

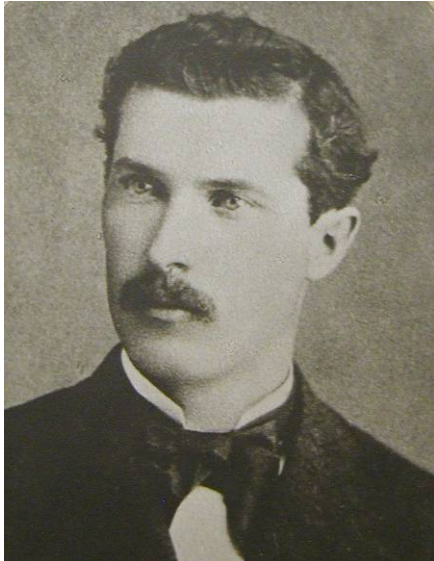
A pair of hands is shown holding a bird's nest. The nest is made of dry, tangled twigs and is filled with several speckled eggs. The background is a soft, out-of-focus light color.

# Hindsight – The Key to Effective Foresight

Edmonton Canadian Club Centennial  
Presented by John R. McDougall  
December 13, 2006

# Past – Present – Future

1854 – 1928



1907 – 1997



1973 –



1975 –



1882 – 1952

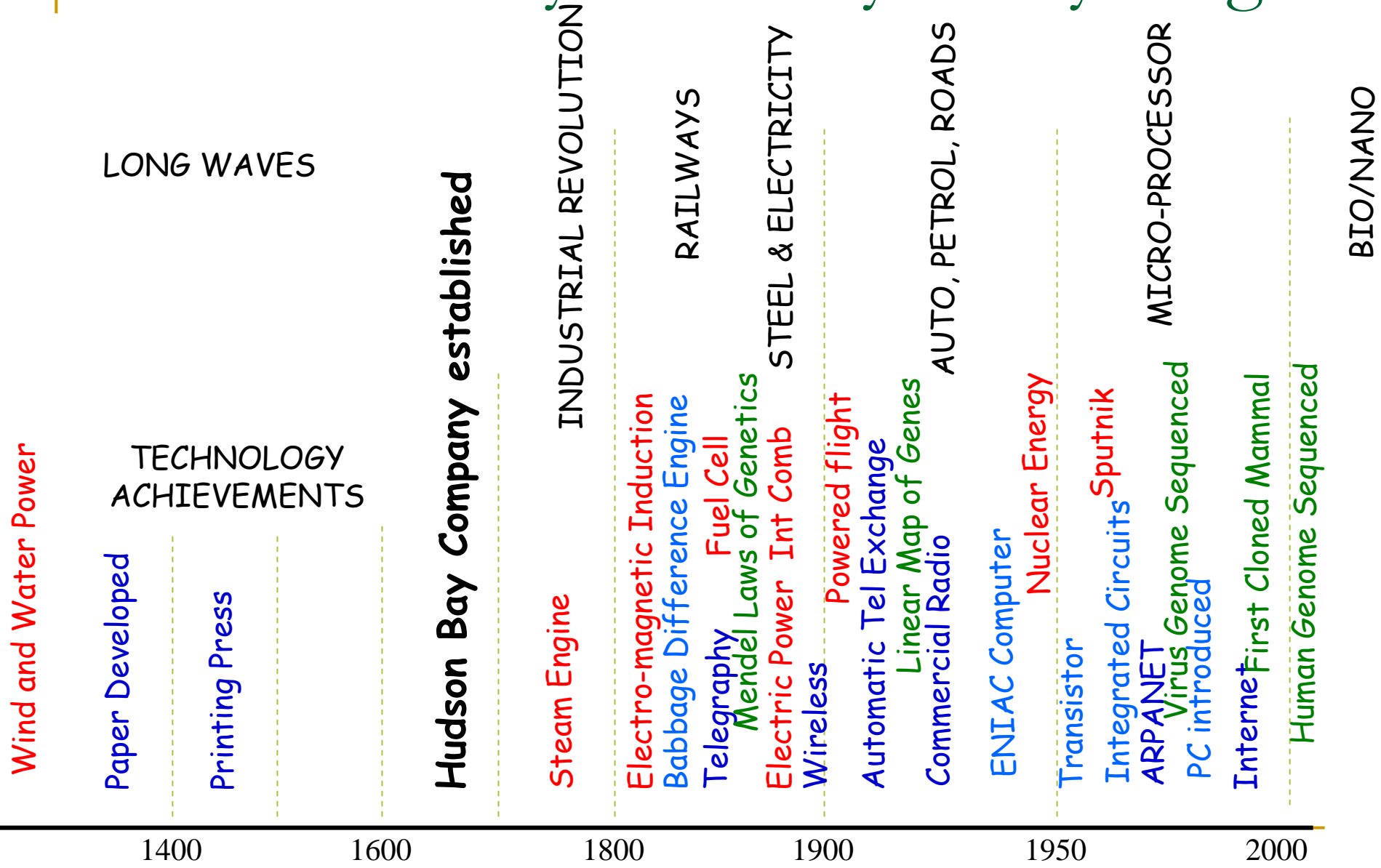


1945 –



1977 –

# A Short History of Nearly Everything

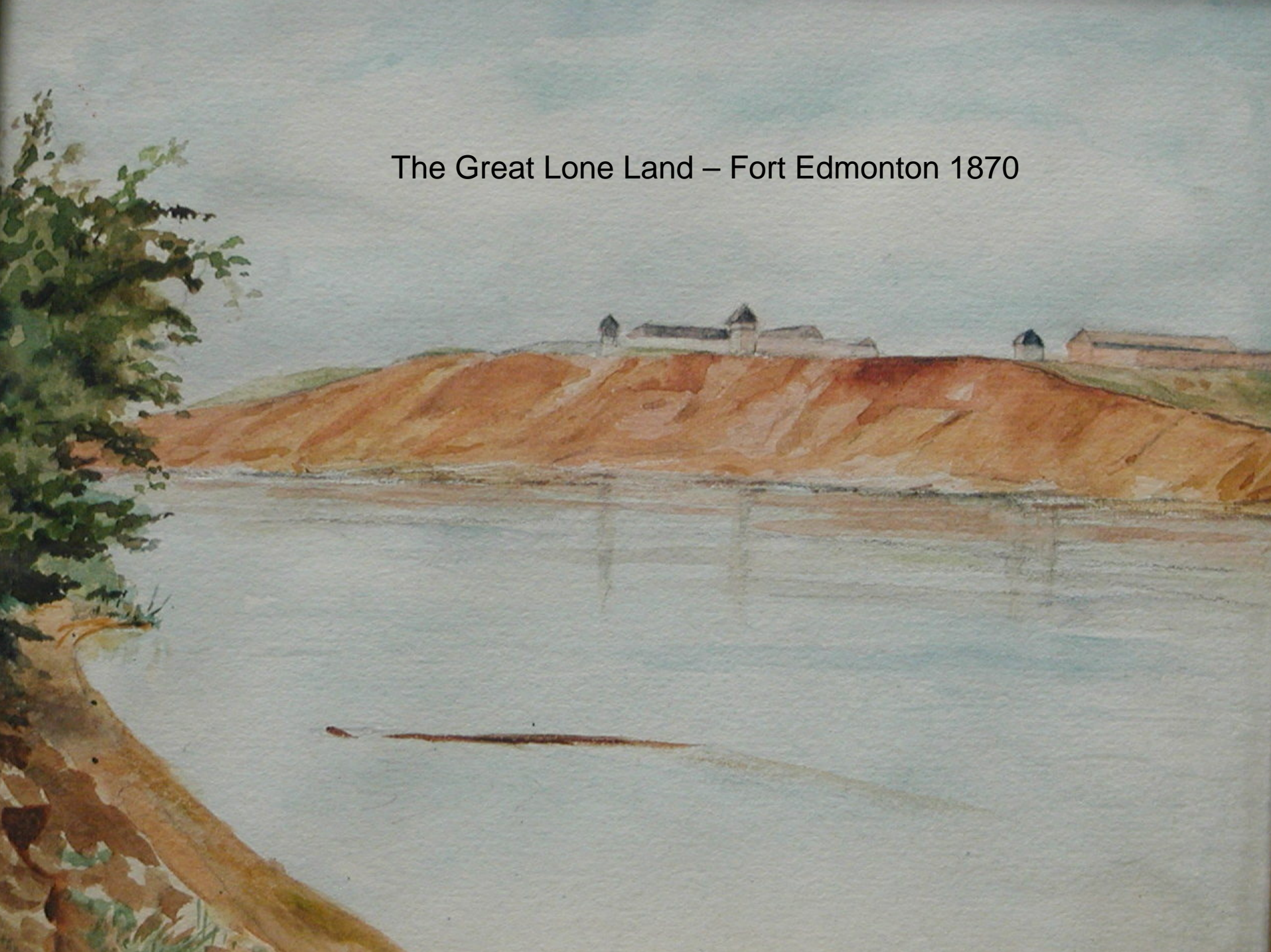


# Old Fort Garry - Winnipeg



'Old Fort Garry'  
(1870)

The Great Lone Land – Fort Edmonton 1870





1876

Dear Lovisa,

*It is a funny life I lead. I do my own trading with the Indians, going once or twice a week to sell goods and bring back furs. The way they use dogs here is to hitch up four, one ahead of another, to a flat sleigh about 12 feet long and a foot wide. On this I strap my load and away I go, running beside it all the way, through woods, over hills, down and up deep ravines, across creeks and lakes until I reach the Indian camps. I can speak Cree pretty well now, so I get on with them splendidly. Sometimes I don't reach the Indians the first night, and have to camp out in the woods all alone. I cut dry wood to make a fire, scrape the snow away and get some willows to spread on the ground for my bed. Then I melt snow to make some tea and have my supper. After that, I sit by the fire and think of you, and home. It is very lonesome. Everything is so still, except the occasional howl of a wolf or a lynx, or the cry of some night bird.*

# McDougall Make Edmonton Home 1879



# Edmonton Agricultural Fair



# Economic Value Proposition

<b>ROLE</b>	<b>Any Job</b>	<b>Low End Manufacturing</b>	<b>High End Manufacturing</b>	<b>Value Added Manufacturing</b>	<b>INNOVATION</b>	<b>INNOVATION PLUS</b>
<b>PLAYER</b>	Under developed regions		Lesser “developed” regions		Highly developed regions	Global leaders
<b>STRATEGY</b>	COPY		PRODUCTION EFFICIENCY		VALUE CREATION	LEADERSHIP
<b>COMPETITIVE ADVANTAGE</b>	Cost		Quality and cost (Value)		Innovation Models Insight and Opportunity	Foresight Innovation Systems Culture
<b>OUTCOME</b>	Income		Wealth		Quality of Life	Sustainable development

Moving to an innovation plus economy requires a substantial increase in technology and product development and technology commercialization.

# A village emerges by 1885



Original McDougall store



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# Response to the CPR

- In 1890 the Board of Trade and the Edmonton Agricultural Society published a small pamphlet. It contained a note to immigrants and articles on where farming paid best, where returns were most certain, where the soil was most fertile, where the climate was most healthful, where land could be easily secured and why there was no railway. It described artificial conditions, natural conditions and social conditions. It told of the Edmonton district, its farm products, stock, game, fish, timber, minerals, scenery, settlement, trade prospects, the means of communication, railway prospects, why to locate now and who should come. It wound up with a short sketch of 15 or 20 of the best farmers, who they were, where they came from, when they settled here, what they had when they came and what they had now.
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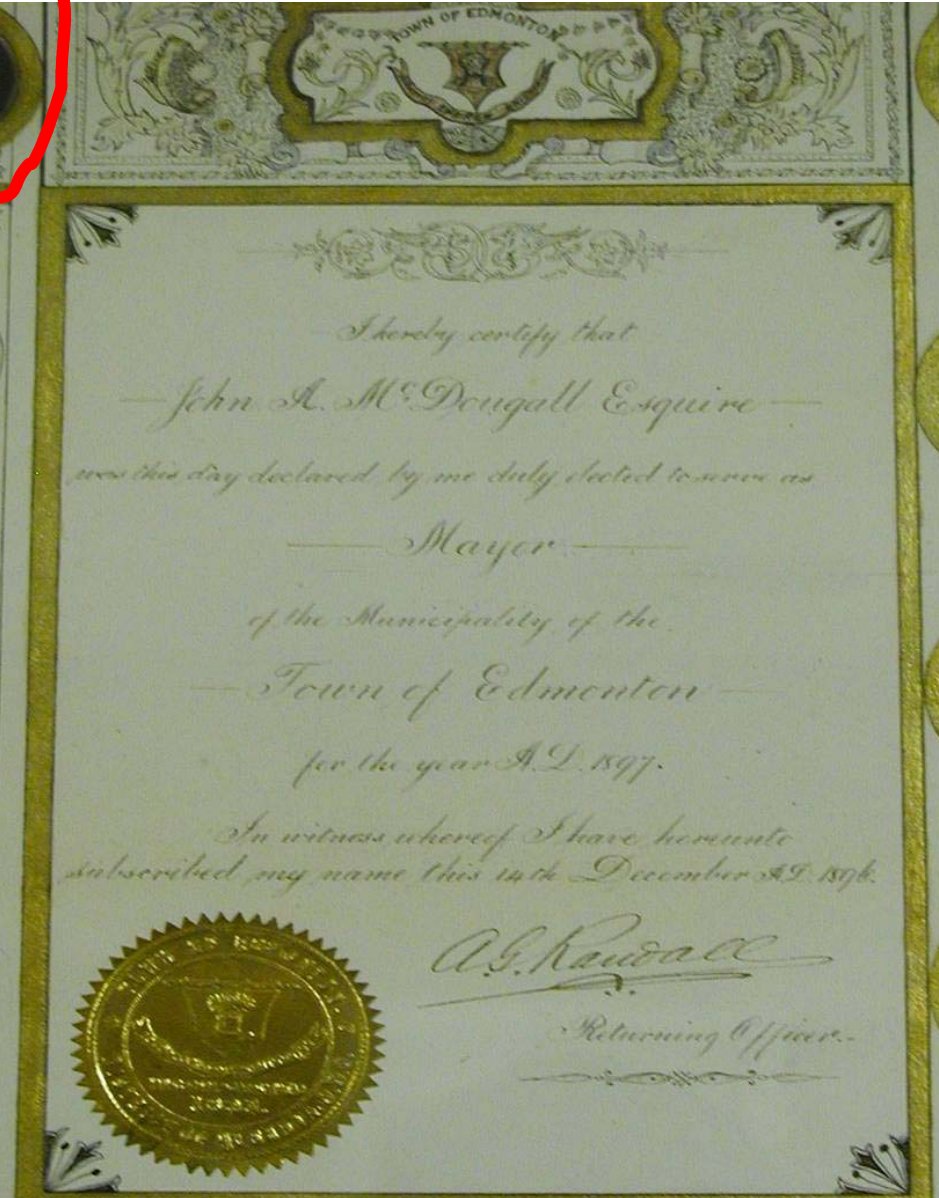
McDougall  
& Secord's  
GUIDE  
TO THE  
Gold  
...Fields

How to get there,

What to Take,

Where to Get

Klondyke Gold Rush



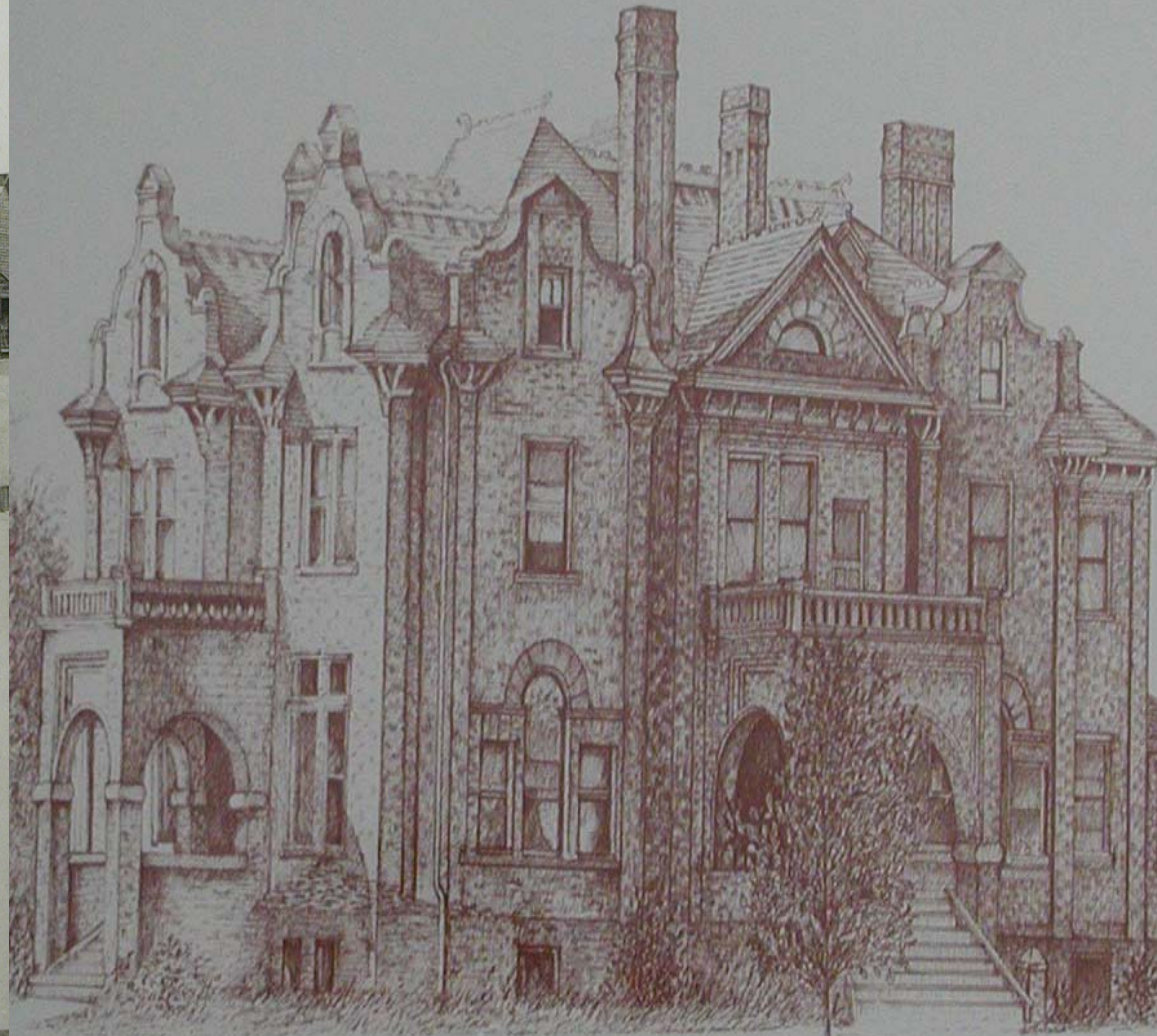
# Low Level Bridge Replaces Ferry



And success follows



REPRESENTATIVE EDMONTON BUSINESS BLOCKS



McDougal House - Edmonton

W. J. ...

# Empire Building

- Edmonton's first modern multi-story building opens in 1963 and triggers downtown redevelopment.



# McDougall for Mayor



# A “Thank-you” from the Citizens

*The street railway system is an accomplished fact, the new power plant is in operation, street paving has been completed on a comprehensive scale, the septic tank is ready for operation; many more important projects have now come to fulfilment. - Edmonton Bulletin, Dec 1908*





One factor that has pushed Edmonton into the forefront is the united action of the people all working together for the common good. We have done away with all sectional lines, and we have no religious or race differences. Our population is increasing rapidly, and we welcome all who prove themselves to be good citizens.

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# Edmonton 2005

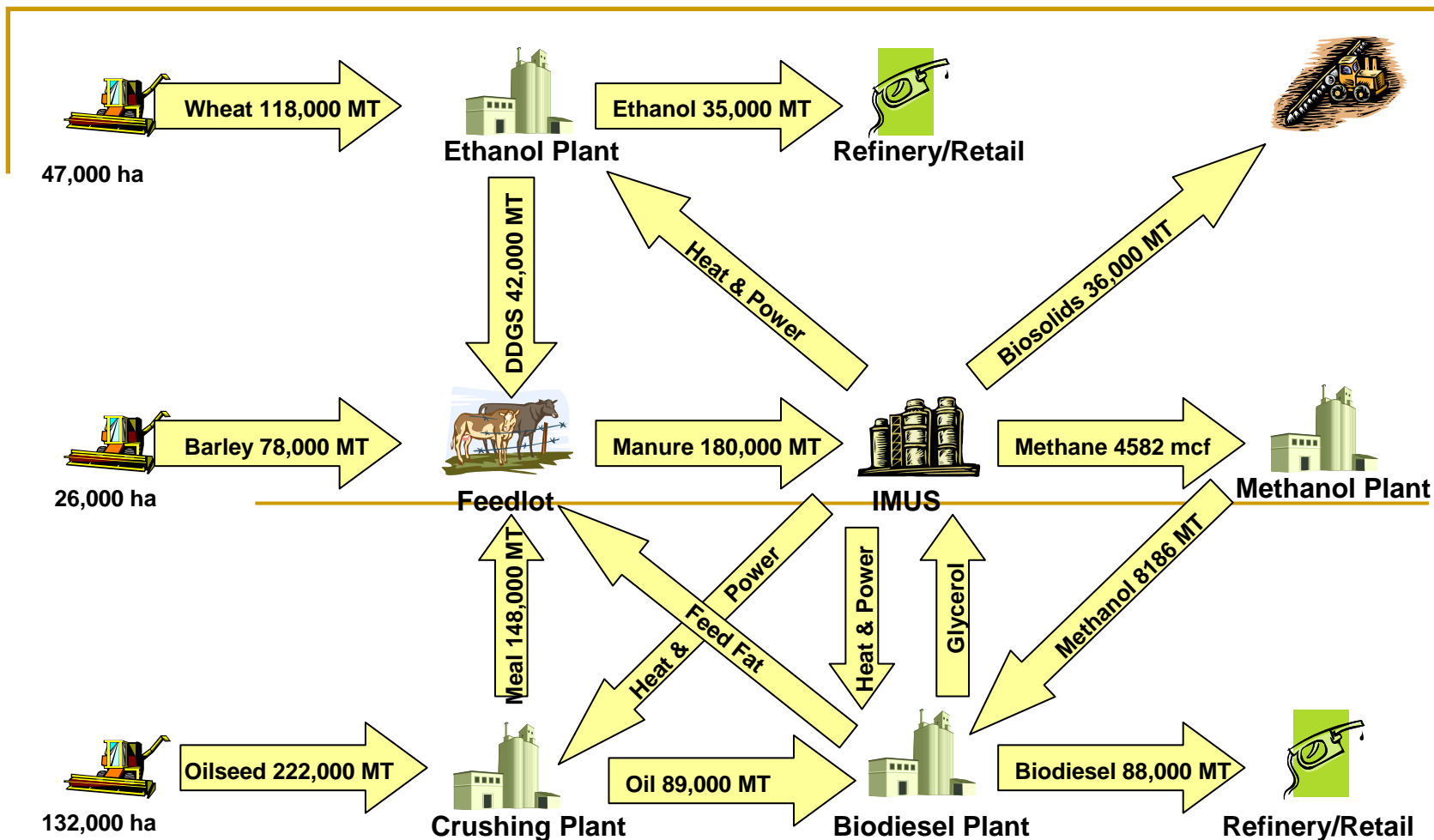


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# An Alberta Scenario for 2050

- **Oil sands production 9 m bpd**
    - Revenues \$500 million per day.
    - GHG production between 500,000 and 1 million tonnes per day.
    - Potential water demands half the low flow of the Athabasca River.
    - Direct employment 150,000, total employment 600,000.
  - **Provincial population 5 million.**
    - Waste water and solid waste more than doubles.
    - Demand for electric power probably triples.
  - **Basic services stressed**
    - South of Red Deer, water is already fully allocated.
    - Surface and air transport capacity will need to double.
    - Education capacity must expand substantially.
  - **Demographic changes and income disparities.**
    - Immigration drives social and cultural change.
    - High incomes and transient labour increases crime and violence.
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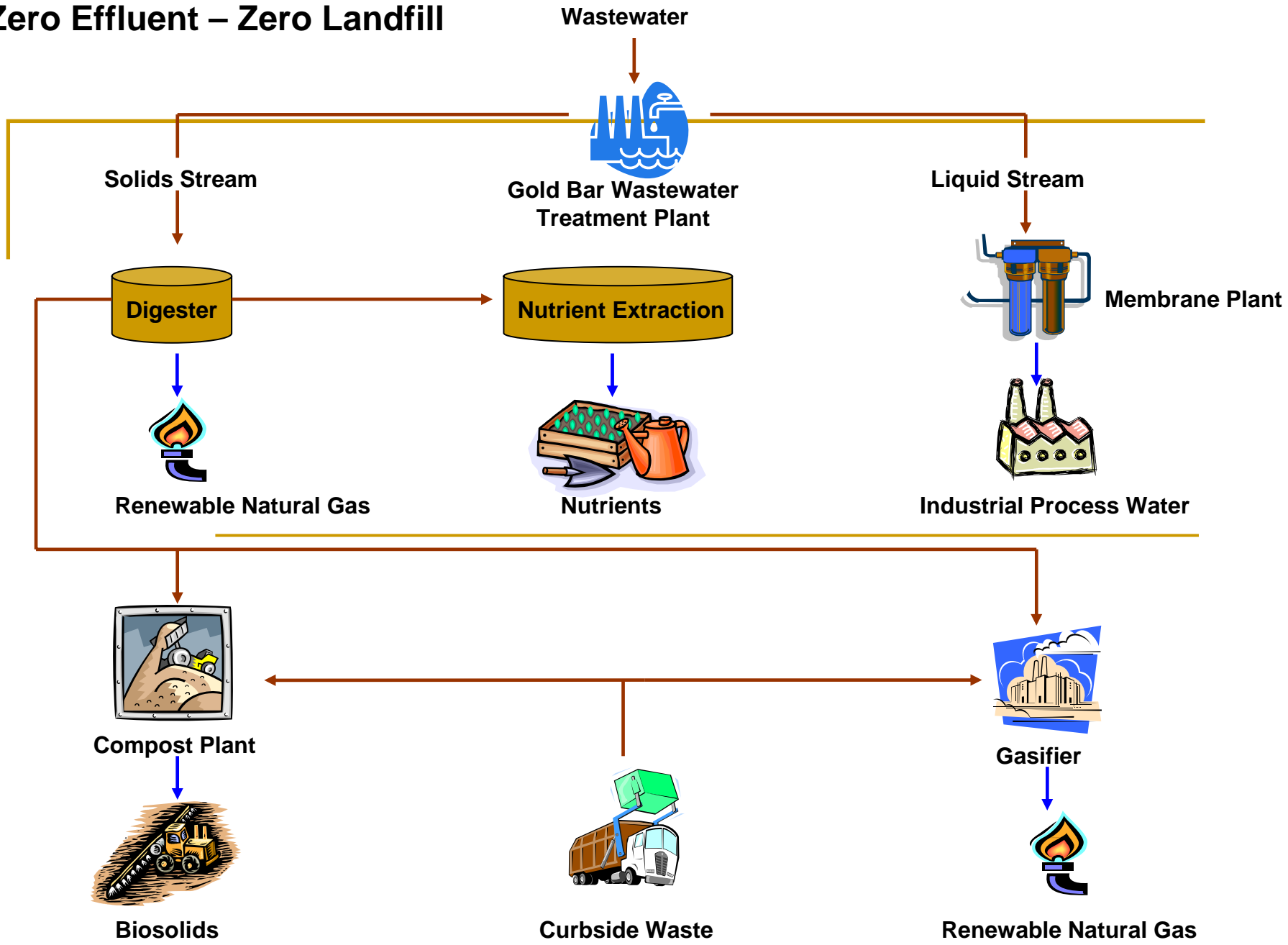
# Integrated Agricultural Industrial Products Complex - AGRIPLEX



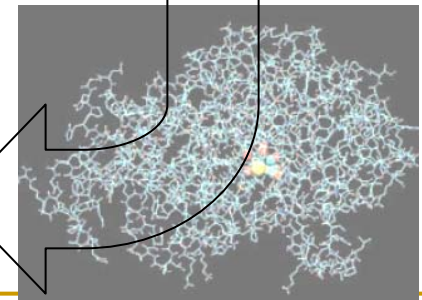
A 25 km land radius can support this infrastructure. Increasing the land area by 30 % to account for yield variations requires 30 km radius.

# Zero Emission City

## Zero Effluent – Zero Landfill



# Integrated CO2 and bio-products manufacturing - **ICBM**



200 mtpyCO<sub>2</sub>

Fertilizer

N, P, H<sub>2</sub>O

Fertilizers  
Animal feeds  
Biopolymers

Hydrogen

Methane

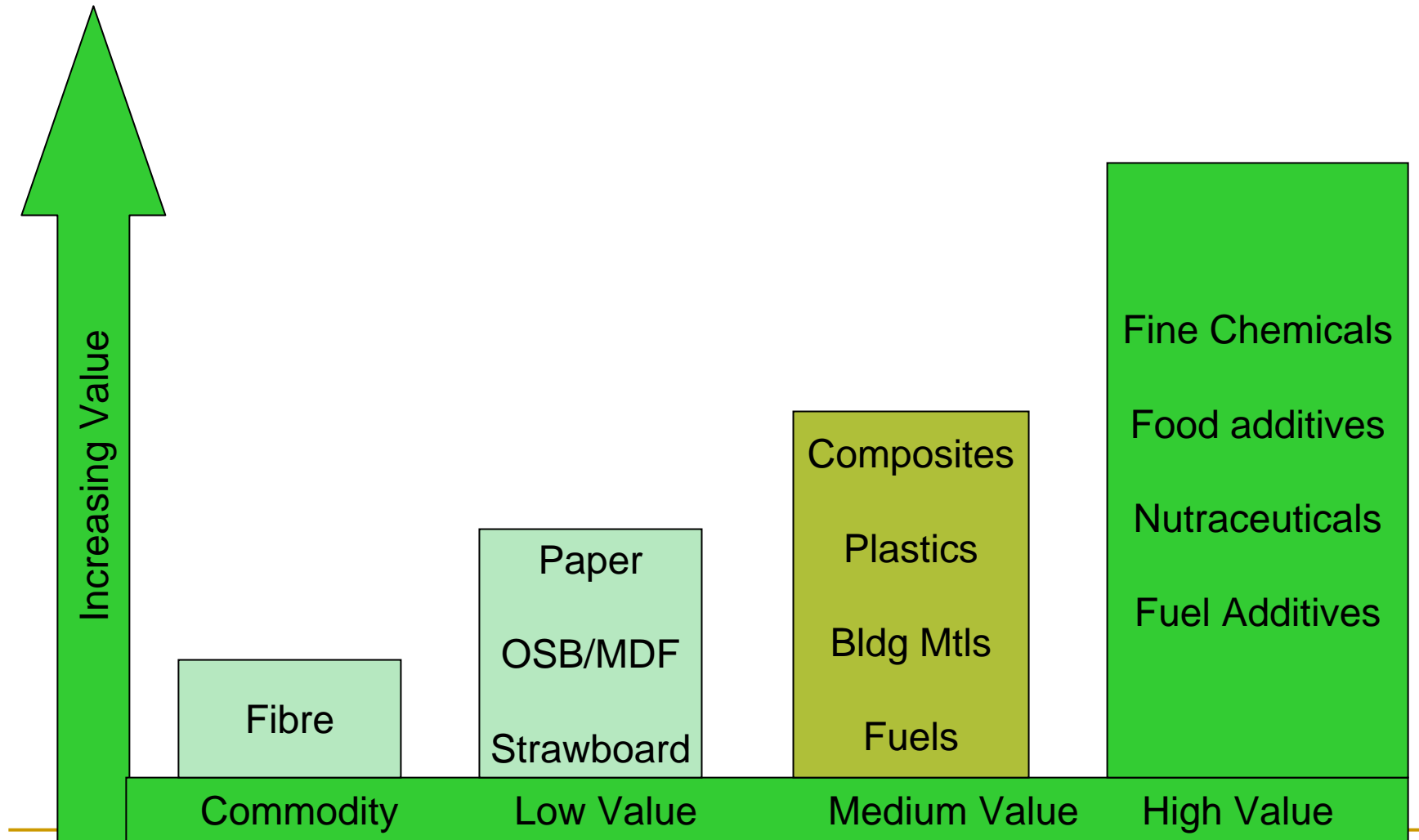
Bio-fuels

Bio-prods

Carbonates

Natural Health Prods  
Chemicals

# Bio-fibre – Value-Added Processing



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# Conclusion

- *“Of Edmonton, the centre of such a province, the gateway to the Peace River Country and that of the great north land stretching to the arctic Ocean and from which so much may reasonably be expected, no one doubts ... or predicts anything but a great future for our city.”*  
John A McDougall, 1918
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