

PRE-CONFERENCE PROGRAM

TUESDAY, MARCH 21

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 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 some samples from up to 12 different 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. It's breweries include: Banff Ave Brewing Co., Jasper Brewing Co., Wood Buffalo Brewing Co. and Last Best Brewing and Distilling in Calgary.

Your ticket will include:

- A dinner buffet with appetizers to fill you up
- Beer samples
- A brewery tour with a quick talk about what a thriving brewery needs from its municipality

Partner: Alberta Small Brewers Association

You must register separately for this event on the www.edaalberta.ca website. Tickets are \$40. Space is limited so register early.

Partner: Alberta Small Brewers Association

WEDNESDAY, MARCH 22

9:30-11:30 AM

PRE-CONFERENCE SESSION: IGNITE PRACTICE SESSION (*Room 203/205*)

If you have been selected to present at Ignite #EDA2017 session, you are required to attend this practice session.

Moderator: Glen Vanstone, EDA Board Member

Presenters: Eric McSweeney, Lee Anderson, Jodie Eckert, Lisa Baroldi, Tara de Munnik, Patricia MacQuarrie/June Boyda, Shaun Goodeve, Jaylene Ulmer

9:30-11:30 AM

PRE-CONFERENCE SESSION: BUILDING YOUR TOURISM ECONOMY (*Room 301*)

Tourism is one of the largest and fastest-growing economic sectors in the world. Discover how Alberta communities, in partnership with the Government of Alberta, are building their tourism economies.

In this information packed session, you will hear from a range of tourism professionals about various innovative tools, tax credits, services and initiatives that can help you take advantage of this exciting industry opportunity.

Moderator: Sara Chamberlain, EDA President

Workshop participants: Ashley Kalk, Tourism Development Officer; Michael Waddell, Tourism Business Development; Stacey Gellatly, Director, Economic Development Program; Shelley Grollmuss, Vice President, Industry Development; Vicki Kurz, Economic Development Officer

9:30-11:00 AM

PRE-CONFERENCE SESSION: FOSTERING COMMUNITY ECONOMIC RESILIENCY *(Room 201)*

Are you ready to respond to a disaster in your community if it happened tomorrow?

Unfortunately, the reality is, most communities will experience some type of disaster, whether natural, industrial or manmade. In the past few years, Alberta communities have seen their share of natural disasters: Slave Lake Fires (2011), Southern Alberta Floods (2013), and most recently Fort McMurray wildfires (2016). In addition to natural disasters, Alberta communities are being negatively impacted by low oil prices, significant layoffs and the urgent need to position their business communities for future economic sustainability.

Since 2013, EDA has been providing additional disaster recovery training and support for its members when they need it most. This new pre-conference conversation-style workshop will provide attendees with first-hand observations and experiences from some of our own EDO's that have either dealt with disaster recovery on the front lines, or volunteered on economic recovery and resiliency teams in the past.

In addition, you will learn more about IEDC's economic resiliency training program EDA will be piloting in 4 communities later this year, and how you may be able to become involved on one of our teams in the future.

Facilitator: Jeff Finkle, President and CEO, International Economic Development Council (IEDC)

Panelists: Leann Hackman-Carty, EDA; Angela Groeneveld, AG Consulting;; Amanda Haitas, Regional Municipality of Wood Buffalo; Jamie Doyle, Regional Municipality of Wood Buffalo; Kent Rupert, City of Airdrie; Natalie Gibson, InnoVisions & Associates; Ray Wanuch, CANDO

11:00-NOON

PRE-CONFERENCE SESSION: BANFF CENTRE FACILITY TOUR *(PDC Lobby)*

For those of you new to The Banff Centre, plan to come on this brief walking tour so you can better understand the campus layout and amenities. Meet in the PDC Lobby.

Tour Host: Julie Pecci-Miller, Conference Services Manager, The Banff Centre

CONFERENCE PROGRAM

WEDNESDAY, MARCH 22

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: TECHNOCREEP *(Room 101/102/103)*

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

Opening Remarks: Sara Chamberlain, 2016-17 President, EDA

Welcome to The Banff Centre: Jim Olver, Director, Customer Services, Marketing and Communications

Introductory Remarks: Dawna Allard, Alberta Economic Development and Trade

Keynote Speaker: Dr. Tom Keenan, Educational Innovator, Journalist and Author

Technology has changed the way we live, work and interact. Journalist, Educator and Author Dr. Tom Keenan's recent book, "Technocreep" outlines how technology is also rapidly moving into our bodies. It offers a definitive dissection of privacy eroding and life invading technologies that are coming at us from governments, corporations, and the person next door. Going to a Disney theme park? Your creepy new "MagicBand" will alert Minnie Mouse so she'll know your kid's name when you approach her. Thinking about sending your DNA to Ancestry.com for some "genetic genealogy"? Careful: your genetic information could be used against you. In this dynamic opening session, Dr. Keenan will discuss how this goldmine of personal information is being returned to corporations and governments, showing what we buy, we are we travel and even how healthy we are-- and how it is changing how we all live, work and play.

Partner: Alberta Economic Development and Trade

2:30-3:00 PM

THE STATE OF CANADA'S ENERGY INDUSTRY *(Room 101/102/103)*

Introductory Remarks: Dawna Allard, Alberta Economic Development and Trade

Keynote Speaker: Chris Montgomery, Manager, Exploration and Production Communications, Canadian Association of Petroleum Producers

Chris is the Manager, Exploration and Production Communications for CAPP. He was initially brought on to evolve CAPP's natural gas communications and community engagement programs; manage the Exploration and Production Communication Working Group; and lead CAPP's relations with other industry associations in the area of communications and outreach. He works closely with an integrated team in the areas of advertising, digital communications and media relations to ensure effective delivery of CAPP's natural gas communications and outreach activities and to ensure alignment with CAPP's policy and government relations goals. He works collaboratively with CAPP's members and stakeholders to integrate tactics and activities; and acts as CAPP spokesperson with local media as part of outreach program delivery. He also actively contributes to CAPP's overall strategic planning process. Chris will be speaking about the State of Canada's Energy industry.

Partner: CAPP

3:00-3:15 PM

REFRESHMENT BREAK *(Main Floor, Kinnear Centre for Creativity and Innovation)*

Partner: Esolutions

3:15-4:45 PM

BREAKOUT SESSIONS

Session 1: Let's Make a Pitch (Room 301)



Back again this year, this fun, interactive session, based on the hit television show "Dragon's Den," will teach you how to "pitch" your project to corporate partners. Learn what they look for in a partner, and how you raise your profile. Come with your creativity, innovation and best "pitching" skills so you are ready to participate in this session. There may even be prizes for the team with the best pitch!

Moderator: Kent McMullin, City of Edmonton

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

Panelists:

- Jocelyne Daw, Founder & CEO, JS Daw & Associates
- Jerry Pratt, Community Relations Advisor, Clearwater County
- John McGougan, Team Lead of Acquisitions, Community and Aboriginal Relations, Repsol Oil & Gas Canada Inc.

Organized by: Repsol Oil & Gas Canada Inc.

Session 2: Ignite®#EDA2017- Inspire and Enlighten Us- But Make it Quick! (Room 203/205)

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®#EDA2017 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: Glen Vanstone, EDA Board Member

Presenters: Eric McSweeney, Lee Anderson, Jodie Eckert, Lisa Baroldi, Tara de Munnik, Patricia MacQuarrie/June Boyda, Schawn Goodeve, Jaylene Ulmer

Partner: EDA

Session 3: Connector 1- Visual Insights- Powerful Expression through Powerful Images (Room 305)

Moderator: Court Ellingson, EDA Board Member

Facilitator: Michelle Gurney, The Banff Centre

The Banff Centre's Conference Connectors offer interactive participant-centered experiences focused on education, motivation, networking, challenge and creativity. These Connectors have been developed to engage participants in unique ways. Visual Insights is an inspiring and creative tool, utilizing a series of powerful images as a means of expression and connection.

Participants choose images that spark their imagination, explore challenges, new perspectives or celebrate accomplishments.

Michelle Gurney is a facilitator at The Banff Centre. In this role, she has the privilege of co-creating leadership development programs alongside program experts, and other faculty members. As a facilitator, she is able to call upon her experiences as a professional communicator, to support people in experiencing knowledge in ways they may not have considered before. One of her key focus areas is the delivery of team and board building programs.

NOTE: You must register at www.edaalberta.ca for this session separately as there is a maximum of 40 participants.

Partner: The Banff Centre

4:45-6:00 PM

FREE TIME

5:30-600 PM

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

6:00-6:30 PM

COCKTAIL RECEPTION (*Room 101/102/103*)

6:30-8:30 PM

EDA PRESIDENT'S DINNER: A CELEBRATION OF CANADA'S 150th ANNIVERSARY (*Room 101/102/103*)



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 will also have some special theming around Canada's 150th Anniversary of Confederation.

Dress: Business Attire. Something red if you'd like!

Partner: *Economic Developers Alberta*

Following the President's Dinner, the EDA Hospitality Suite (Room 303) will be open until midnight. McLab Bistro is open until 2:00 AM.

THURSDAY, MARCH 23

7:00 AM

BREAKFAST BUFFET (*Room 101/102/103*)

8:00-4:00 PM

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

8:00-8:45 AM

BREAKFAST PLENARY: CLUSTERS 2.0- BUILDING A NEXT GENERATION ECONOMY (*Room 101/102/103*)

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

Introductory Remarks: Brad Wagner, BDC

Keynote Speaker: James Gollub, James Gollub Associates

James Gollub has been called an "economic therapist" by clients because he focuses on changing economic behavior and market outcomes, not simply producing plans. His work focuses on building "integrated solutions for a sustainable economy" whether through bringing innovations to market or markets to innovations. He currently offers integrated innovation-based economic development solutions at multiple scales--national, regional, institutional and corporate.

James began his career at SRI International where he served for 16 years and was a West Coast co-founder of the field of cluster-based economic development. After three years at DRI/McGraw-Hill and five years as a partner at IDeA, Gollub served nine years as Senior VP for Global Economic Development at ICF International, and three years as managing director of E-Cubed Ventures. Gollub then spun-off his innovation-based economics practice concentrating on vision, strategy and business plans for next generation "bridges" along the innovation pipeline. Throughout these years he has advised nations, states, provinces and regions worldwide on developing sustainably prosperous economies and advising specific industries and institutions on competitiveness and innovation.

Gollub emphasizes an integrated approach to building high performing economies that often focuses on the following:

-Competitiveness & Innovation: From biotech to creative industries to clean technology.

-Enhancing Institutional Responsiveness: Analyzing and facilitating increased responsiveness of systems of innovation, workforce, capital or climate change, energy, environment or logistics.

-Implementation Mechanisms: Preparing the business plans for implementing strategic actions, which may include forming new partnerships or creating new institutions.

Partner: BDC

9:00-10:15 AM BREAK OUT SESSIONS

Session 1A: Investor Ready Smart Communities (Room 201)

Moderator: Chris King, EDA Board Member

Introductory Remarks: Jeff Bell, Alberta Economic Development and Trade

Panelists: Paul Ross, City of Edmonton; Kevin Miller, Town of Nanton; Steve Liang, SensorUp; Cesar Vera Mendez, Siemens

Alberta's economy is at a crossroads. Expectations and pressure for instantaneous information, government efficiency, and multi-sector collaboration continue to rise. Some communities are applying "Smart City" approaches to respond to these pressures and improve their economic competitiveness for today and tomorrow. How can these approaches support other communities in their business creation, attraction, retention, and expansion priorities?

Panelists in this session will be discussing various approaches to adopting and implementing the Smart City concept; roles and supports required within your community; and advice on their personal experiences to date. Presenters include:

- Paul Ross, Branch Manager, Economic and Environmental Sustainability for The City of Edmonton
- Kevin Miller, Chief Administrative Officer, Town of Nanton
- Steve Liang, Founder and CEO, SensorUp Inc.
- Cesar Vera Mendez, Manager Western Canada- Building Technologies, Siemens

Organizer: The City of Edmonton & Alberta Economic Development and Trade

Session 2A: Investment and Trade with China: 10 (sort of) Simple Steps to Get Started (Room 203)

Moderator: Matt Cornall, EDA Board Member

Introductory Remarks: Court Ellingson, Calgary Economic Development

Panelists: Bev Thornton; Alberta SW; Erin Crane, Economic Development Lethbridge; Pete Lovering, SouthGrow; Martin Ebel, Lethbridge County

Both our provincial and federal governments are putting a significant amount of time and resources into increasing opportunities for Canada-China trade and investment. Canada is China's second-largest trading partner, with nearly \$80 billion in trade flowing back and forth between the two countries, and nearly \$60 billion in investment to date. Only 3% of companies in Canada are Chinese-owned, as most investment is targeted towards joint ventures and equity partnerships. Canada is a desirable destination for investors in a variety of business ventures that include agribusiness, tourism, transportation and clean technology.

Relationship building is important in encouraging opportunities for foreign investment. Many FDI visits and missions are often broad-based, and centered on participation in trade shows or events. As a group of rural communities, Economic Development Lethbridge, Lethbridge County, SouthGrow and AlbertaSW decided their best chance of success would be to start small and remain focused. As a result, they created the Southern Alberta-China Investment and Trade Initiative (SACITI).

The SACITI mission focused on direct business to business engagement, in order to match foreign investors with specific, well-matched businesses in the region. Participating southern Alberta companies received investment readiness and cultural training and one-on-one coaching in preparation for the delegation's visit.

While it was a learning experience for the four partnering organizations they now feel they have a great process to build upon for the future. This session will highlight some of their observations, lessons learned and practical suggestions and advice for other communities looking to increasing their foreign investment opportunities.

Partner: Calgary Economic Development

Session 3A: Meet the Neighbours! Forming Relationships and Partnerships with local Indigenous communities. (Room 205)

Moderator: Margot Begin, EDA Board Member

Introductory Remarks: Trevor Davison, O2 Planning + Design

Panelists: Chris Tyrkalo, Indigenous Relations; Natalie Gibson, InnoVisions and Associates; William Quinney, Frog Lake First Nation

Many municipalities and Indigenous communities want to collaborate but do not know where to start. They both share many of the same economic goals & objectives, and struggle with many of the same issues and challenges. This diverse panel will provide a few different perspectives on some tools and strategies that are being used to form partnerships with local indigenous communities.

Chris Tyrkalo is with Alberta Indigenous Relations. Alberta Indigenous Relations provides a safe and unbiased opportunity to answer your questions, dispel myths and provide useful resources for cooperation and collaboration. His presentation will utilize the FCM-CANDO Stronger Together Toolkit to discuss the first steps to go from co-existence to collaboration.

Natalie Gibson is with InnoVisions and Associates. She has done significant work throughout Alberta and Canada with First Nations and Metis communities, on fostering economic development and will be sharing some best practice examples of some of the initiatives and successes she has seen both on and off reserve.

William Quinney is a Councilor with the Frog Lake First Nation, and will be speaking about the relationship building that took place while developing a major construction project adjacent to the City of Lloydminster.

Partner: O2 Planning + Design

Session 4A: Promote Your Community like a Tech Start-Up (Room 301)

Moderator: Shaun Goodeve, EDA Board Member

Panelists: Davie Lee and Ryley Iverson, Townfolio

Built on the foundation of sweat equity, Townfolio has been bootstrapped from idea to launch, earning the nickname the \$500 start-up.

When you have a very small budget, you have to get creative in marketing your company. The team at Townfolio quickly realized that their clients (municipalities & economic developers) had become very interested in how they could grow fast with a small budget. So Ryley and Davie decided to build their best practices into a presentation. During this interactive workshop they will be presenting some of these best practices, and share some of these free (or almost free) tools and strategies that communities can use to promote themselves.

Partner: Townfolio

Session 5A: The Four C's: Community Competitiveness and Climate Change (Room 305)

Moderator: Adena Malyk, EDA Board Member

Introductory Remarks: Mayor Maryann Chichak, AUMA

Panelists: Felicity Edwards and Sandra Lemmon, The LEL Group

A changing climate presents a wide range of risks and opportunities, which cut across regions, sectors and disciplines. Our economy, infrastructure, industries, health and social well-being are already being impacted, and these impacts will continue in future. Adapting to these impacts requires engaging and involving key players, to work together towards the shared goals of reducing vulnerability, managing risks, and preparing for potential opportunities economic and otherwise.

This presentation emphasizes how local municipalities can “think globally and act locally”, aligning themselves with federal and provincial climate change policy and at the same time proactively develop initiatives that benefit their communities both socially and economically. Format will be a short presentation followed by breakout and group discussion.

Felicity Edwards- Felicity has worked in complex systems for most of her life. She holds two Master's degrees – in Human Ecology (University of Calgary) in Systems in Management from the University of Lancaster in England. For 25 years, she has worked with groups inside organizations and outside to help on questions of negotiation, organizational management, decision-making, planning, sustainability, and natural resource management and

community development. For eight years (November 1986- November 1994) she directed, designed, developed and delivered executive training programs as Director of Resource and Environment Management Programs at the Banff Centre in Alberta and around the world.

Sandra Lemmon- Sandra is an economic development professional recognized for her ability to lead communities through eras of rapid change to new levels of growth and economic stability. She is an articulate communicator and negotiator with a career-long record of working effectively through committees, corporate boards and city council. She has an innate aptitude for bridging conflicting interests, motivating employees and volunteers, and influencing stakeholders. She is respected for authentic stakeholder and community engagement, compelling negotiations, strategic recommendations to boards, and outstanding communications.

Partner: AUMA

10:15-10:30 AM

REFRESHMENT BREAK (*Lobby, Kinnear Centre for Creativity and Innovation*)

Partner: MDB Insight

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

Session 1B: Digital Economic Development - Leveraging Technology to Enhance the Places we Live, Work and Play (*Room 201*)

Moderator: Chris King, EDA Board Member

Introductory Remarks: Sean Campbell, TELUS

Panelists: Tammy April, Director of Business Development and Larry Vanderveen, Senior Market Strategy Manager of Broadband Solutions at TELUS

The purpose of this session will be to explore different opportunities for connectivity at a community level. The panel will discuss the benefits of connected societies, including how technology can help attract businesses, enable residents to extend their reach and create a positive impact in all areas of the development.

Join the discussion with Tammy April, Director of Business Development and Larry Vanderveen, Senior Market Strategy Manager of Broadband Solutions at TELUS. As a leader in the Canadian telecommunications space, TELUS is committed to working with their partners to ensure that they connect the PureFibre™ network to all new developments (residential and commercial) in Alberta and BC.

Larry Vanderveen: Since joining TELUS in 1997, Larry has held a number of diverse leadership roles across TELUS. Highlights include a depth of experience in technical marketing & strategic network strategy, international voice marketing and several key projects focused on improving customer experience. Today, Larry specializes in the evolution of broadband technology as part of TELUS' recent launch of a new fibre to the premise (FTTP) network across Alberta, British Columbia and Quebec. He resides in Calgary, Alberta with his wife Janice and enjoys cycling, beach travel and passionately following his favourite sports team – recent Stanley Cup Champion - Los Angeles Kings.

Tammy April: Tammy leads a team focused on ensuring the future-enabling technology of TELUS PureFibre is available in new residential and commercial developments across Alberta and BC. Over her career, Tammy has held a variety of marketing and sales leadership roles and is known for leading teams that find innovative solutions to business problems. An active member of her community, Tammy has been a board member of numerous non-profit organizations and volunteers with organizations focused on youth, including the Juvenile Diabetes Research Foundation. She was the proud recipient of the 2015 CHLOE Leadership Excellence Award, recognizing her inclusive, engaging and effective leadership style.

Partner: TELUS

Session 2B: Business Retention and Expansion Tools (*Room 203*)

Moderator: Matt Cornall, EDA Board Member

Introductory Remarks: Kimberley Worthington, Alberta REDA's

Panelists: Clare Seeley, District of Mission and Strac Ivanov, Vicinity Jobs Inc.; Kathryn Hotte, Rural Alberta Business Centre; Kyle White, Co-Operatives First

As part of their ongoing overall Business Retention and Expansion (BRE) efforts, EDO's are seeking out various types of tools to help enhance business opportunities in their communities. Some of the ways they are doing this is through utilizing tools like incubators, co-operatives and workforce development strategies. This session will give real life examples of how three communities are using these tools to further their BRE efforts.

Workforce: The Mission economic development department commissioned a propriety hiring demand reporting system that enables them track every credible job posting within their community and region. They are able to capture business details of over 12,500 businesses, determining real-time labour demand by location, industry, occupation, job posting source, employer and duration (FT/PT). This was created to help Mission achieve its employment lands strategy targets and to better understand, identify and communicate labour market flow in the Fraser Valley and, more specifically, labour market trends in Mission. The data supports efforts to identify future applied skills training and education needs and is now evolving into discussion associated with the creation of a workforce development commission. In addition, a regional technology job portal initiative has been undertaken to better promote local job openings and sector development initiatives. This ongoing discussion is an effort to repatriate the large number of labour force that leaves their community every day (65%) to work in other communities. Understanding the current hiring demand for labour in the Fraser Valley is an important element to this work. Mission has now provided the reporting system to another neighbouring municipality. With a high level of interest received from other communities they see this as an opportunity to begin developing a regional workforce development strategy.

Clare Seeley – Mission Economic Development Department

Clare has over 25 year's business experience in project management, training, tourism and B2B consultation, with an emphasis on communication, strategic planning, marketing concepts and building relationships. This has led to time spent working in Europe, the USA and Canada, where she currently works for the District of Mission, Economic Development Department, with a focus on marketing, communications and BRE. With an eye for opportunities and community connections Clare believes in the creation of synergy across business, tourism and the community and was recognized for combining these through the creation and promotion of a local tourism mascot "Stan the Sturgeon"; with a nomination for the Business Professional Woman of the Year Award. Clare lives and works in Mission, British Columbia.

Strac Ivanov is the president and founder of Vicinity Jobs. He is an accomplished business leader and a veteran of the online and big data analytics services industry. Over the past two 2 decades, Strac has worked with numerous organizations across Canada, the United States, and Europe, in a variety of fields, including corporate development and strategy, product management, software systems engineering, and operations management. Strac holds a Master's degree in Business Administration from Vienna University of Economics and Business Administration. He wrote his Master's thesis on the topic of using Artificial Intelligence (AI) to retrieve and classify information from web sources. Strac is also a PMI-certified Project Management Professional. The long list of companies that Strac has helped adopt emerging new technologies and analytics tools includes: Network Solutions (world's first domain name registrar, part of NASDAQ-listed Web.com, NASDAQ:WWWW), Tecsys Inc (A leading TSX-listed Canadian ERP Software provider, TSX:TCS), Brookfield Johnson Controls (formerly BLJC, Canada's leading real estate services provider), KaVo (A German multinational manufacturer of dental equipment), Cox Communications, ComCast (NASDAQ:CMCSA), Spark New Zealand (formerly Telecom New Zealand, NZX:SPK), AmeriSource Bergen Canada (NYSE:ABC), and many others. Strac works and lives in Vancouver, British Columbia.

Business Incubators: Business Incubators are a proven model for start-up businesses. Statistics indicate that two out of three business start-ups fail within the first five years, but 87 percent of businesses started in an incubator are still viable after five years. The next great business idea drives growth in our community and one way to speed things up is Business Incubation which can be especially supportive in a rural setting. Rural communities can leverage new and emerging businesses by providing access to office space, business support, key resources and more to drive change in the business community. One rural business incubator, and 2016 EDA Awards of Excellence Winner, managed to implement such a model.

Having passed the one-year mark with the Business Incubator in the Rural Alberta Business Centre Cold Lake its clear to see that a rural model can be implemented and with success. Operating under full capacity, and with a waiting list, the Cold Lake Business Incubator is thriving in a downturn economy. Now armed with a certification from the InBIA (International Business Innovation Association), and attending the InBIA Training Conference connecting with business incubator managers from around the world, the small business advisor, and program lead, is hoping to embark on new strategies to take the incubator model to the next level while assisting other communities in the northeast region to implement their own incubator.

Kathryn Hotte is a Small Business Advisor, Rural Alberta Business Centre- Kathryn brings with her 30+ years of experience in sales and corporate executive management as well as developing and facilitating training programs in over 16 countries. Kathryn has received many accolades over the years, including national and international awards

for sales achievement and, most notably, a Training Excellence award from the Canadian Society for Training & Development. Kathryn is the Chief Learning Officer of Hotte Training and the Small Business Advisor for the Rural Alberta Business Centre in Cold Lake, Alberta. In addition, she was previously the President of the Durham (Ontario) Home & Small Business Association, has received a Business of the Year Award was nominated for a Woman of Influence award and a 2016 EDA Awards of Excellence Winner for Business Retention and Expansion.

Co-Operatives: The co-operative business model is well-suited for rural and Indigenous communities in western Canada that want to draw on the strength of the community to solve local issues or leverage regional opportunities. However, knowledge of co-operatives and their application has waned in western Canada in recent years, and the model is not always considered when developing new businesses. This presentation will highlight the co-operative model, and provide a few examples where these models are currently working.

Kyle White is the community engagement coordinator for Co-operatives First. He is responsible for engaging community members interested in learning more about the co-operative business model and guiding communities through the process of developing co-ops.

Partner: Alberta REDA's

Session 3B: Aiming for Retail in Alberta's Smaller Markets (Room 205)

Moderator: Margot Begin, EDA Board Member

Panelists: Kieron Hunt, Cushing Terrell Architecture Inc.; Davie Lee, Townfolio; Michael Kehoe, Fairfield Commercial Real Estate

Retail is the lifeblood of rural communities and while not every smaller community can get the big fish, the importance of retail cannot be understated. In a competitive business environment, secondary communities must be proactive in how they approach and attract retailers to cultivate their local entrepreneurial environment.

Getting the AIM correct means Assessing, Identifying and Marketing your communities in the best possible way with the realization that many smaller communities often struggle to stand out for investment, retail tenant attraction and retention.

The panel of Cushing Terrell, Townfolio and Fairfield Commercial will bring together the reality of retail market analysis, retail tenant recruiting, tenant needs and expectations. The effective visual marketing of data and the opportunities for those investment interests inside and outside of your community will be preserved/expanded.

Alberta is a community of communities and individually, many small communities find it challenging in terms of their costs and resources to effectively get their story and commercial opportunities conveyed to the wider world. Collectively regions can be the beneficiaries of a proactive outreach that AIMS for Retail Success.

Partner: International Council of Shopping Centers (ICSC)

Session 4B: Data is good but insights are better. What businesses really need from economic development professionals? (Room 301)

Moderator: Shaun Goodeve, EDA Board Member

Introductory Remarks: Dave Kalinchuk, Rocky View County

Speaker: Dave Parsell, LocalIntel

The current economic development playbook tells you to put a community profile online with demographics, available real estate and other content typically required by site selectors. Sounds familiar, right? Well, it's time for a rethink. This approach is fine for a handful of site selectors, but not the 1.1 million small to mid-sized businesses (SMBs) who generate 91% of jobs in Canada – and the needs of these SMBs are very different than those of site selectors. In too many instances, and in too many locations, the needs of SMBs are being overlooked and communities are missing out on opportunities as a consequence. In this sponsored workshop, Dave Parsell, Co-founder and CEO of Localintel, draws on extensive company and market research to discuss what businesses really need from economic development professionals to start, expand and thrive in good times and bad.

In this session, you'll learn:

- What insights are and why they matter more to businesses than data.
- How innovative municipalities of all sizes are using next-generation technology to support SMBs.

- How the latest advances in big data, machine learning and artificial intelligence will help economic development professionals support local business growth.

Join us and get a glimpse into the future of economic development.

Partner: LocalIntel

Session 5B: Strengthening Communities through Cross-Sector Partnerships (Room 305)

Moderator: Adena Malyk, EDA Board Member

Presenters: Cristina Cernucan and Adison Wiberg, Alberta's Promise

A thriving community is one in which businesses, non-profits, and local governments work together to offer support and build on strengths. These cross-sector partnerships can fuel a cycle of economic growth where businesses support community, thereby creating and attracting a strong consumer base.

Join Alberta's Promise marketing experts Cristina Cernucan and Adison Wiberg as they explain how to find, form, and optimize cross-sector collaborations. With the help of a newly-released community involvement toolkit, your region will discover creative ways to promote community involvement as a competitive advantage, and ultimately improve economic conditions while strengthening community resources for families.

Partner: Alberta's Promise

NOON-1:30 PM

LUNCHEON BUFFET & KEYNOTE: EMBRACING CHANGE, CREATING OPPORTUNITY- RECENT EXPERIENCE FROM THE UK (Room 101/102/103)

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

Introductory Remarks: Plains Midstream Canada

Speaker: Caroline Saunders, British Consul-General & Dr. Niall Mac Dowell, Imperial College London

Two British speakers will explore how the UK is embracing change and creating opportunity. Caroline Saunders will look at the challenges of Brexit and how the UK has developed a new vision for its future. Niall McDowell will look at the changing UK energy scene and how new business opportunities and new jobs are being created from the new technologies that will drive decarbonisation in the 21st century. These two topics overlap when they consider how the UK will exit the common European energy and climate change framework.

Caroline Saunders is a career diplomat with diverse experience overseas and in London. Her most recent FCO roles were Head of Global Challenges and Innovation and Head of Global Low Carbon Growth. She was Deputy Consul-General and Head of UKTI in Brisbane, Australia and Political and Media Officer at the British High Commission in Kuala Lumpur. She has also worked at UKTI in London on trade strategy and for the UN Conference on Disarmament negotiations on chemical and biological weapons. Her first overseas posting was as Development Attaché at the British High Commission in New Delhi. She currently serves as the British Consul-General based in Calgary.

Dr. Niall Mac Dowell leads the Clean Fossil and Bioenergy Research Group at Imperial College in London, England. He is a lecturer in Energy and Environmental Technology and Policy, a member of the Centre for Process Systems Engineering and the Centre for Environmental Policy. He is a Chartered Engineer, Member of the Royal Society of Chemistry, member of the Technical Working Group on Industrial CCS of the Zero Emissions Platform and the Carbon Capture and Storage Association, and is also a member of the Executive Committee of the IChemE's Energy Centre. Niall's research interests are highly interdisciplinary, focused on integrated multi-scale modelling of low carbon energy systems, with a particular focus on their dynamic interactions across varying length and time scales. In addition to his research work, Niall conducts consultancy work for companies involved in power generation. He has travelled on behalf of the Foreign Office to China and Korea to promote low carbon power generation and was part of the Imperial College Delegation to the UN FCC COP18 event in Doha, Qatar and has been invited to provide written evidence to members of the Select Committee on Energy and Climate Change. Niall is also enthusiastic about public engagement, and is a regular contributor to the Sense About Science Energy Panel.

Partner: Plains Midstream Canada

1:45-3:00 PM BREAK OUT SESSIONS

Session 1C: Land Use Planning for Pipelines (Room 201)

Moderator: Chris King, EDA Board Member

Introductory Remarks: Fraser Paterson, Plains Midstream Canada

Speaker: Ed Plant, Chair, Canadian Standards Association for Land Use Planning, Sophia Chan, CSA Group

The purpose of the session will be to promote a safe, proactive, and collaborative multi-stakeholder approach to land development and community growth around pipeline systems. This includes increasing awareness and encouraging communication among key stakeholders, particularly when considering changes to existing land use or new land use developments near or surrounding existing pipelines.

Partner: Plains Midstream Canada

Session 2C: FDI By the Numbers: How Big Data Can Help Even Small Communities Attract Investment (Room 203)

Moderator: Matt Cornall, EDA Board Member

Introductory Remarks: Tammy Powell, Alberta Economic Development and Trade

Panelists: Steven Jast, ROI Research on Investment; Margot Bégin, BRAED

Alberta's recent economic downturn has meant that communities of all sizes need to be increasingly resourceful and innovative in generating opportunities for investment and diversification. Municipalities and Economic Development practitioners alike will benefit from better understanding the tools and resources that exist to identify investment opportunity leads that stand a real chance of benefiting their communities.

By understanding the driving motivations for overseas expansions as well as key barriers and challenges, communities can be more targeted in articulating their value proposition and better position themselves to attract investment.

This session will provide an overview of current FDI trends for Alberta; a look at what is working and why; the process and role of Big Data; where you start and a case study on how skills transferability can be used to attract investment.

Steven Jast, President at ROI Research on Investment, has over 20 years' experience in all aspects of economic development. He began his career at boutique advisory firm CAI Corporate Affairs International, where he specialized in site selection analysis, jurisdictional marketing, and industrial clustering. He was appointed Executive Vice President at CAI in 2001, and oversaw the creation of CAI's ROI Research on Investment company, which he then spun off into an independent company, of which he is now president. Since then, ROI has grown from a staff of two, to an international company of 60 professionals, with offices in four countries. Steve is a thought leader in the field of modern economic development and investment attraction, and has been published in the prestigious FDI magazine, he's a regular speaker at international conferences and provides training and coaching to economic development leaders around the world.

Margot Bégin, EcD.(F) is a graduate of Acadia University, Certified Economic Development Fellow of the Economic Developers Association of Canada and a PRINCE 2 Certified Project Manager with extensive experience as a successful small business owner. Margot has been a practicing economic developer for the past 16 years in Canada and has worked internationally with the Federation of Canadian Municipalities to provide technical assistance to a number of Local Economic Development initiatives in the Caribbean and Bolivia. Margot currently serves as the Executive Director of the Battle River Alliance for Economic Development (BRAED) in Central Eastern Alberta. In that role, she works with 26 small and rural communities on a variety of regional initiatives. She serves on the boards of both the Economic Developers Association of Canada and Economic Developers Alberta.

Partner: Alberta Economic Development and Trade

Session 3C: Empowering Communities through Entrepreneurship and Innovation (Room 205)

Moderator: Gary Slipp, EDA Board Member

Introductory Remarks: Barbara Engelbart McKenzie, 2017 BRE Conference

Panelists: Laura Didyk, BDC; Ed Straw, ATB Financial; Renee Tavares, Start Up Canada

In today's economy, innovation and entrepreneurship are necessary elements for companies and communities to stay competitive. Small business owners and entrepreneurs are at the core of powering this prosperity. Today, entrepreneurs are reshaping local economies and industries, creating jobs and driving economic growth across the globe. This session will

highlight some of the initiatives currently underway in Alberta and beyond that are helping foster entrepreneurship and innovation.

Laura Didyk is Vice President, Alberta South at the Business Development Bank of Canada – the country’s only financial institution devoted exclusively to entrepreneurs. Laura is passionate about entrepreneurship, having worked with thousands of business owners during the 22 years she has been with BDC, helping them access the advice and capital they needed to grow and succeed. In her current role, she is responsible for the operations of the Bank in Southern Alberta. She is also the Prairies’ sponsor for the Bank’s Women Entrepreneur initiative. Laura is a firm believer in the fact that innovation is not an abstract concept. Tremendous entrepreneurs are championing new ways of doing things in their companies, improving the lives of their people, of their clients and of their communities. This is why she will highlight stories of innovative entrepreneurs in Alberta. Knowing more about what fuels their success will inspire other business owners to innovate and think forward. She will also discuss the essential role that technology plays in supporting innovation as well as the need for companies to be productive to up their game. She will speak about Canada’s first ever business productivity benchmarking tool that BDC has launched recently. This free tool allows business owners from all industries to compare their productivity levels to those of other companies in the same sector and learn where they can improve their performance. Laura will also speak about how BDC is focussing its strategy and working with other partners to help develop a culture of innovation in Alberta. During her time with BDC, Laura has held numerous positions including Account Manager, Branch Manager, Managing Partner—Consulting Group, Vice President, Strategic Initiatives; and Director, Subordinate Financing. A Chartered Professional Accountant (CPA), she holds a Business degree and a degree in Actuarial Science from the University of Manitoba. BDC has pan-Canadian reach and serves more than 42,000 business owners coast-to-coast-to-coast, offering them loans, equity investments and advice to grow and become more innovative and competitive.

Ed Straw is VP, Strategic Business Solutions for ATB Financial. He leads the Business Centre of Expertise and the Specialized Financing Team –including ATB Capital. His job is to develop and implement unique new products or solutions to enhance the success of AB companies. The team is focused on bringing together key market players to help provide new market opportunities and access to innovation funding as a catalyst for diversification in Alberta. He hasn’t always been a banker. He spent 13 years as a Naval Officer before changing career paths. He has a BA in Economics from the University of Manitoba and completed his MBA in Enterprise Development at the University of Calgary, where he learned how instrumental the entrepreneurial spirit is to the success of companies in Alberta. His 17 year banking career began at CIBC in Commercial banking before moving to BDC where he held a number of senior management roles including VP, Corporate Financing and VP, Enterprise Risk Management. He joined ATB in 2010. He believes that it is his responsibility to help Alberta companies grow and become globally competitive in order to ensure the future success of our province and our country for future generations.

Renee Tavares joined Startup Canada in 2015. Since that time, she has facilitated connections for more than 3,000 entrepreneurs to skills building opportunities, and a platform to voice priorities and propose solutions to augment Canada’s entrepreneurial ecosystem. She directly manages Startup Canada’s flagship programming including Startup Canada Communities, a national network of more than 30 grassroots Startup Communities that run events to inspire, educate and connect entrepreneurs to each other, support, customers and growth opportunities. This program has been recognized as a best practice in grassroots community building around the world. Renee also directly oversees the Startup Canada Investment Fund Program, which has supported over 40 Startup Community Projects through 5 unique investment funds. While studying Commerce with a concentration in Finance and minor in Statistics at Carleton University, Renee was an active member of the school’s startup community. She joined the Carleton Entrepreneurship Program as its President in 2013, and is a founding director of Hatch, the first-ever university’s student association-backed entrepreneur program.

Partner: 2017 BRE Conference

Session 4C: The New Alberta. Where are the industry opportunities? (Room 301)

Moderator: Shaun Goodeve, EDA Board Member

Introductory Remarks: Perry Kinkaide, ABCTech

Panelists: Ron Maine, Maine Consultants; Terry Rock, Alberta Small Brewers Association; Paul Pryce, Consulate-General of Japan in Calgary; Martin Bunting, Korite International

Alberta is a dynamic, resilient province, built on our ability to nurture, develop and market our natural resources. As the global economy continues to shift priorities, technologies change and new regulations are placed on industry, where are some of the unique opportunities Albertan's will have to create new industries, businesses and opportunities?

Join this diverse panel as they speak about some of the innovative initiatives, technologies and opportunities they see for our province.

Ronald W. Maine, P.Eng., FEC, LEED@AP has over 35 years of experience in project management, site planning, budgeting & scheduling, design coordination, and construction review for land development, municipal & resource infrastructure, alternate energy, and parks & recreation projects in most types of soil, topography and climate. In addition, his experience in assembling and managing multi-discipline project teams is invaluable in facilitating input and expediting completion. Ron believes in developing projects based on social and environmental criteria as well as financial performance (Triple Bottom Line). His company, Maine Consultants makes land development and civil infrastructure more sustainable through conservation and efficient use of water resources, energy, and land. They integrate and optimize: site layout, transportation circulation, green space, rainwater capture, storm-water infiltration, sewage reclamation, alternate energy, microgrids, and district energy sharing systems.

Terry Rock is the Executive Director for the Alberta Small Brewers Association. In that role, he brings years of experience in government relations and leadership as a former business professor and non-profit leader. The Alberta Small Brewers Association is a not-for-profit organization committed to promoting craft Alberta beer. It celebrates local entrepreneurs, educates the public on the benefits of local beer, and works with the Alberta Government to create the best brewing environment. Terry's role is focused on making brewing a signature industry for Alberta. As the industry association, they also act as the voice of Alberta's rapidly growing independent craft brewery scene.

Paul Pryce is the Political & Economic Advisor to the Consul General of Japan in Calgary, in which role he promotes deeper trade and investment ties between Japan and Western Canada. As a Policy Fellow at the Canada West Foundation, Paul is also a frequent commentator on agricultural trends and policies in Western Canada, offering advice to provincial governments on Canada's 'Next Agricultural Policy Framework'. Having also previously consulted for China's Ministry of Foreign Affairs and the Indonesia-based think tank UPH Analytics, he is keenly interested in Canada's export potential in the Asia-Pacific region. He will speak about opportunities in agriculture and food processing.

Martin Bunting serves as the CEO of Korite International. Korite International is a privately owned and operated company based in Calgary, Alberta, Canada since 1979. The company, its discovery team, craftspeople, designers and industry experts celebrate the beauty of ammolite. From responsible harvest at its award-winning excavation to finished jewelry and decor statement pieces sold around the world, the company stands by quality and professional confidence at every stage of its operations. We are now one of the most loved and respected precious gemstone companies, with a far-reaching signature jewelry brand in over twenty-five countries. Martin was the Co-founder of Sportchek, now Canada's largest sporting goods chain. Martin has over 35 years' experience in high-end retailing and wholesale distribution. For the last ten years, Martin has dedicated his passion and strengths in the field of consulting, project proposal, project management, and acting as an investment liaison. He was previously main partner in Redtail Capital Partners.

Partner: ABC Tech

Session 5C: Lights, Camera, Action. Calgary's Film and Television Industry (Room 305)

Moderator: Adena Malyk, EDA Board Member

Introductory Remarks: Court Ellingson, EDA Board Member

Presenter: Luke Azevedo, Calgary Economic Development

As Canada's fourth-largest filming jurisdiction, Calgary boasts award-winning crews and locations. The Calgary region benefits from an average of \$150 million in film, television and digital production each year, and is responsible for 82% of all the production spend in Alberta. Alberta has garnered more Oscar, Golden Globe and Emmy® Award nominations than any other jurisdiction in Canada. Calgary is best known for the majestic, awe-inspiring scenery central to the imagery and imagination evoked by the frontier of the untamed west and can be seen in films and television shows such as The Revenant, Brokeback

Mountain and Heartland. Yet, Calgary's remarkably diverse geography and vibrant urban settings make it a very popular setting for a vast range of productions. From the deserts of Afghanistan, to the battlefields of feudal Japan to a trendy restaurant in Beverly Hills, Calgary is a chameleon able to play a wide spectrum of roles. Summer, winter, spring or fall. Calgary Economic Development plays a major role in Calgary's film, television and digital media industry. Through the office of the Film Commissioner, Calgary Economic Development works with The City of Calgary to facilitate all permit and application requests. The Film Commissioner and Logistics Coordinator work in collaboration with local film scouts to facilitate tours of Calgary region locations for producers, filmmakers and location managers considering Calgary as a filming location.

Luke Azevedo has been the Commissioner for Film, Television & Creative Industries for Calgary Economic Development since 2007. Luke will speak about how he is helping to advance creative industries in Alberta.

Partner: Calgary Economic Development

3:00-3:15 PM

REFRESHMENT BREAK (*Lobby, Kinnear Centre for Creativity and Innovation*)

Partner: Miller Thomson LLP

3:15-5:00 PM

Bonus Sessions

Session 1D: Why Startup Communities Matter Workshop (*Room 201*)

Moderator: Gary Slipp, EDA Board Member
Workshop Facilitator: Renee Tavares, Start Up Canada

Startup Canada is a grassroots network of entrepreneurs working together to build an environment for entrepreneurship in Canada. Through online platforms, grassroots Startup Communities and cross-sector initiatives, Startup Canada is advancing entrepreneurial momentum and a culture of entrepreneurship, as the voice of Canadian entrepreneurs. Founded in May 2012, Startup Canada has quickly become the most recognized, energized and active entrepreneurship organization in Canada. Startup Canada has mentored more than 20,000 Canadians and has grown to represent more than 80,000 entrepreneurs, 400 enterprise support partners, 300 volunteers and 20 Startup Communities from coast to coast. Globally, Startup Canada is recognized as the best practice in fuelling grassroots entrepreneurship and has educated leaders in the United Kingdom, Malaysia, South Korea, South America and the United States.

Startup Canada's activities include:

- A national network of grassroots Startup Communities & Community Builders;
- Startup Connect – an online directory, network and marketplace for the Canadian entrepreneur community; and,
- High-impact social and mainstream media cultural campaigns, flagship events and cross-sector initiatives.

Renee Tavares manages the Startup Communities Program and will be facilitating the workshop.

Partner: Start Up Canada

Session 2D: Preparing for the Ec.D. Certification- Everything You Wanted to Know (*Room 203*)

Moderator: Matt Cornall, EDA Board Member
Facilitator: Larry Horncastle, Keystone Strategies

Are you interested in obtaining your Ec.D? Certification in the near future? Then sign up for this session to learn about:

- The core skills every certified economic developer demonstrates
- Specific requirements for receiving an Ec.D
- What's covered on the certification exam
- How to prepare for the exam and be successful
- How certified professionals can benefit the communities they serve

This session will be facilitated by Larry Horncastle, Ec.D, who has supervised and graded numerous Ec.D. Certification exams over the years.

Partner: EDAC & Keystone Strategies

Session 3D: IEDC Economic Development Ethics Workshop (Room 205)

Moderator: Margot Begin, EDA Board Member

Presenters: Jeff Finkle, IEDC and Chris King, EDA Board Member

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

Session 4D: Tour of Arts Incubator (Room 301)

Moderator: Shaun Goodeve, EDA Board Member

Facilitator: Jim Olver, Director Customer Services

Are you interested in having a “behind the scenes” tour of what really goes on at The Banff Centre? Jim Olver will be showing delegates the ins and outs of the Centre that most people never see. No doubt, upon completion, you will have a much better idea of how the Centre is truly contributing to Alberta’s creativity and innovation.

Partner: The Banff Centre

Session 5D: Conference Connector 2: Future Thinking: Developing Innovative Solutions in Uncertain Times (Room 305)

Moderator: Adena Malyk, EDA Board Member

Facilitator: Ken Cameron, The Banff Centre

The Banff Centre’s Conference Connectors offer interactive participant-centered experiences focused on education, motivation, networking, challenge and creativity. These Connectors have been developed engage participants in unique ways.

In this Connector, your group will be exposed to possible future scenarios that engage your team and offer a basis to tackle real-world challenges specific to your business and industry. As cards are dealt, participants must quickly adapt and develop innovative solutions. Future thinking is a dynamic way to leverage skills in future foresight, problem-solving and calculated risk-taking.

Ken Cameron is a successful playwright and theatre director who uses his twenty years of creative and corporate experience to coach business leaders on how to access their creativity and increase their profitability. Ken offers strategic planning workshops through the Banff Centre for Creativity, TEC Canada, Vistas International and Loughheed Leadership. Together with Russell Stratton Ken developed The Managing The Unmanageable Training Program, The Future is Coming facilitation card deck and The Future is Coming Workshop In A Box. Together with the Banff Centre, Ken offers presentation coaching to a variety for senior business leaders.

NOTE: You must register for this session at www.edaalberta.ca separately in advance as there is a maximum of 40 participants.

Partner: The Banff Centre

5:00-6:00 PM (TBC)

VIP AWARDS RECEPTION (BY INVITATION 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 101/102/103)

6:30 PM

MINISTER'S DINNER & ANNUAL AWARDS BANQUET (Room 101/102/103)

Welcome: Sara Chamberlain, 2016-17 President, EDA

Introductory Remarks: John McGougan, Repsol Oil & Gas Canada Inc.

Speaker: The Hon. Deron Bilous, Minister of Economic Development and Trade

Marketing Awards Presentations: Adena Malyk, Chair of EDA Marketing Awards

Dress: Semi-formal / Business attire

The Hon. Deron Bilous was sworn in as Minister of Economic Development and Trade on October 22, 2015. Prior to this he served as Minister of Municipal Affairs and as Minister of Service Alberta.

He was first elected as the Member of the Legislative Assembly for Edmonton-Beverly-Clareview on April 23, 2012, and again on May 5, 2015. During his first term he served as a member of the Standing Committee on Private Bills, the Standing Committee on Public Accounts, the Standing Committee on Privileges and Elections, Standing Orders and Printing, and the Standing Committee on Resource Stewardship.

Mr. Bilous was born and raised in Edmonton and is very proud of his Ukrainian ancestry. He graduated from the University of Alberta with a bachelor of education degree in 2001. For the past five years he has taught and mentored students at Edmonton's Inner City High School.

An active volunteer in his community, Mr. Bilous has been a member of the Beverly Heights Community League and vice-president of the Boyle Street Community League. From 2008 to 2011 he served as a board member on the Edmonton Aboriginal Urban Affairs Committee. Mr. Bilous also participated in the Canada World Youth program in 1995-96, working in Edmonton, Saint Jerome in Quebec and Tunisia.

Mr. Bilous lives in Beverly Heights. In his spare time he enjoys playing recreational hockey and other sports as well as traveling.

Partner: Repsol Oil & Gas Canada Inc.

Following the Minister's Dinner, the EDA Hospitality Suite (Room 303) will be open until midnight. McLab Bistro is open until 2:00 AM.

FRIDAY, MARCH 24

7:00 AM

BREAKFAST BUFFET (Room 101/102/103)

8:00-11:00 AM

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

8:00-8:45 AM

PLENARY #1: 2017-18 ECONOMIC FORECAST (*Room 101/102/103*)

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

Introductory Remarks: Jennifer Ranger, Repsol Oil and Gas Canada

Speaker: Todd Hirsch, Chief Economist, ATB Financial

For over 20 years, Todd Hirsch has worked as an economist at numerous organizations including the 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 first book, *The Boiling Frog Dilemma: Saving Canada from Economic Decline* in 2012.

Todd provides economic commentary for many Canadian media outlets and is a regular columnist for the Globe and Mail. He currently serves on the University Of Calgary Board Of Governors and is the chair of the Calgary Arts Academy. Todd recently received the University of Alberta's Alumni Honour Award. Todd holds a BA Honours in Economics from the U of A and an MA in Economics from the University of Calgary.

Mr. Hirsch will be providing his annual economic forecast, always a highlight of the EDA Conference.

Partner: Repsol Oil and Gas Canada

8:45-9:15 AM

PLENARY #2: STATE OF THE ECONOMIC DEVELOPMENT INDUSTRY (*Room 101/102/103*)

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

Keynote Speaker: Jeff Finkle, President and CEO, International Economic Development Council (IEDC)

As President and CEO of the International Economic Development Council (IEDC), Jeff Finkle is a recognized leader and authority on economic development. With the formation of IEDC in 2001 following the merger of the Council for Urban Economic Development (CUED) - where he was president for 15 years - and the American Economic Development Council (AEDC), Jeff set the course for a more effective and influential organization. Today IEDC is the world's largest economic development membership organization and is a \$5 million annual operation that is renowned for its leadership in professionalizing and diversifying the field of economic development. Jeff previously served as Deputy Assistant Secretary in the U.S. Department of Housing and Urban Development, and has received numerous awards over the years for his commitment to making sustainable economic development a priority in communities of all sizes. Significantly, in 2011 he was lauded by the U.S. Department of Commerce for his 25 years of stewardship over CUED and IEDC. Moreover, as a longtime leader in community service and philanthropy, in 2005 Jeff organized 250 economic development volunteers to work in Gulf Coast communities endeavoring to recover from Hurricane Katrina. In 1989 he also founded the Bollinger Foundation, a non-profit organization that provides financial assistance to children who have lost a parent who worked in the field of economic development.

A frequent lecturer and author of numerous articles, Jeff has appeared on CBS Sunday Morning, Fox television and the Journal Report on PBS. He received a Bachelor of Science degree in communications in 1976 from Ohio University in Athens and pursued graduate studies in business administration at Ohio State University. He maintains a strong connection with Ohio University's Voinovich School for Leadership and Public Affairs.

Every year, the International Economic Development Council (IEDC) surveys its membership of 5,000 economic development organizations every year about their successes and challenges during the previous year, and their priorities in the years ahead. Jeff will be providing a summary of these results, highlighting the latest trends in the economic development industry.

Partner: International Economic Development Council

9:15-10:00 AM

PLENARY #3: CLOSING PLENARY: EQUITY & ECONOMIC DEVELOPMENT IN THE CITY OF THE FUTURE (*Room 101/102/103*)

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

Keynote Speaker: Brooks Rainwater, Senior Executive and Director, Center for City Solutions, National League of Cities

The headwinds of equity and automation are colliding in contemporary cities. As we increasingly see equity, sustainability and community engagement becoming fundamental to economic development efforts, cities are confronted with new realities of employment and ways of working. In the city of the future, successful economic development efforts will depend on work done today that ensures current trends translate into policies that benefit all members of our communities. Brooks Rainwater will offer his thoughts on what public and private interests must do to engage more thoughtfully on these issues.

Brooks Rainwater is the Senior Executive and Director of the National League of Cities' Center for City Solutions. He oversees NLC's research, research partnerships, leadership education, and community engagement efforts to strengthen the capacity of municipal leaders to create strong local economies, safe and vibrant neighborhoods, world-class infrastructure, and a sustainable environment. Brooks' areas of expertise include economic development, sustainability, and urban innovation.

As a strong advocate for vibrant and successful cities, Brooks often speaks and writes on the subject, and has published numerous research reports and articles on the creation of innovative, sustainable, and livable communities. His recent research publications and interest have surrounded city innovation, the sharing economy, and the state of our nation's cities. Brooks has appeared in a range of media outlets, including CNN, NPR, Bloomberg, and the New York Times. Brooks also frequently contributes writing to publications such as Fast Company, The Guardian, Business Insider, and Tech Crunch.

Prior to joining NLC, Brooks was Director of Public Policy for the American Institute of Architects (AIA). While at the AIA he developed the Local Leaders research series, analyzing nationwide trends in sustainability and livability. Additionally, he spearheaded the Cities as a Lab initiative, which focused in on the key role that cities play as creative instigators of innovative practices leading our country's economy forward.

Brooks is an International Advisory Board Member for the City of Rotterdam. He also serves on the Board of Directors for STAR Communities, the American Library Association Public Policy Advisory Council, and the Brookings Institution Innovation District Advisory Group. Brooks is a graduate of George Washington University's Masters of Public Administration program and lives in Arlington, VA.

Partner: U.S. Consulate General-Calgary

10:00-10:30 AM

REFRESHMENT BREAK (*Main Floor, Kinnear Centre for Creativity and Innovation*)

Partner: McSweeney & Associates

10:30-NOON

EDA ANNUAL GENERAL MEETING (*Room 101/102/103*)

Moderator: Sara Chamberlain, 2016-17 President, EDA

* EDA Voting Members only