

## LEADERS' SUMMIT

WEDNESDAY, MAY 19

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### 8:00 AM OFFICIAL OPENING CEREMONY

Challenges and opportunities for local and regional economies in 2021 are very different than those we encountered in the past; therefore, using the same strategies simply will not work. With a greatly enhanced level of global political and economic uncertainty and complexity, coupled with game-changing events like COVID, our world is changing almost beyond recognition. This new reality requires new mindsets, political and economic structures, business models, products, and services.

In this opening session we will hear from a few of Alberta's political and economic leaders about how they think Alberta needs to change to embrace this new political and economic reality.

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

**Greetings from Cando, Opening Prayer and Cultural Dance:** Shawna Morningbull-Ban, Cando Board Member; Elder Rick Lightning and Indigenous Dancers, Kiya Bruno

**Speakers:**

- Hon. Jason Kenney, Premier of Alberta
- Hon. Doug Schweitzer, Minister of Jobs, Economy & Innovation
- Justin Riemer, ADM, Western Economic Diversification Canada
- Barry Morishita, President, AUMA

**Welcome Remarks:** Trevor Lewington, 2021-22 President, EDA

**Partner:** Economic Developers Alberta, Cando

### 9:00 AM ALBERTA'S ECONOMIC ENGINES: SECTOR OPPORTUNITIES TODAY AND TOMORROW

This segment will profile some of Alberta's key economic engines. In particular: where these sectors are today; but more importantly, where future emerging opportunities lie, as well as insights on how to best accelerate them. Each segment will be followed by a live Q & A segment.

**A1-9:00-9:45: Alberta's Future: Energy**

- Alex Epstein, Founder, Center for Industrial Progress
- Tim McMillan, President & CEO, Canadian Association of Petroleum Producers (CAPP)
- Bryce van Sluys, Director, Energy Outlooks, Canada Energy Regulator
  - Partner: CAPP

**A2-9:45-10:30: Alberta's Future: Agriculture, Agri-Food & Forestry**

- William Greuel, CEO, Protein Industries Canada
- Alison Sunstrum, Founding Partner, Creative Destruction Lab (CDL)-Rockies Ag Stream Member
- Stuart Cullum, President, Olds College
- Jason Krips, President & CEO, Alberta Forest Products Association
  - Partner: Western Economic Diversification Canada

**A3-10:30-11:15: Alberta's Future: Aerospace, Transportation & Logistics**

- Diana Zhou, Senior Director of Global Alliances & Policy, Virgin Hyperloop
- Thomas Ruth, President & CEO, Edmonton Airports
- Kimberley Van Vliet, Founder, WaVv
- JP Gladu, President, Alaska-Alberta Railway Development Corporation (A2A Rail)
  - Partner: A2A Rail

#### **A4-11:15-NOON: Alberta's Future: Tourism & The Visitor Economy**

- David Goldstein, CEO, Travel Alberta
- Darren Reeder, Board Advisor, Tourism Industry Association of Alberta
- Tina Tillapaugh, President, Meeting Professionals International (Greater Edmonton Chapter)
- Richard Gotfried, MLA Calgary Fish Creek, Chair Strategic Aviation Advisory Council
  - Partner: LocalIntel

#### **NOON-1:00 PM PLENARY: 2021-22 ECONOMIC FORECAST**

**Moderator:** Leann Hackman-Carty, EDA  
**Speaker:** Todd Hirsch Chief Economist at ATB Financial  
**Partner:** Chartwell Retirement Residences

#### **1:00-4:00 PM ALBERTA'S ECONOMIC ENGINES. SECTOR OPPORTUNITIES TODAY AND TOMORROW.**

This segment will profile more of Alberta's key economic engines. In particular: where these sectors are today; but more importantly, where future emerging opportunities lie, as well as insights on how to best accelerate them. Each segment will be followed by a live Q & A segment.

#### **B1-1:00-1:45: Alberta's Future: Technology & Fintech**

- Jim Gibson, Chief Catalyst, School of Advanced Digital Technology, SAIT & Partner, Thin Air Labs
- Koley Karrington, Executive Director, Canadian Blockchain Consortium
- Cam Linke, CEO, Alberta Machine Intelligence Institute (Amii)
- Steve Liang, Chair, Rogers Internet of Things, University of Calgary
  - Partner: Cocoflo Innovations

#### **B2-1:45-2:30: Alberta's Future: Creative Industries, Film, Culture & Digital Media**

- Luke Azevedo, VP Creative Industries & Film Commissioner, Calgary Economic Development
- Erin O'Connor, Business Development Manager, Calgary Film Centre, Calgary Economic Development
- Tina Alford, Branch Representative, ACTRA Alberta
- Brock Skretting, Head of Advocacy – Keep Alberta Rolling
- Matt Watterworth, Executive Producer, Full Swing Productions
  - Partner: Calgary Economic Development

#### **B3-2:30-3:15: Alberta's Future: Life Sciences, Health & Biotech**

- Reg Joseph, CEO, Health City
- Dr. David Bailey, President & CEO, Genome Alberta
- Raja Mita- Executive Director, Health Innovation, AB Innovates
- Robb Stoddard, President & CEO, BioAlberta
- Andrew MacIsaac, CEO, Applied Pharmaceutical Innovation
  - Partner: Alberta Pharmaceutical Innovation

#### **B4: 3:15-4:00: Alberta's Future: Cleantech, Petrochemicals & Pipelines**

- Joy Romero, President, Clean Resource Innovation Network (CRIN)
- Mark Plamondon, Executive Director, Alberta's Industrial Heartland Association
- Sean McRitchie, Director, Strathcona County Economic Development & Tourism
- Chris Bloomer, President & CEO, Canadian Energy Pipeline Association
  - Partner: Strathcona County Economic Development

## CONFERENCE

WEDNESDAY, MAY 19

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### 5:00-6:30 PM PRESIDENTS' MIXER

The Presidents' Mixer is designed to be educational, fun, and interactive. An EDA tradition is the Champagne Sabering Ceremony; While you are enjoying Made in Alberta items from your Xperience Box you will hear from some special guests about their economic vision for Canada, meet the 2021-22 EDA Board of Directors, and then have a chance to network with some existing, and new friends.

**Host:** Trevor Lewington, President, EDA; Leann Hackman-Carty, CEO, EDA

**Special Guests:** Erin O'Toole, Leader of the Official Opposition; Hon. Justin Trudeau (invited); Jagmeet Singh (Invited)

**Other Guests:** EDA Board Members; Phoebe Fung & Kenneth Villiger, Vin Room & VR Wine; Stephen Benn, Pomeroy Mountain Lodge

THURSDAY, MAY 20

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### 8:00-9:00 AM- PLENARY PANEL SESSION #1- Alberta Reimagined, Reinvented and Repositioned

What will it take to really reinvent Alberta post COVID? How can we build on our natural strengths to become much better than we have been in the past? Not just minor tweaks but a grand vision with moonshot ideas? In this session we will hear insights from our panelists on how Alberta can reimagine, reinvent, and reposition ourselves for success in the future.

**Moderator:** Trevor Lewington, President, EDA

- Jack Mintz- Chair, Premier's Economic Recovery Council
- Gary Mar- CEO, Canada West Foundation
- Adam Legge- President, Business Council of Alberta
  - Partner: Invest Alberta Corporation

### 9:00-10:00 AM- PLENARY PANEL SESSION #2- Alberta's People Advantage

What is it going to take to have the workforce of tomorrow? Well trained workers to succeed. In this session we will hear insights from our panelists on how Alberta's people can one of our greatest advantages as we reimagine, reinvent, and reposition ourselves for success.

**Moderator:** Trevor Lewington, President, EDA

- Hon. Demetrios Nicolaides, Minister of Advanced Education, Government of Alberta
- Jeanette Sutherland, Director, EDGE UP program, Calgary Economic Development
- Brad Zumwalt, Platform Advisory Chair, Platform Calgary
  - Partner: MDB Insight Inc.

### 10:00-11:00 AM- CONCURRENT BREAK OUT SESSIONS

#### Session C1: Business Retention and Expansion (BRE) for the COVID-19 Era and Beyond

Business retention and expansion (BR&E) has always been an essential element for sustainable and successful economic development. COVID-19 has increased the focus on BR&E exponentially and revealed that traditional strategies, tools, techniques, and tactics cannot keep pace with today's economy. This session will provide new, cost-effective, and adaptive prescriptions for BR&E that align with 2021 and beyond. Whether you are starting a new BR&E initiative, use BR&E relationships/partnership for investment attraction, or want to reenergize your current program, you will want to attend this session!

**Moderator:** Natalie Gibson, President, InnoVIsions & Associates

**Speakers:** Laith Wardi, President, ExecutivePulse; Erik Collins, Director of Community and Economic Development, Montgomery County, Ohio

**Partner:** Business Link

## Session C2: Going Rural: A Provincial Opportunity

People are drawn to the vast landscapes, small-town friendliness, and quieter way of life that small communities can offer. In a Post-Covid world, and in the age of online connectivity, rural Canada is becoming more desirable for business investment. The combination of affordable land and improved broadband access means people can work from anywhere—and increasingly they are choosing rural communities. This session will explore some of the current challenges and future opportunities going rural in Alberta poses.

**Moderator:** Mary Lee Prior, EDA, Board Member

**Speakers:** Councillor Taneen Rudyk, Board Member, FCM; Paul McLaughlin, President, Rural Municipalities Alberta; Dave Parsell, Co-Founder, LocalIntel; David Kalinchuk, EDO, Rocky View County

**Partner:** Alberta REDA's

## Session C3: Green, Brown or Grey? What Colour are Your Developments?

What type of development opportunities are available in your community? Can you promote greenfield developments on vacant, undeveloped tracts of land? Or are there brownfield opportunities on abandoned, or possibly contaminated sites? What about a greyfield development where retail and commercial shopping sites have become dead or vacant? This session will explore some innovative design and adaptive use responses communities are applying successfully.

**Moderator:** Pat Nicol, EDA, Board Member

**Speakers:** Laurie Scott, SVP Development, Katz Group Real Estate; Brian Horton, Managing Principal, O2 Planning and Design; Keith Hirsche, Founder & President, RenuWell Energy Solutions; Shawna Morning Bull-Ben, Board Member, Cando

**Partner:** O2 Planning and Design

## Session C4: Fostering Regional Collaboration

Regional strategies for economic development link rural, suburban, and urban areas, helping them to share resources, enhance marketing, increase their workforce profile, and build capacity. Regional approaches to economic development are becoming more popular as a result. This session will explore how three different regions in Alberta are implementing regional strategies within the communities they serve.

**Moderator:** Eleanor Miclette, EDA, Board Member

**Speakers:** Bev Thornton, Executive Director, Alberta SouthWest Regional Economic Development; Paul Blais, Executive Vice-President, MDB Insight Inc.; Malcolm Bruce, CEO, Edmonton Global

**Partner:** Alberta's Industrial Heartland

## 11:00-11:45 AM- PLENARY #3 – Embracing an Innovation Mindset

**Moderator:** Leann Hackman-Carty, CEO, EDA

- **Opening Comments** from Hon. Sonya Savage, Minister of Energy
- **Speaker:** Monique Maissan, CEO & Founder, Waste2Wear

How do we foster a culture of innovation from cradle to grave? Not just words but a lifestyle? Who is doing this well and why? Monique Maissan is a Dutch entrepreneur and textile engineer specialized in Circular Economic solutions for the textile industry. As CEO and founder of Waste2Wear, she leads a committed team towards sustainable innovation using textile products made from recycled plastic to create a positive environmental impact. The innovations in her company, have been acknowledged through the Entrepreneur the Year award 2012, in the USA from Enterprising Women; the Sustainability Award from the European Economic and Sustainability Committee in 2014; the Women Economic Forum's Outstanding Women for the Advance of Sustainability award in 2017; The #1 Business Women Of Middle East award in Egypt in 2018; and the She Rockers MyEO Women SDG Award 2019 from EO (Entrepreneur Organization). Monique has also founded various social programs, including Waste2Weave, designed to improve the livelihood of Indian women working on hand-looms, while taking plastic out of the environment. She continuously strives to create collaborations with a broad diversity of stakeholders to help to create awareness and to find solutions to protect the environment. This includes collaborations with the Jane Goodall Institute, National Geographic and many more. She is a frequent speaker at sustainability events around the globe, including, the 2015 EXCElerate Conference in Canada, the EWC Sustainability Summit at the IUCN World Conservation Congress in 2016, China's World Creative Economy Summit in 2017, the Beyond Plastic Pollution conference in Australia in 2017 & the BWME summit in 2018 at the Arab League. **One of her bags is profiled in our 2021 Xperience box!**

- Partner: Community Futures Network of Alberta

## NOON-12:30 PM- FUNDING OPPORTUNITY- Alberta Real Estate Foundation 30<sup>th</sup> Anniversary Legacy Grant Program

The Alberta Real Estate Foundation was founded in 1991 by the Government of Alberta in collaboration with industry stakeholders to support and advance the real estate industry and to serve the public interest. It does this by funding real estate education, law reform, research, projects, and activities. This year the Alberta Real Estate Foundation launched its **30th Anniversary Legacy Grants** program to support distinctive, high-impact projects that drive transformational long-term change to advance the real estate industry and real estate across Alberta. Tune into this segment to hear more about the Foundation and how your community can apply for these grants..

**Moderator:** Leann Hackman-Carty, CEO, EDA

**Speaker:** Patti Morris, Executive Director, Alberta Real Estate Foundation

**Partner:** Alberta Real Estate Foundation

## 12:30-1:30 PM- PLENARY PANEL SESSION #4- Alberta's Global Opportunity

Exploring export/international market development. True economic growth comes from new market opportunities. Where does Alberta have great potential in the future from a trade and investment opportunity? This session will provide three different perspectives on that topic. Live Q & A to follow.

**Moderator:** Trevor Lewington, President, EDA

- Sara Wilshaw, Chief Trade Commissioner, Global Affairs Canada
- Mark Livingston, Regional Vice President, Export Development Canada (EDC)
- John Jurrius, CEO, Indigena Holdings
  - Partner: EDC

## 1:30-2:30 PM- CONCURRENT BREAK OUT SESSIONS

### Session D1: Smart Cities/Communities Re-imagined

What will our communities look like in the future? How is technology changing the way we work and live? How are communities implementing new strategies and tactics to re-imagine their futures? This session will explore some of the work that is going on regionally, nationally, and internationally in this regard.

**Moderator:** Pat Nicol, EDA, Board Member

**Speakers:** Martin Canning, Executive Director, Smart Cities, Evergreen; Bruno Peters, Deputy Regional Director (Canada West), IBI Group; Alexander Shermansong, Chief Product Technology Officer and CEO of Digital Services at Planet Smart City; Jeb Brugmann, Founding Principal, Resilient Cities Catalyst

**Partner:** Repsol Canada Inc.

### Session D2: The Presence Economy

Digital and mobile technology has fundamentally changed how we live our lives. When every moment can be filled with a digital experience, as a society we are becoming less present in our interactions. Our engagement with the people and places around us is being eroded. As an individual's engagement in a place – their presence – is eroded, so is their likelihood to purchase. The tech industry has gone to great lengths to quantify the economic growth stemming from investments and innovation in mobile. But what is the cost of not being present? From Amazon Prime to Uber Eats people are incentivized to engage less in the real world, to the detriment of local businesses and ultimately the fabric of our communities.

We need to put a premium on presence. Instead of the mobile economy, we should focus on the presence economy. This session looks at how we can help stem the forces of engagement erosion, using the ubiquity of mobile technology to drive engagement and investment in local businesses and community. Being able to account for and incentivize presence will renew our sense of – and investment in – place.

**Moderator:** Leann Hackman-Carty & Eleanor Miclette, EDA

**Speaker:** Tim Fry, CEO, 468 Communications

**Partner:** FortisAlberta

### Session D3: Post-Covid Investment Opportunities

Prior to Covid, foreign direct investment was already a highly competitive field. This has only accelerated post-Covid. Every community in Canada, and around the world are now desperately seeking investment dollars. That includes Alberta. This session will explore various investment trends, potential opportunities and resources for communities looking for investors.

**Moderator:** Mary Lee Prior, EDA, Board Member

**Speakers:** David Knight Legg, CEO, Invest Alberta; Emily Kneteman, Regional Director (Alberta), Invest in Canada, Jon Horsman, Senior EVP Business, ATB Financial

**Partner:** Alberta Jobs, Economy and Innovation

### 1:30-2:00 PM- CONCURRENT BREAK OUT SESSION D4

#### Session D4: How technology can help simplify doing business with City Hall.

We often hear that government red tape is a barrier to doing business. This session highlights how municipalities are applying technology solutions to improve the lives of citizens, and the delivery of municipal services.

**Moderator:** Danielle Carter, EDA, Board Member

**Speakers:** Megan Miller, Director of Sales, Cocoflo Innovations; Patricia Sagert, VP Customer Success, Cocoflo Innovations

**Partner:** BOMA Edmonton

### 2:00-2:30 PM- CONCURRENT BREAK OUT SESSION D5

#### Session D5: How Partnerships Can Drive Innovative Approaches to Economic Development

Increasingly municipalities are looking to partnerships with the private sector as a strategy for the development of high priority projects while delivering a financial return and managing risk. This session highlights some of the strategies used in Spruce Grove's Westwind Land Assembly in creating an integrated destination commercial and residential development at a strategic location on the Yellowhead Highway.

**Moderator:** Danielle Carter, EDA, Board Member

**Speakers:** Mayor Stuart Houston, City of Spruce Grove; Dave Walker, Manager of Economic and Business Development, City of Spruce Grove

**Partner:** BOMA Edmonton

### 2:30-3:30 PM- CONCURRENT BREAK OUT SESSIONS

#### Session E1: Reshoring, and Investing in Advanced Manufacturing

Bridging the gap through industry cluster development will lead to advancement in innovation and enhanced supply chains for Alberta's manufacturing sector.

**Moderator:** Matt Cornall, Alberta Innovates

**Speakers:** Pam Steckler, Access Prosperity; Tonya Wolfe, Alberta Additive Manufacturing Network and CIMTAC at Red Deer College; Gary Fisher, Innotech Alberta; David MacLean, Divisional VP AB and SK, Canadian Manufacturers and Exporters

**Partner:** County of Grande Prairie

#### Session E2: Community Branding & Marketing

Community branding and marketing is more than a compelling logo, good promotional sales pitch, new website, and communication materials. It is a process of engagement and partnership building, that develops broad ownership of the brand identity within your community. This session will highlight three different approaches to this topic: developing a place brand for Fort McMurray Wood Buffalo; Calgary's Live Tech, Love Life platform; and the range of tools available by GIS Planning for economic development marketing.

**Moderator:** Danielle Carter, EDA, Board Member

**Speakers:** Dr. Alissa Sklar, VP Marketing, GIS Planning; Brad Parry, VP Marketing & Communications, Calgary Economic Development; Andrea Haley, Director Brand & Corporate Services, Fort McMurray Wood Buffalo Economic Development & Tourism

**Partner:** GIS Planning Inc.

### Session E3: The Sustainable Development Goals (SDG's)- An Untapped Opportunity for Alberta

The 2030 Agenda for Sustainable Development, adopted in 2015 by all UN Member States, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. It includes 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries in a global partnership. This session will focus on how communities can, and are leveraging the SDG's as a tool to create a better future for themselves.

**Moderator:** Alyshia Pretulac, Plains Midstream Canada

**Speakers:** James Ellsmoor, Founder & CEO, Island Innovation; Leah Lizarondo, CEO & Founder, Food Rescue Hero; Leah Ettarh, Executive Director, Alberta Council for Global Cooperation

**Partner:** Plains Midstream Canada

### Session E4: Indigenous Economic Development: New Models and Opportunities

Increasingly we are seeing new models of indigenous economic development being tried and tested around our world, nation and province. This session will explore four different approaches, providing delegates with ideas and solutions for how they may better engage and promote shared prosperity in the future. We will also explore what investment attraction could look like as seen, at the one side through the lens of ancestral thinking and at the other side through the lens of a investors committed to carbon-neutrality, and how to create partnerships that provide a refreshed perspective to investment attraction.

**Moderator:** Eleanor Miclette, EDA, Board Member

**Speakers:** Christine Robertson, President, Indigena Holdings; Audra Krueger, Executive Director, Co-Operatives First; Carolina Arriagada Peters, Managing Director of Cities + Collaboration, London, UK

**Partner:** AUMA

### 4:00 PM ANNUAL AWARDS & CLOSING CEREMONY (Live Session)

Bring our Xperience Box to this final session and enjoy some Albert made products. While you are enjoying these items, you will be watching our Annual Awards Ceremony LIVE! Join us to celebrate excellence in economic development.

**Co-Hosts:** Trevor Lewington, President, EDA; Pat Nicol, Awards Chair

**Presenting Partner:** Andrew MacIsaac, Applied Pharmaceutical Innovation

**Prize Draws:** Megan Miller, Cocoflo Innovations; Stephen Benn, Pomeroy Mountain Lodge