

PRE-CONFERENCE PROGRAM

TUESDAY, APRIL 2

5:30-8:30 PM

PRE-CONFERENCE NETWORKING RECEPTION & DINNER *(Rose & Crown, 202 Banff Avenue, Banff)*

Are you thinking of coming to the conference early? Then plan to attend our pre-conference networking reception and dinner. For only \$40/person, you will get 2 drink tickets, some appetizers, and a buffet dinner!

Don't miss this great opportunity to network with conference delegates, enjoy some great feed, and mingle in Banff's oldest pub.

NOTE: You must register separately at www.edaalberta.ca in advance for this session.

WEDNESDAY, APRIL 3

9:00-11:00 AM

PRE-CONFERENCE SESSION 1: IGNITE PRACTICE SESSION *(Room 301)*

If you have been selected to present at Ignite #EDA2019 session, you are required to attend this practice session.

Moderator: Leslie Shier, EDA Board Member
Sponsor: Repsol Oil & Gas Canada Inc. (TBC)
Presenters: TBC

Partner: Repsol Oil & Gas Canada



9:00-11:30 AM

PRE-CONFERENCE SESSION 2: TOURISM (TBC) *(Room 303)*

Moderator: EDA Board Member
Introductory Remarks: Alberta Culture and Tourism
Workshop participants:

Partner: Alberta Culture and Tourism

9:00-11:30 AM

PRE-CONFERENCE SESSION 3: IEDC ECONOMIC DEVELOPMENT ETHICS WORKSHOP (TBC) *(Room 305)*

Moderator: EDA Board Member
Presenters: IEDC/Chris King, EDA President

When is a free lunch not a free lunch? As Economic Developers we hold the public trust and need to carry out our duties in a manner that is above reproach.

So how do we promote an ethical culture in our organization? What are the key components of an ethics program? How do we develop a Code of Conduct? What are some ethical issues that may arise in your economic development role?

This IEDC training session will:

- provide guidance on the importance of integrity in decision making;
- provide tools for making ethical decisions;
- discuss the 12 tenets of the IEDC Code of Ethics;
- use interactive case study examples to demonstrate ethical decision making in difficult situations; and
- describe the Policies and Procedures adopted by the Committee on Professional Conduct (CPC) for IEDC Code of Ethics enforcement

This workshop, while open to all conference attendees, is a recertification requirement for Certified Economic Developers (CEcDs). For more information on the CEcD certification, visit www.iedconline.org.

Partner: IEDC

CONFERENCE PROGRAM

WEDNESDAY, APRIL 3

9:00 AM-4:30 PM

CONFERENCE REGISTRATION (*Main Floor, Kinnear Centre for Creativity and Innovation*)

1:30-2:15 PM

OFFICIAL CONFERENCE OPENING & KEYNOTE: (*Room 101/103/105*)

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA

Opening Remarks: Chris King, 2018-19 President, EDA

Indigenous Opening: TBC

Introductory Remarks: TBC

Keynote Speaker: Patrick Francey, CEO, Real Estate Investment Network (REIN) (invited)

Patrick Francey is the CEO of the Real Estate Investment Network (REIN), Canada's leading Real Estate thought and education leader and is a Canadian-based real estate investor, educator and business owner.

Patrick plays a key role contributing to the vision, development and growth of REIN. He is a driving force behind the business and program development that supports the REIN Team's foundational belief that every Canadian deserves financial freedom by design and can achieve it through investing in real estate.

Patrick has been investing in the BC and Alberta real estate markets since 2001. He and his partners now own and manage an extensive portfolio of real estate including single and multi-family, and commercial.

Since 1984 Patrick and his wife Steffany have owned a group of businesses under the Skate-Tech Group of Companies which delivers high performance training, services, and coaching to hockey players and skaters around the world.

Patrick is host of the popular podcast show The Everyday Millionaire, where he interviews and participates in deep discussion with many successful entrepreneurs and real estate investors. Seemingly ordinary people who have achieved the extraordinary share their lessons learned on their journeys of success.

Patrick lives his life built on **a foundation of personal and professional development and growth.**

Partner: Alberta Economic Development and Trade (TBC)

2:15-3:00 PM

2nd KEYNOTE: THE TRIPLE CROWN- WINNING CANADA'S ENERGY FUTURE ([Room 101/103/105](#))

Introductory Remarks: CAPP (TBC)

Keynote Speaker: Jean-Sébastien (J-S) Rioux, Associate Professor, The School of Public Policy, University of Calgary

J-S Rioux hails from Québec City and lived in the U.S. from 1985 to 1996. He taught at McGill and Concordia Universities before being awarded a Canada Research Chair and joining the Political Science Department at Université Laval from 2001 to 2006.

From February 2006 to August 2008, he was the late Jim Prentice's Chief of Staff in Ottawa. He and Mr. Prentice were good friends and continued working together in the ensuing years, including during Mr. Prentice's successful run to become the 16th Premier of Alberta in 2014. Later, J-S and Mr. Prentice collaborated on the national bestselling book, *Triple Crown: Winning Canada's Energy Future* (Toronto: HarperCollins, 2017).

J-S Rioux moved to Calgary in 2008 and after working for almost 4 years at one of Canada's largest oil & gas companies as the lead Government Relations and Issues Management practitioner, joined The School of Public Policy in September 2012. Among the courses he teaches, J-S is co-founder and lead instructor of the Calgary-Québec Summer School on the Geopolitics of Energy and Natural Resources - an annual national graduate-level course focusing on the important energy and natural resource policy issues of the day.

Partner: CAPP (TBC)

3:00-3:15 PM

REFRESHMENT BREAK ([Sponsor Salon, Room 203](#))

Partner: TBC

3:15-4:30 PM

PLENARY SESSION

Session A1: Ignite®#EDA2019- Inspire and Enlighten Us- But Make it Quick! ([Room 101/103/105](#))

Ignite® is a fast-paced, fun, thought-provoking presentation format that educates and entertains. It was originally developed by O'Reilly Media, and has been enthusiastically received in more than 100 cities throughout the world.

Ignite®#EDA2019 will give pre-selected EDA members the opportunity to share their enthusiasm and passion with other delegates by delivering a 5 minute presentation, with 20 slides, on an interesting, fun, challenging, and provocative topic. Come prepared to learn and enjoy this fun, entertaining format.

Moderator: Leslie Shier, EDA Board Member

Introductory Remarks: Repsol Oil & Gas Canada Inc.

Presenters: TBC

Partner: Repsol Oil & Gas Canada

4:45-5:45 PM ([Room 303](#))

LOCALINTEL COMMUNITY STUDIO

Join over 40 other Alberta communities using Localintel's award-winning economic development tools at the inaugural Localintel Community Studio. During this fast and fun session you will get the opportunity to:

- Discover the latest economic development trends the Localintel team is observing across the US and Canada.
- Learn how to get the most value from your Localintel tools.
- Hear about the exciting new features, tools and support we're launching in 2019.
- Ask us questions and provide your feedback.

If you're not a part of the Localintel community, then please come along to learn more, ask questions and join in!

Partner: LocalIntel

FREE TIME

5:00-6:00 PM

EDA BOARD- ELECTED OFFICIALS MEET AND GREET *(Sponsor Salon, Room 203)*

- Elected Officials only

5:30-6:00 PM

CONFERENCE REGISTRATION DESK OPEN *(Main Floor, Kinnear Centre for Creativity and Innovation)*

6:00-6:30 PM

COCKTAIL RECEPTION *(Room 101/103/105)*

6:30-8:30 PM

EDA 45th ANNIVERSARY PRESIDENT'S DINNER *(Room 101/103/105)*

This is an excellent opportunity to meet the EDA Board of Directors and network with colleagues, partners and speakers. The event features a full buffet dinner and a cash bar. This year we are celebrating EDA's 45th (sapphire) anniversary.

Dress: Sapphire blue attire optional.

Partner: Economic Developers Alberta

Following the President's Dinner, the EDA Sponsor Salon (Room 203) will be open until midnight. McLab Bistro is open until 2:00 AM.

THURSDAY, APRIL 4

7:00 AM

BREAKFAST BUFFET *(Main Foyer outside room 101/103/105)*

8:00-4:00 PM

CONFERENCE REGISTRATION DESK OPEN *(Main Floor, Kinnear Centre for Creativity and Innovation)*

8:00-8:45 AM

BREAKFAST PLENARY: RURAL ECONOMIC DEVELOPMENT IN THE DIGITAL AGE *(Room 101/103/105)*

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA

Introductory Remarks: TBC

Keynote Speaker: Roberto Gallardo, Ph.D., Assistant Director, Purdue Center for Regional Development

Roberto Gallardo is Assistant Director of the Purdue Center for Regional Development and a Purdue Extension Community & Regional Economics Specialist. He holds an electronics engineering undergraduate degree, a master's in economic development, and a Ph.D. in Public Policy and Administration. Gallardo has worked with rural communities over the past decade conducting local & regional community economic development, including use of technology for development.

He has authored more than 70 articles including peer-reviewed and news-related regarding rural trends, socioeconomic analysis, industrial clusters, the digital divide, and leveraging broadband applications for community economic development. He is also the author of the book "Responsive Countryside: The Digital Age & Rural Communities", which highlights a 21st century community development model that helps rural communities transition to, plan for, and prosper in the digital age. Dr. Gallardo is a TEDx speaker and his work has been featured in a WIRED magazine article, a MIC.com documentary, and a RFDTV documentary. He lives in West Lafayette, Indiana with his wife and two daughters.

Partner: BDC (TBC)

9:00-10:15 AM BREAK OUT SESSIONS

Session B1: Can a Jobenomics movement in Alberta help create the future jobs we need? (Room 201)

Moderator: Jon Allan, EDA Board Member

Introductory Remarks: TBC

Panelist: Chuck Vollmer, Founder of Jobenomics

The Jobenomics National Grassroots Movement's goal is to facilitate creation of 20 million net new U.S. jobs within a decade. The Movement has a following of over 20 million people. Jobenomics has six books and produces quarterly employment and unemployment reports on economic, business and workforce development. Jobenomics national-level initiatives include the Energy Technology Revolution, Network Technology Revolution, Urban Mining and Urban Agriculture. Jobenomics.com had 6 million hits in 2018, a growth rate of 400% over the last year. Today, over a dozen cities and states have started Jobenomics initiatives led by local community leaders. These initiatives focus on people at the base of America's socioeconomic pyramid with emphasis on women, minorities, youth, veterans and citizens who want to work or start a business.

Chuck Vollmer is the author and founder of Jobenomics. He is also the CEO of eCyclingUSA, created by Jobenomics as part of their Urban Mining and Business Generator Initiatives which aims to reclaim high value materials from electronic waste in order to finance new inner city and minority owned businesses. He served 10 years active duty in the USAF and 13 years with the Air National Guard, accumulating over 3,000 hours in various fighter aircraft including 175 combat missions in Southeast Asia, receiving six Distinguished Flying Crosses and eleven Air Medals. He received a B.S. degree in Engineering Management from the USAF Academy, a Masters Degree in Education from Northern Arizona University, and attended Massachusetts Institute of Technology's Sloan School for Senior Executives. He is on numerous boards including the Combat Soldier's Recovery Fund that provides financial aid to wounded veterans, the International Center for Religion and Diplomacy that is dedicated to international peace making and conflict resolution, several national business networks, and small businesses. He is a frequent lecturer on national security, the economy and business creation.

Partner: TBC

Session B2: Practical learnings from a BRE project in Rural Alberta (Room 205)

Moderator: Chris King, EDA Board Member

Panelists: Bruce Tannas, Director, Business Development and Investment Attraction, Alberta Culture and Tourism; Julia Fielding, Economic Development and Communications Officer, Town of Drumheller

Do you think that conducting a BRE project in your small rural town is daunting? Are you worried about how much the cost in money, resources, and staff time would be needed to survey one of more industries in your municipality? Then worry no more!

This conference session will provide some practical lessons learned from the Tourism Industry Business Retention and Expansion (TIBRE) Project, completed in rural Alberta. Panelists will talk about their experience, their findings, and how they organized and conducted visitations, as well as how they completed project follow-up using staff and volunteers.

Bruce Tannas is the Director of Business Development and Investment Attraction for Alberta Culture and Tourism where he leads a team of seven professionals who are dedicated to growing the tourism industry in Alberta. Bruce got his start in the tourism industry as an entrepreneur and he owned several businesses in Jasper and Banff over the course of 10 years. He was also a board member with the Jasper Chamber of Commerce which was the destination marketing organization at the time. Bruce changed career direction about 8 years ago when he joined Community Futures and became a business coach and lender.

While he was at Community Futures, he was involved with founding SmartStart which is an award winning startup entrepreneurship program in Airdrie. Since joining Alberta Tourism in 2017, Bruce has been involved with launching new tourism entrepreneurship programs as well as a tourism Business Retention and Expansion program (TIBRE). Bruce is married with two kids and now lives in the Edmonton area.

Julia is originally from the UK where she worked in education and then led education teams in large museums which included the National Railway Museum and London Transport Museum. Her roles with these museums taught her the need to build collaborations both internally and externally to achieve success.

This need for collaboration has been invaluable since working in Canada. She moved to Drumheller in 2014 to manage the Atlas Coal Mine National Historic site and became heavily involved in the tourism industry in Drumheller. This involvement led to Julia becoming the EDO and communications officer for the Town of Drumheller in 2016. Since then Julia has been working on developing the tourism industry with projects such as: the implementation of the Dino walk waymarking scheme which was awarded the Innovation Award for the Ministers Award for Municipal Excellence, and two EDA Awards of Excellence in 2018, a Downtown visioning exercise funded through a CAREs grant and the TIBRE survey which we are talking about today. Her role now is solely communications and she is working on implementing a new Brand strategy including a logo for Drumheller and a proactive flood communications strategy as part of the town's commitment to being a flood ready community.

Partner: TBC

Session B3: Using data to move your community forward (Room 301)

Moderator: Trevor Lewington, EDA Board Member

Introductory Remarks: TBC

Panelists: Elijah Raji, Economic Growth Coordinator, Townfolio; Alissa Sklar, VP Marketing, GIS Planning; Margot Begin, Senior Consultant, MDB Insight

In a world of constant change, economic developers need to know what is going on in their communities to try and build a strategy in anticipation of the future. Due to the lack of current local Labour Market Information, Economic Development decisions often risk overlooking important regional labour market aspects. They also need to be able to share critical data about their communities so site selectors and businesses can make investment decisions. However, many investment promotion agencies aren't entirely clear what kind of data they need to offer or how to ensure it's presented in useful ways for prospects seeking locations.

Good data can help build a solid foundation for this process. Data refers to facts or statistics which can be collected for analysis; however, sometimes it is very challenging to find and match data in your community.

Elijah Raji is the Economic Growth Coordinator for Townfolio. He will be speaking about different ways to use data, and how this can help economic developers make better decisions. He will be working through an activity to help participants gain some practical skills on how to read their community through data to make better decisions.

Alissa Sklar is VP Marketing for GIS Planning. She will be speaking about the 10 "musts" for presenting your data effectively, with some examples of economic development organizations that are using them effectively. It will include tips on how to use data strategically, how to familiarize yourself with national level data tools, give context on how to differentiate between data sources for different purposes, as well as learn specific ways to use data for creative place marketing.

Margot Begin is a Senior Consultant at MDB Insight. She will be speaking about some big data technology solutions that have emerged in recent years to address the lack of local current labour market information. She will explore the history, validity, and methodology behind data, in the context of a case study based on Alberta's Workforce. She will also overview the types of information available, its validity and representativeness (against 3rd party benchmarks), possible uses, and limitations.

Partner: TBC

Session B4: Arts and Culture. How is that Economic Development? (Room 303)

Moderator: Martin Ebel, EDA Board Member

Introductory Remarks: TBC

Presenters: Councillor Patricia MacQuarrie, City of Wetaskiwin; Patti Pon, President & CEO, Calgary Arts Development; Janice Price, President & CEO, The Banff Centre (invited)

Arts and culture are usually unrecognized economic drivers; however they do contribute not only to the quality of life in a community, but to its economic prosperity as well.

This presentation will focus on the importance of arts and culture to community, how to foster a vibrant arts and culture sector in your community, and how you can use events to promote your community as a destination.

Patricia MacQuarrie is a Councillor for the City of Wetaskiwin. She will be speaking about how to grow an economy by fostering an environment for arts and culture events. She will speak about how to show how to maximize and leverage economic spinoff from the sector; identify what is classified as "arts and culture" in Canada and the processes for measuring the impact of the sector on Canada's and Alberta's GDP; demonstrate the impact of the arts using current statistics and measurable; provide examples of arts and culture events that either transform a neighbourhood (such as the theatre district in Old Strathcona) or become destination events for tourism (such as The Fringe in Edmonton, Wordfest in Calgary, and the Harry Potter experience in Okotoks); and provide a tool kit, of sorts, for economic developers and municipal leaders to foster an environment in their home communities of arts and culture events that can help stimulate or drive their economy and how to measure the economic impact of those events using an adaptive formula.

Partner: TBC

Session B5: Sustainable Development Goals (SDGs) and Economic Development- The Opportunity Ahead (Room 305)

Moderator: Natalie Gibson, EDA CEDTP Trainer

Introductory Remarks: TBC

Workshop participants: Mel Wilson, M.J. Wilson Inc. (invited); others TBC

The Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. These 17 Goals build on the successes of the Millennium Development Goals, while including new areas such as climate change, economic inequality, innovation, sustainable consumption, peace and justice, among other priorities. The goals are interconnected – often the key to success on one will involve tackling issues more commonly associated with another.

SDGs promote sustained economic growth, higher levels of productivity and technological innovation. Encouraging entrepreneurship and job creation are key to this. With these targets in mind, the goal is to achieve full and productive employment, and decent work, for all women and men by 2030.

Mel Wilson is the Founder of the Calgary SDG Network. The goal of the Network is to help make Alberta a nationally and internationally recognized SDG leader by 2030. This session will provide a brief overview of the SDGs as well as advice on how Alberta communities can integrate SDGs into their strategies to move this issue forward.

Partner: TBC

10:15-10:30 AM

REFRESHMENT BREAK (Sponsor Salon, Room 203)

Partner: TBC

10:30 AM-11:45 AM BREAK OUT SESSIONS

Session C1: Collaboration? Really? Isn't economic development all about competition? (Room 201)

Moderator: Jon Allan, EDA Board Member

Introductory Remarks: TBC

Panelists: Kimberley Worthington, Executive Director, Central Alberta Economic Partnership; Jon Allan, Economic Development and Communications Officer, Town of Sundre; Patricia MacQuarrie, Councillor, City of Wetaskiwin; Stuart Cullum, President, Olds College; Nicole Holinaty, Director, Marketing Communications, Red Deer Airport Authority

Today, business, governments, and organizations recognize the value of collaboration. While a number of benefits are realized, there are challenges faced in collaborating too. Alberta's Central region knows that partnerships are foundational to their success; however, the benefits of collaboration between organizations don't exist without a few challenges. Collaborative resources need to be functional and organizations need to adapt to support collaboration. By combining knowledge, skills and experiences, organizations and team members can accomplish more than if they worked alone. It is important that collaborative organizations trust each other and communicate effectively so that they can overcome the challenges brought about by the benefits of collaboration. The benefits don't come for free. Amidst its benefits are the challenges that need to be overcome. Organization management and project managers as well need to find ways to create a successful collaboration.

This session will be a candid, fun and educational conversation regarding how communities are collaborating in meaningful ways to address common challenges.

Kimberley Worthington is the Executive Director for the Central Alberta Economic Partnership (CAEP). She will provide an over view of regional collaboration and explains why, even with its challenges, there are more successes in working together.

Jon Allan is the Economic Development and Communications Officer for the Town of Sundre. He will provide his perspective on collaboration, tools, experiences, and address some of the challenges faced by a small community.

Stuart Cullum, is the President of Olds College. He will speak about how post-secondary institutions collaborate and how it makes student learning and the region better.

Nicole Holinaty, is the Director, Marketing Communications from the Red Deer Airport Authority. She speak about how they collaborate with central Alberta municipalities and organizations to help grow the region.

Finally, Councillor Patricia MacQuarrie will speak on behalf of Access Prosperity and The City of Wetaskiwin. In particular how central Alberta needs to market as a region when looking to attract FDI, because it is too small to act alone in the global marketplace. Not only will she bring an elected official perspective to the table, but she will also speak on how collaboration benefits governance, and increases local capacity to undertake economic development.

Partner: TBC

Session C2: Working effectively with Indigenous communities on community economic development initiatives **(Room 205)**

Moderator: Chris King, EDA Board Member

Introductory Remarks: TBC

Panelist: Shawna Morningbull-Ben, Business Development Manager, Community Futures Treaty Seven; Tony Colabella, Partner, MNP; Others TBC

Many communities do not understand how to work successfully with Indigenous communities to promote successful community economic development. This includes First Nations on and off reserve, as well as Métis communities.

Shawna Morningbull-Ben is the Business Development Manager for Community Futures Treaty Seven (CFT7).

Tony Colabella is a Partner with MNP. They will be speaking about CFT7, the Bands, and MNP have worked together to support community business development. In particular, through its Business Support Services initiative.

Partner: TBC

Session C3: Provincial Broadband Strategy (Room 301)

Moderator: Trevor Lewington, EDA Board Member

Introductory Remarks: AEDT

Speakers: TBC

In response to the Canadian Radio-Television and Telecommunications Commission identifying **new target broadband speeds** (50 Mbps download and 10 Mbps upload), Service Alberta began work in 2017 on developing options for a Provincial Broadband Strategy to support province-wide progress on improving broadband services.

To date, most of Service Alberta's work has focused on understanding the state of connectivity in Alberta, which included an information-gathering survey sent to all municipalities earlier in 2018, as well as a review of advertised connection speeds in all communities across Alberta in order to develop a baseline understanding of current speeds in the province and how they compare to the CRTC targets; and developing initial options for a provincial strategy.

According to data gathered by Taylor Warwick Consulting and provided to Service Alberta, only 12.7% of communities in the province have service options that meet the CRTC target speeds, although 65% of Albertans live in these communities (not including Edmonton and Calgary; when Edmonton and Calgary are included, over 83% of Albertans meet the target speeds). This data supports the commonly-held assumption that those in Alberta's small communities and rural areas have the poorest broadband connection speeds.

In addition to developing an improved understanding of what levels of service were available across the province, Service Alberta has used stakeholder surveys and interviews to better understand the most common barriers to improving broadband services in rural areas, as well as the impacts of poor service.

This session will provide an update on the Provincial Broadband strategy.

Partner: Alberta Economic Development and Trade

Session C4: New Approaches to Old Problems (Room 303)

Moderator: Martin Ebel, EDA Board Member

Introductory Remarks: TBC

Speakers: Vivian Graubard, Director of Strategy, Public Interest Technology, New America; Bridgit Lombard, Founder, One World Fund; Leah Rowell Wiggs, City Innovate; Kimberly King, Co-Founder and Chief Executive Officer of One Island Institute (invited) (TBC)

Einstein was right — we can't solve problems by using the same kind of thinking we used when we created them.

With rapid changes in our society, methods we have previously used to solve many of the problems we face are no longer effective. We need to develop new ways of thinking in order to design better solutions, services and experiences that solve our current problems.

In a largely globalized world, where changes in economic and natural resources can be felt halfway around the globe, our challenges are becoming more intertwined with the systems that connect us all

This session will explore how new approaches are being utilized to solve some of our current problems.

Vivian Graubard is the director of strategy for Public Interest Technology at New America. Prior to joining New America, she worked at the White House under President Obama where she was a founding member of the United States Digital Service and also served as a senior advisor and chief of staff to the United States Chief Technology Officer. There, her work focused on the intersection between technology and policy implementation, particularly on issues affecting vulnerable communities, including: improving the immigration process, criminal justice reform, combating human trafficking, and preventing sexual assault and domestic violence. Prior to her work in government, she was a fellow at Polaris Project, a leading non-profit focused on ending human trafficking domestically and abroad. Graubard has been named "Time's 30 People Under 30 Who Are Changing the World," "Forbes 30 under 30 in Law and Policy," and "Business Insider's Most Influential Women." She is Latina—Colombian, Cuban, and Puerto Rican—and cares deeply about diversity and inclusion (in tech and beyond!)

Bridgit Lombard is an award-winning business leader who has grown and successfully sold 4 middle market companies. During her career, she has earned renown as a business growth authority through her resolute belief that growth and change are always achievable if you have the courage to drive past what is towards what can be. Since selling her last business, Nathan Sports, Bridgit has turned her focus, energy and passion onto bringing people together to creatively solve some of our world's greatest challenges. She has been actively involved in developing sustainable conservation models in Eastern Africa; pioneered a fund for girls' education in Kenya; built her own impact investment/health and wellness portfolio; studied with His Holiness the Dalai Lama regarding conscious leadership; and is mentoring women entrepreneurs while helping shape the global movement regarding utilizing business as a force for social good.

Beginning her journey at companies such as Deloitte, MetLife, and Clear Channel Communications, Bridgit immediately proved her penchant for driving growth through creative solutions. From there, she started and successfully exited two of her

own multi-national businesses before her talents and drive led to her becoming CEO of Nathan Sports and the parent company Penguin Brands which was comprised of 5 distinct consumer brands. Bridgit is a being of tremendous passion, adventurous spirit and unlimited curiosity. From her exploration of Mozambique's underwater depths and Rwanda's Gorilla-filled rainforests to active leadership in YPO and regular keynote presentations, Bridgit is always searching for ways to grow personally and professionally. This drive has earned her numerous awards and recognitions including a Global Business Leader 40 under 40 and the 2015 Leader of Innovation from Philadelphia University. She has also been regularly featured as a growth expert for Inc. Magazine, Forbes, MSNBC, ACG, CNN amongst others.

Partner: TBC

Session C5: Becoming an Accredited Economic Development Organization (AEDO) (Room 305)

Moderator: Natalie Gibson, EDA CEDTP Trainer

Introductory Remarks: TBC

Presenters: Brett Doney President & CEO, Great Falls Montana Development Authority & High Plains Financial and Bev Thornton, Executive Director, ABSW

The AEDO accreditation process is a voluntary procedure undertaken by economic development organizations that are striving for professional excellence. This peer review process is unmatched and consists of two phases designed to gather specific information about the candidate organization. Transitioning from one phase of the process to the next is contingent upon a rigorous review from Certified Economic Developers (CEcDs) and economic development leaders.

In this session, Brett Doney and Bev Thornton will provide information about the process, and answer any questions you may have with respect to the AEDO process.

Brett Doney leads the Great Falls Development Authority, a public/private economic development partnership serving the 13-county Great Falls, Montana trade area. GFDA's mission is to grow and diversify the Great Falls regional economy, create higher wage career opportunities, and improve market competitiveness. GFDA is active in business startup, retention and expansion, business attraction, workforce, and downtown/riverfront redevelopment. Strategic sectors include food/agricultural processing, energy, advanced manufacturing, business services, tourism and defense. GFDA is a Community Development Financial Institution with \$22 million under management, and developer of the 1,300-acre Great Falls AgriTech Park. GFDA manages High Plains Financial, a SBA-certified Development Corporation. GFDA was the first economic development entity in the Rocky Mountain region to earn accreditation from the International Economic Development Council. Doney has over 30 years of experience in urban and rural community economic development from the different perspectives of the non-profit, public and private sectors. His prior positions include: President/CEO of Enterprise Maine, a family of community economic development organizations dedicated to creating economic opportunity and enhancing the quality of life in rural western Maine; Director of the Ft. Devens Reuse Center, a 9,600 acre army base redevelopment effort in Massachusetts; and, President of Doney Associates, a Boston-based consulting firm focused on urban revitalization, public/private real estate development, and innovative economic development.

Doney's efforts have won awards from the U.S. Small Business Administration, the American Economic Development Council, the International Economic Development Council, the National Association of Development Organizations, the Finance Authority of Maine, the Montana Economic Developers Association, and the National Brownfield Conference. His professional certifications include Certified Economic Developer (CEcD), Master of Corporate Real Estate (MCR), Senior Leader of Corporate Real Estate (SLCR), American Institute of Certified Planners (AICP), RMA Credit Risk Certification, Federal Grants Management, and Economic Development Finance Professional (EDFP). He is a graduate of the Economic Development Institute of the University of Oklahoma. Doney earned a Bachelor of Arts in Political Science from the University of California at Santa Barbara and a Masters in Public Policy from the Kennedy School of Government at Harvard University.

Bev Thornton is the Executive Director of ABSW and the first Canadian to receive the IEDC Jeffrey A. Finkle Organizational Leadership Award in 2017. She is also immediate Past President of EDA. Her passion for this process was rewarded when she received the first AEDO designation in Alberta. Bev will share first-hand experience with the AEDO process. EDA members represent many high functioning and effective organizations. Alberta can be unique in the world if we can put multiple AEDOs on the map!

Partner: TBC

NOON-1:30 PM

LUNCHEON BUFFET & PLENARY: CEDI PANEL (Room 101/103/105)

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA

Introductory Remarks: TBC

Panelists: TBC

Partner: CANDO

1:45-3:00 PM BREAK OUT SESSIONS

Session D1: How to build a co-working ecosystem in 10 weeks (Room 201)

Moderator: Jon Allan, EDA Board Member

Introductory Remarks: TBC

Panelists: Mary Doyle, CEO Rural on Purpose; Angela Groeneveld, Economic Development Manager, Town of Okotoks

Studies show that within a decade the majority of our workforce will be freelance. Currently, 19% of all freelancers live in rural areas and 42% of all 18-34 year olds are freelancing.

The Rural Coworking Pilot was developed by Rural on Purpose. Rural on Purpose is a social enterprise working to create economic opportunities in rural communities through entrepreneurship.

The purpose of this session is to introduce an innovative community project that addresses the emerging freelance economy; highlight the importance of entrepreneurial ambition and thinking in rural communities; and to showcase Canadian social enterprise innovation and leadership .

It will showcase the first coworking pilot run in High River in April 2018, a rural project designed to build a freelance support ecosystem that involved the entire community, explored business expansion and retention opportunities and provided an alternative to the “standalone” coworking facility which is statistically unsustainable in many rural communities.

Mary Doyle is the CEO Rural on Purpose

Angela Groeneveld is the Economic Development Manager, Town of Okotoks; however she was working for the Town of High River when this project was implemented.

Partner: TBC

Session D2: How to solve Canada’s succession planning problem (Room 205)

Moderator: Chris King, EDA Board Member

Panelist: Kyle White, Education and Engagement Lead, Co-operatives First; Craig Elias, Entrepreneur in Residence, Bow Valley College; Business Link (invited)

Canadian communities are facing a serious succession planning problem. Over the next few years, estimates show that half of Canada’s small and medium businesses will change hands as business owners retire. This could affect millions of jobs and trillions of dollars of capital. Without ready buyers, communities may lose important services and infrastructure. This presentation will give an overview of how the co-operative business model is being used to facilitate succession planning across Canada.

Kyle White is the Kyle White, Education and Engagement Lead for Co-operatives First. He will be speaking about the process of transitioning a business to a co-operative; and provide some examples of how co-operatives are being used in succession planning in North America. He will also highlight important areas where co-op succession planning may be successful in Alberta.

Craig Elias is an Entrepreneur in Residence at Bow Valley College. In this capacity, he works with students and alumni that want to start a new business or grow an existing business. Craig also co-developed and runs the college's business idea competition called VentureQuest; created a powerful experiential learning program for aspiring entrepreneurs called WannaB Wednesdays; helps students prepare for external business plan competitions; and provides free pitch coaching for several local and regional incubators and accelerators; and assists with crowdfunding campaigns. Craig will be speaking about how matching youth with seasoned entrepreneurs looking for a succession strategy may be another great opportunity for Alberta.

Partner: TBC

Session D3: Creating an Industrial Hemp Industry (Room 301)

Moderator: Trevor Lewington, EDA Board Member

Introductory Remarks: TBC

Panelists: Jesse Hahn, Vice President, Natural Fibre Technologies; Barry Mehr, President, Mehr Holdings; Ted Haney, Executive Director, Canadian Hemptrade Alliance (invited)

According to stats from Health Canada, almost 140,000 acres of industrial hemp were planted in 2017, an 80% increase from 2016. The Prairies were home to a large majority of the land being used to grow hemp, with Saskatchewan producing more than 56,000 acres, followed by Alberta with almost 45,000 and Manitoba with 30,000. They also report that 325 producers had licenses to grow industrial hemp in Alberta.

Alberta's got a particularly good opportunity in terms of its climate zones and irrigation structures. Varieties of hemp grown in southern Alberta on irrigation are best for food, due to moisture and organic production, while more northern parts of the province are well suited to grow hemp for fibre due to long daylight hours.

Some think hemp could be Alberta's next canola. Like canola — which was selectively bred by a team of researchers in the 1970s and has grown to become a billion-dollar industry for Canada — industrial hemp is primarily grown in the three Prairie Provinces. Also like canola, hemp can be used to produce a cooking oil, as well as edible seeds, protein powders and more. But unlike canola, hemp is a regulated crop and until now any Canadian farmer interested in growing it has been required to undergo a criminal records check. The plant is a member of the cannabis family, and though it contains virtually no THC (the psychoactive ingredient in marijuana) it does contain CBD, a non-intoxicating cannabinoid that was — until recently — illegal without a medical prescription.

For years, farmers with licenses to grow industrial hemp have been banned from harvesting any part of the crop except the seeds and stems. The leaves, flowers and buds (the parts of the plant that contain CBD) had to be left in the fields. That changed in August 2018, when the federal government changed its regulations in advance of the new Cannabis Act. Now, hemp farmers are permitted to harvest the "whole plant" and sell it to licensed marijuana producers for the purpose of CBD extraction and sale.

This session will showcase what is happening in Alberta's industrial hemp industry, and how our province could actually become the hub for hemp production in the world.

Jesse Hahn is Vice President at Natural Fibre Technologies, a company focused on whole-crop utilization by adding value to agricultural residues after the seed has been removed. Using their proprietary mobile decortication technology, they produce processed hemp fibre and hurd for their own products, but also for companies that produce their own products and materials.

Barry Mehr serves as President of Mehr Holdings. He brings more than 50 years of experience and expertise in the agriculture industry sector and government. He began his career in food and agriculture in Ontario in the early 1960s, after completing his undergraduate degree in food chemistry. Barry spent 10 years working for Swift Canadian Company Ltd. in various sales and managerial positions before joining Canada's public service.

Between 1973 and 2009, Barry served the Government of Alberta as an Assistant Deputy Minister and Deputy Minister in various ministries, including Alberta Agriculture, Food and Rural Development (AAFRD), Economic Development, and Innovation and Science. Barry is also past Chairman of the Board of Governors at Olds College.

Ted Haney is the Executive Director, Canadian Hemptrade Alliance. He has over 30 years in domestic and international management and marketing experience promoting Canadian products and services. He managed the Canada Beef Export Federation for 20 years, and previously served on the board of the Canadian Agri-Food Trade Alliance for eight years. The Canadian Hemp Trade Alliance is a not-for-profit organization representing more than 260 growers across nine provinces; the Alliance also represents processors, distributors, developers and researchers involved in Canada's rapidly growing industrial hemp industry.

Partner: TBC

Session D4: Smart Cities. What about a Smart World? (Room 303)

Moderator: Martin Ebel, EDA Board Member

Introductory Remarks: TBC

Speakers: Richard Pauls, Partner, Integral Strategy Network; Barb Scully, Connected Communities Program Manager, Parkland County

Join Barb Scully, Connected Communities Program Manager from Parkland County and Richard Pauls, Partner at Integral Strategy Network and Past EDA President, as they share their journey in pursuing a prize in Infrastructure Canada's Smart City Challenge. Their initial submission has been selected as one of twenty national finalists out of 130 eligible applications and Parkland has received a \$250,000 grant to develop their final proposal.

Barb and Richard will share their approach in aligning Parkland County with its partners Brazeau County, Lac Ste. Anne County and Yellowhead County in a shared vision to increase rural prosperity with the following challenge statement: "Our agricultural community will revitalize and grow through the connection of people to the land and food while attracting citizens to share in its prosperous, innovative and resilient way of life."

Speakers will discuss their approach for aligning communities, compiling and writing a winning proposal, and their current work and strategy toward developing a comprehensive plan to drive innovative capacity and results in a rural environment. While their immediate objective is to win the \$10 million dollar category prize, in the long term they are focused and committed to six core pillars: Connectivity, Knowledge Workforce, Innovation, Social Inclusion, Marketing & Advocacy, and the Environment.

Partner: TBC

Session D5: Improve your health and your professional effectiveness (Room 305)

Moderator: Natalie Gibson, EDA CEDTP Trainer

Introductory Remarks: TBC

Speakers: Mike Edwards, Melissa D'Souza, Lucy Mrakawa (TBC)

Let's face it, we all find it increasingly hard to balance our personal lives with our work lives. We play hard, and work harder. However, as we continue to work longer hours, travel for work, and eat at restaurants and hotels, we start to impact our overall health.

Luckily, there are adjustments you can make to feel better.

This session will explore the increased risk of chronic disease as a result of frequent business travel. Come and hear from molecular experts and health professionals about a life-saving action plan that can help you connect the dots, in order to overcome the risk of chronic illness, improve your health and enhance your professional effectiveness.

Partner: TBC

3:00-3:15 PM

REFRESHMENT BREAK (Sponsor Salon, Room 203)

Partner: TBC

3:15-5:00 PM

BREAKOUT SESSIONS

Session E1: CARES Success Stories (Room 201)

Moderator: Jon Allan, EDA Board Member

Introductory Remarks: AEDT

Presenters: TBC

As part of the Alberta Jobs Plan, the Alberta government launched the Community and Regional Economic Support (CARES) program in 2016 to promote long-term economic growth and prosperity in Alberta's communities and regions. Through Budget 2018, the CARES program was extended to 2020.

This program funds initiatives that create a measurable impact and align with one or more of the following program outcomes:

- improving local business environment and/or regional economic collaboration
- increasing support for entrepreneurs and small and medium-sized enterprises (SMEs) to grow and succeed
- enhancing support for associations, businesses and industries that provide diversification to a community or a region
- increasing industry and sector competitiveness to lay the foundation for investment and job creation

This session will profile some CARES success stories. Come and learn how successful applicants are using CARES funding to make a difference in their communities.

Partner: Alberta Economic Development and Trade

Session E2: Digitize Now (Room 205)

Moderator: Chris King, EDA Board Member

Introductory Remarks: Shannon Preus (TBC)

Presenter: Ronnie Prasad, Business Centre Manager Calgary South, BDC

In October 2018, BDC released a report titled *Digitize Now: How to Make the Digital Shift in Your Business*.

The study analyzed the results of a BDC survey of 2,000 Canadian and 600 U.S. entrepreneurs concerning their business's digital maturity. It evaluated the digital profile of both Canadian and U.S. businesses, and assessed how digital technology adoption and their ability to implement change affected their performance.

The report found:

- Digital maturity matters. Businesses with higher digital maturity are more likely than their peers to have enjoyed higher sales growth (62%) and profit growth (52%) over the last three years. They are also more likely to have exported (70%) and innovated (329%).
- One in five (19%) Canadian businesses have an advanced digital profile, while more than half (57%) have a conservative profile. These proportions were the same for U.S. businesses.
- Businesses with low digital maturity performed poorly over the last three years. A quarter of these businesses saw sales plummet in the last few years, compared to less than a fifth of companies in other groups.
- Size matters. Larger businesses tend to be more digitally mature and invest more in their digital capabilities than smaller businesses do.
- Businesses with fewer than 20 employees have invested \$12,000, on average, in digital technologies in the last 12 months, compared to \$54,000 for businesses with 20 to 99 employees and \$259,000 for businesses with 100 employees or more.

Come and learn more about the report findings, and how you can help businesses in your communities *Digitize Now*.

Partner: BDC

Session E3: Is fusion energy an opportunity for Alberta? (Room 301)

Moderator: Trevor Lewington, EDA Board Member

Introductory Remarks: Perry Kinkaide, Alberta Council of Technologies

Panelists: Klaas Rodenburg, President, Alberta Council of Technologies; others (TBC)

The mission of Alberta/Canada Fusion Technology Alliance is to promote the development of Fusion Energy in Alberta and Canada and position both Alberta and Canada as providers of technology for fusion energy in the future clean energy marketplace.

Fusion is the process that powers the sun and all stars. It occurs when two isotopes of hydrogen or other low atomic number isotopes combine, or "fuse", to form a heavier atom. The fusion process with the lowest energy threshold is between deuterium and tritium (isotopes of hydrogen) which fuse to produce an atom of helium and a neutron with a concurrent significant release of energy.

Energy is fundamental to the development of any society. It provides basic life needs such as food, drink, shelter and warmth, as well as security and stability. Without energy, today's society would not exist.

However, there are various forms of primary energy. They can be categorized in various ways such as renewables versus non-renewables, reservoir versus non-reservoir based, and hydrocarbon versus biological versus nonhydrocarbon and non-

biological based. To be useful to society, a primary energy must be converted to a commodity energy, either heat, electricity or transportation fuel.

Fusion energy has the best energy equity and energy density characteristics of any primary energy form. In terms of energy equity, the fuel source for fusion, water, is abundant and available globally, hence the need for extensive infrastructure and the potential for geopolitics is minimal. In terms of energy density, in comparison to other primary energy forms, it also minimizes the use of input resources that have limitations such as process water, and land; the least impact on bio-diversity; and the smallest consequential outputs of waste products (radioactive and non-radioactive, waste water, air emissions, and greenhouse gases).

This session will highlight some of the work the Alliance is doing, and how Alberta communities can become involved in this exciting new field of study.

Klaas Rodenburg is the President of the Alberta Council of Technologies (ABCtech). He also serves as Secretary of the Alberta/Canada Fusion Technology Alliance and is a member of the for emerging technology industries of the City of Edmonton Energy Transition Advisory Committee (ETAC). He has taught sustainability courses at NAIT and U of A and has presented at a variety of Sustainability focused events. Klaas developed and currently teaches an online course for Lakeland College on sustainable building strategies. Klaas also acts as CEO of Clark Ecoscience and Sustainability, a company that grows local plants and designs local ecosystems for yards, commercial, municipal and industrial sites.

Klaas was the Sustainable Design Coordinator at Stantec before moving to Mammoet Canada Western (2014-2017) as a quality advisor where he was a member of the Sustainovation Steering Committee, a global initiative responsible for identifying and implementing innovative solutions to sustainability challenges faced by Mammoet and its sister companies. Klaas joined GLC as an Advisor summer of 2018 recognizing the immense potential and opportunity this technology offers in Diversifying Alberta's economy through technology. The Alberta Council of Technologies (ABCtech) advocates for the commercialization of disruptive technologies that will place Alberta and Alberta companies at the forefront of emerging economies and offer global reach.

Partner: Alberta Council of Technologies

Session E4: How to curate, package and disseminate information (Room 303)

Moderator: Martin Ebel, EDA Board Member

Introductory Remarks: Court Ellingson, Calgary Economic Development

Panelist: Nicole Mullings, Research and Strategy Librarian, Calgary Economic Development

In a world of information and data, economic development agencies/officers are being asked to gather, collate, distill and share more than ever before. We are all being asked to be future ready and achieve new standards in data excellence in economic development. Calgary Economic Development will share their journey in content curation, business intelligence and information management. We will share common data sources, how we collaborate with others in procuring other sources of data and our tools for gathering reports, data and information from the multiverse.

Nicole Mullings is an information professional and subject matter expert with 5+ years of experience managing business and industry data and resources and 7+ years of experience supporting research activities at a private investment bank. Nicole has fulfilled 1,500+ research requests in her role as Research & Strategy Librarian at Calgary Economic Development. Significant projects she has contributed to include Calgary's Amazon HQ2 bid book submission, Invest Calgary Magazine and many of the business and research resources available on the Calgary Economic Development website. Most recently, she presented a workshop Research Management Best Practices for Economic Development Organizations to Invest in Canada in Ottawa. Nicole is a news junkie and is interested in all things emerging technologies.

Partner: Calgary Economic Development

Session E5: Learning Lab: Indigenous Workshop (Room 305)

Moderator: Natalie Gibson, EDA CEDTP Trainer

Introductory Comments: TBC

Interactive workshop.

Partner: CANDO

5:30-6:00 PM

CONFERENCE REGISTRATION DESK OPEN (Main Floor, Kinnear Centre for Creativity and Innovation)

6:00-6:30 PM

COCKTAIL RECEPTION (Room 101/103/105)

6:30 PM

MINISTER'S DINNER & ANNUAL AWARDS BANQUET (Room 101/103/105)

Welcome: Chris King, 2018-19 President, EDA

Introductory Remarks: Repsol Oil & Gas Canada Inc.

Speaker: Minister Bilous

Marketing Awards Presentations: Mary Lee Prior, Chair of EDA Marketing Awards

Dress: Semi-formal / Business attire

This is the annual EDA Minister's Dinner & Annual Awards Banquet where we celebrate excellence in economic development.

Partner: Repsol Oil & Gas Canada Inc.

Following the Minister's Dinner, the EDA Sponsor Salon (Room 203) will be open until midnight. McLab Bistro is open until 2:00 AM.

FRIDAY, APRIL 5

7:30 AM

BREAKFAST BUFFET (Room 101/103/105)

8:00-8:45

EDA ANNUAL GENERAL MEETING (Sponsor Salon, Room 203)

Moderator: Chris King, 2018-19 President, EDA

* EDA Voting Members only

8:00-11:00 AM

CONFERENCE REGISTRATION DESK OPEN (Main Floor, Kinnear Centre for Creativity and Innovation)

9:00-9:45 AM

PLENARY #1: 2019-20 ECONOMIC FORECAST *(Room 101/103/105)*

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA

Introductory Remarks: TBC

Speaker: Todd Hirsch, Chief Economist, ATB Financial

Todd Hirsch is the Chief Economist at ATB Financial. He holds a BA Honours in Economics from the University of Alberta and an MA in Economics from the University of Calgary. For over 20 years he's worked as an economist at Canadian Pacific Railway, the Canada West Foundation and the Bank of Canada. For almost a decade, Todd taught economics at the University of Calgary. He released his third book, *Spiders in Space: Successfully Adapting to Unwanted Change* in 2017.

Todd provides economic commentary for several Canadian media outlets, and has been recognized as one of Alberta's 50 Most Influential

He has recently served on the University of Calgary's Board of Governors and is the chair of the Calgary Arts Academy. In 2015 Todd received the U of A's Alumni Honour Award, and in 2017 an honorary degree in Policy Studies from Mount Royal University. Mr. Hirsch will be providing his annual economic forecast, always a highlight of the EDA Conference.

Partner: TBC

9:45-10:15 AM

PLENARY #2: It's Showtime! How to Use Social Media to Increase Your WOW Factor To Thrive In the Present and Excel in the Future. *(Room 101/103/105)*

Introductory Remarks: Leann Hackman-Carty, Chief Executive Officer, EDA

Speaker: Sherron Washington, CEO of P3 Solution

Our societal landscape is vastly changing. Now more than ever people want to be recognized as influencers and significant contributors that help, lead, shape and transform the world. So it is vital to make and establish a presence in order to make a larger impact in today's society.

Social media provides an opportunity to show-up and show-off star power, by providing a space that allows people to amplify their voice, exhibit their genius and connect with a vast network of extraordinary people that helps magnify their influence. This interactive session will demonstrate how economic developers can use their influence to present their star-quality, amplify their genius, and gain best practices on how to create more authentic engagement to help increase their influence.

Sherron Washington is a marketing strategist, author, speaker and CEO of the P3 Solution, a full-service marketing and communications firm that specializes in providing simple strategy, design, branding, and social media marketing solutions for companies. She has built her firm around the principle of "marketing simple," which instructs clients to embrace simplified methods to promoting their business. Sherron is also the author of *Market Simple: The Blueprint to a One-Page Marketing Plan*, Speaker and Writer, sharing expert insight in such places as *Black Enterprise*, *SmartCEO*, *Social Media Today*, *Inbound*, *Pubcon* and other platforms around the country.

Partner: TBC

10:15-10:30 AM

CLOSING SESSION *(Room 101/103/105)*

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA

Closing Comments: Chris King, EDA