Pressman, University of Waterloo urban planning professor. Winter gets a bad rap, because the way our cities are designed reflects our distaste for that particular time of year. He contrasts North American urban landscape and attitudes with those found in Scandanavia, where winter is welcomed as eagerly as summer.

"They love winter, they love the things you can do," says Professor Pressman, who has been celebrating the joys of winter cities for the past decade. "We are taught to view winter and cold negatively, and summer and heat positively."

Professor Pressman outlines these observations in his book, *Northern Cityscape: Linking Design to Climate*, published by the Winter Cities Association in Yellowknife.

The origins of the Canadian outlook on winter are hard to pin down, although Professor Pressman suggests the leading culprits include the travel industry which has a financial interest in travel south, and weather forecasters who present cold weather in the gloomiest of terms. Regardless of the causes, the results can be seen in the way we design buildings and city spaces.

For example, we often retreat indoors during winter months, occupying complexes such as downtown Toronto's network of

underground passages or the gigantic West Edmonton Mall. At the same time, warm weather bias often ruins attempts to create livable year round outdoor spaces. Ottawa's Sparks Street Mall, for example, spends the winter in the shade of surrounding towers and serves as a channel for icy winds that blow between these buildings.

In contrast, notes Professor Pressman, Scandanavian cities feature wind-protected alcoves which have been located to gain a southern exposure and capture what sunlight and warmth there might be. Such simple strategies can garner significant results, he argues.

Dr. Pressman calls for the development and application of a revised architectural "grammar" that is sensitive to the needs and opportunities presented by all seasons. "You can get better urban form, which reduces the negative impact of winter and winter-induced stress," he says. "The principles are few and they're simple, but there are hardly any excellent examples to be found anywhere in the northern hemisphere."

Prof. Pressman will be honoured for his work by the Canadian Institute of Planners in June. His book is available from the Winter Cities Association, C/o City of Yellowknife, Box 580, Yellowknife, NT X1A 2N4. Fax: (403) 920-5649. The cost is \$33 plus \$10 for shipping and handling (express mail) or \$4 (surface mail)

Make sure you are on our list

We are beginning a review of all our affiliate associations and their members in North America. To make sure you are included and we have your proper address, please contact us at Winter Cities Association, PO Box 580, Yellowknife, NT Canada X1A 2A4.

This will ensure you are kept on our mailing lists and that you receive any new information that is being sent out. We'd also like you to send us a few paragraphs on any interesting things your city or area does to make winter more enjoyable. Sheila Pepper, past president, is our volunteer co-ordinator and will follow up with articles for future issues. Send your ideas to Sheila Pepper, 21 Campfield Court, Nepean, ON Canada K2E 7X8. Thank you Sheila.

Winter Cities looks for future hosts

The Winter Cities Association is searching for future host cities for its Forum, an event designed to provide an information exchange and to promote the best features of life in winter cities. The criteria for selection can be obtained by contacting the the WCA in Yellowknife. Contracts are drawn up with successful bidders and must be in place three years before the event.

The applicant/host community must motivate, encourage, and otherwise promote the improvement of the livability and viability of communities in the snow belt region(s) of the world.

The Winter Cities Forum plans should include a high quality conference focusing on leadership, innovation, techniques, and technologies as they relate to winter and cold climates. In addition host cities should plan a high quality exhibition/trade show featuring winter and cold climate related techniques, technology and products, together with cultural events. The Winter Cities Innovation Awards Program must be part of the conference.

The Host City is responsible for all costs associated with hosting and administering all components of the Forum, organizes all events and promotes the conference, worldwide.

A representative of the host city is appointed to the WCA Board of Directors for a four year term, starting two years prior to the event and ending two years after the event.

To submit an application, cities should provide a letter of interest, signed by the Mayor to the WCA by July 31, 1996.

The applicant city(ies) must make a formal presentation to the WCA during the Winter Cities Forum '97 in Marquette.

Negotiation of a formal contract between the WCA and the host city must be completed at least three years prior to the Winter Cities Forum.

To obtain a copy of the criteria, contact City of Yellowknife, Winter Cities, attn Mr. Joe Kronstal, Box 580, Yellowknife, NT, X1A 2N4.

What is a

CHAMPION?



As an Olympic skier, I'm courageous for two minutes at a time. My friend Linda is courageous every day of her life. She is a true champion.

Linda has Huntington's. It is a cruel, hereditary brain disease that causes physical and mental deterioration, and eventual death.

Although there is no cure, there is hope. Research has never been more promising. We've found the gene that causes Huntington's. Now, we're working on a treatment and hopefully, a cure.

Please support these champions and help us fight Huntington's disease.

YOU CAN MAKE A DIFFERENCE.

Edi Podivinsky
Olympic Bronze Medalist

HUNTINGTON
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Marketing Northern TOURISM

From a presentation by Larry Neal, University of Oregon

In northern Ontario, and across Canada generally, the traditional view of forests as a source of timber and timber industry employment is gradually expanding, to include the notion of public use. Today, three of four Canadians view the forest as a national treasure to be held in trust for future generations.

In northern Ontario, a traditional timber harvesting area, it is now being recognized that past forest management practices have resulted in unanticipated changes to the environment. Sustainability has become an issue. Sustainability of Canada's forests encompasses three components: environmental sustainability, economic sustainability and social sustainability. There is another factor which must also be considered: The forest comprises a major part of the Canadian landscape, and is a backdrop for a multi-million dollar industry in tourism and outdoor recreation.

Within the ecotourism movement, or nature based tourism, which is the fastest growing sector of the Canadian and international market, there exists the potential for forest-based ecotourism.

A study of forest-based tourism opportunities in northern Ontario set out to identify the ecotourism preferences of visitors and to develop a socio-economic visitor profile.

A sample of potential visitors was surveyed, using the mailing lists of two regional outdoor equipment retailers, and setting the boundaries at an approximate 1000 km radius. The responses were analysed several different ways, including by income level, education level and whether or not the respondents were members of an environmental group.

Interestingly, the results indicate Canadians value water-based activities more than United States residents. There was also a noticeable division of interests between higher and lower income visitors, with the higher income group preferring paved roads and services, and the lower income group willing to travel great distances on unimproved roads, to remote areas.

The analysis suggested there are actually six potential market segments for northern Ontario forest tourism, identified by the study group as enthusiasts, weekend warriors, tourists, escapists, naturalists, and adventure naturalists.

Generally, those who favour "artificial" activities and winter activities, favour a fairly high standard of accommodation, and those who express interest in bicycling, hiking and so on are more likely to take their own tent.

Enthusiasts

Some 22.9 percent of the respondents fit this image. They exhibit a strong interest in all types of activities, with the exception of hunting. They prefer settings without obvious human influence, past or present. They are more likely to travel in June and September, and they obtain their information from reading, and friends and relatives.

Demographically, they range from 16 to 30 years and 50 to 59 years of age, and have few children at home. Their preferred activities are hiking, canoeing, biking, fishing and swimming. They have an interest in higher end accommodation as well as bed and breakfast.

Weekend Warriors

Some 19.1 percent of respondents belong to this group. They show an interest in what the study group termed "artificial" activi-



ties, such as individual sports and water skiing. The pristine nature of a setting is not as important as it is to other groups, and remoteness is not particularly attractive. Weekend Warriors are more likely to use a hotel, travel as a group, and use travel agents. They tend to travel in March. Most are single. They are interested in hiking, canoeing, fishing, biking and swimming.

Tourists

Some 11.5 percent of respondents belonged to this group. Tourists enjoy activities that are not too physically demanding, such as day trips on foot or horse back. They also like activities which are nature based, such as viewing wildlife. They participate in nature tours and are interested in local culture and human works.

Both remoteness and industry influences are seen as negatives by this group. However settings altered to increase comfort and access are viewed more positively. This group tends to travel in July, and is not likely to travel in September, December and February. They tend to belong to environmental groups, and live outside the city. Demographically, they are married and have a high number of children at home, are educated, wealthy and over 40 years of age. Their preferences for a northern Ontario vacation were hiking, canoeing, biking, fishing and visiting parks. They are likely to use organized campsites, and to stay in hotels.

The study group recommended carefully targetting a promotion campaign to this group. If the experience is built around a platform of pristine nature with remoteness and difficult access, it is likely this group would shy away. Environmental friendliness and convenience would be more appealing.



Escapists

Some 13.1 percent of respondents belong to this group. They are less interested in nature, than in more "artificial" activities, such as motorized water activities and downhill skiing. Remoteness is not a barrier. They organize their own trips, travel with friends, generally live in the city, and utilize tents for accommodation. They often travel in March. They tend to be single or divorced, male, and have a high level of education. Their age ranges from 20 to 40. They exhibited interest in hiking, canoeing, fishing, camping and mountain biking.

Escapists are not good targets for ecotourism promotions, but white water canoeing or mountain climbing would appeal to them.

Naturalists

Some 18.8 percent of respondents were classified in this group. Over all, they prefer nature-based, moderately challenging activities, such as flat water canoeing and cross country skiing. They are not interested in "artificial" activities such as scuba diving or difficult activities such as white water canoeing.

They prefer not to see evidence of human or industrial activity.

Naturalists tend to travel with families, are married, have children at home, and are aged between 30 and 40. Their choices for a northern Ontario vacation were hiking, canoeing, fishing, biking and camping. They prefer a basic lodge type accommodation, or organized campgrounds.

Adventure Naturalists

Some 14.6 percent of those surveyed fell into this group. They enjoy physical activities, such as biking or ski touring, and dangerous activities such as white water canoeing or ice climbing more than other groups. They find passive activities less desirable. They prefer remote settings, and are interested in flora, fauna and geomorphology. They tend to travel in May, September and February, belong to environmental groups and often travel with a tent.

Demographically, this group is primarily male, single, and aged 16 to 30. Their preferred wilderness activities were hiking, canoeing, mountain biking, mountain climbing and camping. Basic lodge accommodation and unorganized tenting appeal to this group.

This group is thought to be a good target for remote adventure trips in true nature settings.

The Social Legacy of Tourism

RUSSELL E. BRAYLEY

(from *Winter Cities Conference in Bratsk, 1995*)

Tourism offers more than economic benefits to residents of Winter Cities. There is a social benefit as well.

We are all aware of the fact that tourism enhances the economic diversity of a destination community. It brings in outside money, and provides employment opportunities. The effects of tourism spending can multiply within the community. Tourism also can attract new businesses and promote local investment.

The environment can also benefit. While many would argue that consumptive tourism depletes natural resources and contributes to pollution, it is also true that many national treasures have been saved because of their value to tourism. In addition, many environmental messes are being cleaned up as a result of scrutiny related to tourism.

The Vienna Centre is conducting three rounds of telephone surveys in 11 countries at three points in time. The first round was completed in 1991. Surveys will be conducted again in 1996 and 2001.

Two Canadian towns are participating in these surveys, Cranbrook, British Columbia, and Thompson, Manitoba. Each has a population of 11,500. Cranbrook has an established tourism industry, Thompson is a mining town.

By comparing data from these two communities, we can draw some conclusions about the social impacts of tourism.

The first conclusion is that tourism affects attitudes toward community. People who live in tourism communities tend to be more willing and interested in getting involved with activities which improve the quality of life in their community. They have a greater sense of belonging and are generally more committed to community service.

.....
"People in tourism communities are more aware of the need to preserve culture, and they become personally involved in the preservation of their culture."

Tourism also appears to affect attitudes toward the family. More females work outside the home in a tourism community. They also share the leadership roles, which in industrial communities are the exclusive domain of men. Extended family are more important to people in tourism communities, and people are more likely to rely on "secondary reference groups" (school friends and business associates) in making decisions regarding preservation and expression of culture.

Finally, tourism appears to promote positive attitudes toward culture. People in tourism communities are more aware of the need to preserve culture, and they become personally involved in the preservation of their culture.

There are two other important social benefits to tourism. These were identified in a study of 23 remote communities in northern Manitoba. They are control of crime and promotion of health. While this particular study was concerned with recreation, and particularly recreation leadership, many forms of tourism are also recreation.

In this study, we noticed that reported health problems went down as recreation opportunities increased. Where there was no change in recreation opportunities, there was no change in health problems.

Crime can also be affected. In our study, crime rates dropped when communities added a recreation director. Where the position was filled for only one year, the crime rate rose again in the second year of the study.

So, the social legacy of tourism and recreation in Winter Cities is a bundle of benefits which includes:

- community involvement
- changes in family
- changes in cultural perception
- involvement in cultural preservation
- reduction or control of illness
- reduction of crime.

Add this social legacy to the economic and environmental legacy of tourism and we have the rationale to do whatever it takes to develop tourism potential in Bratsk, Irkutsk, Tromso, Yellowknife, Winnipeg or any other Winter City.

Ecotourism

VLADIMIR BEREZHNYKH
Interbaikal Agency, Irkutsk

What is ecological tourism? Our definition must take into account economics, which drives tourism today. The most appropriate definition seems to be:

A type of tourism using the natural environment to obtain profits which are directed partly at environmental recovery and also used to improve the standard of living of the local population.

This view of ecotourism seems to fit with the World Bank investigation of the potential for the Lake Baikal region.

On the one hand the aim seems to be to preserve a world heritage site and on the other to present alternatives to industrial development of the region.

While the decision of the World Bank is pending, we, the local inhabitants, should be looking at ways to preserve the environment and take advantage of the growing interest in it from the population of developing countries.

Why is there an interest in ecotourism? It appears to be a manifestation of a desire for a healthier lifestyle on the part of people in the west. They raft rivers, ride elephants, go on photo safaris. Few come to Russia. Air safety, Chechnya, and our economic situation are partly to blame. There is very little information available for this region as well.

However, if we could capture some of this flow of ecotourists, we really could solve some of the problems of this region. While the words ecotourist are unfamiliar to us, we've always had a similar type of visitor, the amateur tourist. The difference is amateur tourists generally don't pay for services, so do not influence the local economy. Ecological tourism is amateur tourism on a paid basis.

Amateur tourists should be encouraged, too. Amateur tourism (for example travelling as a young person) develops a need for travelling, and cultivates the love of nature. It also provides serious physical training, and offers insights into cultures. This is the spawning ground for well trained staff and tour planners for ecological tourism.

Where should we start to encourage ecological tourists? An

estimate of natural resources is available. What about staff? Are they trained? What about infrastructure: shelters, hotels, transport?

And what about the tourists? Where will they come from?

This has been a problem for us here. We have a recent investment in tourism infrastructure, but there is not even a committee to promote tourism, and there is no government program to develop tourism. Facilities are lacking in the ecotourism area, and local interests tend to the traditional Russian sanatoriums and health spas, adapted to Siberian conditions. Economics, that is, who will pay, will determine the future of our industry.

InterBAIKAL is our tourism promotion newspaper, published three times a year, in English, Japanese, German and Chinese. Together the three issues will become a guide to tourism and ecological opportunities in this area, and the development of ecological tourism around the world.

We can learn much from other areas. The paradoxical ability of ecotourism to contribute to the preservation of aboriginal culture, while improving local standards of living is a lesson from Australia, from the United States and from Canada which we could apply in eastern Siberia. InterBAIKAL is collecting and distributing this information.

The establishment of a School of Ecological Tourism in Irkutsk should help give tourism more stature here. The school will train rescue teams, rangers, and hunting guides, as well as ecological guides, and is supported by agencies in all these tourism related endeavours.



MARQUETTE Winter Cities

The world will seem a smaller place during the week of February 12-15, 1997, when the world's Winter Cities convene under the Superior Dome, in Marquette, Michigan. They'll be exploring the advantages of and some solutions to Mother Nature's gifts. Winter Cities '97 will foster a true global partnership to make sustainable improvements to life within winter climes.

"I believe that the global partnership shared by the circumpolar global village, which includes all the countries in the Northern Hemisphere, is an important one to work toward," says President of the Winter Cities Association, Pat McMahon of Yellowknife, Northwest Territories, Canada. "It gives the winter cities that make up these countries the opportunity to do business with a multitude of people who are all dealing with the same winter issues. As such, these businesses and community leaders will ultimately give a boost to their economies."

Winter Cities '97 is unique in that it will integrate its Forum and Grand Exhibition segments. Many exhibitors will appear as forum speakers and offer workshops and demonstrations in addition to showcasing their products. Forum presentations will be directly related to what is happening on the showroom floor.

"The theme shared by the forum and exhibition is 'people doing business across borders,'" says Mary Soper, Project Director of Winter Cities '97. "Forum delegates will be introduced to solu-

tions to winter challenges as well as becoming acquainted with the people and technologies from across the globe which can help make these solutions realities.

"One of our goals for the exhibition is to identify buyers who will be interested in our exhibitors'

services to improve the world's reaction to winter conditions.

"By focussing on doing business across borders, we're trying to spotlight success stories and actual solutions to winter issues that affect our business climate," says Pat Coleman, vice president of both the international Winter Cities Association and Marquette Winter Cities Association. "We're laying out Forum components that will focus on successful solutions utilized by winter communities to solve problems and improve their quality of life."

The Forum segment of Winter Cities '97 will focus on four program tracks which complement the theme of the Grand Exhibition. Within each of the following tracks, specific topics will be presented and explored.

Economic Development - giving a range of ideas and examples for maximizing the charms of winter. Resource base communities to high-tech and service economies.

Topics: State and provincial economic development programs, military base re-use, role of colleges and universities, international trade, tourism.

Environment - presenting new methods to protect the unique environments of winter cities, as well as to prevent environmental problems caused by excessive run-off and other cold weather phenomena.

Topics: Salt bans on highways, zero discharge regulations, solution mining, new methods of water treatment.

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products, and recruit them to participate in the event. We want to offer our exhibitors more than a showcase, we want to offer them qualified business contacts and real sales opportunities."

Grand Exhibition '97 will offer cold weather-related companies a global marketing opportunity to showcase products, technologies, and services to hundreds of potential customers from around the world. The actual trade floor will reflect diverse winter cultures giving the impression of a "global village" offering cutting edge technology, products and

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Forum & Grand Exhibition

Livability- offering proven techniques and new ideas for enhancing transportation, housing, recreation, health care, and public services in winter climates.

Topics: Community redevelopment, recreation, urban design/city planning, snow management, architecture in Siberia, Children of the North.

Technology- providing the latest in applied sciences designed to increase comfort, convenience, safety and security for winter cities inhabitants.

Topics: Downtown snowmelt, communications, and building/heating and ventilation technology.

These tracks are designed to organize the conference to address important issues which affect winter communities everywhere.

"Winter affects so many elements of life," says Coleman. "The goal of the Marquette Winter Cities Forum is a simple but important one, to give professionals, public officials, and business leaders the opportunity to improve their environment and economies by embracing a different attitude toward winter. The conference will spotlight successful approaches and solutions toward winter issues, providing positive examples and perhaps even inspiration."

Michigan's Upper Peninsula is home to a number of business and community success stories that will be featured at the conference. Jorma Lankinen, Owner of Lankinen General Contracting, Inc. provides an example of a successful business relationship made possible through the Winter Cities

movement. Leonid Barkov, vice-mayor of Bratsk, Russia, a city of 280,000 people in Siberia, was so impressed with American home building methods in Marquette this past June, that he invited Lankinen to Russia to teach American building techniques.

Lankinen and Barkov are proof that doing business across borders by sharing and learning is just one of the rewards of getting involved with the magic of the Winter Cities movement. Barkov, who hosted the 1995 Forum in Siberia, said he is impressed with the enthusiasm in Marquette in preparation for the 1997 Winter Cities Forum.

"Municipal leaders or product manufacturers, every one of our delegates and exhibitors will be here for a common purpose," adds Mary Soper. "We can make the biggest difference by working together. In Marquette, we hope to make that clear by hosting a gathering that will introduce people to one another and build personal relationships leading to long term business partnerships."

Grand Exhibition '97

The Grand Exhibition will feature nearly 200 exhibitors displaying their wares. This fantastic trade show will include both exhibits and workshops, with hands on product demonstrations by the exhibitors.

The exhibition will take place in the world's largest wooden dome, with 5.1 acres under one roof. The Superior Dome is located at The Northern Michigan University campus, at Marquette.

Winter means opportunities for business, big and small. It also means research, products, services, tourism, technology and more. The exhibition will be the

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Lankinen visited Bratsk, and is now discussing setting up a plant that uses recycled paper to make cellulose insulation. Bratsk has Russia's biggest wood-processing complex, with 10 factories that produce pulp, paper, plywood and fibre board. "We like what Jorma is doing," Barkov said through an interpreter. "As a professional, he will take into consideration the specific features of our area. In the future, we may create a joint venture in Bratsk and perhaps open Jorma's affiliate company."



"It gives the winter cities that make up these countries the opportunity to do business with a multitude of people who are all dealing with the same winter issues. As such, these businesses and community leaders will ultimately give a boost to their economies."

premiere marketing opportunity for businesses and professionals from around the world who are involved in developing, producing and selling winter related products, services and technology.

Exhibitors will include all aspects of winter city life, with a special focus on: equipment fleets, building materials, technology, travel and tourism, transportation and general business.

Exhibit Rates

- 10" x 10" booth costs up to \$750. US
- 25" x 25" booth costs up to \$1800. US

This is a world scale opportunity to showcase products, technologies and tourism destinations to an international audience of business leaders, municipal and regional governments, academics and interested citizens. Some 300 delegates are expected.

Special Events

Special events and cultural activities will add to the enjoyment of the four-day Forum.

One evening, there'll be a special presentation of "Snowflake on 42nd Street", a one man show of mime, clown and slapstick, now on stage, off Broadway, in New York City.

At the conclusion of Forum '97, Marquette hosts the eighth annual Upper Peninsula 200 Sled Dog Championship and Midnight Run. The race draws dog mushers from across the United States and Canada. Those who wish to follow the mushers and teams will be able to take in winter festivals at communities along the route, with opportunities for cross country skiing, snowshoe-

ing and exploring the wilderness.

Other attractions include demonstrations by Olympic Athletes in training at Marquette's Olympic Education Centre, sleigh rides, art shows and theatre readings. Marquette also offers first class entertainment and dining facilities.

Touring Michigan

Linked to the Winter Cities Forum in time, is the unique Frankenmuth Winter Festival, a snowfest with international ice sculpting competitions, a huge Christmas store featuring trim and gifts, and a restaurant claiming to be the world's largest.

Add on tours include visits to Sault Ste. Marie, Michigan and Sault Ste. Marie, Ontario, where locks provide a water elevator to allow huge ore carriers to travel from Lake Superior to the other Great Lakes.

Houghton, Michigan is another potential tour site. In 1988, the City of Houghton won the Award of Excellence for Downtown Building Design, Technology and Urban Infrastructure from the Winter Cities Association. It's also listed in the book "The 100 Best Small Towns in America". Houghton rebuilt its downtown using buildings dating from the town's copper mining era at the turn of the last century.

For more information, or to register in advance, contact:

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WinterNet-<http://wnet.gov.edmonton.ab.ca>

Winter Cities on the World Wide Web

A smorgasbord of municipal members of the Winter Cities Association is now on the Internet, the world wide computer information network.

The contact point is the City of Edmonton, which maintains the Winter Cities address, and connections to existing sites in China, Japan, Greenland, Iceland, Scandinavia, Alaska and Canada.

The Winter Cities Association set up WinterNet following a meeting of Mayors in Anchorage in 1994, to facilitate an information exchange proposal first put forward in 1990.

The original purpose of WinterNet was to enable Winter Cities members exchange information, particularly technological information. The computer revolution sweeping the world has also had an impact on WinterNet. At first designed for PC based systems, it is now available to anyone with an internet connection and world wide web browser. This has expanded the potential audience exponentially.

WinterNet is a series of computer applications, some of which are located on a computer in Edmonton, Canada. These applications can be accessed by computer communications - known as the Internet. The applications

include a World Wide Web home page, which has a public and a private viewing area. The public viewing area includes a technology showcase and features information about WinterNet member cities, and an events calendar.

The private viewing area, available only to WinterNet members contains e-mail, teleconferencing, the Registry, the WinterNet library and the snow removal database.

The public viewing area includes a technology showcase and features information about WinterNet member cities, and an events calendar.

The advantages of the WinterNet are easy, low cost promotion possibilities for members of the Winter Cities Association. The WinterNet public web site includes a world map, with clickable dots which link to descriptions of the member cities, or a city's own web site. The Showcase offers listings for businesses which supply technology, and educational institutions specializing in cold weather technology. A Calendar is also avail-

able for member cities to use to promote upcoming events.

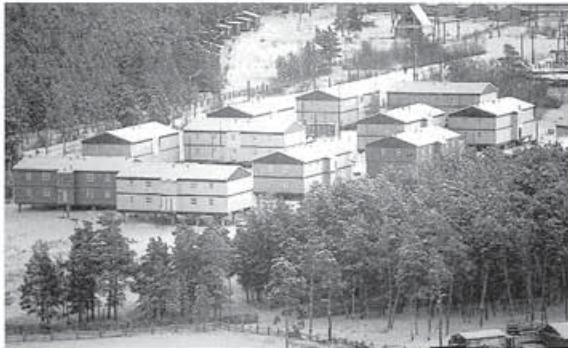
WinterNet is a forum for exploring new ideas and innovations, and for expanding trade links. WinterNet has the potential to be a tremendously useful tool for both promotion of winter cities and for information exchange.

What's there on the Web?

The WinterNet sites we explored in early April, 1996, offered a variety of information. Some sites are more interesting than others. The level of interest depends not on sophistication, but on content, though sophistication sometimes helps lackluster content.

Continued on page 16 ...





Housing project in Russia

Creating a NORTHERN STYLE

One of the significant parts of developing a liveable northern city is developing housing and public buildings that meet the tests of climate and northern residents. When it comes to building for a northern climate, there is a pool of expertise based in northern Canada, that is now expanding to Russia as well.

Ferguson Simek Clark (FSC), based in Yellowknife, is a firm of consulting engineers and architects that is recognized as one of the leading Canadian specialists in cold regions building technology. FSC has designed over 300 million dollars worth of projects in

Canada's North since 1976. FSC has offices in Yellowknife, Iqaluit and Inuvik, Northwest Territories, in Edmonton and Toronto, and now in Moscow and Yakutsk, Russia.

Together with other Northwest Territories based architectural, engineering and construction companies, FSC has been involved in municipal and territorial government projects, from housing to schools and community centres to airports and health centres across the Canadian Arctic.

Since 1991, some of these northern firms have been building a reputation offshore, as well. FSC, for example, has designed



and acted as project manager for construction of two villages, a hotel and an airport terminal at Yakutsk, in Siberia.

FSC President Stefan Simek has been travelling to Russia for some 10 years to develop the business. Both the Canadian government and the Territorial government assisted with introductions, and technology exchange agreements. But the proof of FSC's technology is in the construction contracts.

"There are really three important elements to building for a cold climate," says Stefan Simek. "We know we can build livable



Canadian village at Sakha.

spaces, anywhere. The space shuttle proves that. In the North, our first concern is to build so that people can afford to live in the dwelling. It must be economical to operate in the extreme conditions we encounter in the Arctic.

"That type of design requires some experience of Arctic conditions, so that you learn to express the little nuances - orienting the buildings to avoid wind or snow buildup, using the latest technology to advantage. I believe that our northern experience is essential to successful projects in extreme conditions.

"The second requirement for buildings in a cold climate is ease of construction. We have a very short window of building time in the Arctic. We have to design buildings which can be put together in just two or three months. We also need to consider our materials from the standpoint of shipping. "Arctic" usually means there is no lumberyard or hardware store, down the street. We have to assemble the materials and ship the whole package to the site. Again, economics is important.

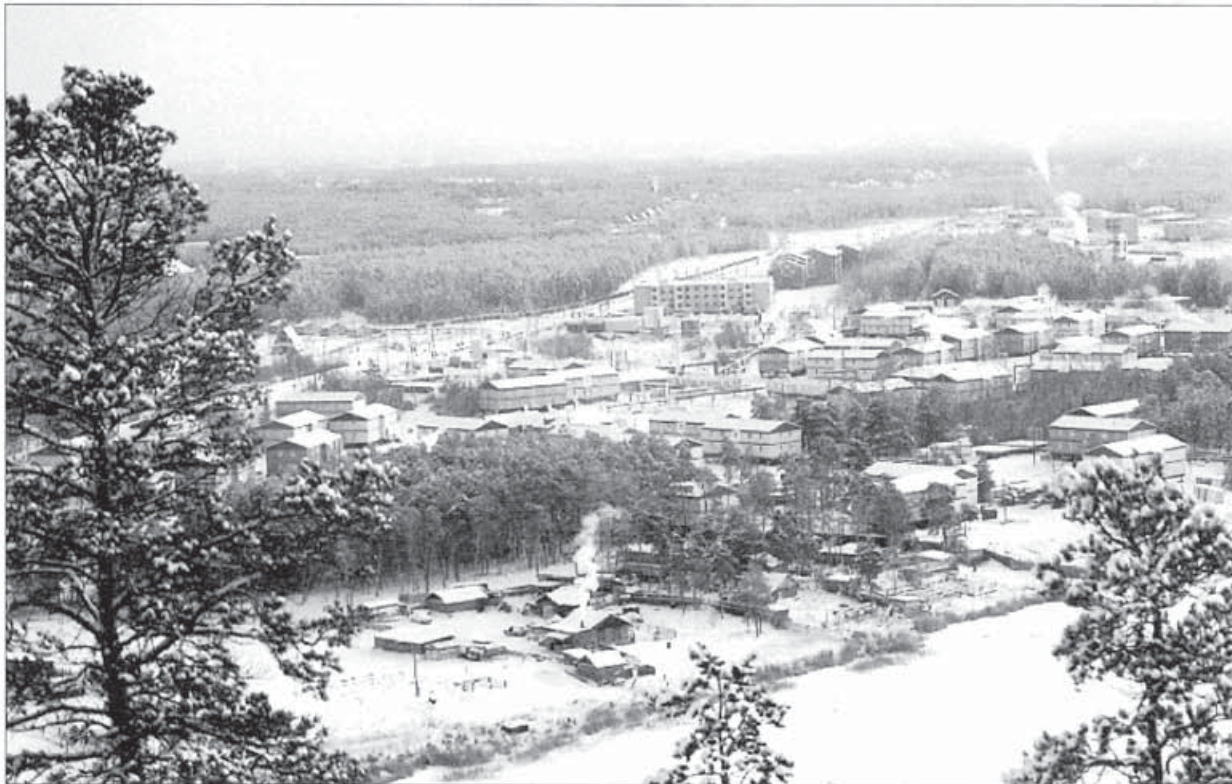
"The third requirement for successful northern projects is really a lifestyle choice. Ideally, anyone should be able to build

"Its not often you get to build a brand new town. So it was interesting to be able to put all our experience into one project."

their own dwelling, if the materials were available. Yellowknife offers many examples of this, where people have experimented with different sizes of dwellings and different types of dwellings. These people want to live in their own space, and are prepared to face the winter when they go out.

"Other people want to remain inside in winter, and we have examples of this here in Yellowknife, as well, in our high rise apartments. I personally think if buildings can be connected, or if offices and shops can share a building, we should try to do this in our climate."

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Yakutsk housing project, centre

The Canadian Village in Sakha

Simek still views the first overseas project, the Canadian Village at Sakha, Yakutsk, in 1992, as perhaps the most challenging, and gratifying. "It was intended as a transfer of technology," says Simek. "We were demonstrating to them how we build in Arctic Canada. As I said, I think people should design and build their own houses, but in this case we were demonstrating how we would build an Arctic town, and all the houses were similar."

The project involved construction of 37 houses, water supply, sewage treatment, administration centre, school, store, health centre, firehall, cafeteria and emergency power station. The proven cold regions designs, building materials and most of the tools were shipped from the port of Vancouver, Canada, to the Siberian site on the Lena River,

by Russian freighter and barge.

"It's not often you get to build a brand new town. So it was interesting to be able to put all our experience into one project. I'm thinking of the things we have learned about orientation of houses, for example, or the distances necessary between dwellings.

"Another example of using our prior experience is the school at Yakutsk. We have built over 20 schools in the Arctic, so the school we built in Sakha reflects the combined experience of 20 Arctic communities. I think we have been able to combine what we have learned about the aesthetic desires of a northern community, with economical construction methods. Of course, in Russia, the economic realities are even more pronounced than they are here in Canada.

"We had a lot of help with that project," adds Simek. Clark Builders, also of Yellowknife, was construction manager for the project. The buildings, essentially the same as those constructed in the Canadian North, incorporate light weight structural elements such as wood stud framing, vapour barrier, fibreglass insulation, gypsum board, air barrier, wood siding, asphalt roofing, open web steel joists and aluminum window frames.

At the time of construction, these were revolutionary building materials for Yakutsk, where poured in place and prefabricated concrete had previously been the building materials of choice.

FSC is also pursuing projects and joint ventures in China and the Slovak Republic.

Hotel Ontario

FSC designed and built with a Russian partner a small, 12 suite business hotel near Yakutsk, in traditional log style with high tech Canadian mechanical and electrical systems. Hotel Ontario serves foreign business people with modern telecommunications and western style lodgings in Siberia.

Yakutsk International Air Terminal Building

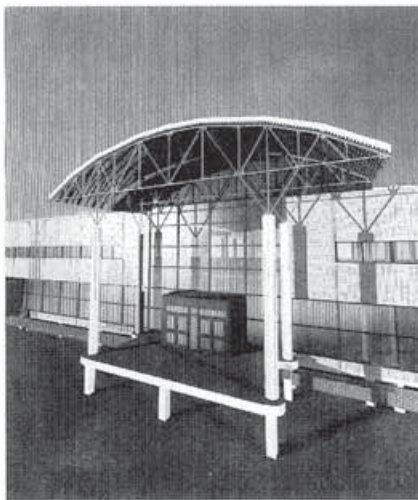
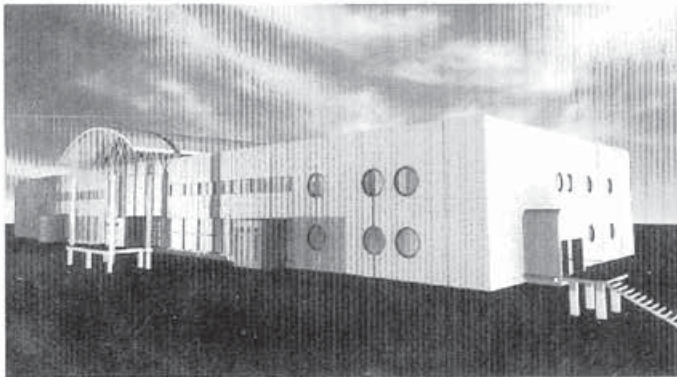
FSC's International Air Terminal Building in Yakutsk is a 6000 square metre structure next to existing domestic terminal. The project had to meet both Russian Federation airport requirements as well as those of the International Civil Aviation Authority.

Inside, the steel "trees" and gently curving walls offer an impression of a sub-arctic forest clearing, and provide views of both the city and the terminal apron. The building envelope is designed to moderate the severe climatic swings of central Siberia: lows of minus 60 celsius in winter to highs of plus 40 Celsius in summer.

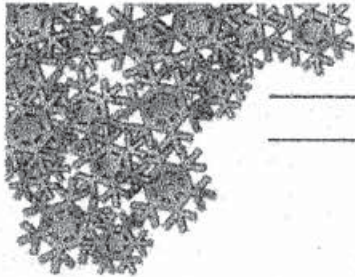
Yakutsk Housing Project

This past year, the City of Yakutsk needed emergency relief housing for residents whose homes were flooded. FSC was contracted to design, procure and build 504, 48 square metre apartment units. Again the solution is a variation on housing developed for communities in Canada's North. Eight-plex buildings, arranged in clusters, provide a sense of community for residents.

The project schedule called for completion over a six month season during the coldest part of the winter. Local Russian labour was maximized for the project, with assistance and training by Canadians.



Top: Hotel Ontario was constructed in a traditional log style fashion. Middle: Yakutsk air terminal. Bottom: air terminal main entrance.

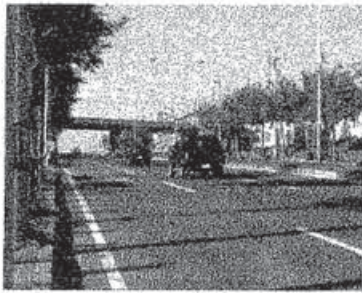


Road heating

HOME PAGE

In Sapporo, in order to secure safe and smooth traffic flow and to get rid of the use of studded tires, road heating systems have been installed on slopes of 4% gradient or more, intersections, and sharp bends in the roads. With electricity and gas as the primary energy sources, data from sensors, such as snowfall sensors and road surface moisture sensors, are incorporated in the operation system, and snowfall forecasts and outdoor temperature are used to maintain the most appropriate road surface temperature. This helps establish the most economical operation system. In addition, there are road heating systems using hot spring water in Jozankei Hot Spring Resort, which is still in the experimental stage. The system using sewage water is also being experimented with.

Road condition in summer



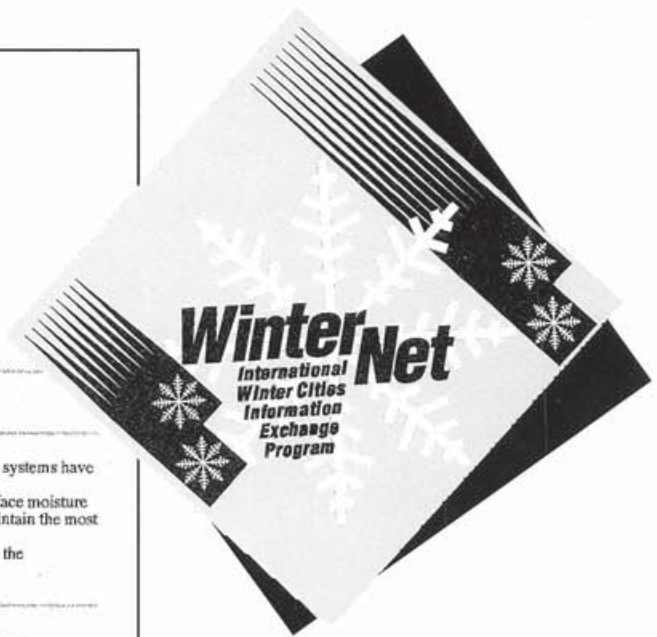
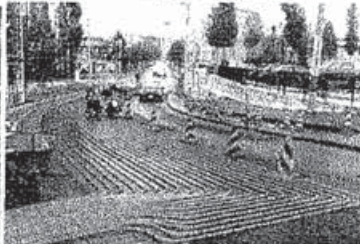
Road condition in winter



Electric heating system installation



Gas heating system installation



home page with a very large photo we had to give up trying to load. That aside, Sapporo was the most interesting site we visited, with a wide range of information. On a quick visit, our favorite page described how roads are heated in winter. The description is just the right length, and the photos show how it works. Definitely food for thought for those in charge of snow removal budgets.

Finally, on our one-hour Web tour of winter cities, we dropped in to Stockholm, briefly, to find a simple and well organized home page providing links to 20 more culture/tourism pages. At that point we had to get dinner ready. But we'll definitely be back.

The WinterNet, so far, has a variety of information for Web visitors, and some winter technology available to the public. It's a great start.

As a web surfer, and taxpayer in one Winter City, we'd like to see more concrete information on what our cities can do to make Winter Cities better places to live. Sapporo leads the way in this, and makes it seem easy.

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The WinterNet home pages have pleasant interactive illustrations, which roll onto the screen quickly. There's a minimum of copy, providing basic information - but no membership form. The map showing Winter Cities around the world has good potential, and works well, though one location we tried in China gave us an error.

Harbin, China, has a charming site, with a good locator map of China, interesting information on

Harbin and a photo of a sleigh pulled by a reindeer. Though the site actually appears to be located in North America (from its address), it has a definite international feeling.

Reykjavik, Iceland, has a basic home page with clip-art buttons leading to a well organized and interesting information base - a print-it-yourself guidebook to services in Iceland.

Sapporo, Japan, features the WinterNet logo, then offers a