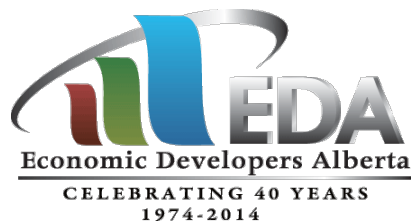


From: Economic Developers Alberta (EDA) leann@edaalberta.ca
Subject: August 2014- The EDA LINK
Date: August 29, 2014 at 9:11 AM
To: Nancy Toombs nancy.toombs@edaalberta.ca

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



The LINK

August 2014

EDA's Invest In Alberta Magazine Still Time to Get Involved

Last month we launched our new and official publication, **Invest In Alberta**. EDA offered a 50% rebate on advertising dollars for EDA members on a first come first served basis. EDA members are clearly recognizing the benefit of this publication to their community economic development efforts because the funds were spoken for in less than a week! Advertising space is still available; so don't miss out!



See the rate card [here](#).

Read more about **Invest In Alberta** along with the distribution list [here](#).

To place an ad contact Katherine Butler at: 1-800-208-2011 ext. 158 or e-mail kbutler@biv.com and she will help you with your ad and answer any questions you may have.

The **Invest in Alberta** publication will represent all of our economic regions and will have a circulation of over 9,500 to business leaders, managers and influencers; business investment decision makers, and innovators and entrepreneurs.

Take a look at [Invest in BC](#), the official publication of BCEDA.

The publication date is December 2014.

If you took part in the rebate, please email your advertisement receipt to nancy.toombs@edaalberta.ca. We will issue the rebates once all the receipts have been submitted.

Register Now: EDA's Business Retention and Expansion Course

Don't forget to register for EDA's next online course through the University of Calgary. It begins in 2 weeks.

Business Retention and Expansion (BR&E)

September 9 - October 7, 2014 (15 hrs)

[Register and read the course outcomes here.](#)

BR&E is a primary economic development strategy that supports the development and growth of the business community. The result of a strong BR&E strategy is a healthy and thriving business community which provides a sustainable community foundation.

In 2014 EDA is offering several online courses; [read about them and register here.](#)

EDA Members Eligible for Rebate for EDAC Pre-Conference Session September 25-27, Calgary

September 25-27, 2014 a pre-conference session, "Performance Measurement in Economic Development" is being offered at the Westin Calgary.

EDA members will receive a 50% rebate on the course tuition on a first come, first served basis.

[Read about the sessions, speakers and register here.](#) Then submit your receipt to admin@edaalberta.ca.

Register now as funds are limited.

EDA Participates in the EDAC Annual Conference September 27-30, Calgary

Join Leann Hackman-Carty as she shares her knowledge about the EDRP and disaster recovery at the Economic Developers Association of Canada's (EDAC) upcoming Annual Conference. She will be addressing delegates at the Disaster Recovery Study Tour Monday, September 29 at 2pm on the Stampede Grounds.

The 2014 EDAC Annual Conference is being held at the Westin Calgary Sept 27-30, 2014. [Read more and register here.](#)

The theme reflects ideas around energy and its application. Follow #EDAC14 on Twitter for conference information and updates.

For the First Time, IEDC Offering Two Canadian Courses

The International Economic Development Council (IEDC) is coming to Canada; it's holding two courses this fall.

In Edmonton plan to attend IEDC's **Entrepreneur and Small Business Development Course** October 30-31, 2014. [Read about it and register now, space is limited.](#)

September 17 is the deadline for early bird registration to IEDC's **Introduction to Economic Development** October 1-3, 2014 in Toronto. [Read about it and register here.](#)

This introductory course qualifies as a professional development requirement needed to sit for the [Certified Economic Developers Exam.](#)

PROGRAMS & NEWS

EDA Set to Launch EDRP Toolkit This Fall

EDA is collaborating with IEDC's *Restore Your Economy* to create a Toolkit to provide strategies and tactics for community leaders in their economic recovery efforts.

The Toolkit will incorporate useful information for convening private and public stakeholders to identify key economic recovery strategies; tips on how to navigate federal resources for response and recovery, and implementation of recovery initiatives. EDA plans to launch this toolkit in a few weeks. [Read about the EDRP.](#)

EDA Participates in IEDC Annual Conference

Leann Hackman-Carty has been invited to Fort Worth Texas to participate in a panel discussion on how to use business retention to prepare for and mitigate disasters at IEDC's Annual Conference on October 21. [Read about the Conference here.](#)

Restore Your Economy Free Webinar Series

All year, IEDC's *Restore Your Economy* has been offering a free webinar series designed to help you in your disaster preparedness and economic recovery efforts. [Read about the upcoming webinars here.](#) Access [recordings of the past webinars in this series here.](#)

EDA Rate at the Western Economic Development Course November 2-5 Vancouver

EDA Members are eligible for a 15% discount off registration to The British Columbia Economic Development Association's (BCEDA) Western Economic Development Course November 2-5, 2014 at the Sheraton Vancouver Airport Hotel in Richmond BC. EDA members use the coupon code "Alberta" to receive your discount. [Read about the Course and register here.](#)

Earn 9 credits toward EcD Certification.

EDA at AUMA September 24-26

EDA will have the opportunity to meet more than 1000 Alberta decision makers at its booth at the AUMA Annual Convention and AMSC Trade show September 24-26, 2014 in Edmonton, and to talk to them about our Elected Officials training course. [Read about the Convention here.](#)

Drop by and say "hi" to two of our board members, Matt Cornall and Bev Thornton who will be at our booth!

Marketing Masters Series

Mark your calendars, the next webinar in EDA's Marketing Masters Series will be held Tuesday, September 23 at 12 noon. Join us for "Wealth Transfer + Community Foundation + Economic Development." Check your inboxes soon for registration information.

[Join/Renew Now](#)



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[Join our LinkedIn group](#)

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