

## EDA 2013 Annual Professional Conference & AGM

*Ideas, Innovation and Inspiration*

April 10 - 12, 2013



**WEDNESDAY, APRIL 10**

### PRE-CONFERENCE SEMINAR #1

#### Prairie Canada Future Game (Room TBC)

Do you want to:

- Engage your fellow leaders and stimulate debate and discussion about the future of your community?
- Add extra depth and strength to your regional planning efforts?
- Hone leadership and decision making skills?

The Prairie Canada Future Game is a highly interactive facilitation tool that allows participants to tackle the challenges of economic and community development in a fun and engaging manner. It is played in a small team format with teams making a series of critical decisions that shape the future of a typical prairie region over a 25 year period.



The tool allows leaders to work with their groups in a dynamic way. By observing how today's decisions can impact tomorrow's future, key leaders and groups can focus on the importance of a long term vision and what it takes to get there.

Cost of session is free, but space is limited so register early at [www.edaalberta.ca](http://www.edaalberta.ca), events, and pre-conference session.

**Moderator:** Selena McLean-Moore, Alberta Enterprise and Advanced Education

**Presented by:** Alberta Enterprise and Advanced Education

### PRE-CONFERENCE SEMINAR #2

#### ICCI Grant Writing Workshop (TBC)

### PRE-CONFERENCE SEMINAR #3

#### Productivity 101 (TBC)

**9:00 AM-1:00 PM**

**REGISTRATION** (Conference Lobby)

**1:00-2:30 PM**

### OFFICIAL CONFERENCE OPENING & KEYNOTE (Gold/Silver/Bronze)

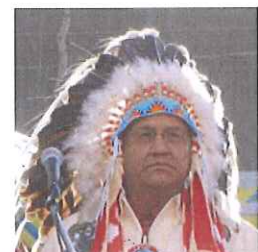
**Moderator:** Gerry Gabinet, EDA Board Member and 2013 Conference Chair

**Traditional Welcome:** Chief LaBelle, Chiniki First Nation (Invited)

**Opening Remarks:** Kent McMullin, EDA President

**Introductory Remarks:** AE&AE (TBC)

**Keynote Speaker:** Roger Brooks, President & CEO, Destination Development International Inc.,



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Roger Brooks has assisted nearly 1,000 communities with branding, tourism, downtown development and marketing. Founder of award-winning Destination Development International (DDI), Roger is the author of the book "Your Town: A Destination," which highlights lessons he's learned over the past 30 years, including (from personal experience) the need for free public restrooms.

Roger is one of the most recognized and frequently quoted experts in the field – a field he's broadened to include almost everything that makes a city, town, province or state a better place to live, work and play.

Roger inspires and ignites audiences. He is dynamic and very funny, combining humorous video clips, fascinating stories and real-life examples. His practical approach, which gives audiences ingredients they can use to make an immediate difference, has made him one of the industry's most popular keynote speakers worldwide.

He began his career in the tourist industry before being recruited to help brand and market several popular destination resorts, including Harbour Town on Hilton Head Island, South Carolina; and Whistler Resort in British Columbia, site of the 2010 Winter Olympics. Over the years, he and DDI have recruited more than \$2.8 billion in new tourism development projects in more than 42 states, across Canada and in Europe.

Roger's energetic presentations leave local champions filled with innovative ideas and confident in their ability to pull people together and cut through local politics. Years later, they often check back to tell him that they rode his enthusiasm all the way to success.

*Sponsor: Alberta Enterprise and Advanced Education (TBC)*

**2:30-3:00 PM**

### **REFRESHMENT BREAK** *(Convention Foyer)*

*Sponsor: Town of Okotoks*

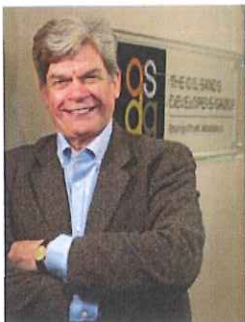
**3:00-4:00 PM**

### **ENERGY TRENDS AND OPPORTUNITIES** *(Gold/Silver/Bronze)*

**Moderator:** Gerry Gabinet, EDA Board Member and 2013 Conference Chair

**Introductory Remarks:** CAPP (TBC)

**Keynote Speaker:** Ken Chapman, Executive Director, Oil Sands Developers Group



Ken Chapman is the Executive Director of the Oil Sands Developers Group (OSDG). His focus is improving the quality of life in the Wood Buffalo region, and responsible for sustainable oil sands development. He works to engage directly with public policy designers and decision makers in all orders of government, local stakeholders, and a wide range of industry sectors, environmentalists, scientists, Aboriginal groups and community leaders.

He was a founder of Cambridge Strategies Inc., a public policy consultancy group prior to joining the OSDG in June 2011. As a lawyer he championed a number of key cases from legalizing midwifery to establishing French language education rights in Alberta. He is very interested and involved in social media, citizen engagement, and deliberative democracy issues. He has an on-going and keen interest in the arts culture, creativity and innovation. He is recognized as one of Alberta Ventures 50 Most Influential People in 2010 and received the Queen's Golden Jubilee Medal for service to the community.

Ken will speak about the need to collaborate with various stakeholders in addressing socio-economic impacts in the Oilsands.

*Sponsor: CAPP (TBC)*



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**4:00 PM**

**FREE TIME**

**6:00-6:30 PM**

**COCKTAIL RECEPTION** (*Convention Foyer*)

**6:30-8:30 PM**

**EDA PRESIDENT'S MIXER** (*Gold/Silver/Bronze*)

An excellent opportunity to meet the EDA Board of Directors and network with colleagues, sponsors and speakers. The reception includes a range of tasty hors d'oeuvres and cash bar.

Dress: Business Attire

Sponsor: *Economic Developers Alberta*

*Following the President's Mixer, the EDA Hospitality Suite (Walker/Champion Room) will be open.  
Co-Sponsor: AllNorth Consulting*

**THURSDAY, APRIL 11**

**7:00 AM**

**BREAKFAST BUFFET** (*Convention Foyer*)

**8:00-8:45 AM**

**HOW TO DRIVE SMALL AND MID-SIZE BUSINESS FORWARD IN ALBERTA** (*Gold/Silver/Bronze*)

**Moderator:** Gerry Gabinet, 2013 Conference Chair

**Introductory Remarks:** TBC

**Keynote Speaker:** Wellington Holbrook, Executive Vice President, ATB Financial Business & Agriculture Team



Small and mid-sized businesses are a vital part of the Alberta economy. How can they remain vibrant through changing economic times? How do they drive ideas, innovation and inspiration forward? What factors are important for success?

Wellington Holbrook is responsible for shaping ATB's overall approach to meet the growing needs of businesses and agri-businesses across Alberta.

Wellington joined ATB as Executive Vice-President, Retail Financial Services in summer 2010. Previously, he had spent 15 years supporting Canadian business as a consultant for the Business Development Bank of Canada (BDC). In this capacity he worked in the area of conventional debt financing and mezzanine capital financing. His last senior leadership role at BDC was Senior Vice-President, Operations for Prairies and Western Canada. He previously held the roles of Vice-President & Area Manager, Manitoba & Saskatchewan as well as Managing Director, Subordinate Financing in Ontario & Atlantic Canada with BDC. Wellington has also been involved with other organizations focused on business in the areas of Entrepreneurship and Agriculture.

In 2008, Wellington was selected by the Clerk to the Privy Council of Canada as one of a handful of leading Canadian government executives to participate in the Advanced Leadership program delivered by the Canada School of Public Service with the support of Canada's Foreign Service. This 12-month program enabled Wellington to learn from some of the world's leading business executives and government leaders. He has brought those skills back to Alberta to support local entrepreneurs and business

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leaders. Today, Wellington is a member of the Executive Board's Small Business Executive Circle, an organization which includes the business leads of many of North America's largest financial institutions.

*Sponsor: TBC*

### 9:00-10:15 AM BREAK OUT SESSIONS

#### Session 1A: The Art of Leadership in Economic Development (Silver/Bronze)

**Moderator:** Gail Scott, EDA Board Member

**Introductory Remarks:**

**Speaker:** Dan Gaynor, Gaynor Consulting



Over 15 years across different Canadian daily newspapers Dan Gaynor built a reputation as a leader who can transform teams, lead turnarounds and build performance. Drawing on experience gained in a variety of demanding leadership roles, Dan will speak about effective leadership strategies and how they impact organizations and communities.

Dan has senior first-hand experience few other consultants and executive coaches can match. He draws on that experience to advise senior executives and entrepreneurs in the development of their own teams.

As President and Publisher at the Calgary Herald, Dan led a team of 700 employees, resolved a difficult labour dispute, restored a healthy and productive workplace environment and increased earnings by 38% in four years.

As President and Publisher at the St. Catharines Standard, Dan led 170 employees through the Southam Newspaper Company's most successful integration, doubling earning in three years. As the first person appointed to the position of Director of Sales at Southam, Dan led the advertising departments at 11 different newspapers through a rebuilding project to build sales performance.

As Advertising Director at the Kingston Whig-Standard Dan participated in the integration as a member of the senior executive team, turning around a struggling advertising department. As Retail Advertising Manager at the Edmonton Journal, Dan led a transformation in the department to build revenues and market share.

*Sponsor: TBC*

#### Session 2A: Taking it Global: The Importance of Global Relations in Building a Strong Economic Future (Gold)

**Moderator:** Jeff Penney, EDA Board Member

**Introductory Remarks:**

**Speaker:** Jeff Finkle, CECd, President & CEO, International Economic Development Council (IEDC)



As President and CEO of the International Economic Development Council (IEDC), the world's largest economic development membership organization, Jeff contributes his expertise on community revitalization, business development and job creation to projects nationwide. Jeff has established multi-lateral partnerships with regional and national economic development organizations around the world and currently sits on the Consultative Committee of World Association of Investment Promotion Agencies (WAIPA). He has advised on economic development in China, Europe, Latin America, and Oceania. He now serves on the Board of Directors for Climate Prosperity, Inc., a company based on creating important regional economic outcomes -- green savings, green opportunity, and green talent -- while reducing greenhouse gas emissions. He is also a leader in community service and philanthropy.

In 2005, Jeff organized 250 economic development volunteers to work in Gulf Coast communities endeavoring to recover from Hurricane Katrina. He also founded the Bollinger Foundation, a non-profit organization that provides financial assistance to educate and support children who have lost one or more parent who worked in the field of economic development. The foundation to date has awarded approximately \$500,000 in grants.



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A former Deputy Assistant Secretary in the U.S. Department of Housing and Urban Development, where he oversaw programs such as Community Development Block Grants and Urban Development Action Grants, Jeff writes and lectures frequently about economic development issues and advises Congressional Committees. His vigorous support of the use of eminent domain to promote economic development, upheld by the U.S. Supreme Court, garnered him national media attention, including appearances on CBS Sunday Morning, Fox television and the Journal Report on PBS.

With the formation of IEDC in 2001, Jeff set the course for a more effective and influential economic development organization. IEDC resulted from the merger of the Council for Urban Economic Development (CUED), where Jeff was president for 15 years, and the American Economic Development Council (AEDC). Addressing significant financial and organizational challenges, Jeff has grown IEDC to a \$5 million annual operation with 30 employees. IEDC is recognized for its leadership in making sustainable economic development a priority in communities of all sizes and for professionalizing and diversifying the field of economic development.

Jeff will give a presentation on the importance of building strong global relations for local competitiveness. Developing successful global partnerships has become critical for communities around the world in terms of maintaining economic sustainability and in improving competitive advantage in today's volatile economy. Both government and industry - in cooperation with economic development practitioners - have key roles to play in creating and executing strategies that will enhance export development and foreign direct investment. Jeff will discuss the importance of engaging globally, examine ways in which communities have successfully employed strategies to foster global relations, analyze the role of economic development organizations in nurturing international cooperation, and describe some approaches being implemented in both Canada and the United States.

*Sponsor: TBC*

### Session 3A: Marketing your (Rockin') Destination *(Explorer)*

**Moderator:** Deana Haley, EDA Board Member

**Introductory Remarks:** Catherine Proulx, Twist Marketing

**Panelists:** Heather Anderson, EDO, Woodlands County; Marilyn MacArthur, Manager, Business & Tourism Development, Town of High River; Bev Thornton, Executive Director, Alberta Southwest Regional Alliance; Chris Fields, Senior Destination Marketing Strategist, Twist Marketing

In what is sure to be a high energy and humorous session, you will hear from four Alberta economic development professionals as they discuss the successes and challenges of marketing their communities and regions. The conversation will range from how to get buy-in from stakeholders and create synergies with other departments, to how to squeeze water from a stone and how to not lose your mind when trying to do new things! This session is not about average Joe marketing; Come prepared to take notes – and ask questions while having a few laughs!

The session will be facilitated by Twist Marketing president, Catherine Proulx who invites delegates to pre-submit their questions for consideration in the discussion. Questions can be sent to [EDAPANEL@Twistmarketing.com](mailto:EDAPANEL@Twistmarketing.com).



**Bev Thornton** is the Executive Director of Alberta SouthWest (AlbertaSW) Regional Alliance, a partnership of 15 rural communities working together to plan and implement regional economic development initiatives. Bev has been working with this group since 2003 and is proud of the community commitment and award-winning regional successes. Bev completed a Bachelor of Education at the University of Saskatchewan. She and her husband Doug moved to southern Alberta where she worked as a high school English teacher then took time to be at home with their two children. Bev went back to work for the Government of Alberta as a career consultant and contract manager before being seconded to (then) Alberta Economic Development to establish an office for that Department in Pincher Creek. In 2007 National Geographic identified the "Crown of the Continent" as a significant geotourism region, and Bev has been active in building this new partnership between Alberta, British Columbia and Montana, currently serving as Chair of the transboundary Crown of the Continent Geotourism Council. AlbertaSW understands that tourism promotion builds regional awareness and opens the doors to investment attraction. Bev is an enthusiastic cheerleader for the region and is excited about the opportunities and potential in rural Alberta.



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**Marilyn MacArthur-** When the CBC Show Heartland came to town, her office was transformed into a trophy shop for a day of shooting; when hundreds of people gathered on the street to watch cattle being driven during one episode, and she saw and felt the excitement this generated, Marilyn knew High River was on to something big! Now into their 6th season, and shown around the globe, CBC's Heartland is continues to gain popularity. High River was ready to capitalize on this – and has negotiated the licensing agreement with Heartland to become High River Home of Heartland tourism brand. Now jump to the Travel Alberta Spring Showcase, and staff handing out sunglasses and feather boas, to welcome folks to HighRiverWood! Award winning marketing initiatives include tulip bulbs and gardening gloves, a trivia game to engage residents at the local trade show, and some incredible partnerships with local stars such as Terry Grant, the "real mantracker" and rising musical star, Callum Graham, show the Business & Tourism Office continues to raise the bar, and bring in new investors who want to be a part of this winning scene. Marilyn MacArthur is the Business & Tourism Development Manager at the Town of High River. Through this role, Marilyn leads a creative award winning team, focusing on bringing local government, the business community, and other organizations together to benefit High River's well-being and economic vitality. "Our office pushes the envelope, and when someone called in two years ago saying they had to pull their car over because they were laughing so hard at our radio program "The Edge of Business" which spoofs 40's radio dramas, I knew we were on the right track." Awarded the Alberta Economic Developer of the Year in 2010, she maintains the mantra "When it's not fun anymore, I'm outta here."



**Heather Anderson-** If you are looking for status quo, same old / same old, ho hum Economic Development then Heather Anderson is not for you! She has a passion to drive business and municipalities not only forward but sideways and up and over any obstacle. She inspires others to discover the power behind leaving their comfort zone if they want to achieve success. In the over 10 years she has been doing this, her hunger to challenge boundaries has never wavered. No Man Is and Island! Partnerships, Networking and Business relationships are the meat in the sandwich of success. Heather is multilingual in that she speaks to the many levels of government as well as "entrepreneur". She believes to be effective you have to be translator so every stakeholder is on the same page. She brings to the table an infectious attitude that ignites your mojo so you can showcase your awesomeness in any campaign, initiative or program. She only asks you bring an open mind to the table (and some gourmet cheese and crackers). Heather's innovative marketing talent has earned provincial and national awards and those are the cherry on the "cake of differentiation". If you want different results you have to do something different!



**Chris Fields-** Chris has been around the marketing block a few times – the result of 19 years of award-winning marketing, communications, and economic development experience in enterprise, government, and not-for-profit settings. Following six years at the Town of Okotoks – where his contribution his recognized by the award-winning Sustainable Okotoks Plan, and 10 years in the ICT sector, Chris has spent the last seven years at Twist Marketing challenging his clients to think differently, more aggressively, and more holistically, about branding and marketing. An unconventional thinker who likes to roll up his sleeves and stay involved with projects right through to implementation, Chris has worked with 50 communities and community development organizations in B.C., Alberta, and Ontario.

*Sponsor: Twist Marketing*

**10:15-10:45 AM**

**REFRESHMENT BREAK** *(Convention Foyer)*

*Sponsor: Town of Cochrane*

**10:45 AM-NOON BREAK OUT SESSIONS**

**Session 1B: Designing a Government Relations Strategy that Works** *(Silver/Bronze)*

**Moderator:** Gail Scott, EDA Board Member

**Introductory Remarks:** TBC

**Panelists:** Rod Love, Rod Love Consulting Inc.; others TBC



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One of the most important factors in successful economic development is strong, strategic leadership.

Economic development is about creating jobs and ensuring future prosperity- two things elected officials and constituents rank as a high priority.

The reality of practicing economic development is that it is a very political environment. Many economic developers have elected officials on their boards and committees; most have to account to their Councils in order to gain approval for their annual budgets; and most have had to lobby elected officials for support on various projects or investments.

So what is the best way to speak to elected officials? How can economic developer's nurture and support strong, strategic leadership in their community?

During this session, seasoned experts will talk about their experience working both within and outside of key government circles. Hear their tips on how to best influence various political processes and dynamics in order to ensure your community's success.



Rod Love began his career in government when he was appointed Executive Assistant to Mayor Ralph Klein following his election as Calgary's 32nd Mayor in 1980.

During his nine years at Calgary City Hall, Mr. Love sat as the Mayor's representative on the Board of Commissioners, an appointment which gave him a unique perspective on all aspects of municipal governance, including municipal law, finance, planning and development, urban transportation, environmental affairs and community relations. Mr. Love was directly involved in the planning and hosting of the 1988 Olympic Winter Games, and was subsequently appointed to the Board of Directors of the Calgary Winter Festival.

In 1989, following Mr. Klein's election to the Legislative Assembly of Alberta and appointment as Minister of Environment, Mr. Love assumed the duties of Executive Assistant to the Minister. It was during this period that Mr. Klein guided the re-writing and consolidation of all environmental law in Alberta, resulting in the landmark Alberta Environmental Protection and Enhancement Act.

Upon Mr. Klein's swearing-in as Alberta's 15th Premier in December of 1992, Mr. Love was appointed Chief of Staff to the Premier. As Chief of Staff, he was involved in all aspects of the restructuring and refocusing of the Government of Alberta that led to the elimination of the deficit, the rapid elimination of Alberta's debt, the highest credit rating and the lowest personal and corporate income taxes in Canada, following which he founded Rod Love Consulting.

Mr. Love returned to the Office of the Premier as Chief of Staff for a nine month period following the November 2004 provincial general election to lead a significant re-engineering of the Government of Alberta's organization, communications and strategic planning processes.

Drawing on his 19 year career in public service, and a decade-plus in the private sector, Rod Love Consulting Inc. is a national practice that specializes in strategic planning, political and intergovernmental analysis, issues management, effective strategic communications planning and media management. His firm enjoys a number of strategic alliances with related firms, and maintains extensive contacts with individuals in governments, businesses and news organizations across the country.

*Sponsor: TBC*

### **Session 2B: What's all this talk about Collaborative Strategic Planning? (Explorer)**

**Moderator** Jeff Penney, EDA Board Member

**Introductory Remarks:** Athabasca County (TBC)

**Speaker:** David Forrest, President of Global Vision Consulting Ltd.

Learn about a new, proven, innovative way to rapidly deliver high-value outcomes! Called Integral Strategy™, it is an innovative method of collaboration. Stakeholders from an entire system bring their individual perspectives and collective knowledge into the conversation to reach consensus on a shared strategic goal and develop an action plan to get there. The Strategy Roadmap developed using this process creates a bridge between planning and action, providing a strong foundation for successful strategy implementation.



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Integral Strategy™ has been applied by businesses, governments, and non-profit organizations to systemic challenges in healthcare, energy, environment, resource management, scientific research, innovation, education, transportation, economic development, community development and community service.



David Forrest is president of Global Vision Consulting Ltd. A Canadian writer and strategy consultant, his Integral Strategy™ process has been widely used to increase collaboration in communities, build social capital, deepen commitment to action, and develop creative strategies to deal with complex challenges.

*Sponsor: Athabasca County*

### Session 3B: Connecting Business & Place: The Primary Business & Investment Attraction Challenge. (Gold)

**Moderator:** Deana Haley, EDA Board Member

**Introductory Remarks:** TBC

**Panelists:** Christopher Steele, Investment Consulting Services (COO & North America President), John Rhodes, Moran, Stahl & Boyer (TBC)

Location, Location, Location! is a catch phrase economic developers understand. In business and investment attraction, geographic location can either be a strategic asset or liability. Every community and site brings different strengths and/or weaknesses for companies considering expansion or relocation.

As one of the first points of contact for businesses and investment attraction, economic developers need to clearly understand what types of information companies are looking for in order to make their strategic decisions. Whether we like it or not, there is a strong connection between business and place. Understanding this connection is essential in order to be successful in implementing your community's business and investment attraction strategy.



Chris Steele brings over 20 years of business and urban planning experience to the art and science of real estate, economic development and location strategy. His background in a small city planning firm, a Big-Four consulting firm (Ernst & Young), and a world-class logistics and transportation consulting firm (TranSystems) has resulted in a unique perspective on how the concept of place impacts business and community success. Moreover, his experience in these disparate industries and service areas has given him the ability to build networks across service areas that anticipate a wide variety of client needs.

Chris has assisted major clients in national and international demographic, labor, and real estate trends review and analysis. He has also developed business models to measure the effects of labor, space, infrastructure and other business pressures that influence clients' needs for key real estate, workforce, and location decisions. He has worked on projects as high profile as

Boeing's selection of Chicago for its Headquarters, and as everyday as a food processing expansion in rural West Virginia.

Mr. Steele holds a Master's Degree in Regional Planning from the University of North Carolina at Chapel Hill, with specific concentrations in land use planning and real estate development.

*Sponsor: TBC*

**12:15-1:30 PM**

### LUNCHEON BUFFET & KEYNOTE- THE POWER OF ONE (Convention Foyer & Gold/Silver/Bronze)

**Moderator:** Gerry Gabinet, 2013 Conference Chair

**Speaker:** Donna Messer, President, ConnectUs Canada

For more than two decades, Donna has been a renowned expert on and promoter of the often overlooked, true currency of business – personal relationships – how to forge, nurture and leverage them to enable those who properly cultivate these relationships to put them to mutual benefit.





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Donna will speak about The Power of ONE . Knowing ONE person can have an impact on the world, and create positive change. Believing that every ONE has the potential to make a difference. The Power of ONE is maximizing your potential while empowering others. The Power of ONE it is making the world a better place to live – at every level.

As President of ConnectUs Canada, Donna's contact network extends well into the tens of thousands – a network that she routinely and freely shares with her clients, associates and acquaintances via the extensive speaking engagements and workshops she holds around the world.

A dynamic, highly sought-after speaker, Donna has spoken throughout North America, the Caribbean, Mexico, Europe and Iceland on a host of topics dealing with the art of networking and the ties that bind. She has spoken before Federal, Provincial, Municipal and State governments, even serving as an advisor to the Prime Minister's Office (PMO) on issues relating to women in business.

Among Donna Messer's several hundred clients are top tier financial institutions, boards of trade, major accounting and law firms, and leading universities and colleges across Canada. Donna is also a frequent featured speaker at HAPPEN, Canada's largest executive networking organization.

Sponsor: TBC

### 1:45-3:00 PM BREAK OUT SESSIONS

#### Session 1C: Real Life Lessons: Engaging Communities, Stakeholders & Rights Holders (Gold)

**Moderator:** Gail Scott, EDA Board Member

**Introductory Remarks:** TBC

**Panelists:** Dr. Judith Sayers, Visiting National Aboriginal Economic Development Chair, Assistant Professor Business and Law, University of Victoria; Katarina Vasiljevic-Galic, Director Alberta, Canadian Youth Business Foundation (CYBF)

Developing an effective engagement strategy is becoming critical for companies, organizations and governments. An underlying principle is that potential groups, stakeholders and rights holders have the chance to influence the decision-making process.

So how do you develop an effective engagement strategy? How do you effectively engage Aboriginal rights holders or youth in your economic development projects and strategies? How do you move your community from a "me" to a "we" mode? Ultimately your success will lie with the effectiveness of your engagement strategy.

This session will explore some effective strategies and tactics you can use to more effectively engage your community.



Dr. Judith Sayers is a Strategic Advisor to First Nations and corporations on First Nations issues. Judith is also Entrepreneur in Residence at the Faculty of business at the University of Victoria as well as an adjunct professor of Law with the Faculty of Law.

Judith is the past Chief of the Hupacasath First Nation. Located in Port Alberni, BC. Judith was elected Chief for 14 years in a row. She focused on capacity building, sustainable development and restoring and rehabilitating Hupacasath territory. Judith was also the primary negotiator for Hupacasath for 16 years. In that role, Judith pursued a just settlement of the rights and title of the Hupacasath within their territory.



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Judith also served on the Task Group of the First Nations Summit for a two year term. The First Nations Summit represents the interests of First Nations working to negotiate treaties throughout the province of British Columbia. Judith's education includes a business and law degree and a honorary Doctor of Laws from Queen's University.

Judith has an extensive background of practicing law for 18 years in both Alberta and British Columbia, working in international forums, lobbying governments and other agencies for the promotion and protection of First Nations rights and title.

Judith serves as Co-Chair on the Island Corridor Foundation a joint venture between Regional Districts and First Nations that own the Rail line on Vancouver Island. She also serves on the Public Advisory Panel of the Canadian Electricity Association Judith is also on the Board of the New Relationship Trust and the Industry Council for Aboriginal Business.



Katarina Vasiljevic-Galic has over 15 years of experience in small business and entrepreneurship. in Europe and Singapore.

She has lived, worked and studied around the world and mentored hundreds of businesses in various stages of their lifecycle. Prior to joining CYBF in 2012, Katarina was helping entrepreneurs in Alberta successfully launch their businesses.

Katarina holds a Bachelor, Business Administration Degree from the IFAM in Paris, France and has been studying at Universities in Belgrade, Serbia and Prague, Czech Republic. She has a Masters, Business Administration from the Institut Franco-Américain de Management (Paris, France) and completed the Executive Program, Strategic Frameworks for Nonprofit Organizations at Harvard University Kennedy School of Government.

Among other volunteer experience, she has been the Chair of the Board of Directors at Opportunity Works and a member of the Business and Arts Committee with the Calgary Chamber of Commerce.

*Sponsor: TBC*

### Session 2C: Innovative Workstyles: How do Albertans Measure Up? (Gold)

**Moderator:** Jeff Penney, EDA Board Member

**Introductory Remarks:** TBC

**Panelists:** Zarina Ramal-Shah, Director, WorkScale™, Toker & Associates Architecture Industrial Design Ltd. and Dedre Toker, Principal at Toker & Associates Architecture Industrial Design Ltd.

In this dynamic, entertaining presentation, Dedre Toker and Zarina Ramal-Shah of Toker + Associates will be presenting the findings of their research on Alternative Workstyles across Canada. Several key Canadian Case Studies, representing both the public and private sector, will be discussed to uncover comparable strategies on Mobile Work, Flexible Work Schedules, Paper Dependency, and Collaborative Technologies.

Toker + Associates is the founder of Workscale™, a customized, tailored program for large organizations with multi-building portfolios. Workscale™ asks the question, "How do people work?" and uses information collected from this question to offer changes in facility strategies with the goal of promoting the efficiency and effectiveness of employees.

As an evaluation tool for workplace interiors, Workscale™ encourages that spaces be assessed both through a qualitative and quantitative lens. This program promotes thoughtfulness and encourages a re-definition of spaces and how they are used. Alternative workstyles can bring a reduction in necessary real estate holdings, increased workplace satisfaction, and increased flexible workplace options. These positive changes can also be seen as attraction and engagement tools as users experience the benefits of this newly defined portfolio.

The theoretical underpinnings of Workscale™ can be applied to a wide variety of programs and is very customizable to offer workplace effectiveness in many different capacities. Several organizations in Alberta are using this program, and are on their way to implementing strategic workplace portfolio planning to achieve minimized real estate footprints through more effective workplace optimization and over-subscription programs.

A graduate of Masters of Architecture program at the University of Calgary, Zarina has the knowledge and skills in design, problem solving, communication, technology, history and theory.



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Through the innovation and creativity offered in the interdisciplinary design styled Environmental Design program, she has developed an understanding of sustainable design, critical practice, and digital design and fabrication.



Zarina, expertise also includes the facilitation of large engagement sessions, innovative work styles, and corporate identity branding. She brings experience in comprehensive assessments of facility evaluations of over 1,500,000 ft<sup>2</sup>.

Zarina is currently is the Director of WorkScale, an evaluation program which enables clients to customize and assess their workplace(s). The program is tailored for direct alignment with each corporation's specific HR, IT and real estate, current processes and future goals.



Dedre is a LEED™ Accredited Professional and along with her professional experience in both interior design and architecture, she leads the interiors and workspace design for Toker + Associates.

Dedre is responsible for WorkScale, an evaluation program enabling clients to customize and assess their workplace(s). The program is tailored for direct alignment with each corporation's specific HR, IT and Real estate, current processes and future goals.

*Sponsor: TBC*

### Session 3C: Attracting Retail to Your Community *(Explorer)*

**Moderator:** Deana Haley, EDA Board Member

**Introductory Remarks:** TBC

**Panelists:** Lec Mroczek, Manager, Real Estate and Development, Tim Hortons; Patti Parente, Vice President, Real Estate, A and W Food Services of Canada Inc.; Cynthia Stewart, Director, Community Relations, International Council of Shopping Centers (ICSC); Alex Thomson, Senior VP, Retail Leasing WAM Development Group

One of the many roles of economic development officials is to develop retail properties in their community. Unfortunately, not all community stakeholders understand the importance of the retail sector to a community's economic development. New or redeveloped retail projects increase a municipal tax base, improve the quality of life for its residents and spark further developments. Economic developers want to make the next deal with developers or retailers, or they want to make the deal with you, but do you really know all you need to know about the retail real estate development process?

Join ICSC, the association of the retail real estate industry, as they help demystify the retail real estate development process: what retailers and developers want or need from you, the importance of market studies, site selection criteria, infrastructure improvements and what you need to know to get the project to proceed smoothly and expediently.



Lec Mroczek is Manager, Real Estate and Development for Tim Hortons.



Cynthia Stewart, Director, Community Relations, International Council of Shopping Centers



Alex Thomson leads WAM's retail development team. Working on both greenfield and brownfield sites, Alex enjoys the opportunity to build lasting relationships with tenants and their representatives. In the last 18 months, Alex and his team have completed more than 400,000 sq. ft. of transactions with national, regional and local retailers. Alex is a member of the International Council of Shopping Centers and the Royal Institution of Chartered Surveyors.



## EDA 2013 Annual Professional Conference & AGM

*Ideas, Innovation and Inspiration*

April 10 - 12, 2013



*Sponsor: TBC*

**3:00-3:15 PM**

### **REFRESHMENT BREAK (Convention Foyer)**

*Sponsor: TBC.*

**3:15-4:15 PM**

### **Session 1D: Let's Make A Pitch (Silver/Bronze)**

**Moderator:** Talisman

**Panelists:** TBC by Talisman (Community Investment Advisors)

This interactive session, based on the Dragon's Den concept, will teach you how to "pitch" your project to corporate partners. Learn what they look for in a partner, and how you raise your profile. Come with your creativity, innovation and best "pitching" skills so you are ready to participate in this session.

*Sponsored by Talisman Energy.*

### **Session 2D: CEDTP Trainer Session (TBC) (Gold)**

**Facilitator:** TBC

**Moderator:** Leann Hackman-Carty, EDA Executive Director

**NOTE:** This session is a closed session for CEDTP Trainers only.

**6:00-6:30 PM**

### **COCKTAIL RECEPTION (Convention Foyer)**

**6:30 PM**

### **MINISTER'S DINNER & ANNUAL AWARDS BANQUET (Gold/Silver/Bronze)**

**Welcome:** Kent McMullin, EDA President

**Introductory Remarks:** Talisman Energy (Speaker TBC)

**Speaker:** The Honourable Stephen Khan, Government of Alberta, Minister Enterprise and Advanced Education (Invited)

**Marketing Awards Presentations:** Sara Chamberlain, Chair of EDA Marketing Awards

**Dress:** Semi-formal / Business attire



Stephen Khan was elected as the Member of the Legislative Assembly for St. Albert on April 23, 2012. Two weeks later Premier Alison Redford appointed him Minister of Enterprise and Advanced Education.

Stephen comes to the ministry with considerable knowledge, experience and expertise in the field of information technology and in the operation of small businesses. For more than 20 years he owned and operated his family's software development company. Management Information Group (St. Albert) Ltd. During that time he grew the business with a North American and International presence with thousands of clients across Canada, the United States and Europe. He expanded its staff from eight to more than 70 employees.

Mr. Khan's roots are firmly planted in St. Albert, where his family is actively involved in the community. He has volunteered for the St. Albert Minor Hockey Association and the St. Albert Minor Baseball Association, and both he and his wife have been active volunteers at their children's schools. Mr. Khan is also involved with the St. Albert Food Bank, and he serves breakfast at The Rock in Edmonton's Boyle McCauley area. He is a past board member of the Northern Alberta Business Incubator.



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Following the Minister's Dinner, the EDA Hospitality Suite (Walker/Champion Room) will be open.

Co-Sponsor: AllNorth Consulting

### FRIDAY, APRIL 12

7:00 AM

BREAKFAST BUFFET (*Convention Foyer*)

8:00-9:00 AM

#### GENDERSPEAK- THE LANGUAGE MEN SPEAK IS NOT THE LANGUAGE WOMEN HEAR (*Gold/Silver/Bronze*)



**Moderator:** Gerry Gabinet, 2013 Conference Chair

**Introductory Remarks:** Edmonton Economic Development Corporation

**Speaker:** Dr. Patricia Pitsel, Ph.D., Pitsel & Associates

Back again by popular demand, Dr. Patricia Pitsel is a Psychologist, Educator and Human Resource professional.

This witty and provocative talk will convince you that men and women really do speak a different language—even at work. When women say, "Don't you think it would be a good idea if we all spent a morning discussing how we might come to a group consensus about how to manage the project you are working on?"...men hear "Blah, blah, blah waste time." Pat will address the 3 biggest communication challenges men and women face when working together.

Prior to starting her own counseling and consulting business in 1982, Pat taught in both the public and post-secondary systems in Alberta and Saskatchewan. She worked in Training and Organizational Development for the Alberta Government, and was Training Coordinator for Nova Corporation. Pat has a M.Sc. Ed. in counseling from Fordham University in New York City; and a Ph.D. in counseling psychology from the University of Calgary. In addition to counseling, particularly in the fields of stress, anger, and depression, Pat also conducts training programs in: conflict management, improving personal effectiveness, interpersonal communications, creative problem solving, time management, improving organizational effectiveness, gender speak and humour in the workplace.

Sponsor: Edmonton Economic Development Corporation

9:00-10:00 AM

#### 2013-14 ECONOMIC FORECAST (*Gold/Silver/Bronze*)

**Moderator:** Gerry Gabinet, 2013 Conference Chair

**Introductory Remarks:** Conseil de développement économique de l'Alberta

**Speaker:** Todd Hirsch, Senior Economist, ATB Financial



Todd Hirsch received his BA Honors in Economics from the University of Alberta, and an MA in Economics from the University of Calgary. He has worked for over 20 years as an economist at companies including Canadian Pacific Railway, the Canada West Foundation and the Bank of Canada. He joined ATB Financial in May 2007 as Senior Economist where he provides economic information to ATB clients and external audiences. Todd's economic commentary appears on CBC radio, BNN, the Globe and Mail, and in various other news outlets. He teaches economics at the University of Calgary and is the Chair of the Board of Directors of the Calgary Arts Academy. In 2011, Todd was recognized as one of Alberta's 50 Most Influential People by Alberta Venture magazine.



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Todd will be providing his annual economic forecast, always a highlight of the EDA conference.

*Sponsor: Conseil de développement économique de l'Alberta*

**10:00-10:30 AM**

### **REFRESHMENT BREAK** *(Convention Foyer)*

*Sponsor: TBC*

**10:30-NOON**

### **EDA ANNUAL GENERAL MEETING** *(Gold/Silver/Bronze)*

**Moderator:** Kent McMullin, EDA President

\* EDA Regular Members only