

## PRE-CONFERENCE PROGRAM

### TUESDAY, MARCH 20

---

#### “ALBERTA BREWERS ON TAP” PRE-CONFERENCE MIXER (*Banff Ave. Brewing Co.*)

**6:00-9:00 PM**

**NOTE: You must register separately at [www.edaalberta.ca](http://www.edaalberta.ca) in advance for this session.**

Are you thinking of coming to the conference early? Then think about coming to a special reception where you will be able to sample some great Alberta made refreshments!

Familiarize yourself with Alberta's booming craft beer scene with samples from various breweries from across the province.

Bear Hill Brewing Co.'s mission is to enrich the lives of our guests, our employees and our communities through superior quality hand crafted beer, food with attitude, unique beverages, fun customer service, and by treating their employees like family. Its breweries include: Banff Ave Brewing Co., Jasper Brewing Co., Wood Buffalo Brewing Co. and Last Best Brewing and Distilling in Calgary.

*Partner: Alberta Small Brewers Association*

### WEDNESDAY, MARCH 21

---

**8:45-11:00 AM**

#### PRE-CONFERENCE SESSION 1: CEDTP TRAINER SESSION (*Room 201*)

If you have been invited to participate in the EO mock training exercise, you are required to attend this session.

**EDA Panel:** Leann Hackman-Carty, Chris King, Natalie Gibson

**Participants:** Mark Morrissey, Dennis Cooper, Carrie Fischer, Greg Krischke, Roxanne Carr

*Partner: Economic Developers Alberta*

**9:00-11:00 AM**

#### PRE-CONFERENCE SESSION 2: IGNITE PRACTICE SESSION (*Room 301*)

If you have been selected to present at Ignite #EDA2018 session, you are required to attend this practice session.



**Moderator:** Nancy Toombs, EDA

**Sponsor:** Jennifer Ranger, Community Benefits Advisor, Repsol Oil & Gas Canada Inc.

**Presenters:** Holly Sorgen, Michael Dougherty, Art Lawson, Mark Kamachi, Kimberley Worthington, Amber Murphy, Natalie Gibson

*Partner: Repsol Oil & Gas Canada*

**9:00-11:30 AM**

**PRE-CONFERENCE SESSION 3: TOURISM TALK** (*Room 303*)

**Moderator:** Sara Chamberlain, EDA Board Member  
**Introductory Remarks:** Bruce Tannas, Alberta Culture and Tourism  
**Workshop participants:** Ray Hole, Ray Hole Architects; Tony Sefton, Vision XS

This Tourism Talk will feature Ray Hole and Tony Sefton, world leaders in tourism planning and experiential development. Tony and Ray will explore the social and economic impact that tourism has on communities; and the public and private sector investment, systems and infrastructure, required for communities to thrive. Speakers from Alberta Culture and Tourism and Travel Alberta will build on these insights and showcase programs and services available, and how the Government of Alberta hopes to achieve positive growth in the industry.

Ray Hole is an international, award winning architect with over 30 years' experience in highly creative, multi-disciplinary design environments. He founded his practice to provide physical expression to 'experience economy' philosophy, demonstrated through completed projects across a rich diversity of clients, cultures and business sectors. These include London Zoo, Snowdon Visitor Centre, Kidzania, Hannover Rainforest House, Kuwait Oil Company and VW's Autostadt brandland. Ray's attitude, understanding and accumulated experience is forging an increasingly influential role in redefining the cultural, heritage (natural and man-made), wildlife, science, industrial and themed visitor attraction sectors, but also creating new opportunities to take his skills towards the commercial/industrial workplace.

Tony Sefton has 25 years' experience of the leisure industry starting as a mechanical engineer designing fairground rides and then becoming an internationally renowned leisure analyst and business recovery specialist for theme parks, attractions and resorts. Tony has worked for most major leisure groups including Disney, National Trust, Imperial War Museum, Six Flags, Dubailand and Sentosa. He is supported by an excellent team he built up with the consulting arm of Vision XS, and has completed over 130 strategic leisure projects worldwide using analytical software owned by Vision XS.

*Partner: Alberta Culture and Tourism*

## **CONFERENCE PROGRAM**

**WEDNESDAY, MARCH 21**

---

**9:00 AM-4:30 PM**

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

**1:30-2:30 PM**

**OFFICIAL CONFERENCE OPENING & KEYNOTE: TECHNOLOGIES THAT ARE DISRUPTING BUSINESSES** (*Room 101/103/105*)

**Moderator:** Leann Hackman-Carty, Chief Executive Officer, EDA  
**Opening Remarks:** Bev Thornton, 2017-18 President, EDA  
**Introductory Remarks:** Tom Mansfield, Executive Director, Entrepreneurship & Regional Development Branch, Alberta Economic Development and Trade  
**Keynote Speaker:** Wellington Holbrook, Chief Transformation Officer, ATB Financial

ATB Financial's Chief Transformation Officer Wellington Holbrook has one mandate: lead ATB's evolution towards becoming a forward-thinking technology company that will transform banking—make it work for people. Leading a team of change agents, Wellington has set ATB on a course of rapid innovation that re-imagines process, enables people and embraces leading edge technology to create out-of-this-world customer experiences.

At ATB he's previously served as Executive Vice-President of Retail Financial Services and Executive Vice-President of Business Banking. Prior to that, Wellington spent 15 years at the Business Development Bank of Canada, serving in various senior executive roles for areas such as commercial financing, mezzanine and venture capital.

Outside of professional commitments, Wellington serves as a board member for the Calgary Chamber of Commerce and the Calgary Convention Centre Authority. He also champions ATB's Teddy for a Toonie fundraising campaign, which has raised more than \$4 million for Alberta's Children's Hospitals in the last 5 years.

Wellington earned his Bachelor of Commerce (Hons.) degree at the University of Manitoba and holds a Master's with distinction from the University of Oxford. He continues to be a lifelong learner, making the most of every formal and informal opportunity to expand his understanding of the world.

*Partner: Alberta Economic Development and Trade*

### **2:30-3:00 PM**

#### **KEYNOTE: EXPLORING OPPORTUNITIES TO DIVERSIFY ALBERTA'S ENERGY SECTOR, CREATE JOBS AND STIMULATE INVESTMENT BY ADDING VALUE TO OUR ENERGY RESOURCES (Room 101/103/105)**

**Introductory Remarks:** Chris Montgomery, CAPP

**Keynote Speaker:** Jeanette Patell, Co-chair, Energy Diversification Advisory Committee

The mandate of the Energy Diversification Advisory Committee is to provide advice to the provincial government on additional steps Alberta can take to build a more diversified and resilient energy economy. This includes building on the value-add related recommendations in the Royalty Review Advisory Panel Report: to diversify Alberta's energy downstream sector to create stable, long term economic opportunities and employment.

The Committee has been asked to provide advice that answers the following key question: What additional steps can Alberta take to build a more diversified and resilient energy economy that works with industry and communities to create jobs, moves the energy industry up the value chain, and diversifies the energy industry into new end products?

Jeanette Patell is one of the Co-Chairs of the Energy Diversification Advisory Committee. She is also the Government Affairs and Policy Leader (Energy) for General Electric (GE) in Canada. In this role she provides strategic insight and guidance on policies impacting the electricity, oil and gas sectors and trade and economic policy.

Prior to joining GE, Jeanette was a diplomat with Global Affairs Canada. Her career in the Canadian Foreign Service focused on international trade policy and securing market access for Canadian exporters. Her assignments included investment treaty negotiations in South East Asia, and postings to the Embassy of Canada in Washington D.C. and the Mission of Canada to the European Union. While representing Canada abroad she led trade policy for animal agriculture and energy market access respectively, leading Canada's efforts on files such as Country of Origin Labelling and the EU Fuel Quality Directive.

Jeanette is a graduate of Mount Allison University with a B.A. (Hons) in International Relations.

*Partner: CAPP*

### **3:00-3:15 PM**

#### **REFRESHMENT BREAK (Sponsor Salon, Room 203)**

*Partner: O2 Planning & Design*

**3:15-4:30 PM**

**BREAKOUT SESSION**

**Session A1: Ignite®#EDA2018- Inspire and Enlighten Us- But Make it Quick! (Room 303)**



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®#EDA2018 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:** Nancy Toombs, EDA

**Introductory Remarks:** Jennifer Ranger, Community Benefits Advisor, Repsol Oil & Gas Canada Inc.

**Presenters:** Holly Sorgen, Michael Dougherty, David Ghoris, Art Lawson, Mark Kamachi, Kimberley Worthington, Amber Murphy, Natalie Gibson

*Partner: Repsol Oil & Gas Canada*

**Session A2: Meet and Greet with U.S. Commercial Service (Room 301)**

Are you interested in learning more about how businesses in your community can enter the United States marketplace? Then come and meet representatives from the United States Commercial Service, Calgary. You will learn about their programs and services as well as details on how businesses in your community can participate in the SelectUSA Canada conference taking place in Calgary April 12.

**Moderator:** Sara Chamberlain, EDA Board Member

**Representatives:** Crystal Roberts and Tom Hanson, U.S. Commercial Service

*Partner: United States Consulate General, Calgary, Alberta*

**4:45-6:00 PM**

**FREE TIME**

**5:00-6:00 PM**

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

- 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 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.

Dress: Business Attire.

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, MARCH 22**

---

**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: CREATING WEALTH THROUGH ENTREPRENEURIAL ECOSYSTEMS** (*Room 101/103/105*)

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

**Introductory Remarks:** Alyshia Pretulac, Stakeholder Relations Specialist

**Keynote Speaker:** Kirstie Chadwick, President & CEO, International Business Innovation Association (InBIA)

The pace of change driven by technology has opened the door for entrepreneurs located in any community or country in the world to create great companies. This plenary will provide information on some of the forces causing these rapid changes, as well as the role economic developers can have in creating thriving entrepreneurial ecosystems in their communities.

Kirstie Chadwick is President & CEO of the International Business Innovation Association (InBIA), based in Orlando, Florida. InBIA is a global non-profit organization that has welcomed and supported entrepreneurial organizations for over 30 years. Serving a diverse group of entrepreneurship centers, program managers, directors and policymakers, they help guide, mentor and develop sustainable entrepreneur support programs in every industry and demographic around the globe. Their mission is to help communities enable entrepreneurs to transform their dreams into innovative businesses that make global prosperity a reality.

Kirstie has over 25 years of experience at technology companies including Sun Microsystems, Mentor Graphics and Lockheed Martin. She has also held executive roles at five venture-backed technology startups, including her role as co-founder and CEO of DigitalOwl. She raised over \$15M in venture capital for these companies, and is the former Executive Director of the Winter Park Angels – a 50+ member angel investment group.

In 2004, Kirstie joined the University of Central Florida (UCF) as the Director of the Venture Lab where she facilitated the spin-out of three startup companies based on faculty inventions, and mentored hundreds of local entrepreneurs in business strategy and financing. In addition to her experiences as an entrepreneur and investor, Kirstie led the financing and management of Florida's Igniting Innovation and Starter Studio Technology Accelerators, which together directly resulted over \$50 million in follow-on capital by participating companies.

Kirstie is the recipient of the Orlando Business Journal's Women Who Mean Business Award, the Working Woman Entrepreneurial Excellence Award, and the Dr. W. Judson King Entrepreneurship Memorial Award. She graduated Summa Cum Laude with a B.S. in Computer Science from the University of Central Florida (UCF), and holds an MBA from UCF.

*Partner: Plains Midstream Canada*

**9:00-10:15 AM BREAK OUT SESSIONS**

**Session B1: Government Resources for Economic Developers: Stories from Across the Province (Room 201)**

**Moderator:** Jon Allan, EDA Board Member

**Introductory Remarks:** Linda Erickson, Alberta Economic Development and Trade

**Panelists:** Tom Mansfield, Executive Director, Entrepreneurship & Regional Development, Economic Development & Trade; Shaun Peddie, Executive Director, Program Delivery & Engagement, Economic Development & Trade; Nicole Inzunza, NADC

Are you curious about programs and resources that support economic development? Over the past few years, the Government of Alberta has been carrying out the Alberta Jobs Plan, taking action on a number of fronts to create a more resilient, diversified economy. In this session, you will learn how the ministry of Economic Development and Trade can work with you to meet your community's goals. You will also hear from economic developers who have taken part in government grant and bursary programs, including the Community and Regional Economic Support (CARES) program, and accessed our tools and services. Find out what the outcomes have been, and which resources are the most helpful – all while making valuable connections with colleagues and government representatives.

*Partner: Alberta Economic Development and Trade*

**Session B2: Harness the Power of Competitive Intelligence – Targeting resident and business priorities to inform municipal budgets and work plans (Room 205)**

**Moderator:** Jennifer Fossen, EDA Board Member

**Panelists:** Paul Blais and Chris Bandak, MDB Insight; Kimberley Worthington, CAEP

In this interactive session, industry veterans Paul Blais and Chris Bandak, joined by CAEP Executive Director, Kimberley Worthington, offer the latest strategic wisdom to help municipalities of all sizes pursue successful programs that don't break the bank and eat up limited staff time. They will demonstrate tools and approaches that blend derived importance, citizen satisfaction research, tax sensitivity measures, and BR+E fundamentals can be affordable and highly effective. This session is relevant to elected officials, senior municipal administrators and economic developers. Learn about using precise, statistically significant local information that measures the health of businesses in the present and helps to predict challenges and opportunities on the horizon. Find out how to connect this information with citizen attitudes and tax sensitivity measures so your decision-making is informed by business and resident priorities and your budget is evidence-based and balanced with service priorities. Bring your questions!

*Partner: MDB Insight*

**Session B3: Capitalizing on Global Trade Opportunities (Room 301)**

**Moderator:** Glen Vanstone, EDA Board Member

**Introductory Remarks:** Natalie Gibson, EDA CEDTP Trainer

**Panelists:** Paul Pryce, Consulate-General of Japan in Calgary; Ben Van de Walle, La Cité 2031; Doug Cameron, Alberta Economic Development & Trade; Katie Findlay, Calgary Economic Development

Canada's trade agreements put in place measures to facilitate more trade and investment between Canadian companies and industries. Increasing trade and investment helps our local business communities grow through the pursuit of new market opportunities, investment and partnerships.

Paul Pryce serves as the Political & Economic Advisor to the Consul General of Japan in Calgary, in which role he helps drive Japanese trade and investment activities in Western Canada through market intelligence and effective stakeholder relations. Paul has also previously consulted for the China Institute of International Studies, an organ of China's Ministry of Foreign Affairs, and the Indonesia-based think tank UPH Analytics. Paul will discuss the Trans-Pacific Partnership, other trade and

economic agreements under discussion in the Asia-Pacific region, and the opportunities these can present for Alberta businesses.

Ben Van de Walle has been promoting economic development in French-speaking businesses and communities for over two decades. As a bilingual country, Canada, and Alberta can and should capitalize on this asset. For example, La Francophonie is a group of institutions dedicated to promoting the French language, with the main one being the International Organisation of La Francophonie (IOF). The IOF brings together 84 member states and governments from five continents that represent approximately 1 billion inhabitants, including 274 million Francophones. La Francophonie is a community of solidarity and cooperation and plays a role in international politics.

Doug Cameron is a Senior Director, Trade and Investment, U.S. Branch for Alberta Economic Development & Trade. In this capacity, he is responsible for marketing Alberta to United States business leaders as a destination for new investment, trade and business development. He works with and on behalf of Alberta businesses to develop partnerships, strategic alliances and networks in the U.S., and levers relationships to facilitate business for Alberta entities with U.S. partners. He supports advanced industries, largely technology businesses expanding and developing new products and business opportunities in Alberta.

Katie Findlay is the Manager of Global Trade, Calgary Economic Development. Calgary Economic Development is launching a trade accelerator program for Southern Alberta that has been licensed from the Toronto Board of Trade. It helps companies assess if they are export ready and then takes them through programming to get their products to international markets. The first cohort will begin at the end of April. She will speak about the opportunity for others to become involved.

*Partner: EDC*

#### **Session B4: Nurturing Creative Communities (Room 303)**

**Moderator:** Court Ellingson, EDA Board Member

**Introductory Remarks:** Joyce Byrne, Redpoint Media Group

**Presenter:** Kelly Jerrott, President, Creative City Network of Canada

Municipalities, arts organizations and individuals are playing a growing role in the development of arts, culture and heritage in Canada. The Creative City Network of Canada (CCNC) is a national-non-profit organization made up of municipalities, arts organizations and individuals working to support cultural development in their communities. CCNC facilitates knowledge sharing professional development in the field of local cultural policy, planning and research.

Through its work, the Creative City Network of Canada helps build local capacity by nurturing and supporting cultural development in their communities. They aim to improve the operating climate and conditions of artists, arts, heritage, and cultural organizations across the country, and the quality of life in Canadian communities of all sizes.

Kelly Jerrott has more than 25 years' experience as a leader in the arts and cultural sector in Canada, and holds a Master of Arts in Leadership from Royal Roads University, in Victoria, British Columbia. She is currently the Director of Cultural Services with the City of St. Albert, in Alberta, Canada, known as the "Botanical Arts City". She serves at the national level as Vice President of the Creative City Network of Canada, and has been a Board Member since 2013. Ms. Jerrott chaired the 2015 Creative City Network of Canada Summit in Kelowna, B.C., bringing cultural professionals together to learn from each other, and be inspired through keynote speakers, sessions and study tours. Active in the arts community she is also a member of the Academic Advisory Council for the Arts and Cultural Management Program at Grant MacEwan University in Edmonton, Alberta; and has served as a board member with organizations such as Events Edmonton, producer of the Taste of Edmonton Festival, the Western Canadian Music Alliance, and the JUNO Awards/Canada's Music Awards Host Committee.

Working with a dynamic team in St. Albert, Ms. Jerrott oversees the management and operation of the City's cultural facilities such as the Arden Theatre, Art Gallery, Museum and Historic Sites, as well as the City's Public Art Collection. She was instrumental in the development of the City's Cultural Master Plan, and Heritage Management Plan, taking significant steps in recent years towards the implementation of both plans; including producing the Northern Alberta International Children's Festival of the Arts, launching the new Amplify Youth Festival, and St. Albert LIVE YouTube Channel to highlight and celebrate culture in the community. Before joining the City, Ms. Jerrott served as the Executive Director of Edmonton's Northern Alberta Jubilee Auditorium, Executive Director of Music Alberta, and General Manager of the Savoy Theatre in Glace Bay, N.S.

*Partner: Redpoint Media Group*

**Session B5: Becoming an Accredited Economic Development Organization (AEDO) (Room 305)**

**Moderator:** Shaun Goodeve, EDA Board Member

**Introductory Remarks:** Bev Thornton, EDA President

**Presenter:** Brett Doney President & CEO, Great Falls Montana Development Authority & High Plains Financial

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 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.

*Partner: IEDC*

**10:15-10:30 AM**

**REFRESHMENT BREAK (Sponsor Salon, Room 203)**

*Partner: LocalIntel*

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

**Session C1: Tourism Development and Sustainability (Room 201)**

**Moderator:** Jon Allan, EDA Board Member

**Introductory Remarks:** Richard Gotfried, MLA

**Panelists:** Magdalena AK Muir, Green Destinations Canada, IEELS Ltd.; Justin Rousseau, Expedition Management Consulting Ltd.; Alexis Nelson, Alberta Culture and Tourism & Mitch Thomson, Olds Institute for Community & Regional Development



Tourism is more than just an industry sector, it is an economic driver made up of an “industry of industries” from accommodations, to food and beverage, to attractions. Tourism is also shifting globally with greater focus on environmental, social and cultural sustainability. How is your community or region harnessing the potential from this industry in enabling your community or region to become more welcoming, vibrant, diverse and sustainable?

Join us for this break out panel session that will explore the tourism industry’s impact from three distinct angles:

- **How do you effectively engage your community in tourism?**

Justin Rousseau with Expedition Management Consulting Ltd. will walk you through the benefits and risks of tourism development, characteristics of tourism assets, and how to apply the EMC Tourism Asset Evaluation Tool to analyze the tourism potential of various community assets.

- **Is your community tourism ready?**

Alexis Nelson with the Government of Alberta’s Ministry of Culture and Tourism will introduce a valuable community based tourism development tool called the “Visitor Friendly Alberta (VFA)” program as a basis to initiate community conversations and collaboration to identify opportunities for tourism development. Hear from Mitch Thomson from the Town of Olds as he shares their learnings and observations from completing the program.

- **How the Green Destinations Standard can improve the sustainability of your community, and increase tourist engagement?**

Magdalena Muir, Green Destinations Canada, will provide background on the United Nations Global Sustainable Tourism Council (UN GSTC) Destinations Criteria and the UN GSTC- recognized Green Destinations Standards. In particular, she will focus on the Green Destinations award and certification program, and how it can be used to measure, monitor and improve the sustainability and tourism recognition of Alberta destinations and regions.

## **Session C2: Indigenous Nations and Building Economic Relationships: Reconciliation, Collaboration and Future Focused (Room 205)**

**Moderator:** Jennifer Fossen, EDA Board Member

**Introductory Remarks:** Kimberley Worthington, Alberta REDA’s

**Panelists:** Suzanne Life-Yeomans, Liidlii Kue First Nation; Sam Minde, President and CEO of Neyaskweyahk Group of Companies Inc.; Ray Wanuch, CANDO

The Maskwacis Cree are made up of Four Indigenous Nations who are located side by side by side. The Ermineskin, Montana, Louis Bull and Samson Cree Nations are situated in what is now called Central Alberta in between Wetaskiwin and Ponoka.

In 2012, the Maskwacis Cree conducted an Economic Leakage study and found that 60 million dollars leave the Nations and flow into neighboring economies. The data collected allowed the Nations to develop strategies to capture economic leakage and create an increase in employment and business opportunities. One company, the Neyaskweyahk Group of Companies is reporting job creation and increase economic inflows every year.

Recently, discussions have begun with the Maskwacis Cree, Wetaskiwin and Ponoka Economic Development Leaders. A series of meetings have been planned for 2018 to begin working on a Regional Economic Development strategy. It is understood that the economy of all communities are interconnected and rely on each other. By working together and developing a shared vision, it can be possible to build up the region and create exponential employment and business opportunities.

*Partner: Alberta REDA’s*

## **Session C3: Alberta International Development Office: Leading the way to shared prosperity (Room 301)**

**Moderator:** Glen Vanstone, EDA Board Member

**Introductory Remarks:** Natalie Gibson, EDA CEDTP Trainer

**Speakers:** Jihan Sharifi and Shane Jaffer, Alberta Economic Development and Trade

Established in 2013, the Alberta International Development Office (AIDO) plays an important role in achieving Alberta’s international priorities. The AIDO leverages the public sector from Alberta to support the private sector, educational institutions and civil society organizations pursuing international development projects. The AIDO coordinates the Government of Alberta’s participation in global development work and helps identify new areas of collaboration between public and private sectors. Through cooperation with various provincial stakeholders, the AIDO enhances Alberta’s engagement in international development projects for the benefit of Albertans and the global community. By bringing together resources to support

Alberta's engagement in a given region, the AIDO is effecting change in different parts of the world, while fostering commercial opportunities for Alberta and provincial stakeholders.

Shane Jaffer has been with Alberta Government for just over eighteen years. In his current role he works with Alberta firms pursuing international projects funded by international financial institutions (IFIs) like the World Bank, Inter-American Development Bank, Asian Development Bank and others. Shane is also part of the World Bank's and Inter-American Development Bank's Private Sector Liaison Officer (PSLO) Network. Aside from his role with IFIs, Shane is also responsible managing Alberta's trade relationship with Africa and overseeing the Alberta International Development Office (AIDO) which accesses public sector expertise to partner with private sector, academic institutions, governments and others on international development projects. Shane has a Masters in International Trade from the University of Saskatchewan and other degrees from the University of Alberta including from the Alberta School of Business. Shane has also completed the executive program of the Canadian Petroleum Institute. Shane also is a volunteer soccer coach and the Calgary Stampede's Visiting Band Committee.

Jihan Sharifi is the International Business Officer for the Alberta International Development Office (AIDO) within the Alberta Ministry of Economic Development and Trade (EDT). In her role with the AIDO Jihan facilitates and coordinates Alberta's engagement in international development activities in order to contribute to economic opportunities for Alberta and Albertans in diverse international markets. In her capacity, Jihan leverages the public sector from Alberta to support private sector, educational institutions and civil society organizations in their international development activities. Prior to her role with the AIDO, Jihan was a Program Advisor with EDT's Alberta Export Expansion Package where she worked with internal and external stakeholders to provide funding assistance that would contribute to increasing Alberta's exports and diversifying its economy. Jihan holds a Master of Public Policy from the University of Calgary's School of Public Policy and a BA in Political Studies from the University of Manitoba.

#### **Session C4: Innovation through Hackathons (Room 303)**

**Moderator:** Court Ellingson, EDA Board Member

**Introductory Remarks:** Shannon Preus, BDC

**Speaker:** Mirjam Wouters, Manager ExperienceLab, Philips Research

At Philips Research, they refer to their internal hackathons as "Creative Playgrounds". They define a challenge based on the needs of their businesses and invite their internal community, consisting of 1500 scientists, business consultants and designers to deliver disruptive innovation and change in the organization.

Quick assessments are done by external professionals, end users and business analysts to challenge participating teams to pivot concepts and allow insights very early in the innovation process. Deliverables consist of a value proposition, a prototype and a use case in the final pitch.

This conference session will provide an overview on how to:

- Develop a concept and business case together in a hackathon event
- Speed up innovation through co-creation with multiple stakeholders
- How collaboration is key in solutions development

Mirjam Wouters is the Manager of ExperienceLab, the innovation lab for Philips Research based in Eindhoven, Netherlands. As an innovator that develops innovation processes, her vast expertise includes directing both national and international innovation projects for programs in health care. She has a passion for new technology, combined with a desire to comprehend user needs, leading to the development of meaningful products, services and experiences designed around the needs of their users. Mirjam also has a background in experience design for different business areas: healthcare, lighting, Smart Cities, mobile, horticulture, home automation, domestic appliances and strategic futures.

*Partner: BDC*

#### **Session C5: Communicating with Influence (Room 305)**

**Moderator:** Shaun Goodeve, EDA Board Member

**Introductory Remarks:** Sabrina Feula, AUMA

**Presenter:** Jan Nighswander, Senior Consultant, Jeffrey Strategic

We all recognize how important effective communication is to success in our work - and almost all of us want to improve our skills. The problem is that until now, communication training hasn't addressed the real issues. That's why so many

professionals still struggle to present their ideas clearly and concisely, connect with diverse audiences, or even have their voices heard in meetings.

After analyzing hundreds of talks and presentations we saw that the most engaging and effective speakers followed virtually none of the rules that are taught in books and training seminars. And that's when we started to realize that almost everything we've been taught about business communication is wrong.

We discovered that the key to communicating successfully is found in science. Modern neuroscience has shown that each of us processes information in very different ways. This session will show you that there is an incredibly simple way to deliver the right information at exactly the right moment to engage each member of your audience every time you communicate.

Drawing on proven neuroscience, you will learn exactly what your audience needs from you when you speak in meetings, conference calls and presentations – and how to implement it to achieve immediate results.

Jan Nighswander understands through her diverse corporate experience that clear, authentic communication is critical to business and personal success. Jan started her career in Alberta's energy industry as a production accountant with Home Oil in their northern operations. After returning to her hometown of Calgary she took on a new role in pension and benefits accounting that led to a successful thirty-year career in corporate human resources.

At NOVA Corporation and Alberta Natural Gas she introduced a new approach to human resources management, transforming how leaders managed change and supported their people through significant industry deregulation. Following her corporate experience, Jan changed direction to specialize in transition management. As a practice leader with leading North American consulting firms she led multi-million dollar projects in energy, regulatory, retail and health care to improve performance and restructure in uncertain times.

As Executive Vice President and Chief Privacy Officer at LifeMark Health, Jan built a human resources function that focused on helping business leaders become strong HR practitioners. After supporting the acquisition of over fifty businesses, Jan relocated to Toronto to support the integration of LifeMark Health and Centric Health.

Now based in Calgary, Jan runs her own HR consulting practice that helps leaders and organizations find practical solutions to their business challenges. Drawing on her extensive senior leadership experience, she delivers innovative communication workshops and coaching for Jeffrey Strategic including Communicating with Influence for Women.

*Partner: AUMA*

## **NOON-1:30 PM**

### **LUNCHEON BUFFET & KEYNOTE: PROMOTING ECONOMIC DEVELOPMENT THROUGH FOSTERING RESEARCH, INNOVATION AND COMMERCIALIZATION** *(Room 101/103/105)*

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

**Introductory Remarks:** U.S. Consul General Tom Palaia, U.S. Department of State

**Speaker:** John Brown, Assistant Deputy Minister, Alberta Science and Innovation, Alberta Economic Development and Trade

As Assistant Deputy Minister of the Science and Innovation Division in the Government of Alberta, John Brown and his team work to provide leadership and expertise to enable the economic, social and environmental success of Albertans through targeted investments in research, innovation and commercialization.

The Division is a lead funder and proponent of government's research and development activities, promoting and encouraging the commercialization of innovative products and processes and leveraging leading-edge research to solve pressing industry challenges. The Division also creates and expands technology partnerships and collaboration with international jurisdictions, multinational industry partners, post-secondary institutions and Alberta's small and medium-sized businesses, to position Alberta as a world-class destination for research, innovation, and commercialization.

Serving in the Alberta government for over 30 years, John has a broad experience base in applied research, policy development and service provision. His roles in government have included research technician, policy advisor, operations manager, and executive manager. Previous to joining the Science and Innovation Division of Economic Development and Trade, John was an Assistant Deputy Minister in the Department of Agriculture and Forestry, responsible for enabling industry growth and rural development. John is a graduate of the University of Alberta in Soil Science and Agronomy.

## 1:45-3:00 PM BREAK OUT SESSIONS

### **Session D1: Rural Prosperity and Climate Resilience (Room 201)**

**Moderator:** Jon Allan, EDA Board Member

**Introductory Remarks:** Krista Putnam, Stakeholder Relations Analyst, Plains Midstream Canada

**Facilitator:** Lisa Maria Fox, Program Advisor and Secretary to the Board, Sustainability Resources

Concern for climate change, and a re-focus on energy efficiency and greenhouse gas reduction is transforming the economy in Alberta, the greatest impact of this transitioning economy is felt in small and rural communities. This session focuses on Sustainability Resource's Rural Prosperity Initiatives, the process used to advance innovation and the uptake of green technologies in rural communities. Come participate in innovative discussions with your peers and learn about key insights into how to accelerate innovation and economic development in your rural community.

*Partner: Plains Midstream Canada*

### **Session D2: Trends, Transition and Technology: Building Your Community for the Future Session (Room 205)**

**Moderator:** Jennifer Fossen, EDA Board Member

**Panelists:** Brad Wagner, BDC Business Centre Manager (Lethbridge); Shannon Preus, BDC Regional Manager, Partnerships – Prairies; Ken Holmes, Business Centre Manager (Red Deer)

The Alberta business landscape is changing. Shifting demographic trends, a wave of business transitions and emerging digital technologies are affecting every industry and business. Learn how you can ready your community for the future in the face of these profound transformations.

*Partner: BDC*

### **Session D3: Hey EDA, lessons from Calgary's Amazon bid (Room 301)**

**Moderator:** Glen Vanstone, EDA Board Member

**Introductory Remarks:** Audra Krueger, Co-operatives First

**Panelists:** Robyn Bews & Lisa Corcoran, Calgary Economic Development

We're not saying we'd fight a bear but we'd totally explain the strategy and tactics around the ambitious HQ2 submission and marketing campaign that gained global attention for Calgary's business advantages and lifestyle. The submission in response to Amazon's RFP came together at breakneck speed but it left lasting lessons on Calgary Economic Development and pursuit of business and investment attraction.

Community support was critical to Calgary's bid so we engaged citizens through various means; including an online portal developed by a local company that grew to almost 1,500 people and generated dozens of ideas.

The 200-page bid book set the standard in design and integrating electronics. We also wanted to leverage the unprecedented opportunity to market Calgary's exceptional workforce and turnkey real estate solutions to companies globally. Our "Hey Amazon" marketing campaign – specifically activation in Seattle – was edgy and self-deprecating. We set out five goals; get the attention of Amazon's executives, impress Amazon's employees, generate media coverage of Calgary, make our city proud, and, finally, make people laugh.

Even before Amazon revealed the shortlist candidates among 238 bids, the visually provocative "Hey Amazon campaign" was a success. In the week following the submission, Calgary had almost 150 million impressions in the media; including the New York Times, Financial Times, Washington Post, Seattle Times, CNN and Forbes internationally. Media coverage in Canada included the Globe and Mail, CBC and many others. The ad value equivalent of the news coverage was worth the tens of millions of dollars.

*Partner: Co-operatives First*

### **Session D4: Towards a Community Inspired Brand (Room 303)**

**Moderator:** Court Ellingson, EDA Board Member

**Introductory Remarks:** Mark Livingston, EDC  
**Speaker:** Jaylene Ulmer, Economic Development Lethbridge

A brand is not a logo. A brand is not a tagline. And, in the case of place-brand, a brand is the inherent set of experiences that are understood and lived by the community. There continues to be confusion in this area, both among brand practitioners and consumers, that a logo or an identity is all that constitutes a brand. As a result, brand strategy tends to be driven by short-term, narrow-scope thinking through which the primary tool of brand expression becomes the marketing campaign executed through traditional media channels (Allen, 2007). However, place branding, which is the practice of applying brand strategies to places, should become a practical tool for allowing the community to express cultural features that, for them, already reflect the place identity. Effective place branding should capture and represent many different perceived characteristics about the place and therefore be reflective of the views and experiences of the community. From this perspective, an organically created place-brand is a useful tool by which to understand the cultural identity of a place, as reflected in the everyday lived experiences and conversations of the community. Since recent statistics suggest that 86% of place-brands fail within a year of introduction there remains opportunity to develop a deeper understanding of place brand as a concept and process that emerges through authentic engagement and conversation. This presentation while anchored in theory and research, will also take you on the Lethbridge journey towards a community-inspired brand with lessons learned along the way.

*Partner: EDC*

### **Session D5: Learning Lab: Invest Alberta - Attracting high value, high impact investment to Alberta (Room 305)**

**Moderator:** Shaun Goodeve, EDA Board Member  
**Introductory Remarks:** Selena McLean-Moore, Alberta Economic Development and Trade  
**Speaker:** Carla Campbell, Manager, Key Accounts, Invest Alberta

Invest Alberta's team of investment attraction professionals provides a centralized, coordinated service to attract and support investors throughout the process of establishing a business, investing in a business or expanding business operations in Alberta.

Learn about the benefits of working with Invest Alberta:

- Business support: Customized advice, access to capital and incentive programs
- Coordination and connection: Linkages to government, business and project partners
- Insight and information: Market intelligence, opportunity analysis and sector expertise
- Case Studies: Examples of how we work together to bring FDI into our province.

Join Carla to learn more about what Invest Alberta is doing and how you can benefit in working with them.

*Partner: Alberta Economic Development and Trade*

### **3:00-3:15 PM**

### **REFRESHMENT BREAK (Sponsor Salon, Room 203)**

*Partner: McSweeney and Associates*

### **3:15-5:00 PM**

### **BREAKOUT SESSIONS**

### **Session E1: Climate Leadership Plan (CLP): Seizing the Opportunity for our Economy, Workforce and Communities (Room 201)**

**Moderator:** Jon Allan, EDA Board Member  
**Introductory Remarks:** Nirmala Naidoo, Director Public Engagement and Outreach, Alberta Climate Change Office  
**Presenters:** Bob Savage, Assistant Deputy Minister of Alberta Environment and Parks (Alberta Climate Change Office); Megan Zimmerman, Calgary Economic Development; Justin Smith, Director of Policy and Outreach, Energy Efficiency Alberta

The Climate Leadership Plan is a made-in-Alberta strategy designed to diversify the economy, create jobs and reduce greenhouse gas emissions that cause climate change. Canadian provinces and territories must have an emission reduction plan in place by 2018 or Ottawa will impose a federal carbon tax.

In Alberta, some of the key aspects of the plan include:

- putting a price on greenhouse gas emissions
- ending pollution from coal-generated electricity by 2030
- developing more renewable energy
- capping oil sands emissions to 100 megatonnes per year
- reducing methane emissions by 45% by 2025

This session will provide information on the plan, and the opportunities that could result for your community and businesses.

*Partner: Alberta Climate Change Office*

### **Session E2: Economy + Diversity = Development (Room 205)**

**Moderator:** Jennifer Fossen, EDA Board Member

**Introductory Remarks:** Ben W. J. Van de Walle, La Cité 2031

**Speaker:** Jasleen Sekhon and Kevin Ramnarine, Alberta Status of Women

Understand how economic development policy and practice impact people from different groups and what this means for successful community economic development in an increasingly diverse world. Participants will have the opportunity to learn new modes of thinking and practice with a variety of case studies. Techniques and best practices for engaging diverse groups through public participation will also be explored. Further learning opportunities and resources will be highlighted for participants to continue moving up the learning curve after the session.

*Partner: La Cité 2031*

### **Session E3: ON TARGET! Do you have what it takes to attract your target industries? An Investment Attraction Matrix (IAM) will help you know. (Room 301)**

**Moderator:** Glen Vanstone, EDA Board Member

**Introductory Remarks:** Natalie Gibson, EDA CEDTP Trainer

**Panelists:** Vicki Kurz, Town of Sylvan Lake; Kimberley Worthington, CAEP; Eric McSweeney, McSweeney & Associates, Jennifer Hartigh, Town of Blackfalds

EDOs often wonder if their communities have what it takes to attract industries they have pegged as “targets”. But how do you really know if you can meet their labour, site, utility and other location requirements? CAEP has undertaken a unique approach for communities to answer that question by developing an “Investment Attraction Matrix” (IAM) to: 1. Understand what the location requirements are for each target industry; 2. Assess whether or not a particular community has what it takes to attract a target industry, or where the shortcomings are. Understanding the location requirements of target industries and where a community’s assets may fall short provides a realistic assessment of each community’s attraction potential, and points to the actions required to improve that investment attraction potential.

In this presentation, you will learn about:

- How the idea for an Investment Attraction Matrix came about
- What the project objectives were, how the IAM was developed
- Walk through an example of how to use it for a specific industry, and
- What Blackfalds learned by putting itself through an Investment Readiness Assessment for one of the IAM industry targets, both in terms of general investment readiness, as well as its specific capacity to attract its target industry.

### **Session E4: Disruptive Technologies: Advances that will transform life, business and the global economy (Room 303)**

**Moderator:** Court Ellingson, EDA Board Member

**Introductory Remarks:** Perry Kinkaide, Alberta Council of Technologies

**Panelists:** Paul Godsmark, CAVCOE; Allan Offenberger, University of Alberta; Bruce Matichuk, Salu Design Group

Technology is changing everything. Be prepared! The future is closer than you think. Innovation today is much more global, merging and transformative. We hear daily of its implications, but few are really prepared.

This session will explore how automated transportation, fusion energy, and machine intelligence are disrupting businesses, communities and industries—and how you can help get your community prepared for these exciting changes.

Panelists will discuss:

- Electrifying Systems. Automated transportation (Paul Godsmark)- Paul is the CTO and Co-Founder of the Canadian Automated Vehicles Centre of Excellence (CAVCOE), an organization seeking the help drive the deployment of automated vehicles for the greater benefit of surface transportation and society.
- Fusion energy (Allan Offenberger) - Allan is a Professor Emeritus of Electrical & Computer Engineering at the University of Alberta. His research program for more than 40 years was focused on the development of high power lasers and their application to inertial fusion energy research.
- Machine Intelligence (Bruce Matichuk)- Bruce is the CTO and Co-Founder of Salu Design Group. His focus has been on building software startups that incorporate “intelligence”.

*Partner: Alberta Council of Technologies*

### **Session E5: Learning Lab- How Economic Developers Can Create Awesome Meetings (Room 305)**

**Moderator:** Shaun Goodeve, EDA Board Member

**Introductory Comments:** Bev Thornton, EDA President

**Presenter:** Gord Sheppard, Create Awesome Meetings

Do you hate bad meetings (but know you have to do something about them)? Do you love meetings (and want to make them even better)? Then this learning lab is ideal for you and your team. Based on Gord Sheppard's book, *How to Create Awesome Meetings*, you'll learn about these 10-steps:

Step 1 – Why great meetings start with you

Step 2 – How to deepen team trust through learning fast, practical communications techniques

Step 3 – How to calculate the actual cost of a meeting so that you don't waste a single second

Step 4 – How to become an awesome meeting facilitator

Step 5 – How to connect each meeting directly to your organization strategy so you can serve your clients at a higher level

Step 6 – How to build a blockbuster AGENDA that will excite your entire team

Step 7 – Find out why where you meet is as important as what you're meeting about

Step 8 – How to get awesome meeting productivity improvement resources

Step 9 – How to follow up FAST

Step 10–How to get inspired and take action!

During his 25 years of work experience, Gord has facilitated, run and participated in more than 2000 meetings. He is a Professional Speaker, Meeting Facilitator, Consultant and Trainer that combines a Master's Degree in Business Administration with a Bachelor's Degree in Drama, and Prosci Change Management Certification, to deliver a unique, people-centred approach that will help you make your next meeting more productive and profitable. Gord has worked successfully with CEOs, Executives, Managers, Employees, Students and Volunteers across all sectors. If you're ready to make your own meetings outstanding, and turn them into a competitive advantage, then you're ready for this learning lab.

**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:** Bev Thornton, 2016-17 President, EDA

**Introductory Remarks:** Jesse Kirillo, External Relations, Repsol Oil & Gas Canada Inc.

**Speaker:** Gitane De Silva, Alberta's Senior Representative to the United States, Canadian Embassy, Washington, DC

**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.

This year, as Minister Bilous is unable to attend, he has asked Ms. Gitane De Silva, Alberta's Senior Representative to the United States, Canadian Embassy, Washington, DC to represent him.

A career diplomat, Gitane De Silva brings her lengthy resume along with years of experience working in Canada's Foreign Service in roles that saw her specializing in Canada-U.S. relations. Most recently, De Silva served as Alberta's Deputy Minister of International and Intergovernmental Relations. Ms. De Silva has held various posts in the U.S. including serving as Consul General of Canada in Chicago and head of the Environment and Fisheries section at the Canadian Embassy in Washington. She has also served as director of Canada-U.S. advocacy and mission liaison and director of U.S. transboundary affairs at Foreign Affairs, Trade and Development Canada in Ottawa.

The United States and Canada share two borders and their bilateral relationship is one of the closest and most extensive in the world. It is reflected in the high volume of bilateral trade—some \$1.7 billion a day in goods and services—and in people-to-people contact. Almost 500,000 people cross between the countries every day by all modes of transport. In fields ranging from security and law enforcement to environmental protection to free trade, the two countries work closely together on multiple levels, from federal to local.

But recently, there has been a number of steps taken that have challenged this historical trade relationship, with the renegotiation of NAFTA, additional tariffs on softwood lumber and a growing anti-trade movement within the United States. Even though there are challenges, there are also opportunities for Alberta communities and businesses.

Gitane will speak about enhancing the Alberta-US relationship: Where are the real opportunities?

*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, MARCH 23**

---

**7:00 AM**

**BREAKFAST BUFFET** (*Room 101/103/105*)

**7:15-8:15**

**EDA ANNUAL GENERAL MEETING** (*Sponsor Salon, Room 203*)

**Moderator:** Bev Thornton, 2017-18 President, EDA

\* EDA Voting Members only

**8:00-11:00 AM**

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



**8:30-9:15 AM**

**PLENARY #1: 2018-19 ECONOMIC FORECAST** (*Room 101/103/105*)

**Moderator:** Leann Hackman-Carty, Chief Executive Officer, EDA  
**Introductory Remarks:** Jennifer Ranger, Repsol Oil & Gas Canada Inc.  
**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: Repsol Oil & Gas Canada Inc.*

**9:15-10:15 AM**

**PLENARY #2: WHAT'S ALL THE BUZZ ABOUT CETA?** (*Room 101/103/105*)

**Introductory Remarks:** Leann Hackman-Carty, Chief Executive Officer, EDA  
**Moderator:** Sanjeev Chowdhury, Director, Free Trade Promotion Task Force, Global Affairs Canada

**Panelists:**

- Mr. Christopher MacLean, Counsellor (Commercial), Canadian Embassy, Berlin, Germany
- Mr. Simon-Pierre Rhéaume, Senior Trade Commissioner, Canadian Embassy, Vienna, Austria

The Canada-European Union Comprehensive Economic and Trade Agreement (CETA) came into provisional application on September 21, 2017. This new Free Trade Agreement between Canada and 28 countries in Europe, with a combined population of 500 million, holds great promise for Canadian businesses, giving access to a \$22 trillion economy and a \$3.3 trillion European government procurement market. Join us to hear from officials from Global Affairs Canada (Ottawa) and from several Canadian officials serving at our embassies in Europe who will provide you with:

- An in-depth summary of the opportunities which the CETA affords to help you to become more competitive in the EU market;
- Information about specific market opportunities in key industries of importance to Alberta;
- Answers to your questions about the Agreement.

Sanjeev Chowdhury is Director of the Free Trade Agreement Promotion Task Force within Global Affairs Canada. He was Consul General of Canada in Rio de Janeiro, Brazil from 2011 to 2017. He served as Consul General of Canada in Ho Chi Minh City, Vietnam from 2003-2006 and had acting side assignments during this time as Consul General in Mumbai, India, High-Commissioner in Sri Lanka, and Ambassador to the Maldives. He was Deputy Chief of Protocol in Ottawa and prior to his first Head of Mission assignment in Vietnam, served as Director in the Deputy Prime Minister's office and office of the Minister of Finance.

Christopher MacLean has over 30 years of experience in cross-border management and promotion of international trade and investment, bringing together private and public organizations. He has also facilitated Canada's commercial relations with Germany, China, Austria and the United Kingdom.

Simon-Pierre Rheaume is the Senior Trade Commissioner, Canadian Embassy, Vienna, Austria. He has ten years' experience in international trade promotion and policy, and extensive know-how in business analysis and IT systems development. He is fluent in French, English, Brazilian Portuguese and German.

*Partner: TBC*

**10:15-11:15 AM**

**PLENARY #3: EVERYTHING IS ABOUT TO CHANGE** (*Room 101/103/105*)

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

**Introductory Remarks:** Chris Montgomery, CAPP

**Keynote Speaker:** Doug Griffiths, 13 Ways Inc.

Change often makes us feel uncomfortable, vulnerable, and sometimes even angry. That is why we resist change, fight change, and even ignore change. However, we do so at our own peril. Change has always occurred, and will continue to occur. Change and disruption have upended almost every industry and business at some point in history, forcing those who want to succeed to accept, and adapt to the change—or die. Now, change is not only coming at a faster pace than ever before, but is about to disrupt areas of our lives that have remained fairly stable for a couple of generations. Namely in our communities.

We can't always know what is coming, but we can be sure the way things are will not remain. From the way we build houses and communities, to the way we do economic development and invest in infrastructure, to the way we approach education and the jobs we will have in the near future - Everything is About to Change.

*Partner: CAPP*

**11:15-11:30 AM**

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

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

**Closing Comments:** Bev Thornton, EDA