

NEWFOUNDLAND & LABRADOR ENVIRONMENTAL INDUSTRY ASSOCIATION

Organization promotes environmental industry as significant contributor to economic development

No industry can consider itself outside the sphere of environmental concern. The environment, as a subject, permeates all industry and today in this province an organization operates which serves to bring industry, business and environmental concerns together in a mutually advantageous way.

Bonnie Andrews is Executive Director of the Newfoundland and Labrador Environmental Industry Association (NEIA). She makes the point in describing NEIA that showing respect for the environment does not drain business resources. "In fact," she stresses, "there is money to be made by business coming in under an umbrella of concern for the future of our environment".

Andrews goes on to point out that in encouraging an increasing number of businesses and industries in this province to become either full members or associate members of the organization, it is clear that "those who meet and address environmental challenges will be best positioned to be competitive in the future".

One avenue by which NEIA fulfills its mandate is to urge its members to join trade groups - to explore the things we have in common with industries elsewhere - to consider developing business relationships and an exchange of ideas, solutions, products, services - and more.

The offshore petroleum industry is cited as an example.

Late in 2006 NEIA organized a trade mission to Louisiana, where business representatives from this province explored with American counterparts those things held in common. "We both drill for oil offshore, and we are both at the mercy of violent and

destructive storms," Andrews points out. "How do we handle weather-related challenges? How do they handle them? Here we are, drilling in the north Atlantic, one of the harshest environments in the world in which to drill for offshore oil - what have we learned that we can share with them?"

NEIA says many private companies have recognized the value of proactive environmental protection and have implemented environmental management systems (such as the ISO 14000 Environmental Management System) that often go beyond regulatory requirements; the results have been improved efficiencies, improved productivity and a better competitive position.

Environmental firms work with businesses from diverse sectors and with all levels of government and government agencies.

The services and products provided by environmental companies have grown and diversified. Health and safety, for example, is a critical part of operations management for many companies. Other growth areas for companies in the environment sector include weather forecasting, indoor air quality, alternative energy production, noise control, instrumentation and emergency response.

Current NEIA membership tops 140. Andrews is pleased to report that more and more new members are from jurisdictions outside the greater St. John's metro area - Marystown, Labrador West and points in the U.S.

This year the organization is targeting other sectors. It is also strengthening ties with other provincial associations to enlarge affiliate membership and enhance the environmental industry's scope.



Photo taken during a breakfast that was part of an inbound Energy and Environment mission held in November 2006. NEIA hosted the inbound mission several weeks prior to the outbound mission in order to fully capitalize on the new relationships formed, leverage those relationships to expand NEIA's new network in Louisiana, and boost the number of pre-qualified prospects for the outbound mission.

Bottom row, left to right: Charlie Riggs, Dave Robbins, AMEC Earth and Environmental; Lee Parmiter, EnviroMed Detection Services; David Porter, Marine Services International Ltd.; Bonnie Andrews, Amy Warren, NEIA; Rick Tiller, Tiller Engineering; Eduardo Rodriguez, NEIA member.

Middle row, left to right: John McClintock, AMEC Earth and Environmental; John Temperilli, Garner Environmental Services Inc.; Chris Palmer, Connections Research; Carla Boyce, Florida Division of Emergency Management; Paul Clay, Seacom International Inc.; Barry Sheppard, Barry Sheppard Consulting.

Back row, left to right: Al Ducey, BMS North America; Scott Flukinger, Flukinger PLLC; Kelly Bowen, Shell International Exploration and Production Inc.; Colleen O'Toole, Connections Research; John Sauger, Shaw Environmental and Infrastructure; Bill Butler, Hi-Point Industries; Gregory Stump, United States Coast Guard.

The benefits of NEIA membership

NEIA promotes the growth and development of the environmental industry in Newfoundland and Labrador by providing a strong, unified voice and representation to government and government agencies, research and educational institutions, non-profit organizations and private enterprise.

NEIA advocates the interests of member firms on all issues relevant to the environmental industry.

NEIA programming emphasizes such events as conferences and exhibitions, industry receptions, information breakfasts and keynote speaker luncheons.

NEIA promotes interaction through networking events that allow members, industry partners and other organizations to exchange information and

develop business opportunities.

NEIA reaches its members through regular communications via e-mail notices and neia.org.

NEIA makes relevant education and training available to members by facilitating seminars and workshops.

NEIA identifies, facilitates and promotes opportunities for trade through the provision of export information, trade seminars and trade missions.

NEIA increases public awareness and understanding of the environmental industry through media/public relations and effective communications tools such as the annual publication the *NEIA Environmental Services Directory*.



NEIA fosters opportunities in the U.S. and Caribbean through participation in inbound and outbound trade missions

High Commissioner His Excellency Arnold Piggott of Trinidad & Tobago visited St. John's in the autumn of 2006. A packed one-day program coordinated by the Newfoundland and Labrador Environmental Industry Association saw the High Commissioner presenting at a breakfast co-sponsored by NEIA and the St. John's Board of Trade, chatting with government representatives, educators and business owners at a luncheon meeting, visiting the Marine Institute and Inco Innovation Centre at Memorial University, and networking with stakeholders at an evening reception. Left photo, from the left: Stew Hattie, Hattie Consulting Limited; Bonnie

Andrews, Executive Director, NEIA; His Excellency Arnold Piggott; Amy Warren, Export Development Coordinator, NEIA; Bill Melendy, Past President, NEIA. Right photo, from the left: Amy Warren, Export Development Coordinator, NEIA; His Excellency Arnold Piggott; Ray Dillon, President, St. John's Board of Trade; Bonnie Andrews, Executive Director, NEIA; Garth Lamsee, Head of Chancery, Trinidad & Tobago High Commission. The High Commissioner also visited with Ross Reid in the Premier's office and Barry Snow, Senior Investment Adviser with the Provincial Department of Business. While here, the High Commissioner noted that "In

recent times we have had the deep satisfaction of seeing Trinidad & Tobago become a global leader in the gas and petrochemical market, as well as a centre for financial services, business and manufacturing in the Caribbean. It is a preferred destination for investment in the Western Hemisphere and one of the fastest growing economies in Latin America and the Caribbean." The visit added momentum to the Team Atlantic Environment trade mission to Trinidad & Tobago which took place Sept.30-Oct.7, 2006.

Personnel and contacts

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