

**From:** Economic Developers Alberta (EDA) leann@edaalberta.ca  
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**To:** Nancy Toombs nancy.toombs@edaalberta.ca

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



The LINK  
June 2015

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## Take Advantage of Two Upcoming Professional Development Opportunities in Edmonton: EDA's Ministry Dinner and IEDC's Workforce Development Strategies Course

EDA is offering two upcoming professional development opportunities in Edmonton at the end of October. EDA's inaugural Ministry Dinner and IEDC's next Canadian course are both being held at the Matrix Hotel. Take advantage of this combination of events designed to enhance your community economic development practice. Register for one or both of those events by clicking on the links below:

**Ministry Dinner** - EDA is planning this event which is designed to give you the opportunity to network and share information. The *2015 Ministry Dinner* is being held Thursday October 29, 2015 at the Matrix Hotel in Edmonton. This interactive event will give community economic development professionals the opportunity to speak with various Ministry representatives to share information and to explore potential partnerships.

### 2015 EDA Ministry Dinner

October 29, 2015

Matrix Hotel, Prism Room and Amber Room, 10640-100 Avenue, Edmonton

[Register here](#)

The interactive format followed at this dinner will allow you to interact with a various Ministry personnel throughout the evening, and share information about various programs and opportunities. We suggest you register early as space is limited. *EDA members will have access to a discounted rate.*

**IEDC's Workforce Development Strategies Course**- This is a 2-day course where you have the opportunity to investigate the strong relationship between economic and workforce development through case studies, practical examples, and current research. Learn about what collaborative programs will help upgrade the skills of your community's existing workforce.

### IEDC Workforce Development Strategies Course

October 29-30, 2015

Matrix Hotel, Edmonton

[Register here](#)

You will also learn about the collaborative programs will help upgrade the skills of your community's existing workforce. Other topics of discussion will include: talent attraction, K-12 development, and integration, occupational analysis, and target industry clusters. To download the

development, and integration, occupational analysis, and target industry clusters. To download the flyer click [here](#). For specific questions call 202-223-7800.

Join us in Edmonton for one or both of these events!

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### CEDTP Online

#### Business Retention and Expansion

Sept. 8 - Oct. 6

Are you contemplating your fall professional development opportunities? Then register today for EDA's next online course through the U of C, **Business Retention and Expansion (BR&E) Sept. 8 - Oct. 6** for a total of 15 hours. [Register here](#).

BR&E supports and fosters the development and growth of the business community. The result of a strong BR&E strategy is a healthy and thriving business community which in turn provides a long term sustainable community foundation.

This course is eligible for credit towards the Management Certificate-Economic Developers offered through the University of Calgary in conjunction with EDA. It can also be applied to your Ec.D designation.

#EDAOnline

### AlbertaBusinessCounts Free Training Webinar August 14

Join us for the next *free* training webinar in our [AlbertaBusinessCounts Program](#).

#### ABC Training Webinar-Modules and What They Do

Friday, August 14

12:00- 1:00 pm

[Register Here](#)

FREE

#### Do You Know Your ABC?

Do you know Executive Pulse has had eight generations of their industry leading database system? The CRM 2015 System is the most

### CEDTP Online

#### Business & Investment Attraction

Oct. 13 - Nov. 10

*EDA Members Eligible for 50% rebate*

Don't forget EDA members, you are eligible for a 50% rebate on your tuition if you take our *Business & Investment Attraction (BIA)* course, in person or online.

Our next online *Business & Investment Attraction* takes place **Oct. 12 - Nov. 10** for total of 15 hours. [Register here](#).

Or, to register for an in-person BIA course gather your team and simply email: [admin@edaalberta.ca](mailto:admin@edaalberta.ca). To set up a date.

This course is eligible for credit towards the Management Certificate-Economic Developers offered through the University of Calgary in conjunction with EDA. It can also be applied to your Ec.D designation.

#EDAOnline

### Economic Development for Elected Officials Training Sept. 30 or Oct. 2

EDA understands the unique role elected officials have in their communities. That is why we designed a course that gives you as a community leader specialized information on the role of economic development.

There are two upcoming "Economic Development for Elected Officials" courses:

#### September 30, Fort Mcleod

[Register Here](#)

#### October 2, Camrose

system? The CRM 2015 System is the most user-friendly system yet by providing a fully hosted and supported solution. There is no need for you to contract with, and then coordinate, multiple vendors for technology, hosting and ongoing support. It's a single, seamless solution for you. [To request a demo click here.](#) [Sign up for AlbertaBusinessCounts.](#)



[Register Here](#)

[Economic Development for Elected Officials](#) is a day-long course that gives you the tools to support economic development initiatives that inspire business and vitality in your community. Contact us at [admin@edaalberta.ca](mailto:admin@edaalberta.ca) to book a course for you and your team.

## PROGRAMS & NEWS

### Invest in Alberta Magazine

EDA's [Invest in Alberta Magazine](#) is taking shape and there are still opportunities for you to purchase your advertising space.

*Invest in Alberta* provides valuable insight about Alberta's economy and its business community. Your message will be seen by key decision makers seeking products, services, suppliers and partners.

Municipalities, towns and cities that are EDA members, and have purchased advertising space of 1/2 or full page and in full colour will be offered matching advertorial space to highlight their message.

To learn about other value added services Venture Publishing provides and to book your ad please contact Anita McGillis at [amcgillis@venturepublishing.ca](mailto:amcgillis@venturepublishing.ca), or by phone at 403-228-4337 ext. 229.

### EDA's Marketing Master's Series

Our Marketing Masters webinar series is ongoing. Keep an eye on your inbox and our events section to register for webinars to enhance your economic development practice.

### EDA Professional Development Fund

Don't forget to apply for a scholarship in our [Professional Development Fund](#). Download an application form and fax it to us with the course receipt. Scholarships are awarded in the Fall.

### Upcoming Conferences

EDAC's 47th Annual Conference is being held in Whitehorse, Yukon September 19-22, 2015. [Click here](#) to read about the conference including registration, sponsorship opportunities and pre-conference sessions.

Follow EDAC for conference updates: [@EDAC](#) #EDAC15#BeDifferent

IEDC's annual conference will highlight the theme, "Foundational Transformations: Creating Future Growth & Prosperity." It is being held October 4-7 in Anchorage Alaska. [More information and registration here.](#)

[@IEDCtweets](#)

### 2015 AUMA Convention & AMSC Trade Show

**Sept. 23-25**

Once again EDA will have a booth (#402) at the Annual Alberta Urban Municipalities Association convention in Calgary that will take place September 23-25 TELUS Convention Centre, Calgary. For more information and to register go to [www.auma.ca](http://www.auma.ca).

### Members Only Blog

Don't forget about our [Members Only Blog](#). It's a great networking resource as it gives you the chance to post information you'd like to share and to celebrate the successes in your community.

[Join/Renew Now](#)

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