



# Chronicle

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Port - Barge Delivery

economic development....(is about) jobs, income, and community prosperity - is a continuing challenge to modern society. To meet this challenge, economic developers must use imagination and common sense, coupled with the tools of public and private finance, politics, planning, micro and macroeconomics, engineering, and real estate.

Source: Economic Development Quarterly



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Overview of Process Area

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Welcome to the 2012 Fall edition of The Long Harbour Chronicle.

This publication was created to keep community stakeholders and area business leaders informed and engaged in the economic, cultural and social developments of the town of Long-Harbour - Mt. Arlington Heights.

• In this issue we will report on LHDC's role as host of the Placentia Bay Industrial Showcase. Corporation's Chairman gives opening address.

• This issue will discuss LHDC's new corporate branding and marketing

plans for community growth and business development .

• The former bait depot has new life and local residents and businesses benefit. The property owners are seeking to further develop the site.

• A Hydromet Industrial Supply Park is under consideration for LHMAH.

• Vale recruiting for employees who fit their high performance work place model.

• LHDC & Town introduce new recreation strategy for the community.



## LHDC Chairman Addresses Placentia Bay Showcase

### New Developments Support Vale's Long Harbour Project

Over 150 delegates gathered in LHMAH for the first day of the annual Placentia Bay Industrial Showcase. *"This was the first time that delegates spent a full day in our community for Showcase and it was a great success"*, said LHDC's Chair, Gary Keating. The morning session featured a number of great speakers at the Community Centre then the event later switched to the Vale Training Centre for a lunch and the afternoon session.

In his opening address to delegates Mr. Keating gave a brief history of the community and took time to point out to delegates that the people of LHMAH are an industrious hard working and an experienced lot who played a major role in the construction and operation of major industrial sites throughout its history. He pointed to the US

Navel Base at Argentia during and after WW II and later the Albright and Wilson Phosphorus plant as two examples of the skills and ability of LHMAH residents to build and operate in an sophisticated industrial complex environment.

The Chairman talked also about the many changes in LHMAH that are supportive of Vale's Hydromet Plant and its employees. *"Our community is the fastest growing community in Placentia Bay"*, said Mr. Keating. He also said, *"the planned improvements to our recreational, residential and commercial infrastructure are examples of our commitment to Vale and it's employees"*. Mr. Keating pointed out that LHMAH is a great community to raise a family and hoped that new employees coming to the Vale plant will choose to live in our community.



LHDC Chairman addresses delegates @ PBIS - 2012

## Corporation to Focus on Business/Community Development

### Re-branding Exercise Gives LHDC A New Look



Long Harbour Development Corp.'s original mandate was to find a long term tenant for the former phosphorus plant that was vacated by Albright and Wilson over twenty years ago. Over the years the Corporation examined countless proposals in an effort to satisfy its mandate.

LHDC reached a pinnacle achievement in 2006 when it was announced that the Vale Hydromet Processing Plant would be built in LHMAH at the former Albright and Wilson industrial site.

As time marched on, the Corporation found itself refocusing on new challenges facing our town. LHDC became the economic development arm of the community. We became involved in land banking with a focus on business and community development. We were no longer focused on developing a single site.

With this renewed vision the Corporation's Board thought it prudent that LHDC have a clear understanding of its mandate and directed that we ensure that we remain relevant to the community. LHDC began an exercise to examine how we are viewed in today's marketplace.

Re-branding the Corporation means more than a new look and feel. It also means new and direct messaging for our various target groups; it better defines what our mandate is and how we want to communicate that mandate to the marketplace as well as to our community. The new brand integrates with our marketing strategy as we set about attracting new business to LHMAH. LHDC is excited about the future of our Town as we focus anew on challenging business and community development issues.







## Former Bait Depot Finds New Life

### Site Used to Stage Effluent Outfall Pipe Construction for Vale Project



effluent pipe snakes its way into the waters of Long Harbour



Wayne Turpin, Project Manager - RJG Construction

New life has been breathed into the old bones of the former bait depot in Long Harbour. RJG Construction, owners of the former bait depot, have been awarded a contract to construct the 5.4 km marine effluent outfall pipe for the Vale project. Wayne Turpin, RJG's project manager, told the Chronicle that the site has proven to be very useful in staging this project in the Harbour. "This project has brought direct benefits to the community," said Mr. Turpin. "We have a policy of buying local whenever possible and in this case, since early summer, we have employed labour directly from the community and we also purchased our safety gear and fuels locally", he said. RJG was also engaged the

services of Magtek's facility to assist in completing the project.

Dave Mitchell, RJG's General Manager, told the Chronicle that the company is currently investigating a number of options for an ongoing

operation at the former bait depot. We are working with LHDC and several other agencies to examine the feasibility for developing and operating a modern marine centre at the site. The centre will be focused on servicing the Vale Nickel Processing Facility across the harbour. "We believe that the development of modern marine infrastructure will be a valuable addition to the capability of the community", said Mr. Mitchell.

*"We are working with LHDC and several other agencies investigating a number of options for an ongoing Marine Service Centre at the former bait depot, this would be a valuable addition to the capability of the Community"*

Dave Mitchell, GM - RJG Construction Ltd.

## Hydromet Industrial Supply Park

### Concept and Design Under Consideration

LHDC has been working with engineers and a landscape developer on a proposed design for a Hydromet Industrial Supply Park on a 35 acre site that is owned by the Corporation and adjacent to the Vale Nickel Processing Plant. "Our intention is to develop the site to make it easier to attract businesses who are interested in servicing the Vale Processing Plant," said LHDC Chair, Gary Keating.

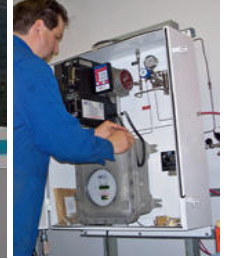
Vale officials indicated during the LHMAH segment of Placentia Bay Industrial Showcase in September that the company will be spending approximately \$1.25 million annually on the procurement of the various goods and services needed to run the plant. While it is

clear that many of these goods and services will be supplied from elsewhere; LHDC is betting on the fact that some of the supplies and services required will be better staged locally rather than from Donovan's Industrial Park, Halifax or Argentia. LHDC believes that proximity has its advantages. The Corporation has received a number of expressions of interest from various companies who are investigating the Supply Park at LHMAH as their preferred site to service any Vale contract that they may secure. Mr. Keating went on to say, "we are working hard to put in place infrastructure that supports the Vale plant, and any business that we can attract to our proposed business park as part of that process will be good for local employment and our community's tax base".



*"We cannot do everything at once, but we can do something at once" - Calvin Coolidge*

*"Never doubt that a small group of thoughtful, committed people can change a community. Indeed, It is the only thing that ever has." - Margaret Mead*



## Vale Favours High Performance Work System Recruiting Focused on Skills and Versatility

**V**ale is recruiting-up as the construction phase of the project begins to inch ever closer to its natural conclusion. The company has been suggesting for some time that employees chosen to operate the state-of-the-art \$4 billion hydromet nickel processing plant at Long Harbour will be expected to operate in a new human resource paradigm that is commonly referred to as a "high performance work system" (HPWS).

**I**n this highly competitive world Vale is seeking to create a workplace culture that *"encourages employees to continuously strengthen their knowledge, skills, and abilities while motivating and supporting each other to develop as a high performance team."* (Vale web site). Area residents should notice that Vale's recent job posting for Processing Plant

Technicians they suggest that they are seeking candidates from a variety of basic skill sets. They are seeking applicants who can perform in an egalitarian environment that supports a culture of shared responsibility with an ability to adapt and perform in a constantly changing work environment.

**I**t would be prudent for candidates who are seeking employment at the Vale processing Plant to gain a fundamental understanding of HPWS. Any cursory search of the internet will yield a number of worthwhile papers discussing HPWS. By definition HPWS is a specific combination of HR practices, work structures, and processes that maximize employee knowledge, skill, commitment, and flexibility. High performance work systems are composed of many interrelated parts that complement one

another to reach the goals of an organization. In short, if you are an electrician or a millwright seeking to work in a traditional work environment associated with your trade then perhaps the Vale site may not be what you are looking for. However, if you want to develop your skills in an environment that encourages shared information exchange, and you are willing to use your underpinning trade as a springboard to learn new skills, if you understand the principle of performance/reward linkages and can function effectively in a team spirit atmosphere then the Chronicle suggests that you aggressively investigate the Vale opportunity. HPWS in a manufacturing setting is the way of the 21st century; get ready to compete and bring your "A" game to secure your future. *See - [valejobs.ca/Longharbour](http://valejobs.ca/Longharbour) for more information on advertised positions.*

## The Corporation/Town Work to Promote a Healthy Community New Recreation Plans Presented at Town Hall Session

**I**n addition to creating an environment that welcomes new residents and business to our community, the LHDC Board of Directors and Town Council felt that it is as important to put in place the infrastructure that addresses the recreational needs of all user groups in our community. *"It becomes important that we offer our residents as well as visitors to our town the opportunity to enjoy a high quality recreation experience,"* said Gary Keating in addressing residents at a recent

town hall meeting called to discuss community issues. The program has a number of elements to address the recreation needs of residents in all age groups. The program will see the Newtown Road recreation complex improved and expanded as well as new walking trails along Maturin's Pond and Middle Pond. Further details are posted on the town's new message board outside the Town Office.

*"It is important that we offer our residents as well as visitors to our community the opportunity to enjoy a high quality recreation experience".*

Gary Keating,  
Chair HDC - Mayor LHMAH.



### LHDC Board of Directors

Gary Keating	Chairman
Harold Keating	Vice-Chairman
Lou Ennis	Sec./Treasurer
Ed Bruce	Member
Gerry Norman	Member



Long Harbour Development Corporation  
P.O. Box 40  
Long Harbour, NL  
A0B 2J0  
Phone: 709.228.2233 Fax: 709-.228. 3081 email: [lhdc@nf.aibn.com](mailto:lhdc@nf.aibn.com), web site: [www.longharbour.net](http://www.longharbour.net)