

**From:** "Economic Developers Alberta (EDA)" <admin@edaalberta.ca>  
**Subject:** **March 2013- The EDA LINK**  
**Date:** March 28, 2013 10:47:12 AM MDT  
**To:** "Nancy Toombs" <nancy@edaalberta.ca>  
**Reply-To:** "Nancy Toombs" <nancy@edaalberta.ca>

---

**OUR MISSION:** To enhance Alberta's economic development profession by providing effective training, communication and networking opportunities.

---



---

## EDA's Conference is Just Two Weeks Away; Are You Ready?

Have you booked your room? Need a ride? Registered for the pre-conference sessions? Chosen a silent auction item? See below a checklist to consider before you head to K-Country. See you at the Conference #EDA2013.

**EDA 2013 Annual Professional Conference & AGM**  
*Ideas, Innovation and Inspiration*  
April 10 - 12, 2013



We'd also like to remind you about another major accomplishment; **THE INVESTMENT READINESS TOOLKIT**. Earlier this month EDA announced a innovative resource to help you with the demands of attracting, retaining and growing business in your region. The Investment Readiness Toolkit contains a wealth of information to help you with all aspects of investment attraction and familiarization tours. Developed by EDA in partnership with the Province of Alberta and the Government of Canada, this Toolkit helps you identify investment readiness gaps, develop new or improved economic development processes and expand capacity for your community to attract, receive and successfully explore investment opportunities.

You can download this [Toolkit](#) on our website. We have also posted the [Toolkit's appendices](#) seperately for your convenience.

Let us know what you think. Visit our [Facebook](#) page and let us know how this document helps you with your economic development practice.

Each month we will be sharing with you information from the Toolkit in the new "Did You Know?" section of our newsletter. See below.



---

## Conference Logistics- Are You Ready?

If you haven't yet booked your hotel room at the Delta Kananaskis Lodge do so [now!](#)

1. Delta Room- 2 Queens- \$145
2. Premier Room- 2 Queens, Balcony- \$145
3. Deluxe Room- 1 King- \$145
4. Signature Club Room- 2 Queens or 1 King- \$195
5. Suites- Family, Loft or Executive- \$235

There are options to taking your own vehicle to the Conference. [Click here](#). Why not carpool? EDA has set up an online forum to help you arrange your ride. [Here is the link](#).

Good news! There is *free wireless internet access* in all guest rooms at the Delta! Whether you're staying in the Signature Club, Mount Kidd Manor or the Main Lodge you'll have access to upgraded Internet XL.

By the way if you're a fitness buff, you're in luck! The Delta will be opening the gym at 5:30 each morning.

## Our Silent Auction- What Are You Bringing?

Remember to pack a few items for our Silent Auction table; a piece of art that represents your region; a round of golf are just a couple of ideas. Share your ideas on our [Facebook](#) page; feel free to post a picture of your item on Facebook or Tweet it!

## Pre-Conference Sessions- Have You Registered?

Register for the pre-conference sessions. They're filling up fast! All are being held the morning of April 10, prior to the start of the Conference:

1. [Prairie Canada Future Game](#)
2. [ICCI Contribution Writing Workshop ad Investment 101 Session](#)
3. [Productivity 101](#)
4. [BONUS- "Let's Make a Pitch" -Just 3](#)

**spots left!** Based on the television show "Dragon's Den," its sponsored by Talisman Energy. It is fun, interactive and designed to teach you how to pitch your project to corporate partners.

**TALISMAN**

E N E R G Y

EDA is pleased to confirm Talisman Energy Inc. is the Platinum Sponsor of the Conference. [More information here](#).

## NEW This Year "The People's Choice Awards" - Are You Ready to Play?

Visit the Marketing Awards Showcase on April 10th to see the best in economic development marketing initiatives. On display in the Explorer Room are the marketing entries for the 2013 Awards of Excellence. Pick a favourite and you could win! it's easy: view the entries, pick your

The money raised goes toward EDA Scholarships. These scholarships are awarded to EDA members to further their continuing education in economic development. [Click here](#) for information, a scholarship application and to see who received scholarships last year.

favourite and cast your ballot (its provided in your Conference package.) The community who wins the People's Choice Award gets a prize and you could win too just for casting your vote!

## PROGRAMS & NEWS

### **The Next Elected Officials Course: Friday April 26 in Strathcona County**

If you work with an elected official you could also benefit from taking our next Course for Elected Officials held Friday April 26 in Strathcona County. [Book now to reserve your spot.](#)

This course will give you a variety of skills including learning best practices in areas like: business investment, tourism development, industrial development, and leveraging public and private partnerships. Space is filling up fast.

### **Investment Development 101 Course in May-Mark your Calendar**

It was originally designed for business development officers working in DFAIT's Embassies and Consulates. This course, delivered by Bernard Lemay PhD., Senior Advisor, Investment Training at DFAIT, will be available to YOU in May. EDA along with Edmonton Economic Development Corporation and Calgary Economic Development are teaming up with DFAIT to bring its 2-day Investment Development 101 course to Calgary and Edmonton. Click on the links below to secure your spot.

[Calgary, May 27-28, 2013](#)

[Edmonton May 29-30, 2013.](#)

### **EDA Now has a Youtube Channel**

EDA has a Youtube Channel. [Take a look!](#) Keep checking back, especially during the Conference as we will be posting video updates and

### **CEDTP: Community Economic Development Training Program**

One of the value-added services EDA provides to the economic development profession in Alberta is our Community Economic Development Training Program. We offer seven courses:

1. Economic Development-Establishing the Foundation
2. Business Retention and Expansion
3. Business and Investment Attraction
4. Marketing and Branding Your Community (new)
5. Opportunity Identification
6. Project Management
7. Supporting Agriculture Through Community Economic Development

These courses can be applied to the Professional Management Certificate-Economic Developers at the U of C as well as an EcD designation.

[Click here](#) to see a description of each course we offer.

To arrange for a course in your community contact [admin@edaalberta.ca](mailto:admin@edaalberta.ca) or call 1-866-671-8182.

### **From the Toolkit: Did you Know?**

Did you know there are four types of Foreign Direct Investment (FDI)?

1. Resource seeking
2. Market seeking
3. Efficiency seeking
4. Strategic asset seeking

See detailed information in the [Investment Readiness Toolkit.](#)

information.

[Renew/Join Now](#)

---

[Follow us on Twitter](#)  
[Follow us on Facebook](#)  
[Join our LinkedIn Group](#)

---

Copyright © 2013 {Economic Developers Alberta}. All rights reserved.  
Contact email: [admin@edaalberta.ca](mailto:admin@edaalberta.ca)

You are receiving this message because you opted in at [www.edaalberta.ca](http://www.edaalberta.ca)

[Unsubscribe](#)