



Schollie Research & Consulting Consulting Profile

Our Background and Consulting Experience

Schollie Research & Consulting was incorporated in July 1998 in Red Deer, AB. The majority of our project work is in economic development strategy development and execution, opinion research, program reviews, and market analyses. The owner, Bruce Schollie B.Sc., M.B.A., CMC is an accredited management consultant through the Canadian Association of Management Consultants. Accreditation means that Bruce has met a stringent set of professional education and experience standards, and adheres to a code of professional consulting conduct. Prior to his consulting career, Bruce spent 6 years as a marketing analyst and product manager for a \$70 million/year consumer goods business. He has also taught a variety of business administration courses at Red Deer College. Bruce is on the Board of the Red Deer Chamber of Commerce, and active in the community as a Scout Leader.

Elan Buan, B.Comm, joined Schollie Research & Consulting in 2000 and has been intimately involved in project management, coordination, and execution on all Schollie Research projects over the past 9 years. She is extremely adept at uncovering highly valuable strategic information through research, and can manage large amounts of data to distill essential findings in a meaningful and concise fashion. Elan also has incredible strategic insight which lends significant benefits to economic development projects. Elan has previous experience in both the transportation and financial services sectors.

Schollie Research & Consulting prides itself on superior project management. This includes our outstanding record of completing projects on-time and on-budget, our proactive communications with clients, our effective coordination of all project work, and a singular commitment to providing practical, usable, and effective strategies, tactics, and marketing materials to make our clients successful.

Economic Development and Tourism Related Projects:

- Marketing plans for business and investment attraction to various regions in Alberta including: the Red Deer Region (RDRED), the Central Alberta Region (CAEP), the Southwest Alberta Region (SouthGrow), the Northwest Region (REDI), and the Grande Alberta Economic Region (GAER).
- Investment attraction profiles/materials for regions and communities in Alberta including: West Central Alberta (Rocky Mountain House/Clearwater County), The Town of Hanna, Central Alberta (CAEP), The Town of Bowden, the Northwest Region (REDI), and the Peace Region (PREDA).
- Development of a regional brand for CAEP “Central Alberta - *The Natural Choice.*”
- Development of economic brands for the Towns of Bowden and Didsbury.
- Created a list of about 75 ‘proof points’ that quantify the strategic advantage for attracting labour and/or locating a business to a particular region in Alberta
- Economic development strategies for RDRED and The Town of Bowden.
- A Labour Force study that quantified labour supply and demand in key industry sectors for Central Alberta.
- A labour force development strategy for the Community Futures of Northwest Alberta.
- Strategic planning facilitations for the Olds Institute of Community and Regional Development (OICRD) and the Municipal Area Partnership (MAP) which consists of Mountain View County, and the Towns of Olds, Didsbury, Carstairs, and Sundre, and the Village of Cremona.
- Immigration attraction website content for RDRED and REDI.
- An economic impact study of tourism for The Town of Sylvan Lake and for the Drumheller Valley. The Sylvan Lake study also identified and highlighted some industry related investment opportunities.
- An economic and social impact study for the Community Learning Campus in Olds.

- Identification and profiling market/ investment opportunities for the Greater Downtown Area of Red Deer and for Central Alberta.
- Consulting support to develop an investment attraction website that involved interviewing site selectors and studying best practices.
- Analysis and reporting for a business survey in order to start a strategic process for business retention and expansion.
- A market assessment to determine passenger service demand and business development opportunities for the Regional Airport Red Deer. This project involved a random telephone survey of 1,000 Central Alberta residents to assess the potential demand for passenger airline service as well as focus group interviews with travel agents to discuss industry trends.
- A Cost-Benefit study to examine feasibility of a new highway through Banff National Park. The feasibility of the “Howse Pass Highway” was assessed using a risk-based, discounted cash flow model of all of the associated costs and benefits.
- Profiles of key industry sectors in Central Alberta and Northwest Alberta.
- A workshop for economic development officials to demonstrate a process for identifying, screening and researching potential business investment opportunities for their communities. The workshop was designed to train workshop participants so they could identify potential opportunities in their community to market to potential investors.
- Community economic/ demographic profiles for a client with locations throughout Alberta.
- An opportunity and threat analysis for Lacombe County’s Economic Development Policy.
- Helped establish an economic development partnership in Southwest Alberta and provided plans and recommendations for its future administration.
- A marketing analysis for a company who was interested in investing in a new seniors’ housing complex. This analysis examined demographics, market supply and demand, the competitive environment, and made marketing recommendations.
- Assisted with a business attraction proposal for a specific company for a specific municipality in Northern Alberta. This proposal was successful in getting the municipality short-listed as the top contender. There are ongoing discussions between the municipality and the company, and a site visit is planned.
- Developed mailing lists for disseminating economic development promotional material for an Alberta REDA.
- Profiled economic, demographic, and growth pattern profiles for communities in the former David Thompson Health Region. This project involved reviewing Growth Studies, and Municipal Development and Intermunicipal Development Plans, etc.
- Developed business cases for investment attraction to the Town of Rocky Mountain House (and area). This project entailed hosting a workshop to identify opportunities and to interview key individuals in the community and government regarding potential opportunities and the regulatory process for development.

Municipal Government and Non-Profit Sector Related Research:

- Public Opinion / Citizen Satisfaction Research:
 - A 9-year tracking study of residents' opinions and satisfaction levels on the waste management services received for The City of Red Deer's Environmental Services department. This project involves telephone surveying a random sample of households within the city.
 - A year-long tracking study of visitor opinions for the Royal Tyrrell Museum of Palaeontology. Results of this study were used to inform decisions on exhibit redesign and visitor services.
 - Annual satisfaction surveys of students, parent, and staff with school boards throughout Alberta using a variety of methods including mail, telephone, and internet.
 - Member mail and telephone surveys for different organizations.
 - Telephone survey to determine public opinions on Lotteries and Gaming in the province of Saskatchewan.
 - Survey of radio listeners to provide feedback on programming.
 - Alberta-wide satisfaction survey of people with developmental disabilities and their parents/guardians.
- Employee / Organizational Climate Surveys for a number of organizations including municipalities.
- Population projections for a number of municipalities and regions.

Program Assessments and Reviews:

- Group consultations and telephone interviews with staff, management and contracted service providers and employers to help guide the management of Alberta Employment and Immigration Area 3 and Area 1.
- Program review of a Pilot program to promote and connect learners receiving income support with Child Support Services.
- Program review and 3-year service plan for a municipally-funded landlord & tenant advisory service program.
- Program evaluation and a fundraising plan for a non-profit agency that provides employment programs for people with developmental disabilities, mental illness, and brain injuries.
- Focus groups with senior high school students to assess Red Deer College's Computer Technology Studies Diploma and Degree transfer program.
- Program assessment of various smoking cessation programs funded by the Alberta Alcohol and Drug Abuse Commission (AADAC).
- A study to assess student achievement and performance levels in online schools across Alberta for Alberta Learning and the Alberta Online Consortium (2001). This project involved working with both Alberta Learning's Online Consortium, and online education programs in a number of different jurisdictions across the province
- An analysis and report on Adult Further Education Needs for the community of Drumheller. The project involved surveying residents, businesses, education providers, and local agencies.

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