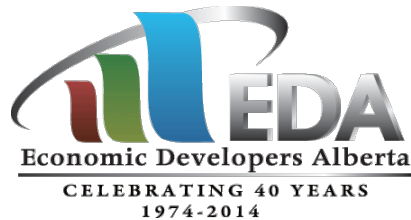


From: Economic Developers Alberta (EDA) leann@edaalberta.ca
Subject: November/December 2014- The EDA LINK
Date: December 17, 2014 at 8:55 AM
To: Nancy Toombs nancy.toombs@edaalberta.ca

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



The LINK

December 2014

As the year comes to a close, so too does EDA's [40th anniversary](#).

2014 was a very special and exciting year for our organization. For example, we held a very successful [anniversary conference](#) in Kananaskis; completed our [Economic Disaster Recovery Project](#) including the launch of the [Summary Report](#) and [Community Toolkit](#); expanded the reach of our [AlbertaBusinessCounts](#) program; and launched our inaugural [Invest in Alberta](#) magazine.



I am pleased to say that today, EDA continues to put its members first, by providing information, professional development and networking opportunities in order to help advance the economic development profession in the province.

I want to personally thank those individuals that helped build our organization over the past 40 years, and encourage those who will step up in the future to shape and guide our continued development in the years to come. In the wise words of Dr. Seuss, "unless someone like you cares a whole awful lot, nothing is going to get better. It's not."

Together, I am confident we will continue to be leaders in the economic development field and invite you to continue to play a part, small or large, in this increasingly important role in our communities, province and country.

I look forward to 2015 and wish you, your families, and your organizations all the best during the holiday season. May you experience peace and prosperity in the new year.

Leann Hackman-Carty, CEO

**EDA 2015 Annual
Conference and AGM:
Early-Bird Registration**

EDA 2015 Annual Conference and

Early Bird Registration

[Register now](#) for the best rate at EDA's 2015 Annual Conference and AGM; April 8-10, 2015 in Kananaskis. Early bird registration ends **January 16, 2015**.

Join over 300 economic development experts from across North America as we explore Partnerships for Prosperity.

The call for entries for EDA's Awards of Excellence is **January 1**. If your community has an initiative you feel is deserving of recognition submit it before **Friday, February 27, 2015**. [More information here.](#)



AGM: Still Time to Get Involved

There is still time to become involved in EDA's 2015 Annual Conference as a sponsor; but act now as there are just a few spots available.

We have 8 sponsors confirmed to date including: Alberta Innovation and Advanced Education, and Plains Midstream in the **Gold Category**.

[Read the sponsorship package and find out who the other 2015 Annual Conference sponsors confirmed to date are here.](#)

Invest in Alberta Magazine a Huge Success

Overwhelming positive feedback for EDA's official publication: *Invest In Alberta*. [Read it on our website here.](#) Thanks to our members for your enthusiastic support!

"I've seen a tonne of print productions and magazine publications in my day and this one ranks among the very best!"

"I really like the "look" of the publication and the content is also tremendous."

Work is already underway on the 2016 edition and advertising space is already being sold. Contact [Katherine Butler](#) to purchase your Ad.

EDA Member Survey

Many of you have received the EDA Member Survey in your inbox. Please take the time to complete the survey as it closes **Friday, December 19**. [Here is the link.](#)

Your feedback is very important to us as it gives us insight into your needs as a member and helps us to plan our strategic direction.

All responses are confidential and the analysis of the findings is objective.

EDA has contracted Banister Research and Consulting Inc. to conduct the survey and analyze the results.

PROGRAMS & NEWS

EDA's next ONLINE Course: Business Retention and Expansion January 20, 2015

EDA's next CEDTP ONLINE course, Business Retention and Expansion (BR&E) begins **January 20, 2015**. [Register here.](#)

CEDTP Calendar of Courses: Book Your Course Today

As you plan your 2015 training budget, consider our [Community Economic Development Training Program \(CEDTP\)](#). You can compare fees in person, training fees vary

Learning BR&E strategies 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 runs from Jan 20-Feb 17, 2015 for a total of 15 hours.

Conference Board of Canada Webinar: Thursday, December 18

EDA members have been offered an exclusive reduced rate to take part in the Conference Board of Canada's Provincial Outlook Economic Forecast:

Alberta Business Outlook Webinar: Growth Pattern Continues

Thursday December 18, 2014

11 am - 12:00 pm MT

Cost: \$199.00 - \$100 in savings for EDA Members

[Register here.](#) Or call 1-866-242-0075
Email: publications@conferenceboard.ca
Don't forget to quote campaign code ECEDAA1

Marketing Masters Webinar Series

Our Marketing Masters webinar series continues into 2015. Keep an eye on your inbox to register for webinars to enhance your economic development practice.

EDA Membership: Renew Now

Please remember to renew your [EDA membership](#) for access to the best information, professional development and networking opportunities to enhance your economic development practice.

can arrange for in-person training for your community by contacting admin@edaalberta.ca. You can also take courses in the popular online format through the University of Calgary.

[Read about and register for the ONLINE courses here.](#)

These courses are eligible for credit towards the Management Certificate-Economic Developers offered through the University of Calgary in conjunction with EDA. They can also be applied to your Ec.D designation.

AlbertaBusinessCounts FREE Webinar Series: 2015 Dates

In 2014, EDA presented a series of FREE Webinars to provide you with information and training relating to our [AlbertaBusinessCounts Program](#). We are now extending this program into 2015! [Read about and register for the free webinars here.](#)



MIPIM: Plan Now for 2016

Plan now to attend [MIPIM](#), the world meeting place in Cannes, France for real estate projects seeking major investments. MIPIM's Canadian Market Manager is approaching provincial economic development associations like EDA to help build the Canadian presence at the show. If there is interest expressed by a minimum of 4 Alberta communities, EDA will formally advise MIPIM of our interest to participate. Contact: admin@edaalberta.ca

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