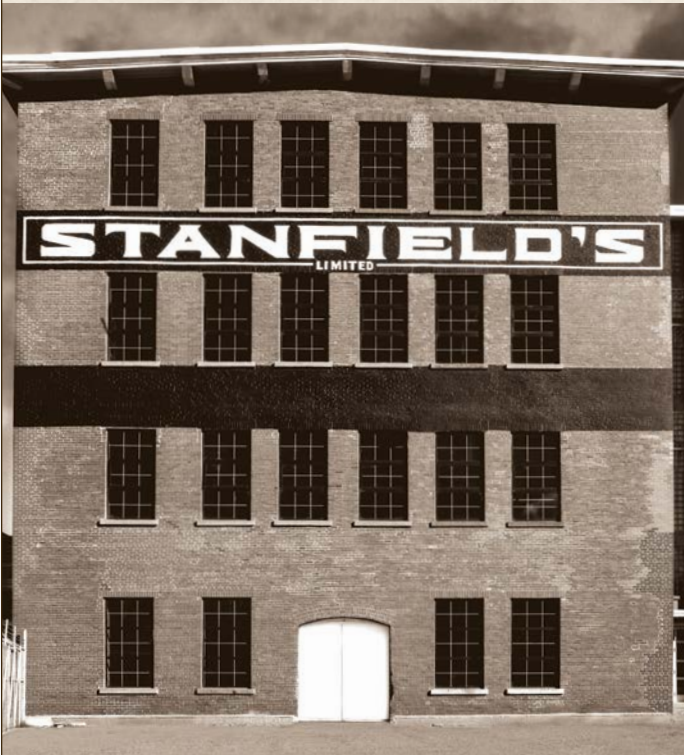


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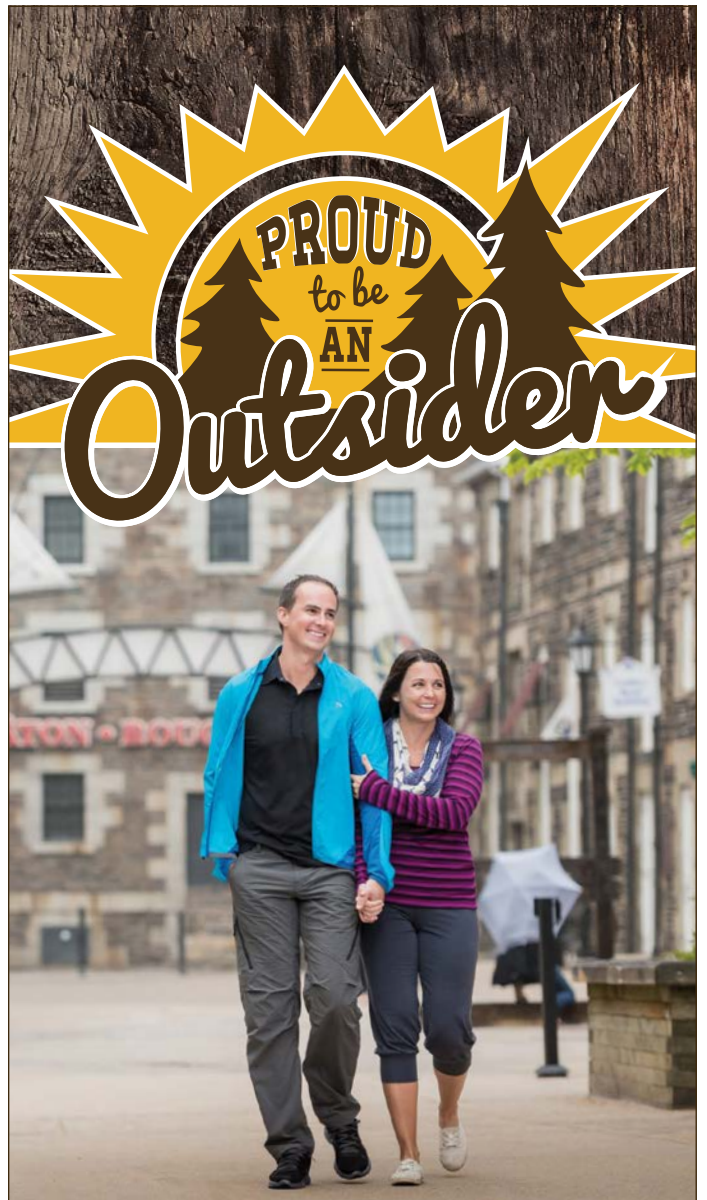
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THE CENTRE OF THINGS

Truro has long been the hub of Nova Scotia. Today it's becoming a hub for communications and business as well

IN SEPTEMBER OF THIS YEAR THE LIGHTS

switched on—metaphorically, at least—on a 4,600-kilometre-long fibre optic cable stretching under the Atlantic Ocean from Cork, Ireland, to Herring Cove, N.S. The massive Hibernia network cable carries information—more than 10 terabytes every second—under the ocean from Europe through North America, making landfall both in Nova Scotia and Massachusetts.

At Halifax, the cable connects to other networks, including one owned and operated by Fredricton-based F6 Networks Inc. that routes the information through the Maritime provinces to Quebec and Maine, hitting some key communities along the way. “We’ve built our network along a populated route through communities like Elmsdale, Truro, Springhill, and Moncton,” says F6 Networks CEO Tom Rivington. “Anyone located on that backbone can easily access our system.”

For a community such as Truro, where a small data centre complete with security and backup is being built, that’s a huge competitive advantage. It means that high tech companies and anyone who needs to

send and receive large amounts of data can locate in the community with confidence. “In Truro, we plan to build the system out to allow both large and small customers to tap into the network easily,” says Rivington. “Our long-term goal is to build our network out as an open-access network that will allow high-capacity broadband and Internet.”

The connection has other advantages as well. Truro has become one of the first communities in the region to offer free Wi-Fi in the downtown core, the first step in developing the town into a “smart community,” according to Alison Grant, the business development officer for the Town of Truro. “We’ve been working on free Wi-Fi with the Downtown Partnership for about a year. We’re looking at expanding it to other businesses in the community.”

For a community long known as the “Hub of Nova Scotia,” the connection to the virtual world is vitally important in both practical and symbolic terms. The hub moniker is arguably the most famous town motto in the province. It was coined more than a hundred



“In Truro, we plan to build the system out to allow both large and small customers to tap into the network easily. Our long-term goal is to build our network out as an open-access network to allow high-capacity broadband and Internet”

— Tom Rivington, CEO, F6 Networks

years ago, and it originally referred to the fact that three main railway lines—the Halifax to Upper Canada line, the Cape Breton line, and the Pictou line—all converged in Truro.

Today the trains are less frequent, and many goods move through the province on asphalt rather than steel rails. Truro’s central location is ideal for that mode of transportation too. In recent years, large companies such as Kerr Controls, Peter Kohler Windows and Entrance Systems, and Intertape Polymer have found Truro to be the ideal central location to operate. Scotsburn Dairy Group recently moved to Truro; while the Home Hardware Eastern Distribution Centre opened for business last year in nearby Debert.

Meanwhile, business is booming at the Truro Business Park. “We’re currently sold out of lots in the original park,” says Grant. “We’ve started work on an expansion of the park with new roads and infrastructure, and we will have 10 new lots for sale. Our long-range plan is to build a new interchange that will connect to the park and give easier access to Highway 102.

For F6 Networks, the Truro connection is an important part of the company’s overall business plan. There are other milestones as well; F6 is about to join forces with two of the largest content providers in the world—providers that will bring tremendous value to the company. “I can’t announce yet who they are, but they are services that most people use almost daily,” says Rivington. “This is an exciting time for us.” — **TOM MASON**

DOWNTOWN DEVELOPMENT



Breathing space

With century-old architecture and plenty of parks and green spaces, downtown Truro is one of Atlantic Canada’s great walkable communities

Willow Street School was one of the focal points of the community when it opened in downtown Truro in 1915. The building was an impressive piece of architecture in its day, typical of the prominent brick-and-stone buildings that were being built in Truro around the turn of the 20th century.

The elementary school was the centre of education for generations of young people. After nearly 100 years in operation, it passed into private hands in 2010. But the sale didn’t mark the end of the venerable building. Instead of facing the wrecking ball, the new owners transformed the school into something special: a premier location for professional businesses and downtown apartment living called Willow Lofts. While completely modernizing the building’s interior, the developers have preserved the school’s distinctive exterior.

The development of Willow Lofts marks a new trend in Truro—a move back to the downtown core. Truro developer Jon Keddy recently transformed a 125-year-old retail business on Prince Street into 14 upscale loft apartments called Walker Lofts. Other developers having a huge impact on reshaping downtown Truro include The Snook Group, Benchmark Developments, and Ryco Holdings.

Debbie Elliott is the executive director of the Downtown Truro Partnership, a not-for-profit organization representing the interests of downtown businesses and a driving force behind many of development and promotional initiatives. She says the level of activity taking place downtown is increasing every year: “Truro is a small community, but we’re very progressive. Our businesspeople are constantly looking for new ways to improve the area.” That is made easier by a deeply rooted spirit of co-operation. “We work well together. Businesses establish working relationship, and they really support each other.”

Elliott’s organization has been working to improve the downtown core through a program that provides funds for businesses to upgrade facades and streetscapes and add green spaces. She says the program connects perfectly with Truro’s forward-thinking attitude. “Truro is a walkable town, where businesspeople get to know each other and get to know their customers. It’s a great place to live and to do business.” — **T.M.**



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A HISTORY OF BUSINESS SUCCESS

Truro's largest businesses have a history that goes back more than a century

WHEN AN EPIDEMIC OF Dutch elm disease ravaged Truro's 150-year-old elm trees, the result was a minor disaster for the town's stately urban core. The trees, after all, were a part of what gave the downtown its character. But Truro has always been a place that has turned misfortune into opportunity. Instead of mourning the loss, Truro's citizens found an ingenious use for the stumps, giving them new life as whimsically carved statues. A father of Confederation, the town's first mayor, and an early police chief were carved into the wood, along with leaders and icons of Truro's past. Even an early advertisement for Stanfield's underwear was brought to life.

With an enviable geographic position at the centre of Nova Scotia's overland trade routes and a rock-solid business foundation, Truro has been blessed with some impressive business assets. More than a million potential customers live within a two-hour drive of the town, and the chamber of commerce's 450-member businesses read like a who's who of Nova Scotia's oldest and best established companies.

"The beauty of the Truro is that we have a great business base here," says Truro and Colchester Chamber of Commerce president Andrew Lake. "We have a lot of diverse businesses, and that has led to a very stable economy. That's reflected in the strength of our membership."

It's a business strength that goes back a long way. At 125 years of age, Truro's chamber of commerce is the oldest in the province, reflecting a heritage that goes back to the days of entrepreneurs like Charles Stanfield.

Like most great entrepreneurs, Stanfield was part inventor, part marketer, and part gambler. For him, like many of his countrymen, the Atlantic provinces were fertile ground for the imagination, a fresh start



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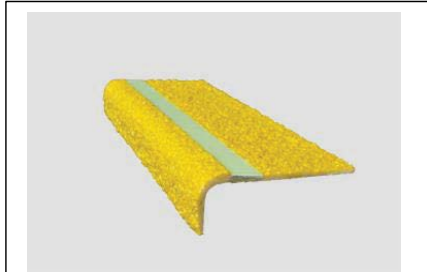
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from his native England. While Alexander Graham Bell pattered with his telephone and airplanes, Stanfield was busy with his own innovations, like heavy rib underwear and the legendary "drop seat" long john. He manufactured the first cardigan jacket and stockinettes in Canada and helped his two sons develop a shrink-proof process that would make the Stanfield brand famous.

Stanfield opened his first woolen mill in 1856 in Prince Edward Island. In 1870 he founded the Truro Woolen Mills, which eventually became Stanfield's. He also started St. Croix Woolen Mills in Hants County, Union Woolen Mills in Colchester County, and Truro Felt Works. His sons, John and Frank, took over the family business in 1894. Their timing was perfect; two years later a gold discovery on a tiny Yukon river called the Klondike caught the attention of adventurers from around the world. As these mostly southern "Sourdoughs" struggled against the ravages of a subarctic winter, the insulating properties of Stanfield's Unshrinkables became legend—Canadian cold meets Canadian know-how.

Today Stanfield's remains one of Truro's largest and best-known businesses. President Jon Stanfield is the fifth generation of the family to take charge of the company. But the Stanfields aren't the only successful family dynasty Truro has produced. The Wilson family has been making its mark for more than a century, in mercantile trade, construction, and the fuel business.

The history of Wilson Fuels reads like a tome on the evolution of central heating. The company sold firewood and coal to homes in the Truro area before switching to heating oil shortly after the Second World War. In the 1940s, the Wilsons parleyed their expertise into a company called Kerr Controls that started designing and manufacturing heating, ventilation, air conditioning, and refrigeration systems. Today Kerr is one of Atlantic Canada's largest home-heating technology companies.

In 1989, Wilson Fuels made its first foray into gasoline, launching a chain of discount gas stations across Atlantic Canada. Today it owns and operates more than 50 outlets throughout the region and supplies gasoline to more than 200 independent outlets.

Andrew Lake says that combination of older well-established business and successful new companies has given Truro a stable of businesses that's hard for most communities its size to match. "If you own a business in Truro, there are so many great opportunities to work with other businesses," he says. "It's a great place to build strong strategic partnerships." — T.M.



The oldest business

The Millbrook First Nation is a vital part of Truro's business community

The Millbrook First Nation has been a part of the Truro community since the town's inception. The Mi'kmaq community that lies inside the town limits has also become an important part of Truro's business community.

Much of that is due to the Truro Power Centre, one of the most visible pieces of real estate in Nova Scotia. Owned and operated by the Millbrook First Nation, the Power Centre sits beside Highway 102, the busiest highway in Nova Scotia. It hosts a number of major retail tenants that have chosen the location for its visibility and high traffic.

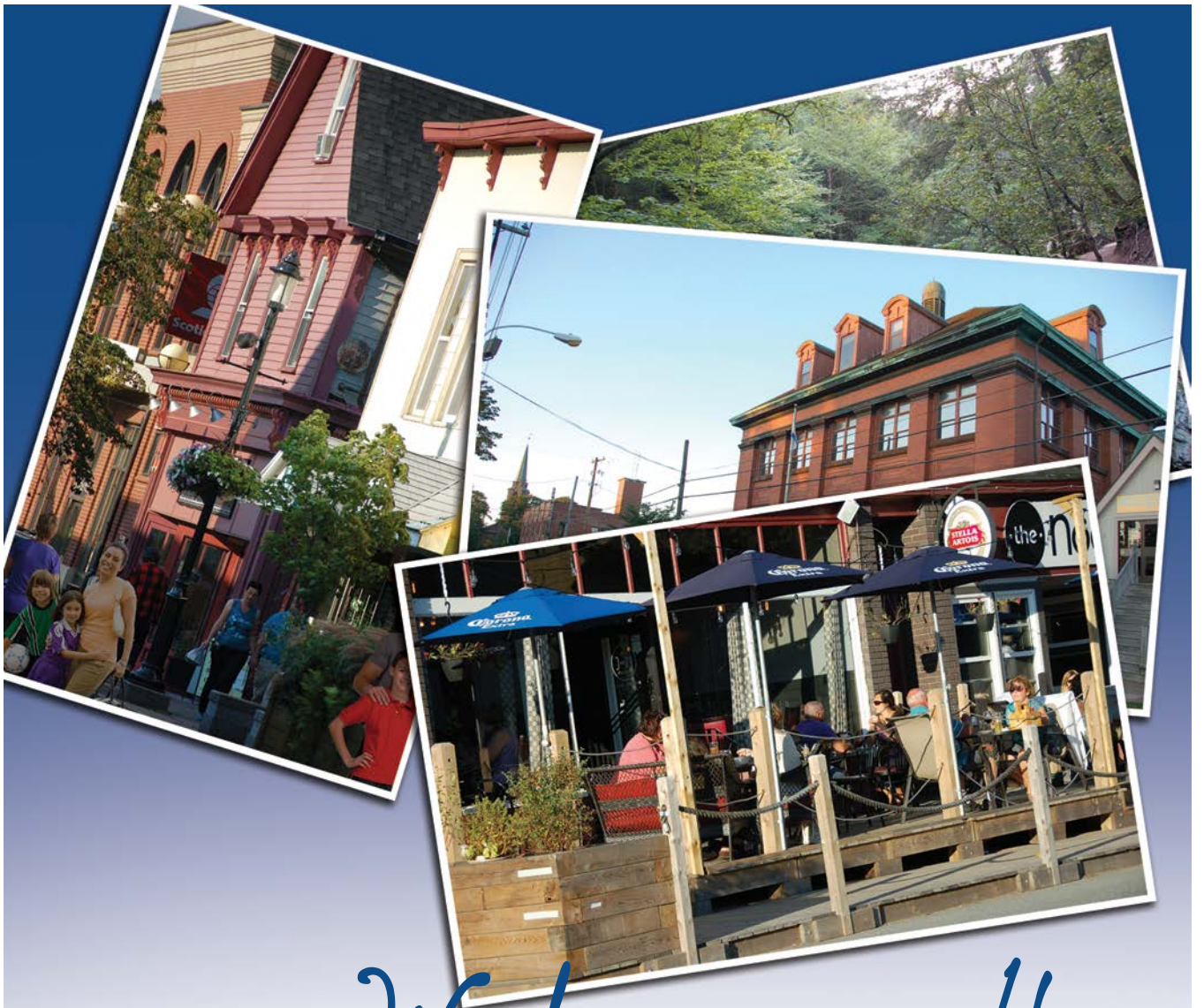
"Millbrook is a huge part of the business community in Colchester County," says Andrew Lake, the president of the Truro and Colchester Chamber of Commerce. "The Power Centre is a major economic driver."

The Power Centre is also home to the Glooscap Heritage Centre. Best known to motorists travelling Highway 102 for its 40-foot statue of the Mi'kmaq demigod Glooscap, the Heritage Centre is part museum, art gallery, outreach centre, and community gathering place. It hosts book launches, concerts, and artist shows, conducts nature walks, and offers courses in traditional Mi'kmaq crafts.

The beginnings of the Power Centre began as far back as 1972, the year the new Highway 102 sliced the Millbrook Reserve cleanly in two. A few enterprising members of the community took advantage of the new highway's visibility by establishing Mi'kmaq craft shops along the route. Later Millbrook opened a hotel, a gas bar, and a few other businesses in the area.

But Highway 102 was more of a barrier than an opportunity for the First Nation. Neighbourhoods once adjacent now could be reached by automobile only by a seven-kilometre drive through a high-traffic industrial park.

Shortly after his first election as chief in 1984, the late Lawrence Paul started negotiations to build an overpass that would reconnect the First Nation and give Millbrook access to the thousands of potential customers who streamed by every day. At the same time, Paul and his council worked hard developing other economic opportunities, including a major real estate development on a small satellite First Nation in Cole Harbour and a large fisheries operation. After many years of negotiations, the federal government finally agreed to build an overpass and on-ramp in Millbrook in 1997, and the Power Centre was born. — **T.M.**



Wish you were Here

Dear Kelly,

I'm so glad I moved here. It's fun shopping for new things in all the cool shops and there are so many cafes and restaurants it's difficult to choose. Yesterday I toured the Heritage District and beautiful Victoria Park ... you have to visit soon!

Wish you were here in Downtown Truro,

- M



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INNOVATION AND EXCELLENCE

Thanks to the presence of a century-old agricultural campus and a new agribusiness research facility, Truro has long been a centre for agricultural innovation

LECH KRZYWONOS DIDN'T PLAN on making Truro his home when he moved to Canada in 2001. In fact, he resisted it for two years. Krzywonos was born in Poland and grew up in Sydney, Australia, before marrying a woman from New Brunswick and making his way to Nova Scotia. He landed a job teaching chemistry at NSCC's Truro campus shortly after his arrival. "I had every intention of commuting from Halifax every day," he recalls. "Being from Sydney, I was used to cities, and I was used to long commutes. The one-hour drive to Truro seemed like nothing."

It didn't take Krzywonos long to change his mind. He already loved the NSCC campus, a sprawling university-like facility, complete with residences, that was once home to the Nova Scotia Teacher's College. But he didn't truly get to know Truro until he and his wife finally decided give up the commute and move to the town.

"It's a place you really have to live in to appreciate," says Krzywonos. "It's one of the coolest places to raise

a family. Everything my kids dream of doing, it's here. Truro has all the amenities."

The town also has a rich history of education, one that goes back to the days when it was the home of Nova Scotia's "Normal College" responsible for training the province's teachers. "We had Teacher's College, the Agricultural College, the Vocational School, now we have NSCC and Dalhousie located here," says Krzywonos. "We've also got a strong Grades Primary to 12 system. That was one of the things that attracted my wife and me to Truro."

But opportunities in education are more than just a benefit to young families, to the students at Dalhousie's educational campus, and to the 800 or so students who attend the NSCC Truro Campus every year. By punching above its weight class in education, Truro has created a culture of research and innovation, particularly in the burgeoning field of food and agriscience.

Dalhousie University's Agricultural Campus concentrates heavily on its mandate of helping farmers and





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“We came to realize early on that we had something unique in place here in Truro. We have the research, and we have a strong culture of agriculture”

— Jo Anne Fewer, CEO, Perennia

agribusiness specialists prosper in a world where the old family farm is evolving into one of the most complex businesses on the planet. Successful farmers today must be scientists, engineers, environmentalists, market analysts, and meteorologists—all critical skills the Agricultural Campus stresses. But the school is also taking a leading role in the field of agriscience research that will develop new revenue streams and keep Atlantic Canadian farmers and food producers competitive in the changing global marketplace. With traditional reference points changing quickly, driven by factors like consumer attitudes, technology, climate change, and environmental concerns, farmers need a lot of help just to stay current.

Perennia is the other piece of the agricultural research puzzle in Truro, an agrifood and bioresource centre that works with clients to address agricultural production issues on farms, create quality and food-safety programs, and develop new products and revenue streams. Perennia CEO Jo Ann Fewer says that Truro’s deep ties to the agricultural business made the community a logical place to base the Crown corporation. “We came to realize early on that we had something unique in place in Truro,” she says. “We have the research, and we have a strong culture of agriculture.”

Perennia’s Bioventures segment started with the realization that there was a divide between primary agriculture production and the grey matter that comes with the tremendous research being done. “We needed to find a way to marry the two,” she says. If farmers are going to survive in Nova Scotia, they need to find ways to start using the byproducts of farming.

One way is by making use of the parts of the crop that are traditionally thrown away. Perennia is working with a local cauliflower producer to develop new products from the parts that can’t be sold to grocery stores because of the head shape. Another project uses blueberry leaves to make a tea packed with healthy nutraceuticals, which has big potential in the Chinese market. Blueberry leaves contain as many antioxidants as the berries themselves and are now simply mown down by harvesters at the end of the season.

Fewer says that Truro is an ideal place for an organization like Perennia to operate, given that it’s a community that has been a centre for agricultural innovation for more than a century. “We have a close affiliation with Dalhousie Agricultural, and we’ve also started working with Acadia University and its agricultural research programs,” she says. “Truro gives us a good central base.” — T.M.

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A STUDY IN CONTRASTS

Truro has found the sweet spot between business acumen and easy living



JIM STANLEY MOVED TO TRURO

from Halifax in 1981. More than three decades later, he can't imagine living anywhere else. A lawyer with the Truro firm Burchill MacDougall, Stanley raised his family in the town and still counts on the slow-paced lifestyle that makes Truro so appealing.

"This town has a lot to offer," says Stanley. "We've got a great new sports facility with the opening of the Rath Eastlink Community Centre. We've got good restaurants, and a lot of people are close enough to walk to work. You can get anywhere by car in about five minutes, and Halifax is only an hour away."

Truro is a study in contrasts—a place where a farmer might be your neighbour and yet a major international airport is just a 40-minute highway drive away. It has some of the oldest businesses in the region and one of the oldest and best municipal parks—Victoria Park, established in 1887 as a Victorian "pleasure ground" that highlighted the natural wonders of the Lepper Brook Gorge.

In a province nearly surrounded by water, Truro has no seaport—and yet it still manages to be the centre of all things business. It's a testament not so much to geography but to the principles, work ethic, and business acumen of the people who built the town.

Long before the Europeans arrived, the Mi'kmaq people chose this spot on the Salmon River as a major winter settlement, close to their sacred Minas Basin and within easy access of the interior. For the Acadians, "Cobequid," as they called it, was the centre of a trading route that led from the Annapolis Valley to Louisbourg via the Northumberland Strait. The building of railway lines emanating from Truro to New Brunswick, Pictou, and Mulgrave in the 1850s secured Truro's position as the transportation hub of the province.

Burchill MacDougall was founded in the 1940s by Lorne MacDougall and Wilfred Burchill. Today the firm has around two dozen attorneys practicing in four offices across Nova Scotia, including Wolfville, Halifax, and Enfield. But Truro remains a major focus for the company.

"When it comes to business, Truro has always presented itself as a stable base," says Stanley. "It has never had a boom-and-bust economy. Business doesn't spike when oil prices do, and we're not a one-industry town. We have a farming economy at our roots. Our industrial parks and the Power Centre are expanding. There are companies in Truro—Wilson's, Stanfield's—that have grown from very small to very large entities, and they've done it here."

If some industry devotee ever builds a textile hall of fame, Truro will surely make

the short list of possible sites. Stanfield's, arguably one of the most famous clothing manufacturers in Canada, is a long-standing cornerstone of the town's industry. On the other end of the textile spectrum, Intertape Polymer weaves high-tech plastic fabric into products like pool covers, hay tarps, and tents. Between the two, an assortment of businesses with weaving and textiles at their core forms the bedrock of Truro's economy. Mainstay companies, including carpet-maker Tandus Centivia, Fundy Textiles and Design, and Hinspergers Poly Industries, all use some form of weaving technology to create their products.

But the weaving trade is one aspect of Truro's diverse blend. Truro and the nearby communities of Debert and Bible Hill are centres of heavy industry, wood products, transportation, plastics, retail, agribusiness, and education. Building products are also a key sector. Kerr Controls, with its head office in Truro, is one of Atlantic Canada's leading manufacturers and distributors of heating, ventilation, air conditioning, and refrigeration equipment and supplies. Kerr makes a complete line of oil, gas, and wood-fired furnaces and boilers and oil-storage tanks, sold across Canada and the United States. Home Hardware has its Eastern distribution centre in neighbouring Debert. And German immigrant Peter Kohler founded Kohler Windows and Doors in 1977, now a key industry in the Truro area.

The combination is a powerful blend of business success and easy community living. "Companies looking for a new place to set up shop or expand should really put Truro on their radar," says Stanley. "We've got good housing prices. We've got a stable workforce and a strong business community. We've got easy access by road, rail, and air and yet we're off the beaten path. Besides that, Truro is a great place to live." — T.M.

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