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Heartland Executive Director named to list of influential Albertans

Larry Wall, the executive director of the Alberta Heartland Association, has been selected as one of Alberta's 50 most influential people by *Alberta Venture* magazine. Mr. Wall has served as the Association's executive director since it was formed in 1999.

"This recognition is a credit to Larry's work in developing one of Alberta's most successful business initiatives," says Ray Lopushinsky, Chair of Alberta's Industrial Heartland Association and a Councillor in Lamont County. This is the second time *Alberta Venture* has included Larry Wall in its annual list of influential Albertans.

"It has been very satisfying for the Heartland partners to see our idea become reality, with widespread benefits for our communities, the region, and the province as a whole," says Mr. Lopushinsky.

Alberta's Industrial Heartland is a 330 square kilometer area extending through portions of four municipalities in the northeast part of Alberta's Capital Region – Strathcona County, Sturgeon County, Lamont County and the City of Fort Saskatchewan.

Nine years ago, anticipating the growing demand for processing capacity of petrochemicals and bitumen from Alberta's oil sands, the municipalities established a cooperative protocol to plan for and market the industrial investment opportunity. In 2001, they completed complementary area structure plans. Since then, the four municipalities have collaborated on infrastructure and environmental measures. They continue to work with local residents, the province and others to create an area where major industrial development can be sustainable with minimal impact on the surrounding area.

With over \$23 billion in private sector and international investment announced or in the planning stages for Heartland upgraders and associated projects, the focus of the Association is now shifting from attracting investment to managing development.

Mr. Wall sees the recognition by *Alberta Venture* as an acknowledgment of a diverse group of partners who have contributed to the establishment of the Heartland.

“It is really a celebration of what many people have accomplished – industry, the province, the municipalities, and community members,” he says. “I consider myself fortunate to have the unique opportunity to facilitate the efforts of all these stakeholders.”

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