

From: "Economic Developers Alberta (EDA)" <admin@edaalberta.ca>
Subject: **January 2013- The EDA LINK**
Date: January 31, 2013 8:41:24 AM MST
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OUR MISSION: To enhance Alberta's economic development profession by providing effective training, communication and networking opportunities.



EDA is using Social Media: Get in the Loop

Economic Developers Alberta (EDA) is now using [Facebook](#), [Twitter](#) and [LinkedIn](#) as tools to communicate its events and initiatives. Follow our Facebook page to see reminders of upcoming CEDTP courses, EDA events and upcoming Webinars. We'll post pictures and videos of our events so you can see the enthusiasm of our EDA community. Feel free to "like" us and comment on the many excellent programs and initiatives we provide. Follow us on Twitter to get information instantaneously. EDA will be using the hashtag #EDA2013 to tweet about our 2013 Conference and Annual General Meeting in April. Get real time information, pictures and reminders about the conference. If you use LinkedIn, join our EDA group. We will be updating our information regularly and posting our results.

Members, don't forget we have a [members-only blog](#) on our website. Do you have a question or request for another economic development professional? Use that tool to access our proprietary members database for networking and information sharing.

If you have any questions about the parameters of using our social media pages or the EDA membership base check our [communications policy](#) here.

EDA 2013 Annual Professional Conference & AGM

Ideas, Innovation and Inspiration

April 10 - 12, 2013



EDA Professional Development: Elected Officials Course

The first Elected Officials course of 2013 is coming up next week so register now to save your place. Encourage your municipal Councillors to sign up! Economic development is a team sport. All leadership in your community needs to be informed and engaged.

Click on the dates for this specialized course to secure your spot:

[February 8 in Parkland County](#)

[March 8 in Leduc](#)

[April 26 in Strathcona County](#)

This course equips elected officials with strategies, tools and resources to help their community thrive and grow.

Book today, space is limited.

EDA Professional Development: Mock Familiarization Tour, A Resounding Success!

Economic development professionals in 10 Alberta communities took part in a specialized program to increase capacity in handling investment opportunities. *Mock Familiarization Tours* gave these professionals the tools to showcase their communities to potential investors, build capacity, and to become aware of their own strengths and challenges. Participants say it was a valuable learning opportunity.

The information you have provided our group will prove to be more than helpful as we continue to build on the wonderful opportunities that we have as Albertans. You have left us with a much better understanding of how and what we need to do to compete in the global world of business development. The lessons you have left us with will be put to good use. -Participant

EDA, the Government of Alberta and the Government of Canada (through its ICCI Program) along with Rainmaker Global Business Development worked together to deliver this project.

Three Pre-Conference Sessions

Register now for an engaging session prior to the opening of the 2013 Conference.

This year there are 3 pre-conference sessions to choose from. All are being held the morning of April 10 before the conference start time of 1:00 pm.

For more information on what these specialized meetings have to offer and to register, click on the session title below:

1. [Prairie Canada Futures Game](#)
2. [ICCI Contribution Writing Workshop and Investment 101](#)
3. [Productivity 101](#)

Register for "Let's Make a Pitch" Bonus Conference Session

An intriguing session is being held at the Conference. It's called "Let's Make a Pitch," [click here](#) to register for it.

This session is based on the hit TV show *Dragon's Den*. Sponsored by Talisman Energy, it is fun, interactive and designed to teach you how to pitch your project to corporate partners.

To participate you must register in advance. Only 60 spots in total.

TALISMAN
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For detailed information, visit our [website](#)

PROGRAMS & NEWS

EDA Education: CEDTP Courses

If professional development is on your to-do list for 2013, EDA has a variety of courses to upgrade your skills and enhance your community.

Our newest offering is, "Marketing and Branding your Community." To view a list of our other courses click [here](#).

To book a course in your community e-mail admin@edaalberta.ca.

EDA Education: Webinars

EDA's Marketing Masters Webinar, "The Future of Economic Development-Talent Rules," gave valuable information on how EDO's should be involved in developing a workforce to guarantee prosperity. More Webinars are being offered. Check our website often.

Membership Benefits

EDA is the only professional organization of economic developers in the province. We are dedicated to advancing community economic development in Alberta by offering a wide variety of networking, information and education opportunities. Membership runs January 1-December 31.

[Renew/Join Now](#)

EDA's Annual Awards Program

Do you have a great marketing success story this past year? Then think about applying for one of EDA's *Marketing Awards of Excellence*.

Do you know someone who has demonstrated excellence in the field of economic development? Then nominate them for *Economic Developer of the Year*. EDA is proud to present a number of awards every year during the conference. The call for entries has already begun.

For a complete list of awards and deadlines, or to download a nomination package, click [here](#).

Call for EDA Board Members

In April, a new Board of Directors will be elected. If you have the time, experience, knowledge and passion for economic development, we encourage you to submit a formal Letter of Interest on or before March 1 to leann@edaalberta.ca. Please note you must be a Regular Member in good standing to apply.

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