

WEDNESDAY, APRIL 6

9:00 AM

REGISTRATION (*Conference Lobby*)

1:00-2:30 PM

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

Moderator: John Hankins, EDA Board Member and 2011 Conference Chair

Traditional Welcome: Chief LaBelle, Chiniki First Nation

Opening Remarks: Cyril Cooper, EDA President

Introductory Remarks: Edmonton Economic Development Corporation (TBC)

Keynote Speaker: Andrew Pelletier, Vice-President of Corporate Affairs & Sustainability, Walmart Canada



A recognized leader in the communications industry, Andrew Pelletier is a seasoned corporate affairs advisor with 20 years experience. He has provided senior counsel to a broad spectrum of organizations in the public, private and not-for-profit sectors. The scope of Andrew's work has been international, national, regional and local, spanning all facets of corporate public relations, government affairs, environmental sustainability, corporate social responsibility, employee engagement and communications, and intense crisis management.

Andrew began his career in 1990 with the Ontario Government under former premier David Peterson. As Communications Officer to the Ontario Minister of Consumer and Commercial Relations, and later as Policy Analyst for the Ontario Legislature, Andrew dealt with many of the province's most noteworthy and emotionally charged political issues from communications and policy perspectives.

Following his work with the Ontario government, Andrew joined one of Canada's oldest communications firms as a Consultant. During his years with the firm, Andrew developed and directed numerous marketing-oriented and issues-driven communications programs for a broad range of corporate and public-sector clients.

Those clients included: The Federal Department of Energy Mines and Resources; The Canadian International Autoshow; Russian Premier Mikhail Gorbachev's 1993 visit to Canada; The Insurance Bureau of Canada; The Canadian Standards Association; Hammerson Canada Inc; Peat Marwick Thorne Chartered Accountants; The Toronto Automobile Dealers Association; The United Way; Mercy International; and Square One Shopping Centre, Canada's second-largest retail shopping facility.

Following his consulting work, in 1995 Andrew joined Sears Canada as Manager of Corporate Communications, a role that touched virtually every aspect of the company's business. Andrew's professional focus at Sears was media relations, internal communication, issues management and investor relations. At the time Sears was Canada's largest retailer of general merchandise with operations nationwide.

Andrew left the Sears corporation in 1998 after being recruited by Walmart to establish, build and lead the corporation's broad corporate affairs function throughout Canada. After serving as Director of Public Relations, Andrew was promoted three times: to Director of Corporate Affairs, then Vice-President of Corporate Affairs, and finally Vice-President of Corporate Affairs & Sustainability, his current role. He leads a team of 25 professionals.

Reporting directly to the CEO, Andrew and his team are responsible for all corporate affairs nationwide including public & media relations, government affairs, employee communication, corporate social responsibility, environmental sustainability and French language strategy.

As a senior member of Wal-Mart's global corporate affairs group, Andrew has provided strategic counsel to Wal-Mart's operations in Europe, Latin America and Asia. Wal-Mart is the world's largest corporation and largest employer.

Andrew and his team were 2010 winners of a Platinum Hermes Creative Award, one of the highest honours for communication excellence in North America. The award is in recognition of the Walmart Green Business Summit in Vancouver and corresponding sustainability campaign.

Andrew is a graduate of Simon Fraser University, the Walton Institute of Leadership, and the Executive Development Centre in Dallas, Texas. He has served as a guest lecturer to post graduate students of communications, a key-note speaker to a range of forums on corporate affairs and sustainability and an industry panelist to several professional assemblies.

Walmart, the world's largest retailer and largest employer, has embraced environmental sustainability in every facet of its business. In this presentation, Andrew will discuss the business case for sustainability and some of the innovations the company is driving in Canada and around the world.

Sponsored by Edmonton Economic Development Corporation (TBC)

2:30-3:00 PM

REFRESHMENT BREAK *(Convention Foyer)*

Sponsor TBC

3:00-4:00 PM

OPPORTUNITIES FOR ALBERTA IN A CLEAN TECH WORLD *(Gold/Silver/Bronze)*

Moderator: John Hankins, EDA Board Member and 2011 Conference Chair

Introductory Remarks: Canadian Association of Petroleum Producers

Keynote Speaker: David Layzell, Executive Director, Institute for Sustainable Energy, Environment and Economy (ISEEE), University of Calgary

David came to Calgary in 2008 after a distinguished, 27-year career as a Queen's University Professor, with appointments in Biology, Environmental Studies and Policy Studies. Between 1998 and 2008, Dr. Layzell established and led BIOCAP Canada, a national university research foundation focused on developing biology-based solutions to climate change and energy security. He is also the co-founder of Qubit Systems Inc, a university spin-off company that designs, builds and markets instruments for research and teaching in the biological and environmental sciences. His research contributions have led to NSERC's University Research and Steacie Fellowships, the C.D. Nelson Award and election as a Fellow of the Royal Society of Canada.



David will speak on the opportunities Alberta has in a clean tech world.

Sponsored by Canadian Association of Petroleum Producers

4:00 PM

FREE TIME

6:00-8:30 PM

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

Come and 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

Sponsored by Economic Developers Alberta

THURSDAY, APRIL 7

7:00 AM

BREAKFAST BUFFET (*Convention Foyer*)

8:00-8:45 AM

GENERATIONS IN THE WORKPLACE (*Gold/Silver/Bronze*)

Moderator: John Hankins, EDA Board Member and 2011 Conference Chair

Introductory Remarks: Karen Jensen, Business Development & Real Estate Manager, CN

Keynote Speaker: Debora Rothermel, President of ideaWorks

For the first time in Canadian history there are four generations working side by side in the workplace...and the largest group will soon be under 30!

Each generation has different needs and values, different ways of getting things done and different ways of communicating.

Understanding the four distinct groups and how they can work side-by-side is not only important, it is critical to attract and retain new employees and to reach productivity and profitability targets.

This presentation will provide insights and tactics on how to approach and work effectively with the four generations.

Debora Rothermel is the President of ideaWorks Inc., a dynamic leadership and management development company that specializes in enhancing the skills and attitudes of key people in organizations and the people they lead. Since 1994 ideaWorks has specialized in offering individualized programs for entrepreneurs, CEO's, managers and sales teams.

ideaWorks is a licensee of Leadership Management International®. This affiliation contributed to Debora's palette of leadership tools by providing structure in programs of Leadership Development, Sales Strategies, Motivational and Supervisory Skills.



Debora has worked with organizations in oil and gas, manufacturing, distribution, technology and professional services, and leadership teams at post secondary institutions. Some ideaWorks clients include Rockwell Automation, SMED International, BMO Harris Private Bank, Star Building Materials, APEGGA, All Weather Windows, Pattison Outdoor Group, Rexel Canada, Bantrel, Morrison Homes and The Canadian Bar Association.

In 2002 Debora was named to the prestigious Leadership Council and continues to coach and mentor licensees around the world.

Always looking for the latest tools and processes for developing people, Debora became a OneSmartWorld® Certified Solution Provider (CSP) and a Master Trainer for OneSmartWorld in 2006. She has implemented the OneSmartWorld® process at Shell Canada, MacLeod Dixon LLP, The Canadian Cancer Society and SAIT Polytechnic's Dean's Council. Debora uses the 4D-i Profile® and the Smarter Meetings® program with Presidents and their leadership teams in organizations across Canada and delivers Critical Thinking Skills at the Sauder School of Business at UBC as part of their executive MBA program.

Debora's key strengths are in building critical thinking skills in executive teams, facilitation of difficult gatherings and helping leaders manage organizational change.

A native of Calgary, her previous experience was in Education as a Drama teacher with the Calgary Catholic School Board and two entrepreneurial pursuits; Canterbury's Bookshop and The French Horn Specialty Music Shop located in downtown Calgary. Debora lives near Priddis and on her personal time engages in a challenging game of chess, and is an avid sailor and golfer.

Sponsored by CN

9:00-10:15 AM BREAK OUT SESSIONS

Session 1A: Visual Explorer (*Bronze*)

Moderator: TBC

Introductory Remarks: TBC

Speaker: Elaine Broe, Director Learning Solutions at Leadership, The Banff Centre



Visual Explorer facilitates dialogue and helps groups reach a shared understanding about specific challenges. It includes 224 carefully chosen color images that invite examination and explication, and thereby acts as a resource for groups seeking to explore complex topics. The images provide participants with the opportunity to initially explore a question through a visual medium and embrace a more "whole brained" approach to exploring their ideas.

A key question can be asked and then participants tour the room looking at photos that connect to the question. This allows them to express themselves through describing the photo and what the connections for them are. Groups using Visual Explorer can collectively explore a complex topic from a variety of perspectives, building a shared understanding in preparation for making choices and taking action.

Visual Explorer is a welcome change from the standard introduction of saying your name and explaining your role. Facilitated questions can connect to specific strategic challenges or explore broad concepts of leadership and innovation. Prior to the session, our facilitator will discuss the objectives of the session and suggest engaging questions that will explore your chosen topic.

As the Director, Learning Solutions at Leadership Development, Elaine leads the design process of both our open enrollment and custom programs. She collaborates closely with our team and clients to develop an engaging learning experience for participants. With almost 10 years at The Banff Centre, Elaine's knowledge of adult learning and design has evolved through many creative partnerships and innovative collaborations.

She recently completed a Master's Degree in Leadership at Royal Roads University with a focus on employee creativity and change within an organizational culture. In addition, having completed the Certificate in Adult Learning through the University of Calgary, Elaine integrates her knowledge in the areas of evaluation, learning styles, and facilitation into the program design at Leadership Development. She also facilitates programs with a focus on communication, self-awareness, and change.

Elaine believes it is important to recognize that each participant comes to the program with his or her own set of assumptions and values. Program content needs to be connected to participants' experiences, allowing for the sharing of ideas, and encouragement of critical thinking. Through interaction with participants and faculty during the programs, Elaine receives invaluable feedback to ensure that programming remains relevant to each client's organizational culture and values.

Sponsor TBC

Session 2A: The benefits and challenges to marketing economic regions- real life Alberta experiences. (Gold)

Moderator: TBC

Introductory Remarks: Town of Okotoks

In today's global marketplace big cities are competing with other global cities to attract and retain workers and businesses. This makes it challenging for smaller cities, towns and rural communities to get noticed. As a result, smaller towns and regions are adopting creative ways of getting noticed.

This presentation will feature a few Alberta examples where several economic development towns and rural communities have pooled resources to jointly promote a wider region in order to get attention.

Panelists will describe: the driver for the partnership; the journey from concept to implementation; and a frank discussion of the challenges and benefits they have experienced, or expect to achieve, through their collaboration. Through a facilitated discussion, panelists will each provide guidance to other communities looking to start such an initiative.

Panellists: Ron Edwards, Al Kemmere and Jean-Marc Lacasse

Ron Edwards, Chairman of Economic Development Alliance of Southeast Alberta



Al Kemmere, Chair of CAEP

Al and his family have farmed north of Olds since 1973. He was first elected to Mountain View County Council in 2004 at which time he was also appointed Reeve, a post he held for 6 years.

Al was elected as a Director on the Central Alberta Economic Partnership Ltd. (CAEP) Board in 2005 and immediately put his passion for collaboration to work serving on numerous CAEP project and standing committees. Al was appointed CAEP Chair of the Board by his fellow Directors in the fall of 2009 and re-elected in 2010.

In 2010, Al was appointed as a Rural Representative to 4 of the Standing Committees of the Federation of Canadian Municipalities and was recently elected in to the board of the Alberta Association of Municipal Districts and Counties.

Al is a strong believer in partnerships and collaboration so that all can benefit no matter how large or small.



Jean-Marc Lacasse, Manager Economic Development, Calgary Regional Partnership

Sponsored by the Town of Okotoks

Session 3A: Fostering community safety and resiliency through sound environmental design *(Explorer)*

Moderator: TBC

Introductory Remarks: Williams Engineering Canada Inc.

Speaker: Steve Woolrich, Certified Crime Prevention Practitioner, Secure Consulting Solutions



There is no doubt that Crime Prevention through Environmental Design (CPTED) is effective and that many communities are embracing it more today than ever before.

Although its methodology continues to evolve, there are often a few important things missing – Leadership, Social Planning and Community Support. These things make CPTED a recipe for success because they help create safe, resilient communities and neighbourhoods that will be successfully transformed, empowered and better able to face adversity in an ever-changing human-made environment. Without them, it gets a failing grade!

Great communities are created, for the most part, in the public sphere – outdoor spaces and common spaces where we interact with one another. This involves the design of buildings, streets, parks and other spaces. Watch how streets work and notice how they encourage or discourage behaviors. CPTED (Crime Prevention Through Environmental Design) of course looks at design that discourages criminal behavior – avoiding hiding places, keeping areas lit and so on.

But beyond discouraging criminals, it's interesting to notice how much our physical environment influences our everyday behavior, often without us being consciously aware of its influence. Successful urban design is a complex and subtle art. But we know that in addition to structural design, the planning and encouraging of street activity is important. We are safe, and we feel safe, when we are surrounded by others.

Steve Woolrich is the owner and director of SeCure Consulting Solutions Inc. He has worked in a wide-range of roles during the past 25 years including policing, corrections and security. Steve is a “certified” CPTED practitioner specializing in physical security and asset protection. He continues to work with clients in a variety of industries and is always eager to share his expertise. Steve remains actively involved in crime prevention, security initiatives and social issues that help create safe communities and neighbourhoods.

Sponsored by Williams Engineering Canada Inc.

10:15-10:45 AM

REFRESHMENT BREAK *(Convention Foyer)*

Sponsor TBC

10:45 AM-12:00 PM BREAK OUT SESSIONS

Session 1B (Part Two): The Lotus and the Dandelion *(Bronze)*

Moderator: TBC

Introductory Remarks: Maggie Armstrong, Town of Cochrane

Speaker: Geoff Powter, Faculty Member, Leadership Development, The Banff Centre



Award-winning author, accomplished climber, and Banff Centre faculty member Geoff Powter will discuss the complex relationship our culture has with risk: why we glorify some kinds of risk and dismiss others; how, at our own expense, we confuse risk-taking and thrill-seeking; why we take chances at all in a culture that's never been more safety-conscious.

Geoff will tell a story from his book, explore some of the new neuroscience of risk, and get all of us thinking about the place of risk in our own lives.

Geoff is uniquely qualified as an expert on adventure and risk. An accomplished climber with many notable ascents in North America and a veteran of 13 expeditions, he is personally acquainted with the roles that risk and fear play in the pursuit of mountaineering and extreme sport endeavours. He is also a clinical psychologist with a practice in Canmore, Canada. His clients include devotees of high-risk sports, and their families, who encounter the impacts of both fear and loss.

Since childhood, Geoff has had a deep passion for the mountains of the world — and for the people who climb them. He has been to the Himalaya seven times and has put up many first ascents here in the Rockies, but through his work as a clinical psychologist, he's also been studying risk-taking for almost as long as he's been climbing. He's shared his perceptions of the world of adventure in many venues — serving as the editor of the Canadian Alpine Journal for 13 years, hosting a ten-week series on CBC Radio, and writing for magazines around the world. Geoff has won seven National Magazine Awards, and his book on the psychology of risk — *Strange and Dangerous Dreams: The Fine Line Between Adventure and Madness* — won the Jury Prize at the 2006 Banff Mountain Book Festival. Geoff has also been running programs at the Banff Centre, in both Leadership Development and Mountain Culture, for more than 20 years. He hosts an interview series and runs seminars every year at the Mountain Festivals, and is an outdoor program faculty member with The Banff Centre's Leadership Development department.

Sponsored by the Town of Cochrane

Session 2B: How to Assess the Impact of Your Economic Development Organization *(Gold)*

Moderator: TBC

Introductory Remarks: Sofie V. Andreou, VP Community Development, YLM.ca Business Directories

Speaker: Brian Barge, Co-founder, President & CEO of The Evidence Network

The question most frequently asked by government leaders, Boards of Directors and funding agents of economic development organizations is "What kind of impact are we having on the success of companies in our region"?

As a leader in innovation and economic development, Dr. Barge has faced this question countless times and knows that stakeholders are no longer satisfied with success stories and anecdotal information. What is needed is a practical, reliable and systematic means to assess impact of economic development organizations.



Dr. Barge co-founded The Evidence Network to respond to this need. He and his Co-founder have developed a novel methodology to assess the impact of economic development organizations and other innovation intermediaries on the client or member companies they serve.

Serving customers globally, from economic development organizations and business incubators, to technology commercialization organizations and government funding programs, The Evidence Network's impact assessments support effective organizational planning, decision-making and management.

Brian's presentation describes the methodology and how to assess the impact of your economic development organization, resulting in impact information that is presented in clear, compelling and easy to understand assessment reports. This approach helps economic development organizations demonstrate and improve their performance and attract funding as an additional reward.

Dr. Barge has served as President & CEO of three leading innovation intermediaries in Canada. He led CMC Microsystems (2000-2006), the Ottawa Economic Development Corporation (1996-2000) and the Alberta Research Council (now Alberta Innovates - Technology Futures, 1991-1996).

Sponsor: YLM.ca Business Directories

Session 3B: Finding the untapped revenue sources. (Explorer)

Moderator: TBC

Introductory Remarks: TBC

Panellists: Ken Fiske, Garry Klassen

Ken Fiske, Destination Marketing Fund

Garry Klassen, General Manager, Planning and Development Department, City of Edmonton will speak on "Making Community Revitalization Work". Garry will reflect on the use of CRL funding as an economic revitalization tool, and will contrast it to the use of Tax Incremental Tax Incremental Funding programs in the United States.

Sponsor TBC

12:00-1:30 PM

LUNCH BUFFET & SOCIAL MEDIA PRESENTATION (Convention Foyer & Gold/Silver/Bronze)

Moderator: John Hankins, EDA Board Member and 2011 Conference Chair

Introductory Remarks: Jeff Penney, Manager Economic Development, Regional Municipality of Wood Buffalo

Speaker: Patricia Brusha, Co-Founder and Principal, A Couple of Chicks e-Marketing- Social Media

Social Media has changed the way we do business on the web. Economic developers must understand how to use various social media platforms to address the needs and interests of board members, stakeholders and the community as a whole.

This keynote presentation will address the impact of Social Media on Economic Development, how to start and more importantly sustain and measure your social media initiatives.

Sponsored by the Regional Municipality of Wood Buffalo



1:30-2:45 PM BREAK OUT SESSIONS

Session 1C: De-cluttering your life for success (Bronze)

Moderator: TBC

Introductory Remarks: Marilyn MacArthur, Town of High River (TBC)

Speaker: Dawn Hankins, Co-Founder, Imnala Group



Dawn is the host of Shaw TV's Feng Shui Today, a published author of the Forces Behind Feng Shui, lectures on the Mount Royal University Feng Shui certificate program and a student of the late Grandmaster Professor Lin Yun.

In today's world we are prone to determine our value not by our experiences and values but our things, the more things we have the higher we value our self worth.

The talk will bring awareness of clutter and how it impacts your energy and will provide tools to help you de-clutter all aspects of your life and help you achieve your life's goals.

Dawn will share real life examples of changes to both personal and business decluttering through using century old techniques through applying the ancient art of Feng Shui. Feng Shui stands for wind and water, which is the essence of life. Through applying the principles of Feng Shui you bring balance to all aspects of your life and create the right "energy" for you to achieve the life you desire.

Sponsored by the Town of High River

Session 2C: Working with First Nations. (Gold)

Moderator: TBC

Introductory Remarks: TBC

Speaker: TBC

Sponsor TBC

Session 3C: Niche Branding: Redefining Quality of Life. (Explorer)

Moderator: TBC

Introductory Remarks: TBC

Speaker: Chris Fields, Twist Marketing



'Quality of life' – we've all been there, done that, and have the T-shirt. The shirt is ragged and tired looking. We're 'living, working, and playing' with clichés so much that we've become as unique as everyone else. Today's quality of life is not a laundry list of 'we've got stuff come see things,' it's a set of experiences that shape the mind and heart. And it's not an economic development afterthought; technology and the changing nature of work make it fundamental to shaping the trajectory of community, prosperity, and destiny.

In this session, we redefine quality of life, discuss how to measure it, and link it to a new way of thinking about brand building. Here's a hint – toss out all your inhibitions about how communities should do things.

Sponsored by Twist Marketing

2:45-3:15 PM

REFRESHMENT BREAK (Convention Foyer)

Sponsor TBC

3:15-4:15 PM

Session 1D: Productivity: Issues and Opportunities for Alberta Entrepreneurs and Communities (Explorer)

Moderator: TBC

Introductory Remarks: TBC

Speaker: Allison Byrne, Manager, Tools & Services, Productivity Alberta

Productivity is an important issue for many companies, communities and organizations. Productivity Alberta is your immediate connection to the latest in productivity enhancement tools, resources, and services. This Government of Alberta service helps Alberta businesses in their productivity improvement through:

- Referrals to productivity and competitiveness enhancement services
- Assessment services, both on-line and one-on-one
- Connections to leading practices and industry networks

Allison will be speaking about some of the Productivity Alberta tools and resources available to help organizations increase their profitability through greater productivity.

Sponsored by Productivity Alberta

Session 2D: Working with International Financial Institutions. (Gold)

Moderator: Shane Jaffer, Director IFI's and Africa, Government of Alberta

Introductory Remarks: TBC

International Financial Institutions (IFIs) like the World Bank, Inter-American Development Bank and Asian Development Bank provide over \$150 billion in development assistance to developing countries annually for projects and programs which Canadian firms are eligible to bid on! This session will educate and provide you with valuable tools and resources on how to take advantage of international financial institutions funded projects in order to facilitate new export and investment opportunities for your community. Example of projects in the clean energy technologies, indigenous expertise and infrastructure will be discussed.

Panellists:



Marie-Claude Erian, Senior Advisor Infrastructure & Environment, Export Development Canada

As Sector Advisor for the Infrastructure & Environment team at Export Development Canada (EDC), Marie-Claude Erian brings close to 30 years of financial services and business development experience to Canadian companies looking to grow their international sales. She has been involved in many aspects of international trade including financing, debt rescheduling, credit documentation, international policies and business development. She has a wide experience in developing and implementing corporate support strategies.

With a solid understanding of the principles and practices of financing, insurance and business development, she has played a key role in developing business strategies for major Canadian sectors

including forestry, pulp & paper, plastics & packaging, machinery & equipment and construction. Ms. Erian has a Bachelor of Commerce from McGill University and earned her MBA from the University of Ottawa.

- *Representative from Canadian Embassy in Washington* (TBC)
- *BDC International Division* (TBC)

Sponsor TBC

6:00-6:30 PM

COCKTAILS (*Convention Foyer*)

6:30-9:00 PM

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

Introductory Remarks: Cyril Cooper, EDA President

Speaker: The Honourable Ted Morton, Minister of Finance and Enterprise

Marketing Awards Presentations: Kent McMullin, EDA Board Member and Chair of Marketing Awards

Ted Morton was elected to his second term as a Member of the Legislative Assembly of Alberta for the constituency of Foothills-Rocky View on March 3, 2008. Dr. Morton currently serves as Minister of Finance and Enterprise. Previously, he served as Minister of Sustainable Resource Development. He was first elected in November 2004.



Dr. Morton obtained his Bachelor of Arts in political science from Colorado College (1971) and his MA (1975) and PhD (1981) in political economy from the University of Toronto. From 1981 to 2004 he was a professor with the University of Calgary and a visiting professor at institutions in Quebec, France, the United States and Australia.

In 1998 Dr. Morton was elected as a Senator-in-waiting in Alberta's second-ever Senate election. He served as director of policy and research, office of the Leader of the Official Opposition, Parliament of Canada in 2001.

Dr. Morton has received several career awards and distinctions, including Phi Beta Kappa (1971); Best Nonfiction Book of 1992, Alberta Writers Guild; Bora Laskin National Fellowship in Human Rights (1995); and the runner-up, Donner book prize for best book on Canadian public policy (2000). In 2001 he was recognized in Macleans Guide to Canadian Universities as one of the 20 most popular professors at the University of Calgary.

As the Honourary Patron of EDA, Minister Morton is our featured guest speaker at the Minister's Dinner. The Dinner will also include presentations of the annual Marketing Awards.

Dress: Semi-formal / Business attire

Sponsored by Alberta Finance & Enterprise

FRIDAY, APRIL 8

7:00 AM

BREAKFAST BUFFET (*Convention Foyer*)

8:00-9:00 AM

BREAKFAST BUFFET & KEYNOTE SPEAKER (*Convention Foyer & Gold/Silver/Bronze*)

Moderator: John Hankins, EDA Board Member and 2011 Conference Chair

Introductory Remarks: TBC

Speaker: Ania Jakubowski, Associate Director in Marketing, Procter & Gamble (P&G)



Ania Jakubowski resides in Geneva, Switzerland working as an Associate Director in Marketing for Procter & Gamble (P&G). She has enjoyed a 19 year international career with P&G, spanning North America, Eastern, Central and Western Europe. Her career path has included sales, operational and market development roles, strategy and capability building roles, she is now working in marketing and brand management.

Ania was born and raised in Canada, having graduated from Wilfrid Laurier University in Ontario with a Bachelor of Business Administration. She is a dual passport holder, with her native roots stemming from Poland. She has lived a great deal of her professional career abroad; Poland, Germany, Belgium and Switzerland. Her appetite for exploring the world perhaps stems from somewhat of an international upbringing – having spent a few of her formative years in India, and after completing her Canadian studies – she studied Russian at Moscow State University and taught English in the Czech Republic.

In addition to being active within P&G with mentoring and leadership training, Ania is active in the communities in which she lives. She is Chair of the Advisory Board for OWIT International (Organization of Women in International Trade: www.owit.org) – and the President of the local Swiss chapter - OWIT – Lake Geneva (www.gwit.ch). She is on the Board of Advisors for the Women International Networking (WIN) Leadership Forum, and an Ambassador for the University of Geneva – International Organization-MBA program.

Where can you find her when not at work or contributing to the community? Look for her and her cameras on safari on the African continent!

This session will explore how individuals, organizations and communities can use innovation to get the job done.

Sponsor TBC

9:00-10:00 AM

2011-12 ECONOMIC FORECAST (*Gold/Silver/Bronze*)

Moderator: John Hankins, EDA Board Member and 2011 Conference Chair

Introductory Remarks: Marc Tremblay, Executive Director, 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. Since completing his education in 2003, he has held a series of economist positions at a variety of for-profit and public sector organizations, including the Canada West Foundation, the Canadian Pacific Railway, and the Bank of Canada.

Todd joined ATB Financial in May 2007 as Senior Economist where he provides economic information and intelligence to the various lines of business at ATB. He also tracks current developments in Alberta's and North America's economy and delivers presentations to both internal and external audiences.

Todd appears regularly as an economic commentator on CBC radio, various TV programs, and in the press. He also teaches two economics courses at the University of Calgary, acts as a mentor for the Economics Society of Calgary's student mentorship program, and serves on the Board of Directors of the Calgary Arts Academy.

Todd will be providing his annual economic forecast which is always a highlight of our EDA conference.

Sponsored by 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: Cyril Cooper, EDA President

* EDA Regular Members only