

**From:** Nancy Toombs nancy.toombs@edaalberta.ca  
**Subject:** Fwd: March 2015- The EDA LINK  
**Date:** October 7, 2015 at 8:33 AM  
**To:**

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



## The LINK March 2015

### EDA 2015 Annual Conference Begins Next Week

Next week, over 300 economic development experts from across Alberta and around Canada and the United States will converge in Kananaskis, Alberta for EDA's Annual Conference. Poised to be another excellent event, we would like to remind you of a few details as you get ready to attend April 8-10 at the Delta Kananaskis Lodge:

- [Have you booked your room?](#) Please do so ASAP. Remember to quote EDA to ensure you are placed in our block of rooms. Space is limited. Call toll free: 1-866-432-4322.

Good news, you will have access to free WIFI at the Delta Kananaskis Lodge. If you're a fitness buff, the gym opens at 5:30 am. There is also a swimming pool and hot tub.

Please remember to come to the EDA conference registration desk located in the foyer just outside the Conference Centre to pick up your delegate package and badge; you will need your badge to attend all sessions and meals. EDA will be at that registration desk beginning at 9 am Wednesday April, 8.

- Many thanks to our Conference Partners. [Read the list of those who are involved here.](#)

- [Read the latest draft of our Conference Agenda here.](#) This will give you good background information on who is speaking, the schedule of events and where you need to be.

- Need a ride? Simply log on to [our members only blog](#) and you can connect with other attendees to try to secure transportation.

Follow us on Twitter @edaalberta #EDA2015

See you at the Conference!



EDA 2015 ANNUAL PROFESSIONAL CONFERENCE & AGM  
*Partnerships for Prosperity*  
April 8 to 10 2015

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## EDA 2015 Annual Conference Logistics: Awards of Excellence and People's Choice Award

At the Conference visit the Marketing Awards Showcase to see the best in economic development marketing initiatives. On display will be the marketing entries for the 2015 Awards of Excellence. Pick a favourite and you could win! it's easy: view the entries, pick your favourite and cast your ballot (provided in your delegate package.) The community that wins the People's Choice Award gets a prize and you could win too just for casting your vote.

We are also looking forward to recognizing the winners of EDA's Awards of Excellence at the Minister's Dinner April 9. But you have already won simply by making a submission. This year, each submission will be profiled at the Conference and on our Website afterward. Good Luck!

## EDA and IEDC Sign Professional Certification MOU

EDA is now offering the CECD program to our members and all Canadian economic development professionals wishing to achieve an international standard in their field.

A recently signed MOU between EDA and IEDC commits both parties to developing and delivering training programs for Canadian economic development professionals wishing to become IEDC Certified Economic Developers.

We are the third Canadian provincial economic development association to sign a MOU with the International Economic Development Council (IEDC).

[Read about the Professional Certification EDA is](#)

## EDA Annual Conference Logistics: Silent Auction

Please remember to pack an item for the Silent Auction at the Conference. Proceeds ultimately benefit EDA members as the money raised goes toward EDA's Professional Development fund for scholarships.

Simply bring your items to the Conference registration desk the morning of April 8 and we will give you further instructions.

Our silent auction is also an excellent opportunity for you to promote your region. Looking for ideas? A piece of art/crafts that represent your region; gift certificates for excursions such as whitewater rafting, spa packages or a round of golf.

## EDA's Next Online Course: Economic Development Establishing the Foundation

Do you want to learn how to apply basic economic development practices to your community?

Then register for EDA's next ONLINE course through the University of Calgary.

[Economic Development Establishing the Foundation  
May 5 - June 2](#)

This course offers you the basics of economic development. You will acquire a good foundation of knowledge, tools and resources for working within community economic development and with elected officials, economic development practitioners, and

[offering.](#)

[Read about Economic Development as a Career.](#)

stakeholders.

[Read about and register for the online courses we are offering in 2015.](#)

Follow our Online courses at:  
@edaalberta #EDAOnline  
@UofCContEd

## PROGRAMS & NEWS

### IEDC Canadian Dates

Interested in pursuing your Certified Economic Developer Designation (CEcD)? You're in luck - IEDC is offering several professional development opportunities in Canada over the course of 2015. These courses qualify as professional development requirements to apply for the exam. Also, CEcDs who attend will earn recertification points for participation. Click on the links below to read about and register for the courses.

[Economic Development Marketing and Attraction - April 29-30, Vancouver BC](#)

[Real Estate Development and Reuse - May 7-8, Ottawa ON](#)

[Entrepreneurial and Small Business Development Strategies - November 5-6, Toronto ON](#)

### IEDC's Restore Your Economy Free Webinars.

Another excellent resource for you: the *free* webinars in IEDC's 2015 Restore Your Economy Webinar Series. They provide practical information on key topics in disaster preparedness, recovery and resiliency. You don't want to miss out.

[See the 2015 calendar of free webinars in the Disaster Webinar Series](#)

### ABC Webinar series

At the Conference, Laith Wardi, President of Executive Pulse will be speaking about our AlbertaBusinessCounts Program. Plan to attend his session to learn more about this excellent tool to assist you with your business retention and expansion strategy.

We are offering a series of free webinars in 2015 designed to provide information and instruction about our ABC program. The second training webinar of 2015 is in a couple of weeks.

[Webinar #2 - April 17  
Developing Web Surveys  
12:00-1:00 pm  
Free](#)



### 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.

[Join/Renew Now](#)



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