

WEDNESDAY, APRIL 11

PRE-CONFERENCE SEMINAR: GOING GLOBAL- AN INTRODUCTION TO THE CULTURAL ASPECTS OF INTERNATIONAL TRADE

9:00-NOON (*Sinclair / Palliser Room*)

Our cultural views are in large part influenced by our environment. The ability to communicate, socialize, negotiate and manage relationships in different cultural environments is essential to successful global business operations. Multicultural effectiveness is primarily a function of knowledge, and with knowledge comes the ability to understand and be sensitive to different cultural perceptions and beliefs. This workshop will provide participants with the basis to understand the cultural aspects on international trade, the challenges of intercultural effectiveness and suggest strategies to assist in overcoming cultural obstacles.

Workshop Objectives

- Create awareness on how differing cultural dimensions affect business operations in the global marketplace.
- Foster understanding of the complexities faced by business negotiators in global markets and the important role that relationship building plays in global business negotiations.
- Identify personal characteristics that must be developed for an individual to be effective in different cultural environment.
- Provide current and relevant online information to businesses through web sites recommended throughout this workshop.

This pre-conference session will be led by Raymond Joyce, CITP and Scott Ferris. Space is limited, only 40 participants. Registration for the pre-conference session is available on the www.edaalberta.ca website.

Sponsor: Forum for International Trade Training (FITT)

9:00 AM-1:00 PM

REGISTRATION (*Conference Lobby*)

1:00-2:30 PM

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

Moderator: Gerry Gabinet, EDA Board Member and 2012 Conference Chair

Traditional Welcome: Chief LaBelle, Chiniki First Nation

Opening Remarks: Maggie Armstrong, EDA President

Introductory Remarks: TBC

Keynote Speaker: Jay Baer, Author, The Now Revolution





Jay Baer is a hype-free, social media speaker, author, and strategist.

He is co-author of *The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter, and More Social* (Wiley, 2011) (www.nowrevolutionbook.com), the leading book on how companies are embracing social media and changing fundamentally as a result.

He was named by *Fast Company Magazine* as one of America's top 3 social media consultants, and has worked with more than 700 companies (including 29 of the Fortune 500) since 1994. His blog (www.convinceandconvert.com) is ranked as the world's #1 content marketing blog, #3 social media blog, and a Top 20 global marketing resource overall.

A founder of five companies, he combines humour and practical, useful advice that demystifies social media and web marketing and leaves audiences entertained and informed. Not just a pontificator, Jay is a confident and engaging speaker who draws upon his many years of experience for real-world examples (often self-deprecating) that makes sense out of the complex world of social media and personal branding.

His consulting firm (Convince & Convert) works with leading brands (Nike, Sony, MetLife, Caterpillar, Billabong) to craft and implement winning social media strategies that humanize companies and make them more interesting and approachable using social media.

His previous digital marketing agency - Mighty Interactive - was named Arizona's best online marketing firm five years running, and built the website for Presidential candidate John McCain in 2000. He was also an executive with visitalk.com, an early precursor to free online video calls (like today's Skype), and was the founding general manager of azfamily.com, a large news portal that was the second-largest TV-station powered website in the United States.

He started his online career in 1994 as a Vice President at Internet Direct, a pioneering company where virtual Web hosting was first invented. The firm was eventually sold to a publicly traded company.

Before getting involved with the Internet revolution, Jay was a public relations executive and political consultant. He was America's youngest Congressional campaign manager in 1992, when he ran a U.S. Congressional race at the age of 23.

Sponsor: AdFarm (TBC)

2:30-3:00 PM

REFRESHMENT BREAK (*Convention Foyer*)

Sponsor: Town of High River

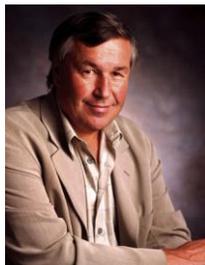
3:00-4:00 PM

ROLE OF TECHNOLOGY IN ECONOMIC DEVELOPMENT (*Gold/Silver/Bronze*)

Moderator: Gerry Cabinet, EDA Board Member and 2012 Conference Chair

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

Keynote Speaker: Art Price, Chairman & CEO, Axia NetMedia Corporation



Art Price, born and raised in Alberta, has always brought a global outlook to the businesses in which he was involved. He joined Axia in 1995 with the vision of creating a company that would meet the full spectrum of Internet Protocol-based communications needs for businesses and consumers.

Art, trained as an engineer, held a number of senior executive positions in the oil patch, serving as Husky Oil's president and chief executive officer from 1984 - 1993.

After leaving Husky, he spent two years as special advisor to Li Ka-Shing, Chairman of the Board of Hutchison Whampoa Ltd., focusing on international investments.

He also maintains active ties to his family's agricultural roots, sitting on the board of the Sunterra Group of Companies.

Sponsor: Regional Municipality of Wood Buffalo

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

Sponsor: Economic Developers Alberta

Following the President's Mixer, the EDA Hospitality Suite (Room # 2075) will be open.

Co-Sponsors: AllNorth Consultants Ltd. & Millier Dickinson Blais.

THURSDAY, APRIL 12

7:00 AM

BREAKFAST BUFFET (Convention Foyer)

8:00-8:45 AM

PLENARY: THE WEST LOOKS WEST- ASIA PACIFIC OPPORTUNITIES (Gold/Silver/Bronze)

Moderator: Gerry Gabinet, EDA Board Member and 2012 Conference Chair

Introductory Remarks: Diane Simsovic, Alberta Treasury Board and Enterprise

Keynote Speaker: Andrew Needs, New Zealand's High Commissioner to Canada



Andrew Needs is New Zealand's High Commissioner to Canada, based in Ottawa, with cross-accreditations to Jamaica, Trinidad and Tobago, Barbados and Guyana. Andrew took up his current role in January 2010. From 2008-2010 Andrew served as Foreign Policy Adviser to the New Zealand Foreign Minister, based in the Minister's office in Parliament. Andrew is on his second assignment in Canada, having also served as Deputy High Commissioner from 2004-2008. Previous overseas assignments have included Australia and the Cook Islands. Andrew took two years out from the Ministry in the mid-nineties to take up the role of Director of Economic and Development Policy at the Forum Secretariat in Fiji. Head office based roles have included time in the Pacific, Australia, South East Asia, Economic and Development Assistance Divisions.

Sponsor: Alberta Treasury Board and Enterprise

9:00-10:15 AM BREAK OUT SESSIONS

Session 1A: Managing Difficult Facilitation Situations (Silver/Bronze)

Moderator: Kent McMullin, EDA Board Member

Introductory Remarks: Robert Kalinovich, Economic Development Officer, Town of Cochrane

Speaker: George Campbell, Principal, Fall Line Systems



George Campbell is the President of Fall Line Systems Inc., an organization development consulting practice he has led for the past 25 years. He focuses on strategy, leadership and team development, based on a foundation of facilitation. He has taught facilitation skills to people in more than 100 organizations through the University of Calgary since 1994.

Over the years George has worked with clients in a very wide range of industries. He has extensive experience in the upstream oil and gas business, helping clients implement change and integrate operations in exploration, petroleum land, offshore drilling, plant operations, liquids marketing and midstream. He has also worked with clients in power utilities, energy convergence (power, gas, and gas transmission), software development, gasoline marketing, information systems outsourcing, and government services for youth and employment.

George has recently completed a research project on Preventing Catastrophe in Organizations, and his work has been published in McGraw-Hill's The Encyclopedia of Leadership. He has a BBA from Acadia University and a MAAdult Ed. from St. Francis Xavier University.

This participative session will explore ideas and tools for ensuring your facilitations succeed in spite of challenges such as: participants not engaged dominant personalities, grandstanding, key players not in attendance, or people not listening. Attendees will talk about ways to prevent these kinds of situations and to respond successfully if they occur.

Sponsor: Town of Cochrane

Session 2A: Developing Innovative Infrastructure Solutions (Gold)

Moderator: Diane Simsovic, EDA Board Member

Introductory Remarks: TBC

Panelists: Casey Vander Ploeg- Canada West Foundation, John Lee, President, Communities of Tomorrow (CT)

Cities face challenges associated with growing populations and aging infrastructure. However, with collaboration and partnership by all levels of government and the private sector, and with innovative solutions and tools for financing, building, planning and maintaining this infrastructure — roads, sidewalks, bridges, water, wastewater and underground pipes— these challenges become opportunities for economic development and preparing our municipalities for the 21st Century. Through their “let’sToc Transforming Our Communities partnership, the Canada West Foundation and Communities of Tomorrow will explore and share innovative solutions and best practices in this sector.



Casey Vander Ploeg joined Canada West Foundation in 1991 and is a Senior Policy Analyst. Casey has authored or co-authored over 50 research reports. His work on urban finance and infrastructure has established him as one of Canada's foremost experts in the area and he is a sought-after speaker at national conferences. He has worked on a range of public policy topics including federal and provincial government finances, economic development, parliamentary reform, deliberative democracy, Senate reform and national unity. Prior to joining the Foundation, Casey worked as a journalist. He has a BA in Political Science from the University of Lethbridge.



John has over 25 years' experience working in diverse industries. He holds a Bachelor of Commerce Degree, with Honours, from Laurentian University. John believes the next 5 years will be about maximizing growth, advancing strategic alliances throughout Western Canada and capitalizing on the tremendous opportunity that exists in the field of municipal infrastructure innovation.

John was the General Manager of the Regina 2005 Canada Summer Games from February 2002 to April 2006. This \$28 million dollar event was the largest multi-sport event ever held in Regina and was proclaimed the most successful Canada Games ever held. John was Executive Director of the Sport Federation, a division of Sask Sport Inc. for 15 years. He also was an active partner with his wife Janet in a successful international retail and clothing manufacturing company based out of Regina for more than 9 years. Involved in the community, John recently served as the volunteer Senior Vice President and Chairperson - Regina Host Organizing Committee 2010 World Junior Hockey Championships. He is also on numerous committees and boards, including: Director and Vice-President of Sask Sport Inc., Mayor's Community Advisory Committee, and Past Chair of the Board - Regina Palliative Care Inc. and the Greystone Bereavement Centre.

Sponsor: TBC

Session 3A: Development Industry Trends/Challenges *(Explorer)*

Moderator: Richard Pauls, EDA Board Member

Introductory Remarks: Sturgeon County

Panelists: Patrick Shaver, Chair UDI Greater Edmonton Chapter and President, Avillia Developments Ltd., Cameron Wallace, Real Estate Advisory, Catalyst Management Consultants



Patrick first started in the land development industry 20 years ago working on construction sites. He has filled the roles of labourer, material tester, survey, and site engineer.

In 1992, Patrick graduated from the University of Alberta with a degree in Civil Engineering. After working for Stantec for a couple of years he returned to University. In 1995 he graduated with a Master of Engineering in Transportation along with a Master of Business Administration from the U of A, with additional study at the Helsinki School of Economics in Finland and the Centre for Strategic Management in San Diego, California.

Patrick then worked with the City of Edmonton in the Transportation Planning Branch before moving onto Enbridge Pipelines as a Strategic Planner.

In 1999, he and his wife moved to Australia where he became the Project Manager for the Aquatic Centre for the Sydney 2000 Summer Olympic Games. After the Olympics, Patrick worked on various mixed-use Land Development Infill projects in Sydney and consulted to the New South Wales Department of Transportation on prioritizing transit oriented developments.

Upon his return to Edmonton in 2002, Patrick worked for Landrex Developers in St. Albert. At this time, he completed his co-authoring of the "Sustainable Transportation for Sustainable Cities" project with the University of Sydney, Australia.

Patrick is President of his own land development and consulting company, Avillia Developments Ltd. Avillia Developments has been in operation since 2005, and develops and management land projects in and around the Edmonton Area.

Patrick also participates on a number of community and professional boards including the Greater Edmonton Chapter of the Urban Development Institute where he has just completed his third term as Chairman.



Cameron Wallace has been in the development industry for almost 35 years. From Development Manager at Genstar Development Company; VP Consulting Division for Argon Group; President of Discovery Ridge Development Corporation; a number of senior roles at United Communities; and his current role in Real Estate Advisory for Catalyst Management Consultants where he provides real estate advisory services for acquisitions, municipal approvals, assessment appeals, due diligence, dispute resolution and strategic solutions for real estate projects

Since every real estate project needs some form of municipal government approval, Cameron's diverse background and experience can provide valuable insights for those who are dealing with real estate investment projects in their community. In particular,

Cameron will share his perspective on "traditional public engagement" vs. "innovative engagement".

Sponsor: Sturgeon County

10:15-10:45 AM

REFRESHMENT BREAK (*Convention Foyer*)

Sponsor: Town of Okotoks

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

Session 1B: Using Humour to Promote Creativity (*Silver/Bronze*)

Moderator: Kent McMullin, EDA Board Member

Introductory Remarks: TBC

Speaker: Dr. Patricia Pitsel, Ph.D



Dr. Patricia Pitsel is a Psychologist, Educator and Human Resource professional. 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.

Dr. Pitsel 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.

This session will explore how we can use humour to promote creativity in our personal and professional lives.

When we are very young, we spend a lot of time nurturing our creativity through drawing, colouring, crafts and make believe play. However, as we age, we start convincing ourselves we are not creative. We stop nurturing our creative spirit.

Pat believes everyone is inherently creative, and will challenge participants to start thinking about their creativity in new and exciting ways. Be prepared to be entertained and challenged in this unique workshop.

Sponsor: TBC

Session 2B: Trends & current realities in the economic development field (Gold)

Moderator: Diane Simsovic, EDA Board Member

Introductory Remarks: Cathy Goulet, Executive Director, The Business Link

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.

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 trends in economic development and the current state of the industry. The presentation will highlight the challenges that the industry is facing and the ways in which successful economic developers are coping in this new economic landscape by adapting to critical issues such as the economic downturn, job creation and retention, regionalism, and globalization.

Sponsor: The Business Link

Session 3B: Transportation infrastructure and economic development (Explorer)

Moderator: Richard Pauls, EDA Board Member

Introductory Remarks: Dan Dibbelt, Northern Alberta Development Council (NADC)

Panelists: Michael Reeves, President, Ports-to-Plains Trade Corridor Coalition; Ruth Sol, President, WESTAC (invited); Bob Armstrong, President, Supply Chain and Logistics Association in Canada (invited)



Michael Reeves was appointed as president of the Ports-to-Plains Trade Corridor Coalition in the spring of 2004. Reeves has extensive knowledge of transportation issues and governmental affairs at local, state and federal levels.

During his time at Ports-to-Plains, Reeves has focused on strengthening relationships with state departments of transportation and building partnerships in Canada and Mexico. Under his leadership, the coalition is also working on decreasing America's dependence on Middle East oil by providing needed infrastructure to support the region's diverse energy production industry.

Prior to Ports-to-Plains, Reeves served as Vice President of Governmental Affairs for the Lubbock Chamber of Commerce.

There he was involved with coordinating transportation initiatives, including delegation appearances before the Texas Transportation Commission, and serving as liaison between TxDOT and the business community. Mr. Reeves also led the Chamber's legislative programs and conducted communications efforts.

Sponsor: Northern Alberta Development Council

12:00-1:30 PM

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

Moderator: Gerry Gabinet, EDA Board Member and 2012 Conference Chair

Introductory Remarks: Canadian Association of Petroleum Producers (CAPP)

Speaker: Ezra Levant, TV News Anchor, Best-Selling Author & Provocateur



Ezra Levant is a TV anchor, newspaper columnist, author and general trouble-maker!

After graduating from law school, he went to Ottawa as a parliamentary assistant to Preston Manning. It was to be the first of many romantic but doomed political campaigns.

Levant joined the editorial board of The National Post newspaper, shortly after its founding. His beat included national politics, the Supreme Court and the Middle East.

In 2004, Levant became the founding publisher of the Western Standard magazine, the only Canadian media outlet to publish the Danish cartoons of Mohammed. That led to two charges of "hate speech" before the Alberta government's human rights commission.

Levant wrote a book about the experience, called Shakedown, which exposed the illiberal nature of Canadian human rights commissions. His new book called, Ethical Oil: The Case for Canada's Oilsands, was published in September 2010.

To the relief of his wife, Levant finally got a real job this spring, when he joined the new Sun TV all-news channel as the host of a daily talk show called The Source.

Sponsor: Canadian Association of Petroleum Producers

1:30-2:45 PM BREAK OUT SESSIONS

Session 1C: Beyond the Boomers: Building an Immigrant Workforce (*Silver/Bronze*)

Moderator: Kent McMullin, EDA Board Member

Introductory Remarks: TBC

Speaker: Mike Grogan, VP Operations & Programs & Jackie Coe, Workforce Initiatives Coordinator, Calgary Chamber of Voluntary Organizations (CCVO)



and sports organizations.

Mike Grogan is the Vice President of Operations and Programs with CCVO and has worked with nonprofit organizations for over 20 years in areas such as program development and evaluation, adult education and organizational effectiveness. Mike is the Secretariat for the Alberta Nonprofit Workforce Council working to ensure that nonprofit and charitable organizations across Alberta are able to recruit and retain the high quality professional staff they require to carry out their missions. His enthusiasm and passion for the sector are evident in his numerous volunteer activities in community services, youth



Jackie Coe is the Workforce Initiatives Coordinator for CCVO and has over 10 years of experience in Human Resources in the nonprofit and manufacturing sectors. Her experience in the nonprofit sector as a Human Resources Manager with Immigrant Services Calgary has provided her with first-hand experience and understanding of many of the Human Resources issues and challenges in the nonprofit sector. Jackie holds a Bachelor of Applied Science in Family and Social Relations from the University of Guelph. Jackie is an active volunteer in the nonprofit sector with education, sports and religious organizations.

In 2011 the baby boomers started to turn 65, and the Alberta government is forecasting a shortage of at least 77,000 workers within the next decade. Knowing that the predicted labour shortage will also impact the nonprofit sector, the Calgary Chamber of Voluntary Organizations (CCVO) decided to take a serious look at the potential for nonprofits to hire new immigrants to meet their staffing needs. In July of 2011, CCVO released an employer guidebook "Beyond the Boomers: Building an Immigrant Workforce in the Nonprofit Sector".

Mike and Jackie will present the business case for tapping into under-utilized pools of labour, including immigrants; demographics; immigration picture in Canada; provide an overview of their findings and hopefully give you valuable insights into how your community and businesses in your region can tap into an immigrant workforce as part of your overall workforce strategy.

Sponsor: TBC

Session 2C: Site Selection Workshop (Gold)

Moderator: Diane Simsovic, EDA Board Member

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

Panelists: Chris Knight, Financial Times, re: fDi Markets, John Hankins, Calgary Economic Development and John Ross, Avison Young Real Estate



Chris Knight heads the fDi Benchmark division of fDi Intelligence. In addition to serving as a business development executive focusing on the US and UK markets, he is an expert in the benchmarking of locations. He has been working on benchmarking projects for more than four years and has worked with some of the largest economic development organizations globally to help them promote themselves to foreign investors and assess their competitiveness for investment.

Chris develops bimonthly rankings for various sectors using in house data which are published in fDi Magazine. The most recent of these were rankings identifying the best locations globally for attracting renewable energy FDI projects. As well as benchmarking, Chris works on a variety of different reports comparing market and sectoral performance in terms of FDI.

fDi Intelligence is a specialist division from the Financial Times Ltd established to provide industry leading insight into globalization with a portfolio of world-class products, services and business tools that allow both companies and economic development organizations alike to make informed decisions regarding foreign direct investment and investment attraction. The fDi Intelligence portfolio includes fDi Atlas, fDi Benchmark, fDi Markets, fDi Magazine and fDi Reports.



John Hankins joined Calgary Economic Development (CED) in 2007, as the Vice President, Investment & Trade Development. John leads CED's efforts to help Calgary companies expand their markets around the world. In addition, he guides CED staff to assist the Calgary region in attracting new business activity from other parts of the continent and the international community.



John Ross is Managing Director of Avison Young Real Estate in Edmonton, He has more than 33 years of experience in the real estate business, specializing in investment sales and acting on behalf of pension funds, REITS, publicly traded companies and private sector clients. Immediately preceding joining Avison Young, John was Vice-President, Real Estate Investments for Alberta-based WAM Development Group, focusing on the Alberta and Southwestern US markets. Prior to that, he was a partner with J.J. Barnicke in Edmonton from 2000 to 2006. Over his career, John has been involved in real estate transactions totaling more than \$2.75 Billion.

Sponsor: CN

Session 3C: Clean Energy & Economic Development *(Explorer)*

Moderator: Richard Pauls, EDA Board Member

Introductory Remarks: Elizabeth Huculak, Vice President, WADE Canada

Panelists: David Neely, Brent Harris (others TBC)

This panel session will explore clean energy and economic development by exploring the opportunity for decentralized energy as an economic driver, technology options and risk assessment, financing strategies and project development- or "making it happen".



David Neely is the Canadian Director of Smart Grid / Smart Cities Integration for GE's Energy Management Business. David works directly with utilities, city and policy groups regarding integration of Smart City and Smart Grid concepts. Key focus is development of integrated technology solutions and roadmaps to power needs and climate change targets.

David serves on the CABA Board of Director's and supports the Smart Grid and intelligent Buildings Working Group. David is also a member of the Smart Grid Canada national association and supports the technology Working Group focusing on technology roadmaps for the Canadian Smart Grid. In addition supports a number of the chamber committees related to municipal directions and environmental issues.

David is a Graduate of the UEA Business program, a professional engineer, and Fellow of IET and PMP.



Brent Harris, P.Eng, is Chief Technology Officer of Sustainable Energy Technologies, and a co-founder of the company. He led the development and commercialization of the company's technologies, from early demonstrations to the launch of its latest Sunergy inverters. Brent has a passion for decentralized energy in general and for solar power in particular. He is an active proponent of changes to the management and regulation of our electric system that will enable greater adoption of decentralized and renewable energy technologies. Brent is a Member of the Board and Treasurer of WADE Canada,

and was a Member of the Board of Directors of the Canadian Solar Industries Association from 2005-2008.

Prior to founding Sustainable Energy, Brent was an instrumentation engineer in the oil & gas industry. Brent is a graduate of Queen's University in Applied Science, Electrical Engineering, and was selected as one of Calgary's Top 40 Under 40 by Avenue Magazine in 2009.

Sponsor: WADE Canada

2:45-3:15 PM

REFRESHMENT BREAK (Convention Foyer)

Sponsor: TBC

3:15-4:15 PM

Session 1D: Prairie Canada Future Game (Explorer)

Moderator: Selena McLean-Moore, Project Officer, Regional Development Branch, Alberta Treasury Board and Enterprise.

The Prairie Canada Future Game is highly interactive and 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 and the teams make a series of critical decisions that shape the future of a typical prairie region over a 25-year period.

The game allows leaders to learn to work with their groups in a new way. Observing how today's decisions can impact tomorrow's future helps key leaders and groups focus on the importance of a long term vision and what it takes to get there. To find out more go to <http://www.treasuryboard.alberta.ca/1338.cfm>

Sponsor: Alberta Treasury Board and Enterprise

Session 2D: CEDTP Trainer Session (Gold)

Moderator: Chris King, EDA Board Member & Education Committee Chair (TBC)

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

6:00-6:30 PM

COCKTAIL RECEPTION (Convention Foyer)

6:30-9:00 PM

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

Welcome: Maggie Armstrong, EDA President

Introductory Remarks: Talisman Energy

Speaker: The Honourable Doug Horner, Minister of Treasury Board and Enterprise (invited)

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

Dress: Semi-formal / Business attire

Sponsor: Talisman Energy

Following the Minister's Dinner, the EDA Hospitality Suite (Room #2075) will be open.

Co-Sponsors: AllNorth Consultants Ltd. & Twist Marketing.

FRIDAY, APRIL 13

7:00 AM

BREAKFAST BUFFET (*Convention Foyer*)

8:00-9:00 AM

KEYNOTE SPEAKER: RESILIENCE- AFTER THE BOOM (*Gold/Silver/Bronze*)

Moderator: Gerry Gabinet, EDA Board Member and 2012 Conference Chair

Introductory Remarks: Monica Rovers, Business Development Manager, Energy, Investment & Trade Development, Calgary Economic Development

Speaker: Charmaine Hammond, President of Hammond International Inc.



As President of Hammond International Inc., Charmaine Hammond helps individuals, teams, businesses, government departments, and corporations improve resilience, and inspired performance. An expert in team relations, communication, and conflict resolution, Charmaine helps identify and resolve what gets in the way of success and bouncing forward!

Resolving conflicts and building teams behind bars and in boardrooms, former Correctional Officer and Mediator, Charmaine helps you overcome the three most challenging workplace issues: conflict, communication and team relationships. She has a Master's Degree in Conflict Analysis & Management.

Charmaine is author of the bestselling book *On Toby's Terms* (Bettie Youngs Books publishers, Sept. 2010) which is in development to become a motion picture! She weaves in portions of this story and relates them to teams, business and the workplace. Charmaine is also author of *Bounce Forward* and *Toby The Pet Therapy Dog* as well as *Bounce Forward* and her new co-authored book, *GPS Your Best Life*.

She has been featured on many TV and radio programs including Alberta Prime Time, CTV, Global News, CTSTV, CBC Radio, CTV, CHAM 820 Radio and many forms of print media.

Charmaine will speak about how sustainability and resilience are critical for organizations and communities. "After The Boom" is based on Charmaine's Master's Degree action research project from northern Alberta, in 2002. The findings of this study offer valuable strategies, tools and resources to help communities and organizations survive the boom, prepare for the bust, bounce forward after challenge and change. Attendees will learn:

- How to activate your workplace and community Bounce Forward Response
- Nine essentials for Bouncing Forward in 2012
- Surefire ways to Ignite resilience at work and in the community
- Ten ways to prepare for the next cycle
- Strategies for success

Sponsor: Calgary Economic Development

9:00-10:00 AM

2012-13 ECONOMIC FORECAST (*Gold/Silver/Bronze*)

Moderator: Gerry Gabinet, EDA Board Member and 2012 Conference Chair

Introductory Remarks: Marc Tremblay, President & CEO, Conseil de développement économique de l'Alberta (TBC)

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 various other news programs. He teaches a course in 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.

Todd will be providing his annual economic forecast which is always a highlight of our 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: Maggie Armstrong, EDA President

* EDA Regular Members only