

Imprint in the Sand
New Brunswick's Place in the World

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It is time for New Brunswickers to talk to each other.

Our province and our region face some challenges, which means both must confront some difficult questions. Just as our nation seeks to redefine its role in the world economically, militarily and diplomatically, so too must New Brunswick's citizens decide for themselves their place in Canada.

Next NB/Avenir N-B will do that through a series of discussion papers it will release between February 2004 and June 2005. These papers will be supported by public forums held throughout New Brunswick and will culminate with a conference in Saint John.

Next NB/Avenir N-B will be a bilingual project to reflect New Brunswick's nature and its distinction as the only officially bilingual province in Canada.

***Next NB/Avenir N-B* is a unique opportunity to explore what New Brunswickers think about themselves, their province and its place in Canada and the world.**

Please join us in the conversation.

To obtain additional copies of this discussion paper or to offer your comments, please visit our website at www.nextnb.ca or write to us at:

Next NB/Avenir N-B
University of New Brunswick
PO Box 5050
100 Tucker Park Road
Saint John, NB
Canada
E2L 4L5

(506) 648-5655

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New Brunswick's Place in the World

In Moncton, they've always known the country's business. Where a law firm in Calgary is sending its parcels. How much a couple in Rivière-du-Loup has in their chequing account. The vacation plans for a group of friends in St. John's. They gather it all, through their earpieces and via their computers in the call centres that pepper Moncton's neighbourhoods. There are over 30 of them in this corner of southeastern New Brunswick, making and taking phone calls and email requests from all over North America. These centres, which arrived as part of an economic development strategy to employ young bilingual New Brunswickers, are symbols of Moncton's resurgence.

They brought with them more than just familiar business names such as UPS, Royal Bank and Pepsi-Cola. Young people left small towns, particularly in northern New Brunswick and moved to Moncton and jobs at these centres, which offered decent wages and benefits to qualified applicants. Business parks were built to accommodate the centres and once the roads were paved and the utilities in place, other companies began to move in too. Some were small information technology firms, while others were manufacturers, attracted to New Brunswick's drive-through reputation and in particular Moncton's proximity to Halifax and Charlottetown. It is home to New Brunswick's largest shopping mall, the fastest growing community (Dieppe) and the busiest airport.

Moncton's resuscitation is one of modern New Brunswick's most iconic stories. It used to be a place where you set your watch by the shift changes at the CN Rail shops and clothed your kids according to what Eaton's had in its front window. This was the hub of the Maritimes, where all the trains came and went, and where Christmas wishes came true at the Eaton's mail order catalogue office. By the mid-1980s, that world was almost gone.

Eaton's was the first to leave, closing the book on its warehouse in 1976 and the 1,200 jobs there. Although CN Rail didn't leave town until 1988 (another 1,200 jobs lost), there were already hints in 1984 that the glory years were long past. Then there was Main Street. It was just ugly, with its boarded up storefronts, cracked sidewalks and grime-covered buildings. There was only one thing that was going to save this place – a miracle – and it arrived wrapped in the single-minded determination of the community. They bargained, bartered and brought a little piece of the world to Moncton, and now, they're selling Moncton too.

There aren't a lot of 18-wheelers rumbling down the main street in Hampton. Here, in this small town about 30 minutes east of Saint John, you can mark the beginning of hunting season by the size of the breakfast crowd at Holly's and you can while away an evening watching the sun set, trailing its golden veil over the Kennebecasis River. This is a place where ideas flirt with inspiration. Renowned sculptor John Hooper crafted his soulful figures here before sending them out into the world to tweak the imagination of school children in California, office workers in Toronto and tourists in Ottawa.

Across the bridge on the Kingston Peninsula photographer Freeman Patterson welcomes people from all over the globe, who come to tramp through his woods and contemplate his hosta beds all in their quest to see the world through nature's artistic lens. Through their art they present to the world a little piece of New Brunswick, if not through the image itself, then in the spirit it conveys. For residents of Hampton no one embodies that more than John Peters Humphrey. He was born here a century ago, but while the landscape may be idyllic, his childhood was not. Humphrey's father died when he was one, his mother when he was 11. When he was six his arm was amputated after an accident with fire, and he endured playground teasing because of it. He attended Rothesay Collegiate School and then Mount Allison University, before leaving for McGill, first to study economics and then law. In 1946 colleague Henri Laugier, who by that time had become Assistant Secretary-General of the United Nations for Social Affairs, coaxed him to New York City. Laugier wanted

Humphrey to head up the human rights division of this new international organization. It was there, in New York City over the course of six weeks, that Humphrey drafted the Universal Declaration of Human Rights, 1,771 words and 30 articles that changed the way the world thinks.

A wisp of Hampton was there too. For Humphrey, memories of growing up in rural New Brunswick intermingled with his thoughts on the lessons of the Second World War. It was why he saw a link between economic, social and civil rights, a new idea, and one his own government wasn't eager to implement. But Humphrey pushed, the Declaration passed and three decades later, it guided the pens of those who drafted Canada's own Charter of Rights and Freedoms. Humphrey was eventually honoured with the Order of Canada.

So too were Patterson and Hooper. Three New Brunswickers who have left an imprint on our shared landscape. They are not alone. In various ways, others have sought to leave their mark both here and beyond New Brunswick. As the province continues to evolve, New Brunswickers must consider how best to market not just their products, but their inventions and ideas to the world.

Who are we?

More often than not we are defined by our role in a larger group. Maritimers. Easterners. Atlantic Canadians. Perhaps it is because, in the eyes of the rest of the country, we arrived together. New Brunswick was, of course, once part of the colony of Nova Scotia and when talk turned to Confederation, it was this pair of small provinces (joined a few years later by Prince Edward Island) that reluctantly formed the dominion of Canada with the larger entities of Ontario and Quebec in 1867. It is at this point that the official story of Canada usually begins and New Brunswick inevitably plays the part of a small, supporting player in the national drama.

The roots of some of the region's most familiar stereotypes were sketched out within a decade of Confederation. Although the first few years proved profitable for the three Maritime provinces, by the 1870s fortunes had turned. The economy slowed, particularly in the fisheries, courtesy of punitive American tariffs and in shipbuilding, where England's preference for iron steamers reduced demand for the region's wooden sailing ships. With jobs disappearing in these two major industries, skilled workers and their families were forced to move in search of work and so began a century-long tradition of out-migration to central and western Canada.

They weren't the only ones to head west. Western expansion caught the attention of investors and bankers who took their money and invested it in the communities of the Prairies and the Pacific coast, leaving Maritime businesses and communities with reduced access to capital. By the 1920s, the Maritime provinces no longer commanded the influence each had enjoyed prior to Confederation. For instance, the three provinces lost one-quarter of their seats in the House of Commons between 1882 and 1921, falling to 31 seats from 43, thanks to slower population growth. Then in 1949 with the arrival of Newfoundland and Labrador in Confederation, a new political entity was created, at least in the minds of politicians in Ottawa. The term Atlantic Canada had entered the public's consciousness.

While residents of these four provinces may have recognized and indeed celebrated, the unique rhythms and identities of their homes, federally, they were now linked and viewed in a similar and often uncomplimentary light. Too often, in the eyes of the rest of the country Atlantic Canada is considered poor, conservative in its outlook, rooted to an old-fashioned economy and far too dependent on government largesse. As with most stereotypes, there is an uncomfortable seed of truth buried beneath. Atlantic Canada receives more money from the federal government per capita than other provinces. For the current fiscal year (2005/06), PEI will receive the most per capita - \$3,291. New Brunswick is a close second at \$3,111, followed by Newfoundland (\$2,966) and Nova Scotia (\$2,793). That fits the stereotype. What doesn't is how Manitoba, with its per capita

support of \$2,717 and Quebec, which will receive \$2,052 per capita, might also be counted in the category of 'have-not'. Where Atlantic Canadian governments do falter is in their ability to generate their own revenues. In the 2004/05 fiscal year, federal transfers accounted for over one-third of all revenues for each of the four provinces.

**Federal transfers as a percentage of own source revenue
for the year ending March 31, 2005**

Province	Percentage
Prince Edward Island	37.9
New Brunswick	37.1
Nova Scotia	35.6
Newfoundland & Labrador	33.2
Manitoba	32.4
Saskatchewan	20.1
Quebec	15.8
British Columbia	14.3
Ontario	13.8
Alberta	12.9

Source: Canadian Tax Foundation

But while the rest of Canada may see New Brunswick, Nova Scotia, PEI and Newfoundland and Labrador as a unified region, Atlantic Canadians view themselves in a different light. In truth, the idea of Atlantic Canada does not linger much beyond political and business circles and even within the traditional Maritime region, distinct provincial agendas remain strong. That was evident earlier this year when Nova Scotia and Newfoundland and Labrador negotiated lucrative, but separate, offshore agreements with the federal government. In its wake the New Brunswick government began lobbying for its own multimillion-dollar deal. If we are to have an impact beyond our borders, New Brunswickers will have to decide when it is in their best interest to join forces with others and when they'll achieve more by acting alone.

- How do you identify yourself when you travel outside New Brunswick?
- What is your image of New Brunswick and its place within Canada?
- What kind of relationship should New Brunswick have with Nova Scotia? PEI? Newfoundland and Labrador?

Where does it start?

Ours is a simmering frustration. The very creation of Canada is rooted in Maritime leaders' initial desire to establish a union amongst themselves. A meeting was scheduled for Charlottetown in 1864 to discuss Maritime Union, but after political leaders agreed to include delegates from Ontario and Quebec the discussion morphed into a plan to forge a larger federation. New Brunswick and Nova Scotia warily accepted this new Confederation in 1867 and PEI joined in 1873 but the idea of a regional union never really disappeared, at least not for the Maritimes' business and political elites.

By the early 1920s businessmen in Saint John, Halifax and Charlottetown had organized to create the Maritimes Rights movement, to protest the region's reduced status within the federation. Prime Minister William Lyon Mackenzie King appointed a Royal Commission on Maritime Claims to investigate the complaints and the government did follow one of its recommendations, to reduce freight rates. However the government did not follow recommendations to introduce subsidies based on fiscal needs and to place an emphasis on regional development. That task would be left to other prime ministers to undertake.

The idea of Maritime Union simmered beneath the surface for four decades as Canada moved through the Depression, the Second World War and then the post-war boom. When it eventually returned, it was heralded by an unlikely candidate - New Brunswick Premier Louis J. Robichaud. Some were surprised the idea came from Robichaud, because Acadians had

never really liked the idea of Maritime Union, fearing that their minority status would be further diminished if they became part of a larger political entity. A joint study, commissioned by the three Maritime governments and released in 1970, recommended a number of things including common administrative services, regional negotiations with federal authorities, regional economic planning and uniform legislation. The report's authors also suggested the creation of three new entities to oversee the transition to political and economic union: the Council of Maritime Premiers, which would meet quarterly to coordinate policies and negotiate agreements; the Maritime Provinces Commission, which would oversee and report to the premiers on the status of joint initiatives; and, the Joint Legislative Assembly, which would include all provincial members and who would meet once a year to discuss uniform legislation, consider a new constitution for the united province and set a timetable for political union. Only the Council of Maritime Premiers was created, and in 2000 it was renamed the Council of Atlantic Premiers to include Newfoundland and Labrador.

Political union remains firmly planted on the backburner but economically, business and political leaders in the Maritime provinces, and to a lesser extent Newfoundland and Labrador, have recently been enthusiastic supporters of closer economic and trade ties. They call it Atlantica. Atlantica includes the three Maritime provinces, Newfoundland (but not Labrador), Quebec's Gaspé Bay and Appalachian foothills, Maine, New Hampshire, Vermont and Upper New York State through to Buffalo. Within New Brunswick, business leaders have set as their goal the establishment of two key trade corridors; one between Moncton and Halifax and the second between Saint John and Bangor, ME. Trade corridors are designed around the concept of communities of interest rather than provincial and national borders. For instance, Toronto and Montreal have long been viewed as connected to each other because of the goods and people that routinely travel between the two cities. A similar pattern exists between Moncton and Halifax and in 2002, the two cities agreed to begin marketing their connection. Last year, business and municipal leaders in Saint John and Bangor Me.,

seized on the trade corridor concept and began talking about themselves as one region.

It is Maritime Union by another name but in order for this economic cooperation to work, there must be greater political cooperation. For instance, interprovincial trade rules, often designed to hamper rather than help out-of-province companies need to be changed. Regulations, particularly those involving transportation of goods and the transmission of energy, need to be harmonized between provinces so the rules are the same in both New Brunswick and Nova Scotia. These corridors also need modern highways, airports and rail lines – the infrastructure to support the economic activity. Exporters and shippers must be able to smoothly transfer their goods from one form of transportation to the other and then deliver it to its destination with relative ease. Regulations, infrastructure, boundaries and intergovernmental relationships – these are the rules of the game and it is critical that we understand the impact each of these has on New Brunswick development.

Consider your own experiences - very few of us ever end up with the life we thought we'd lead. We might set off in one direction but inevitably something happens that changes our course. Sometimes we don't even notice the change until it's too late to correct. The same thing happens to communities. Regulations, programs, bylaws, changes in government: all affect New Brunswick's evolution, and not always for the better. The softwood lumber exemption, welfare rates, the creation of local service districts, environmental protection laws – each have shaped New Brunswick. Did they help or hinder? Did they increase access or did it deter it? If we want a strong economy and strong communities we have to get the rules right because they, more than anything, give New Brunswick its structure.

- What is your opinion about Maritime political union?
- What legislation or regulations have benefited New Brunswick's economic and social development on the national or continental stage?
- What legislation or regulations have hindered its development?

- What relationship should New Brunswick have with the United States, particularly the New England states?

How do we get there?

By building upon our natural strengths. Within the modern francophone New Brunswick is a desire to define itself within a larger frame. The Université de Moncton is particularly important because it brought together francophones from around the province and was instrumental in creating a network of young people who were emboldened to work together to create a new, francophone story for their province. Out of this educated class came entrepreneurs who created their own association – the Conseil Economique du Nouveau-Brunswick – in 1979. Around the same time, Canada was helping to establish an international body of French-speaking countries. La Francophonie met for the first time in Paris in 1986 and both Quebec and New Brunswick attended. The year before both provinces signed agreements with the federal government that allows each province to act unilaterally on global economic issues of interest, after obtaining approval from the prime minister. For the first few years, New Brunswick quietly attended the annual meetings but that changed in 1999, when Moncton played host to the 8th Francophonie Summit. It brought world leaders to New Brunswick and it heralded the strength and influence of the modern Acadie. The Summit also brought New Brunswick and the French-speaking world to the attention of each other. Of particular interest to developing countries are New Brunswick's strong francophone education system and province's collection of public Internet access centres.

Since the Summit, New Brunswickers have been increasingly marketing their skills to countries such as Burkina Faso and Cameroon, teaching teachers, assisting in the development of community access centres and in the development of French-language school curriculums. In addition, the Université de Moncton, has continued to welcome international students to its

campuses, just the type of people New Brunswick hopes to attract as immigrants. A similar story is happening within Anglophone institutions such as the University of New Brunswick.

In addition to educating international students – UNB Saint John has the highest percentage of international students of any Maritime university – the university conducts research and outreach in a number of countries, such as its four-decades long relationship with the tiny kingdom of Bhutan. There, UNB administers the Canadian Cooperation Office and its staff has educated a generation of Bhutan’s teachers. The university arrived in Bhutan courtesy of a Canadian Jesuit priest named William Mackey. In the early 1960s he established a secular school system in Bhutan, including a training system for teachers. Casting his glance back home to Canada, Mackey, who was originally from Montreal, turned to UNB because he saw similarities between the reality of New Brunswick, a largely rural and sparsely populated province, and Bhutan.

As New Brunswickers look to the wider world for opportunity, we should be cognizant that both the talents and the viewpoints that serve us well in New Brunswick may be our greatest assets in distant places that share and respect our values.

- What product or idea does New Brunswick have that the rest of the world might want or need?
- Are there other relationships, such as the La Francophonie, that could increase New Brunswick’s presence abroad?
- Is there a particular part of the world or a specific issue upon which New Brunswick should centre its efforts?

What do we want?

To expand our horizons without losing sight of what we hold most dear at home. Travel anywhere in New Brunswick and you are likely to hear the same boast repeated by its residents;

everyone it seems is within a 15-20 minute drive of nature. For some it's the pull of the sea, others flow towards the rivers and almost everyone wants to wander through the woods. But despite this great love for our surrounding environment, New Brunswickers haven't always been quick to protect and sustain it. Perhaps it is because the land and the sea have been intricately tied to the province's fortunes and in a region where wealth is sometimes difficult to generate, fear of unemployment will inevitably trump concerns about environmental protection.

Things are changing. To begin with traditional industries such as forestry, mining and fishing, which depend on access to natural resources, are evolving. Jobs are being created farther down the production line, or, as is the case in forestry, in the study of sustainable development of the resource. For example, Fredericton-based software design firm Remsoft, has developed a program that allows its users to create computer models of the long-term development of a specific swath of forestland. The program can predict how a forest will develop including habitat patterns, watershed changes and tree growth according to the specifications of a forest management plan, such as the ones used by the Department of Natural Resources to monitor the harvesting of Crown lands. Remsoft's product is being used here at home by the provincial government, the Fundy Model Forest and J.D. Irving Limited and farther afield in places such as Australia where it is helping to calculate Kyoto carbon credits and to manage old growth forests and in Alberta where it is mapping grizzly bear habitats.

In a modern New Brunswick we need modern companies, ones that are committed to sustaining and protecting the environment that supports them. Consider the 200-business strong environmental services sector. These firms, many of them small engineering and consulting companies, specialize in environmental impact assessment, pollution control and prevention, land remediation, waste management, water supply and quality, waste water treatment, alternative energy and geographic information systems. As a new century begins it is becoming increasingly obvious that North America's current rate of development is unsustainable. We need to rethink our

relationship with the earth and we need to do a better job at linking commerce and conservation.

It is, at one level, all about aesthetics. New Brunswick is a beautiful place and we must actively preserve that architectural and environmental heritage. That means setting guidelines and rules for new development – be it for a shopping mall, a subdivision or a plastics plant - that the construction and design consider and then adapt to the look and feel of the community it is joining. We want buildings that reflect our confidence and appreciation for what surrounds us. Within those guidelines we must ensure that parts of New Brunswick will remain untouched. For example, the Musquash Estuary, located 20 kilometres west of Saint John, has been nominated one of Atlantic Canada's first Marine Protected Areas. These are legally-designated spaces meant to conserve the animals, habitats and ecosystems within its boundaries. The Marine Protected Area designation for the Musquash Estuary would include its intertidal and subtidal habitats, which include sand beaches, mudflats, salt marshes, coastal forests and islands, all of which are home to a variety of ducks, birds and hawks.

In 2003, the New Brunswick government passed its own Protected Natural Areas Act, designating 10 large sites (totally 143,000 hectares) as protected lands. Those areas are: Black River, Caledonia Gorge, Canaan Bog, Canoose Flowage, Grand Lake Meadows, Jacquet River Gorge, Kennedy Lakes, Loch Alva, Mount Carleton extension, and Spednic Lake. Through actions such as these, New Brunswick leads by example. We shouldn't stop there. Water quality, harbour clean-up, emission reductions and other actions on climate change are some of the challenges facing New Brunswick policy makers. If we're smart, we'll take advantage of our small size and quickly develop creative solutions. Behind our greatest challenges may lie great opportunities.

- What do you value about New Brunswick?
- How can we best balance conservation with commerce?
- What other emerging sectors could New Brunswick entrepreneurs excel?

Why?

Because there is more than one way for New Brunswick to conduct its business. As we strive to sell our wares to the world, either on our own or in partnership with fellow Maritimers, we should remember that we have something else to offer. A viewpoint. A spirit. An interpretation of the world as seen through the eyes of New Brunswickers. By just about any standard, New Brunswick is small. A small population. A small resource base. A small place on the map. But there are advantages to being small. As we seek out our place – be it within the region, the country or the world – we should remember that those who are small, can also be nimble. And when you're nimble, sometimes you get to lead.