



"The Business of Winter"



THE Business of Winter

Over the past decades, winter has proven to be the climate of opportunity. Motivated by the need to find solutions to cold-climate challenges, inspired by the goal of capitalizing on cold-climate advantages, corporate heads and marketing executives, political leaders, engineers, scientists and architects - all have pioneered advances in a broad spectrum of endeavours.

Energy-efficient housing.
Streamlined transportation systems.
All-season facilities. Cold-climate materials, equipment and fabrics. Remarkable new technologies in communications. Effective new techniques in snow removal.

These advances - and others - are among the world of business and economic benefits created by winter. For cities, for communities, for corporations - and for the 600 million citizens who live in the winter world - winter presents a world of economic opportunities.

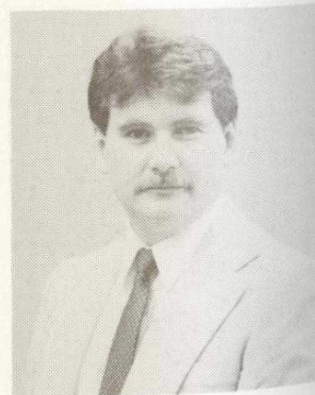
Come explore this exciting new world of opportunity at WINTER CITIES SHOWCASE '88 in Edmonton, Alberta, Canada. Meet and exchange ideas, share solutions, learn new methods of exploiting the economic advantages of winter, and put your products and services on the world stage.

Hosted by the Winter Cities Corporation, Showcase '88 will be the first major international event with the compelling theme of "The Business of Winter." By bringing together "a world of experience," the Winter Cities Corporation will achieve its mission:

To examine the business of winter and to create an environment in which economic opportunities and benefits are identified and accrue to all participants and their nations.

"This event will bring together leading business people, politicians and researchers from around the world to examine the vast economic potential of winter.

I feel this event represents an unparalleled opportunity to showcase expertise and develop new international markets. At Showcase '88, we will provide the opportunity to put winter products, technology and expertise on the world stage."



A stylized, handwritten signature in dark ink, appearing to read "R. F. Day".

Robert F. Day, President

Winter Cities Corporation

At the forefront of the drive to capitalize on winter is the Winter Cities Corporation. A Canadian non-profit organization formed in 1983 to promote the economic advantages of winter, the Corporation made its international debut in February 1986, when it hosted the first Winter Cities Forum. Delegates from 83 communities, representing 11 countries, met in Edmonton, Alberta, Canada, to explore new solutions to cold-climate challenges.

As successful as it was, Winter Cities '86 was merely a prelude for the expanded event taking place in 1988. The Corporation is now prepared to welcome the world to Edmonton for Winter Cities Showcase '88. The first truly international exploration of "the business of winter" Showcase '88 will include three interlocking components:

Winter Cities Showcase '88

"The Business of Winter"

Forum '88 / Exposition '88

Third Winter Cities Conference of Northern Mayors

Corporate Structure

With funding provided by the City of Edmonton, The Province of Alberta, the Government of Canada and members of the private sector, the Winter Cities Corporation has the strong support of business and industry in a broad spectrum of involvements.

Honorary Chairman

Mayor Laurence Decore, Edmonton, Alberta, Canada

Chairman of the Board

Mary Cameron, The Devcon Group

President and General Manager

Robert F. Day

Winter Cities Corporation Executive Staff

Pamela Freeman

Vice President

Laraine Barby

Director, International Forum

Jocelyn Fraser

Director, Third Winter Cities Conference of Northern Mayors

Arni Fullerton

Director, Research and Development

Donna Shilliday

Business Administrator

Board of Directors

Dr. George Adorjany

Senior Director, Investment Promotion
Industrial Development Branch
Alberta Economic Development and Trade
Province of Alberta

Cy Armstrong

City Manager
City of Edmonton

Phil Bowes

Regional Director
Transport Canada
Government of Canada

Bruce Duncan

General Manager
Planning & Building Department
City of Edmonton

Tom Forgrave

Assistant Deputy Minister
Municipal Administrative Services
Alberta Municipal Affairs
Province of Alberta

Bettie Hewes

Member of the Legislative Assembly
Province of Alberta

Frank Jackman

Regional Executive Director
Regional Industrial Expansion
Government of Canada

Spencer Montgomery

President
Specialty Precast Western Ltd.

Dr. Thomas Nelson

University Professor
Professor of Psychology
University of Alberta

Dennis Thomas

Barrister & Solicitor
Milner & Steer

Media and Communications Committee

Chairman: Fil Fraser

Corporate Relations Committee

Chairman: Larry McDannold

Winter Cities Showcase '88

"The Business of Winter"

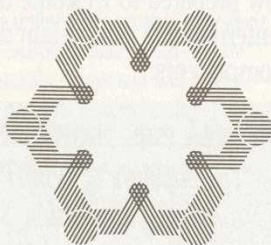
is the comprehensive overall theme for Winter Cities Showcase '88. Within this context, delegates and exhibitors will explore the demand for cold-climate products, services and technologies, develop solutions to the challenges posed by a cold climate, and examine new strategies for capitalizing on the opportunities of winter.

A Global Event

The first truly international and multi-faceted event of its kind, Winter Cities Showcase '88 will include Exposition '88, Forum '88, and the prestigious Third Winter Cities Conference of Northern Mayors.

To continue the momentum created in Edmonton at Winter Cities '86, an International Winter Cities Advisory Committee was established to review applications and select the city which will have the honor of hosting the next Winter Cities event. In 1988, "The Business of Winter" will be addressed at Edmonton's Showcase '88. In 1990, representatives of the world's winter countries will meet in Tromsø, Norway, to learn "How to Live in Splendid Insulation." Future events will continue to present an opportunity for the world's winter citizens to communicate, and to improve the environment of their cities through exposure to advancements in winter technology.

Third Winter Cities Conference of Northern Mayors



In 1982, Mayor Itagaki of Sapporo, Japan, hosted the first conference of winter city leaders. Mayors from around the northern world gathered to discuss the issues common to their winter cities. The success of this meeting led to a second conference, held in 1985 in Shenyang, China, and in 1988, Edmonton will host the Third Winter Cities Conference of Northern Mayors.

In 1988, mayors from 20 winter cities around the world will meet in Edmonton for the Third Winter Cities Conference. The theme of "The Business of Winter" will be reflected in the program as delegates discuss economic development and the special challenges of administering a winter city.

The Third Winter Cities Conference of Northern Mayors will take place February 13 - 14, 1988, providing participants with the opportunity to take part in other Showcase '88 events. Mayors will make a significant contribution to Forum '88 by presenting highlights of their conference to delegates at a specialized session of the Leadership stream.

Exposition '88: A World of Opportunity

The event is unique. The marketing opportunity is outstanding! Hosted by the Winter Cities Corporation and produced by Edmonton Northlands, Exposition '88 will be the world's first exposition with the central theme of winter.

Exposition '88 will provide national and international exhibitors with the superb modern exhibition facilities at the Northland's AgriCom in Edmonton. Exhibits will illustrate the most recent advances in winter city technology, manufacturing, construction, science, clothing and recreation, and all other facets of the winter cities world.

Commercial and Industrial Exhibits

The need for commercial transportation in cold weather countries is a fact of life. New requirements continue to demand innovative ideas from many sectors of the transportation industry. Aircraft companies, distributors of snow removal machines, equipment for highways and airports, tracked vehicles, snowmobiles and public transportation - all play important roles in today's winter city. All have an important place at Exposition '88.

Recreation and Winter Sports

Exposition '88 represents a tremendous marketing opportunity for manufacturers of seasonal sports equipment, including companies which provide travel services to winter recreation areas and winter festivals. Featured exhibits will include manufacturers and distributors of equipment for hockey, skiing, skating, snowshoeing, snowmobiling and curling, as well as firms in the winter fashion industry. Exposition '88 will also attract airline, rail and bus companies, ski resorts and travel agents who make arrangements for mountain holidays, along with companies which outfit recreational facilities - suppliers of ice machines, refrigeration units, ski lifts, clocks, timing devices and snow-making systems.

Qualified Audience

Exposition '88 will attract a uniquely-qualified, international audience. Political leaders, senior-level management and top corporate executives of the world's winter countries will be in attendance, along with buyers of specialized cold-climate materials, equipment, supplies, engineering, maintenance and construction services. Exhibitors will make profitable contact with marketing managers, distributors, joint venture prospects and senior decision-makers on buying missions for governments, institutions and utilities.

Forum '88: A World of Experience

Forum '88 examines "the business of winter" from two interlocking perspectives. One takes a business approach in identifying the economic benefits and market opportunities created by winter. The other explores the goal of improving the quality of life in a winter environment - of creating more livable winter cities.

Produced by the Winter Cities Conference Corporation and held in the Edmonton Convention Centre, the Forum has been designed to examine the impact of winter in five "program streams". Specific sessions within each of the areas will create five conferences under the central theme "The Business of Winter."

Delegates at this global Forum will examine cold-climate issues, exchange information on winter technologies and products, and explore opportunities to transform winter into a powerful new economic, social and cultural advantage.

1. Leadership

Municipal leaders will have the option of attending program stream sessions of their choice. In addition, a broad-based summary of all streams will be presented to the leaders. This perspective will stimulate discussions covering the role of leadership in ensuring the "winter cities of the future" are better equipped to deal with the challenges of a cold climate - are stronger economically - and are more able to attract new investment.

2. Recreation

An overview of current trends in winter recreation and market opportunities, created as a result of changing consumer demands. With sessions designed for public sector and private sector participants, delegates will examine the contemporary urban recreation delivery system. They may choose among specialized sessions on topics including: the economic impact of staging winter recreation events; the creation of four-season winter recreation facilities; the increasing importance of the volunteer community; privatization in relation to the recreation delivery system; and an examination of indoor and outdoor winter recreation programs.

3. Urban Infrastructure and Buildings

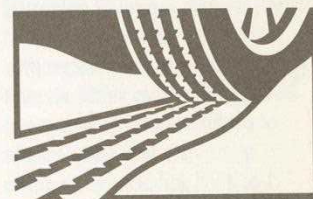
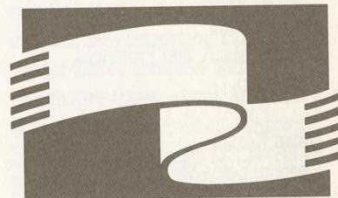
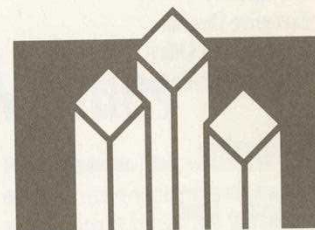
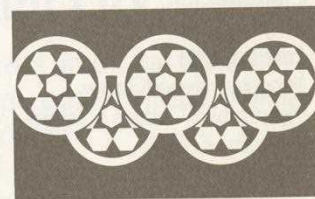
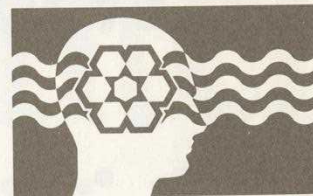
The challenges and realities of urban infrastructure renewal, examined for the first time from a winter perspective. Of interest to municipal leaders, urban planners, developers, engineers, contractors, educators and researchers, sessions will explore financial and social implications and benefits, review bold new systems and solutions, and investigate case studies. Delegates will gain a clear understanding of how best to work with winter - not against it - in designing cities that belong in cold climate locations.

4. Clothing

The gulf separating fashion and function has narrowed over the past decade, as the clothing industry has responded to consumer demands. This trend, seen most clearly in winter sports wear, has tremendous implications for today's designers, manufacturers and retailers. New fabrics - new attitudes - new demands for clothing designed for winter - all open up extensive opportunities for positive marketing strategies in this multi-billion dollar industry. International fashion leaders will introduce delegates to this "world of opportunity."

5. Transportation

Winter communities share the challenges of managing and maintaining transportation systems under the stresses of climatic extremes. The challenge defined by most cities is to expand or retrofit existing systems, rather than develop new systems. Techniques employed for pedestrian, vehicular and mass transportation systems vary widely around the winter world. This stream will provide insight into those strategies which have proven efficient and cost-effective within urban communities in different locations and stages of development.



Forum '88

Advisory Committees

Clothing

Anne Lambert
Associate Professor/Curator
Department of Clothing & Textiles
University of Alberta

Vivienne Sosnowski
Fashion Editor
Edmonton Journal

Hal Spelliscy
Executive Director
Development Office
University of Alberta

Leadership

Dr. Ivor G. Dent
Former Mayor
City of Edmonton

Lou Hyndman
Field & Field
(Former M.L.A. and Provincial
Treasurer)

Julian Koziak
Chateau Louis Motor Inn
(Former M.L.A. and Minister, Alberta
Municipal Affairs)

Recreation

Don Ausman
General Manager
Parks and Recreation
City of Edmonton

Audra Hollingshead
Protocol Manager
OCO '88 (XV Olympic Winter Games
Organizing Committee)

Barry Mitchelson
Deputy Minister
Alberta Recreation & Parks
Province of Alberta

Maury Van Vliet
President
Van Terra Management

Ken Wilson
Director
Community Recreation Branch
Alberta Recreation & Parks
Province of Alberta

Transportation

Harvey Alton
Deputy Minister
Department of Transportation
Province of Alberta

Rowland G. McFarlane
Former Senior Deputy Minister
Department of Transportation
Province of Alberta

John Schnablegger
Manager
Transportation Planning
City of Edmonton

Ron Triffo
President
Stanley Associates Engineering

Ross Walker
Senior Vice President
Western Canada
CN

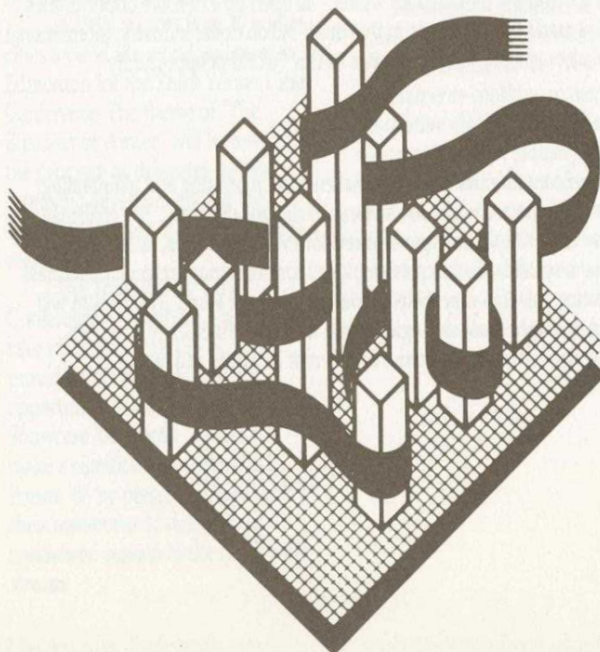
Urban Infrastructure and Buildings

Dr. Peter Adams
President
Centre for Frontier Engineering
Research
University of Alberta

Tom Chambers
President
Chambers Engineering

Dr. Don Stanley
Chairman of the Board
Stanley Associates Engineering

Eric Wesling
Vice President - Edmonton
Oxford Development Group



Edmonton: Capital City of Winter

.....
A dynamic provincial capital city, Edmonton,

Alberta, Canada has a metro population of over 750,000. In the 150 years since it was founded as a fur-trading post, Edmonton has become one of Canada's most vibrant centres, a shining example of how a modern urban community can best capitalize on a winter climate.

The city is no stranger to the logistics of welcoming thousands of visitors. Edmonton has won international accolades for the successful hosting of the Commonwealth Games in 1978, the World Universiade Games in 1983, the Great China Trade Show & Cultural Exhibition in 1984, and the Winter Cities Forum in 1986.

Winter Cities Showcase '88 Venues

The Edmonton Convention Centre, overlooking the North Saskatchewan River valley, was opened in 1983 in the heart of Edmonton's downtown. Over 2,000 hotel rooms are within walking distance of the Convention Centre. Within the modern and visually stunning facility, 150,000 square feet can be adapted to small meetings or can seat 8,000 delegates theatre-style. Winter Cities Forum '88 events will take place beneath the cascading glass roof of the Convention Centre, and around the city during mobile workshops.

The Edmonton Northlands AgriCom, opened in 1984, is an ideal venue for Exposition '88, and is just minutes from the Convention Centre via Edmonton's Light Rail Transit system. By combining four large hall areas, the Northlands AgriCom features more than 450,000 square feet of exhibition space. Add 18,500 seats in Northlands Coliseum (home of the Edmonton Oilers hockey team) and the Northlands AgriCom is one of the world's largest convention facilities. With the latest in high-tech support services, the Northlands AgriCom is also one of the world's most sophisticated facilities, and has successfully hosted such international events as CanTrade, the World Sheep & Wool Congress, the Great China Trade Show & Cultural Exposition, and InterCan.

West Edmonton Mall, which has earned a world-wide reputation as the world's largest fashion and fun centre, features an ice rink, an enclosed World Water Park, its own Fantasyland midway, along with Canada's largest selection of retail outlets. The Mall also includes the Fantasyland Hotel, a unique facility complete with imaginative theme rooms. Advance bookings for Winter Cities delegates have been made at all major hotels in Edmonton, including the West Edmonton Mall hotel.

Edmonton International and Edmonton Municipal Airports provide domestic and international service, with regular airbus service to Calgary from the Municipal Airport. Ground transportation from Edmonton to other popular post-convention destinations, including Banff and Jasper national parks, is also available.

Alberta '88: Opportunity Unlimited!

All the excitement of the XV Olympic Winter Games

will come to life in February, 1988 in Calgary, Alberta - just a 3-hour drive or a 45-minute flight from Edmonton. Winter Cities Showcase '88 delegates and exhibitors may wish to extend their visits to take in Olympic events, which continue through until February 29, 1988. Ticket information is available in Canada at all branches of the Royal Bank and at National Olympic Committees around the world.

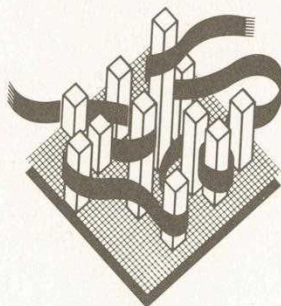
Winter Cities Showcase '88

Calendar

February 13 & 14, 1988
Third Winter Cities Conference
of Northern Mayors

February 15 - 19, 1988
Exposition '88
Forum '88

Explore "The Business of Winter."



To be a part of Winter Cities Showcase '88, contact:

Winter Cities Corporation
PO Box 1988
Edmonton, Alberta, Canada T5J 4A9

Telephone: (403) 428-1988
Telex: 037-2966 Fax: (403) 425-0329