EDA 2015 ANNUAL PROFESSIONAL CONFERENCE & AGM

Partnerships for Prosperity

April 8 - 10, 2015

Delta Kananaskis Lodge \ Kananaskis, Alberta
www.edaalberta.ca \ 1.866.671.8182 \ #EDA2015
I am pleased to extend my warmest greetings to everyone attending the 2015 Economic Developers Alberta conference.

This gathering, under the theme “Partnerships for Prosperity,” brings together economic development professionals, elected officials and other stakeholders from around the province to exchange ideas and take stock of emerging economic trends and investment opportunities. I am sure that everyone participating in this conference will come away with a real sense of accomplishment and a renewed commitment for developing vibrant, well-balanced and sustainable communities.

Since 1974, EDA has been committed to providing the resources and training required to achieve the highest standards of excellence amongst its members. I would like to thank the organizers for bringing together industry players, community leaders and government experts to discuss strategies and build networks for future success.

On behalf of the Government of Canada, please accept my best wishes for a productive and memorable conference.


OTTAWA
2015
Message from Honourable Jim Prentice
Premier of Alberta

On behalf of the Government of Alberta, it is my pleasure to welcome you to Economic Developers Alberta’s 2015 conference and annual general meeting.

The theme for this year’s conference is “Partnerships for Prosperity.” This concept reinforces the idea that successful economic development requires collaboration and co-operation by many individuals and organizations. It also underscores the need for professionals like you to work together to generate new ideas and innovative solutions in response to current challenges and future opportunities.

The months ahead will be a challenging time for many Alberta businesses and organizations. However, with a group like Economic Developers Alberta providing support to its members and a forum to exchange information, resources, and best practices, I am confident you can meet the opportunities that lie ahead.

My thanks to the organizers and participants of this year’s conference and annual general meeting for helping shape Alberta’s future. My best wishes for a successful event.

Jim Prentice
April 8, 2015
Welcome to the 2015 Annual Professional Conference & AGM. I look forward to getting reacquainted with many of you over the next few days, and know it is going to be a great time of learning, networking, sharing and FUN!

It has been a great challenge and opportunity for me to serve as EDA’s President this year. I thoroughly enjoyed working with a very capable and committed Board of Directors and CEO, who are passionate about, and committed to advancing economic development in Alberta.

Over the past year, the EDA Board has continued to focus its work on a select number of strategic priorities. This deliberate, disciplined focus has enabled the organization to allocate its resources effectively to develop and implement projects and initiatives successfully.

Some of our 2014 achievements include: completion of the Economic Disaster Recovery Project, including the publication of a community toolkit; launching our inaugural Invest in Alberta publication that was distributed to over 11,000 key stakeholders; completing the online conversion of our Business Retention & Expansion (BRE) and Business & Investment Attraction (BIA) courses; organizing a successful 40th anniversary conference; and developing a number of new partnerships both in the private, public and non-profit sectors. Personally, I believe all of this work will continue to position EDA as a vibrant organization that is responsive to its members. I am excited about what the future holds.

Our conference theme this year is “Partnerships for Prosperity.” Over the next three days, you will have the opportunity to hear from over thirty speakers and panelists that will be highlighting innovative partnerships, projects and resources. You will also be able to make some very valuable connections with over 300 delegates from across the province, country and the United States. Rest assured, you are here with the best people in the business who are always willing to support their peers and together help to ensure the prosperity of Alberta communities.

It has been a great honour to represent EDA this year. I look forward to serving in my new capacity as Past President after our AGM on Friday.

Enjoy the conference, and please save the date for next year’s conference, April 6-8, 2016.

Sincerely,

Jeff Penney
President
WEDNESDAY, APRIL 8

9:00 - 1:00 PM

CONFERENCE REGISTRATION (Conference Lobby)

1:00 - 2:30 PM

OFFICIAL CONFERENCE OPENING & KEYNOTE - PUBLIC PRIVATE PARTNERSHIPS FOR SOCIAL IMPACT (Gold/Silver/Bronze)

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA
Opening Remarks: Jeff Penney, 2014-15 President, EDA
Introductory Remarks: Justin Riemer, Assistant Deputy Minister, Alberta Innovation and Advanced Education
Keynote Speaker: Jeremy M. Goldberg, Senior Director, Civic Innovation, Civic Consulting USA
Panelists: Rollie Dykstra, Alberta Innovates Technology Futures
Wendy Gnenz, Director of Corporate and Departmental Initiatives, The City of Edmonton;
Samuel Mok, Manager, Strategy & Development, KPMG

Jeremy M. Goldberg is a leader in public-private civic innovation. As Deputy Chief of Staff—Civic Innovation in the office of San Jose, California Mayor Chuck Reed, Jeremy led the creation of the Silicon Valley Talent Partnership (SVTP), a public-private partnership organization focused on pro-bono talent sourcing for cities across Silicon Valley. The organization has received multi-year funding from the Knight Foundation; secured over 3,000 pro-bono hours from tech, marketing/communications and professional services companies.

Now Jeremy serves as Senior Director, Civic Innovation, at Civic Consulting USA, which is charged with fostering pro bono partnerships like SVTP. In this role, he oversees collaboration with the White House Stronger Cities Stronger Communities (SC2) National Resource Network to create local resource networks in multiple U.S. cities.

Jeremy has received several public service fellowships and has been recognized as a leading social entrepreneur by Echoing Green and the Reinhard Mohn Fellowship Program. He is a proud alumnus of American Jewish Committee Goldman Fellowship, Fuse Corps Fellowship, the Aspen Institute’s Socrates Program, and vice-chair of the Bayview Hunters Point YMCA Board of Managers in San Francisco.

He received a M.A. in Public Affairs and Practical Politics from the University of San Francisco, and a B.A. in Government from the University of Texas-Austin.

Jeremy will provide opening remarks related to the topic of innovation and civic pro bono partnerships; followed by three local experts from government, technology and consulting:
Rollie Dykstra, GM Commercialization for Alberta Innovates Technology Futures: Rollie has over 29 years of experience in the Information & Communications Technology sector and Business Development roles both in industry and government. A former sales executive with NORTEL, TELUS Communications, and Williams Communications, Rollie works on business development with high-tech companies, helping to move research to commercialization. Rollie’s focus is building the knowledge based sectors of the Alberta economy, primarily in high-tech but also encourages and supports regional innovation throughout the province. Accelerating innovation for the province through actively pursuing research collaborations and business development, Rollie specializes in building the relationships that generate mutually beneficial results.

Wendy Gnenz is the City of Edmonton’s Director of Corporate and Departmental Initiatives. Through public and business engagement, collaboration and innovation, Edmonton has become a leader in Open Government and Open Data. They then added a municipal perspective, becoming an open city. As an open city, Edmonton is also focused on being inclusive and enabling citizens to participate in the design and delivery of programs and services. As an advocate for open, transparent and accessible government, they have undertaken a number of innovative and participatory initiatives to reduce barriers to information and partner with citizens and businesses in Edmonton. Recently, the City launched Open Lab, a unique physical and virtual space where City employees and startup communities can work together to create innovative solutions to municipal challenges.

Samuel Mok is an economist and certified project management professional. As Manager, Strategy & Development, of KPMG’s Global Infrastructure Advisory (GIA) practice in Vancouver; he specializes in developing strategies for both public and private sector infrastructure investments. Before joining KPMG, he served as Advisory Officer in Public Works and Government Services Canada’s (PWGSC) Public-Private Partnership National Centre of Expertise (P3 NCOE). There he advised the Government of Canada in the procurement of a variety of assets, from housing for Canadian Forces to District Heating and Cooling Plants. Sam also served as the Financial Evaluator for the $975 million RCMP “E” Division Relocation public-private partnership project in Surrey, BC.

He received his M.A. in Economics from the University of Victoria and his B.A. Hons in Economics and Mathematics from Queen’s University.

Presented by: Alberta Innovation and Advanced Education

2:30 - 2:45 PM

REFRESHMENT BREAK (Convention Foyer)

Presented by: AUMA
2:45 - 3:45 PM

ENERGY INDUSTRY KEYNOTE (Gold/Silver/Bronze)

Introductory Remarks: Chris Montgomery, Canadian Association of Petroleum Producers
Keynote Speaker: Max Fawcett, Editor, Alberta Oil magazine

This session will highlight results from the National Survey on Energy Literacy recently released in Alberta Oil Magazine.

Max Fawcett is an award-winning writer and editor of Alberta Oil magazine. His work has been published in the Walrus, Hazlitt, Eighteen Bridges, BC Business, the Globe and Mail, the National Post, the Toronto Star, Avenue Magazine, THIS Magazine, and Corporate Knights Magazine, among others. He is often asked to provide commentary about the energy industry on BNN, CBC and other media outlets. As the editor of Alberta Oil magazine, Max is responsible for guiding its editorial vision and managing its day-to-day operations. He has also served as Calgary Bureau Chief and Managing Editor for Alberta Venture Magazine.

Presented by: Canadian Association of Petroleum Producers

3:45 - 4:00 PM

BREAK

4:00 - 5:15 PM  BREAKOUT SESSIONS

Session 1: AlbertaBusinessCounts: Getting The “Pulse” On Business Retention And Expansion (Explorer)

Introductory Remarks: Matt Cornall, EDA Board Member
Facilitator: Laith Wardi, Founder and President, ExecutivePulse Inc.
Panelists: Morgan Roberts, Community Futures West Yellowhead
Jean Marc Lacasse, City of Chestermere

It is significantly less expensive and easier to retain businesses and jobs than to attract new employers. Therefore, one of the best ways to raise a region’s overall economic vitality is to focus on assisting existing businesses to expand and prosper.

Traditional Business Retention and Expansion programs (BRE) are outreach initiatives designed to retain industry and jobs while fostering expansion, growth and development. Through the use of ExecutivePulse software, traditional BRE programs are transferred into a portfolio management strategy. The goal of this strategy is to better manage public resources and increase the return on investment in economic development policy and programs by maximizing the future economic value of the business base.
Economic Developers Alberta (EDA) has the provincial master license for ExecutivePulse software, which is the foundation of the AlbertaBusinessCounts program. Through a special licensing agreement, EDA is able to make this software available to economic development organizations in Alberta.

This interactive session will showcase how ExecutivePulse can help support and enhance your business retention and expansion program, and will include an interactive presentation facilitated by Laith Wardi, Founder and President of ExecutivePulse. Laith will be joined by Morgan Roberts and Jean-Marc Lacasse, EDA members that are actively using the program in their economic development efforts.

Laith Wardi, has worked in the economic development profession for over 20 years. He has comprehensive experience in business retention and expansion that includes one-to-one outreach to hundreds of value-added client companies, and 15 years of regional program management in his home state of Pennsylvania. In 1994-95, Mr. Wardi pioneered the first web-based system for business retention and expansion in North America. ExecutivePulse clients represent the provinces of Alberta, British Columbia, Nova Scotia, Ontario and Saskatchewan as well as the states of Connecticut, Montana, Nevada, Oklahoma, Pennsylvania, Utah, and Virginia. In addition, ExecutivePulse works with dozens of leading metro areas and localities throughout North America.

As a founder and President of ExecutivePulse Inc., Laith Wardi provides skills training, technology development and management consultation to clients seeking to implement systematic and sustainable customer outreach programs. Since 1996, he has been an instructor of business retention for the professional certification program sponsored by the International Economic Development Council (IEDC). Whether you currently use the program, or are considering it, don’t miss this informative session.

Presented by: Economic Developers Alberta & ExecutivePulse Inc.

Session 2: “Lean In” Economic Development Style: A Candid Conversation With Female Leaders (Gold)

Moderator: Natalie Gibson, Community Economic Development Program (CEDTP) Trainer, EDA
Panelists: Bev Thornton, Alberta SouthWest Regional Alliance
          Cathy Goulet, Killick Leadership Group
          Heather Anderson, Woodlands County
          Sandra Lemmon, Canmore Business & Tourism

Taking a page from the New York Times best-selling book “Lean In: Women, Work, and the Will to Lead,” this session will take a close look at women in economic development. While women hold less than 5% of the Fortune 500 most senior leadership positions, female economic developers are emerging as some of the most innovative and forward thinking leaders among our organizations and boards. This talk show-style session with female leaders from across the industry will examine both the challenges and successes women ED leaders have faced, and the lessons they have learned.
Bev Thornton is the Executive Director of Alberta Southwest Regional Alliance and has been in the economic development field for 13 years. She also has experience as an elected official and in professional and community leadership roles.

In 1980, Cathy Goulet earned her first job in economic development. From municipal to federal agencies with stops in the private sector, Cathy has seen economic development evolve from every angle. Cathy is President of Killick Leadership Group focused on building rural community leadership capacity. She holds a B.Comm.

Heather Anderson is the Economic Development Officer for Woodlands County. She has a passion to drive business and municipalities not only forward but also sideways and up and over any obstacle. She inspires others to discover the power behind leaving their comfort zone if they want to achieve success. Through the years, her hunger to challenge boundaries has never wavered.

Sandra Lemmon began her economic development career as the Manager for the Southwest Business Improvement Association (BIA) in Kamloops, BC managing an area that included 744 businesses and over 200 commercial property owners. She then accepted the position of Regional Economic Development Officer for the North Peace Economic Development Commission located in the North Peace region of BC. To prepare for the region’s economic growth, she implemented a socio-economic impact assessment process; and established a regional leadership circle with working groups for each of the key issues to prepare a sustainable economic development plan and vision for the future. Most recently she returned to the energy industry as Senior Technical/ Engagement Lead for Aboriginal Relations with TransCanada Pipelines Ltd., and in January 2015 she joined Canmore Business & Tourism as its Interim Economic Development Officer.

Presented by: Economic Developers Alberta

Session 3: Elected Official Roundtable With Jeremy Goldberg (Nakiska Room, Signature Club)

NOTE: This session is for elected officials only

As follow up to the opening plenary, this roundtable session with elected officials provides additional information about public-private sector models. This will be an opportunity to learn more about what works, what doesn’t, and how elected officials can play an important leadership role in bringing this type of model to their communities.

Presented by: Economic Developers Alberta
6:00 - 6:30 PM

COCKTAIL RECEPTION (Convention Foyer)

6:30 - 8:30 PM

EDA PRESIDENT’S DINNER (Gold/Silver/Bronze)

This is an excellent opportunity to meet the EDA Board of Directors and network with colleagues, conference partners and speakers. The event features a full buffet dinner and a cash bar.

Dress: Business Attire

Presented by: Economic Developers Alberta

Following the President’s Mixer, the EDA Hospitality Suite (Walker/Champion Room) will be open until midnight.

Presented by: Allnorth & Economic Developers Alberta

THURSDAY, APRIL 9

7:00 AM

BREAKFAST BUFFET (Convention Foyer)

8:00 - 8:45 AM

PLENARY SPEAKER: GROWING THE FOREST INDUSTRY (Gold/Silver/Bronze)

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA
Introductory Remarks: Janis Simpkins, Northern Alberta Development Council (NADC)
Speaker: David Lindsay, President and CEO, Forest Products Association of Canada

This session will highlight the challenges and opportunities in Canada’s forestry industry.

David Lindsay became the President and CEO of FPAC in September 2012. He was most recently a senior Deputy Minister in the Government of Ontario in Energy and Infrastructure, Northern Development, Mines and Forestry, Natural Resources, and Tourism and Culture. Before this, he was President and CEO of Colleges Ontario. David was the founding President of the Ontario SuperBuild Corporation responsible for the infrastructure planning and privatization agenda of the Ontario government from 1999-2003. For two years he was the President and CEO of the Ontario Jobs and Investment Board. From 1990-1997 he served a Principal Secretary and Chief of Staff to the Premier of Ontario.

David is a Director of several private sector and not for profit boards; and is a Governor of
McMaster University and a Fellow of the Queen’s University School of Policy Studies. He has been a Director of the Ireland Park Foundation, the Ontario Innovation Trust, the World Wildlife Fund, the Canadian Tourism Commission, the Public Policy Forum and the Empire Club. He is a graduate of Queen’s University School of Business (Commerce ’81).

Presented by: Northern Alberta Development Council

9:00 - 10:15 AM BREAK OUT SESSIONS

Session 1A: Digital Marketing Playbook For Economic Development (Silver/Bronze)

Moderator: Holly Sorgen, Community Economic Development Program (CEDTP) Trainer, EDA
Introductory Remarks: Peter Gingrich, eSolutions Group
Speaker: Ernest Barbaric, Digital Marketer, Instigator

This session will cover best practices of building an engaging community brand through social media and digital marketing, in order to improve citizen engagement, and attract new business and investment opportunities.

Ernest Barbaric is a new father, writer, podcaster, teacher and digital marketer. He works with values-driven organizations and entrepreneurs, and helps them build online authority, increase qualified inbound traffic, improve conversions and develop brand awareness – all through digital marketing.

Ernest’s work has been featured in publications such as; Mashable, Forbes, Canadian Business, Social Media Today, The Financial Post, USA Today and Alberta Venture.

In 2010, he founded the Social Media for Business certificate program at Mount Royal University, and in 2014 he designed and developed the Digital Marketing Online Certificate for the Canadian Marketing Association.

As part of the session, Ernest will perform a live marketing audit of an economic development organization.

Presented by: eSolutions Group

Session 2A: The Art And Science Of Stakeholder Relations (Gold)

Moderator: Natalie Gibson, Community Economic Development Program (CEDTP) Trainer, EDA
Introductory Remarks: Michael Powell, Enterprise Edmonton on behalf of Economic Development Corporation (EEDC)
Panelists: Sheila Leggett, Tower Peak Consultants
Douglas Olson, 02 Planning and Design
Mayor Craig Snodgrass, Town of High River

The aim of stakeholder relations is to build and nurture networks that are important to your organization. While one can argue there is a science to designing and implementing an effective stakeholder relations process; it is also an art. In this session, you will hear from
three seasoned panelists that have worked with various stakeholder groups, and learn what does and does not work.

Sheila Leggett has extensive regulatory experience, as well as a background in environmental issues and research. Her ability to examine diverse viewpoints, her understanding of provincial and federal regulatory systems, and her technical and leadership skills are strengths in working towards sustainable development solutions. She was a member of the National Energy Board (NEB) from 2006-13; she was also presiding member of the Northern Gateway Joint Review Panel, and Vice-Chair. Before joining the NEB, Ms. Leggett was a board member with the Natural Resources Conservation Board, which conducts hearings into natural resource development projects in Alberta. She was also a vice-president and senior consultant with an environmental consulting firm and a founding board member for Alberta Ecotrust. Sheila Leggett has a Bachelor of Science degree in Biology from McGill University and a Master of Science degree in Biology from the University of Calgary, and has published numerous papers and made presentations at conferences across North America.

Douglas Olson is a landscape architect, urban designer and planner. He is President and CEO of O2, a leading planning and design firm based in Calgary. He holds a Doctor of Design degree from Harvard University, and a Master of Landscape Architecture from the University of Manitoba. He has served as an instructor at the Harvard University Graduate School of Design and is currently an Adjunct Professor in the Faculty of Environmental Design at the University of Calgary. He is a member of the Canadian and American Societies of Landscape Architects as well as the International Association of Landscape Ecology. Douglas has worked in Africa, Central and South America, China, Colombia, Mongolia, and Slovenia, as well as throughout the United States and Canada. He lectures widely and his award winning work has appeared in international publications.

Craig Snodgrass was elected as the Mayor of High River in October 2013. Mayor Snodgrass was born and raised in High River, and is an entrepreneur in the community. He has served on many committees and boards such as the Highwood Curling Club, Highwood Golf Club and High River Handibus. Over the past several months, Mayor Snodgrass has worked tirelessly to help his community re-build after the devastating flood in June 2013. He also knows firsthand how balancing various stakeholder groups and community interests offers many great challenges and opportunities.

Presented by: Enterprise Edmonton on behalf of Economic Development Corporation (EEDC)
Session 3A: Together We Are Stronger: Building Great Partnerships That Work (Explorer)

Moderator: Dale Barr, Community Economic Development Program (CEDTP) Trainer, EDA
Introductory Remarks: Bev Thornton, Alberta SouthWest Regional Alliance
Panelists: Wynn McLean, Travel Alberta
Ian Dyson, Crown of the Continent
Andrew Nickerson, Canmore Business & Tourism

Corporate-community-government partnerships are becoming increasingly important. Meaningful partnerships are the foundation for success; however, few partnerships deliver their full potential. This session will highlight some partnerships that are creating greater value for their communities by enabling individuals to work beyond their own capabilities and create something much greater than the sum of their parts.

Wynn McLean joined Travel Alberta in May 2012. As Vice President, Community Relations, Wynn is responsible for providing vision, leadership and direction for Travel Alberta’s community relations, and strategy development and implementation.

Wynn joins Travel Alberta from the Camrose Regional Exhibition where he was the General Manager since 1997. He has served as a Municipal Councillor on the Camrose City Council from 2004-2007. Wynn was a founding Director of Tourism Camrose and the founding Chair of the Growing Rural Tourism Conference. He has also served as a valued member of Travel Alberta’s Strategic Tourism Marketing Council.

Ian Dyson is the Senior Manager, Provincial Planning Integration for Alberta Environment and Sustainable Resource Development. He is a geographer and planner with over 30 years of experience dealing with integrated resource management, water resources, protected areas, land use, and regional cumulative effects management systems in Alberta. His career experiences have focused on building and sustaining partnership approaches to environmental management, conceiving management systems approaches to address environmental cumulative effects, and facilitating institutional and societal capacity to define and meet common, place-based environmental outcomes across boundaries and borders.

Among Ian’s diverse career experiences, the most satisfying have been those with a geographical and applied focus – the conservation of prairie and parkland biodiversity, watershed management in southern Alberta, and trans-boundary collaboration in the Rockies. In 1999, Ian was awarded the Alberta Emerald Foundation Award for Corporate and Institutional Leadership and he received the Prairie Conservation Award in 2001.

Andrew Nickerson is President and CEO of Canmore Business & Tourism. He has 20 years of experience in Canadian and international tourism, the majority in senior management roles focused on leadership, strategic planning and tourism product development. Appointed by the provincial tourism minister to the Alberta Strategic Tourism Council, he is currently President and CEO of Tourism Canmore Kananaskis and an active member of Canmore’s business community. He is also a
small business owner and consultant for tourism management, brand development and strategic planning. Andrew will speak about the Canmore Uncorked Food & Drink Festival, a significant collaborative effort within the community.

*Presented by: Alberta SouthWest Regional Alliance*

**10:15 - 10:30 AM**

**REFRESHMENT BREAK** *(Convention Foyer)*

*Presented by: Twist Marketing*

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

**Session 1B: Where Profit Meets Purpose** *(Silver/Bronze)*

**Moderator:** Holly Sorgen, Community Economic Development Program (CEDTP) Trainer, EDA  
**Introductory Remarks:** Judy Eng-Hum, Alberta’s Promise  
**Panelists:** Aaron Emery, MarRS Centre for Impact Investing  
Catherine Pearl PhD, Mount Royal University  
Craig Ryan, Business Development Bank of Canada

Is the business of doing business really changing?

With so much talk these days about social enterprise, social impact, B Corps, corporate social responsibility and social entrepreneurship, many companies are feeling compelled to jump on the values bandwagon. Because of their agility, small businesses in particular are at the forefront of what is becoming a responsibility revolution. But, what does it really mean to be a mission-driven business? How can our communities foster this movement? The quality of our future will be defined by our ability to innovate and lead change rather than just respond to it.

*Aaron Emery* is a Senior Associate, B Corp Lead at MaRS Discovery District in Toronto. He is also a B Corp Fellow at MaRS Centre for Impact Investing. B Corps use the power of business to solve social and environmental problems. By voluntarily meeting higher standards of transparency, accountability, and performance, Certified B Corps are distinguishing themselves in a cluttered marketplace by offering a positive vision of a better way to do business. It is about entrepreneurship that is driven towards doing more “good.”

*Catherine Pearl* spent almost 20 years in the consumer products and oil and gas industries, living and working throughout Canada. She has spent the past 10 years in Canada’s nonprofit sector as a volunteer, consultant and President and CEO of a registered charity. Catherine recently defended her PhD at the University of Calgary. Called “A Blurring of Boundaries: An Exploration of Social Enterprise in Alberta’s Social Service Agencies,” her thesis explored the extent, type and impact of social enterprise in Alberta based human service organizations. Catherine teaches Management courses at the Bissett
Craig Ryan is Director, Corporate Social Responsibility at the Business Development Bank of Canada (BDC) the only bank in Canada that is dedicated exclusively to entrepreneurs.

In that role, he is responsible for promoting responsible policies and practices that contribute to BDC’s overall strategic objectives.

Craig has more than 20 years related experience in the public, private and civil society sectors. He has worked in developing countries on poverty reduction and health care projects; as a senior policy advisor to federal ministers responsible for the environment and foreign aid; and as a corporate responsibility advisor to large firms in the energy and pharmaceutical sectors.

Craig is also a member of the board of directors of Équiterre and a guest lecturer at McGill University’s Desautels Faculty of Management.

Presented by: Alberta’s Promise

Session 2B: Making Economic Development Work For Aboriginal Communities (Gold)

Moderator: Natalie Gibson, Community Economic Development Program (CEDTP) Trainer, EDA

Introductory Remarks: Kevin Turner, Public Works and Government Services Canada

Panelists: Ray Wanuch, Council for the Advancement of Native Development Officers (Cando)

Morgan Bamford, First Nations-Municipal Community Economic Development Initiative (CEDI)

Todd Pruden, Northeastern Alberta Aboriginal Business Association (NAABA)

In this session you will learn about how various Aboriginal partnerships are collaborating on a range of issues: regional land use planning; business retention; promotion and attraction; and tourism.

Ray Wanuch was born in Edmonton, Alberta and raised on the Paddle Prairie Métis Settlement. He is of First Nations descent from the Ermineskin Cree Nation. Ray obtained a Bachelor of Management degree from the University of Lethbridge in 1989; he also possesses the Technician and the Professional Level Certification from Cando. Prior to working with Cando, Ray was the CEO of Settlement Investment Corporation. He then moved on to facilitate and manage the Métis Settlements Economic Viability Strategy, which received international recognition for sustainable development. Recently, Ray managed and taught a self-employment program for the Métis Nation of Alberta. Ray’s volunteer work includes an appointment to the Alberta Water Council by the Métis Settlements General Council and he was also the former Cando Co-President and Director representing Alberta.

Morgan Bamford is the Program Coordinator, First Nations - Municipal Community Economic Development Initiative (CEDI) at Cando. The CEDI program is jointly implemented by the Federation of Canadian Municipalities (FCM) and Cando and seeks
to empower First Nations and municipalities to become effective partners in fostering strong and mutually beneficial local economies; and builds the capacity of First Nation and Municipal elected officials and staff to carry out joint community economic development planning.

In its first 18 months, FCM has worked with 6 partnerships across the country that includes 7 First Nations and 9 municipalities (towns, cities, regions) including:

- Seabird Island Band and District of Kent, BC
- Sawridge First Nation, Town of Slave Lake and Municipal District of Lesser Slave River No. 124, AB
- Opaskwayak Cree Nation, Town of The Pas and Rural Municipality of Kelsey, MB
- Lac Seul First Nation, Kitchenuhmaykoosib Inninuwug (KI) and Municipality of Sioux Lookout, ON
- Eagle Village First Nation, Ville de Témiscaming and Municipality of Kipawa, QC
- Madawaska Maliseet First Nation and Ville d’Edmundston, NB

Todd Pruden grew up in Fort McMurray Alberta and is Métis. Upon graduating from the University of Alberta in 1991 with a Bachelor of Education degree, he taught in Fort McMurray for the Fort McMurray Public School District from 1991-93. Todd moved to Japan in 1993 to compete in triathlons and teach English.

Todd moved back to Canada in 1997 and enrolled in the Master of Education program in 1997 and completed his degree in 1998. His thesis based Master’s Degree is in Leadership and Policy Studies. Upon graduation with his MEd, he taught in St. Albert at WD Cutts School, and shortly thereafter became an Edmonton Police Service member. He worked as a police officer from 1999 until 2006. As a police officer, Todd was a patrol member of Edmonton’s west end and downtown divisions.

It was during his time as a police officer that Todd started his first company, Dreamline Promotions. Dreamline Promotions supplies their clients with promotional products, safety awards, Safety products, and signage and decals.

In 2010 Todd started another company called Athabasca Workforce Solutions Inc. an employee placement/Payroll/HR company. Both companies are full members of NAABA (Northeastern Alberta Aboriginal Business Association). Todd was elected as a board member for NAABA in October 2013 and is currently the chairperson of the Industry Committee.

Presented by: Public Works and Government Services Canada
Session 3B: The Evolution Of Economic Development In Alberta (Explorer)

Moderator: Dale Barr, Community Economic Development Program (CEDTP) Trainer, EDA
Introductory Remarks: Karen Wronko, Alberta Innovation and Advanced Education
Panelists: Justin Riemer, Alberta Innovation and Advanced Education
Bruce Graham, Calgary Economic Development
Jaylene Ulmer, Economic Development Lethbridge

The panel will provide a historical and current perspective as to what has worked for economic development in Alberta and what has not. They will provide a perspective on: Where is economic development headed into the future? The host of organizations, service providers, governments and other players involved in economic development and innovation promotion within the province is significant. Leveraging these resources to work collaboratively together in meeting client needs, in today’s world of quick market adaptation and social media, is an enormous challenge. The panel discussion will explore the challenges and opportunities of economic development 2.0 from both provincial and municipal perspectives.

As Assistant Deputy Minister (ADM) of the Economic Development and Innovation Division in the Government of Alberta, Justin Riemer leads his team to align our provincial economic development and innovation systems to encourage prosperity and position Alberta on the cutting edge of research, innovation, and commercialization. This is accomplished by work on regional and industrial economic development, the development of first-class economic information products, and through developing tools, strategies and policies to enhance entrepreneurship and innovation in the province. This includes the provision of funding and guidance on outcomes and performance measures for the Alberta Innovates corporations and research and development in the Campus Alberta system. In his role as ADM, he acts as Government liaison with the Alberta Economic Development Authority. Justin has had the opportunity to work in a variety of areas surrounding industrial competitiveness, international marketing, strategic planning and trade policy issues. He holds a Master Degree in International Affairs from Carleton University.

Bruce Graham joined Calgary Economic Development as President and CEO in 2003. During his tenure, the organization has grown significantly and currently has an operating budget of nearly $8 million. As one of Canada’s leading economic development agencies, Bruce’s team successfully leads many projects and initiatives, including the Global Business Centre for Southern Alberta, WORKshift (Canada’s first telework initiative), Action Calgary Program (corporate partners initiative) and the growth of Calgary as a global energy centre. Highlights of Bruce’s career include his contribution to the development of the 10-year economic development strategy for the City of Calgary, the relocation of Imperial Oil to Calgary, the development of The Bow in downtown Calgary, and significantly increased levels of client activity. Bruce is also the Founding Chair of the Board of Directors for Consider Canada City Alliance; a strategic partnership between economic development agencies in Canada’s largest city regions.
Jaylene Ulmer is the Director, Marketing & Communications at Economic Development Lethbridge. Jaylene joined Economic Development Lethbridge (EDL) in 2010 and brings a broad range of experience with a background in marketing, communications, brand management and graphic design. With EDL, she has implemented several successful initiatives that have been recognized provincially and nationally, including a major project to grow the high-tech sector in the Lethbridge region through the development and sustainability of a technology commercialization facility called tecconnect – An Alberta centre for new commerce. Jaylene also led the creation of the award-winning visual identity for the centre and corresponding website design.

Jaylene holds a Bachelor of Professional Arts- Communications from Athabasca University and is currently pursuing a Master of Arts in Communications & Technology through the University of Alberta.

Panel organized by Alberta Innovation and Advanced Education

**NOON - 1:30 PM**

**LUNCHEON BUFFET & KEYNOTE** (Convention Foyer & Gold/Silver/Bronze)

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

Opening Comments: Andrew Chan, Manager of Donor Engagement and Development, Western Canada, Free The Children

Introductory Remarks: Sterling Koch, Plains Midstream Canada

Keynote Speaker: Peter Kujawinski, US Consul General

Peter Kujawinski is the U.S. Consul General for Alberta, Saskatchewan and the Northwest Territories. He arrived in Calgary in August 2012 to take up his post for a three-year term. Mr. Kujawinski is a career diplomat who joined the U.S. State Department in 1998. His previous assignments include postings to U.S. Embassies in France and Israel. He also was posted to the U.S. delegation to the United Nations Security Council in New York. In his most recent assignment to the U.S. Embassy in Haiti, he worked as political counselor and coordinator of U.S. assistance promoting governance and rule of law.

In 2002, as part of a training assignment with the State Department, Peter spent a year in a mid-career Masters program at France’s Ecole Nationale d’Administration (ENA). He received a Bachelor of Science in Foreign Service from Georgetown University in 1996.

Peter is co-author of the young adult book series *Dormia*, and also has contributed commentary to the International Herald Tribune. A Chicago native, Peter speaks fluent French and Haitian Creole, and some Hebrew and Polish.

Consul General Kujawinski will be speaking about evolving U.S. priorities in the bilateral relationship.

*Presented by: Plains Midstream Canada*
1:45 - 3:00 PM BREAK OUT SESSIONS

Session 1C: The Heart And Hands Of Leadership: The 12 Timeless Practices Of Effective Leaders (Silver/Bronze)

Moderator: Holly Sorgen, Community Economic Development Program (CEDTP) Trainer, EDA
Introductory Remarks: Cathy Goulet, Killick Leadership Group
Speaker: Dan Gaynor, President, Gaynor Consulting & Author

This session will overview timeless practices of effective leadership.

As the former president and publisher at both the Calgary Herald and the St. Catharines Standard, Dan Gaynor brings a rare body of first-hand executive leadership experience to his work. Dan has successfully led several significant change efforts, including integrations, team turn-arounds and the resolution of several difficult labour situations. Dan has mentored several of today’s leading executives, within and outside the newspaper business.

Since leaving his own leadership career in 1993 to form Gaynor Consulting, Dan has built a reputation as a leading teacher, executive coach, speaker and consultant, working with a wide variety of clients and industries.

Over 20 years, Dan Gaynor built a track record as a leader who can transform teams and lead positive change.

As president and publisher at the Calgary Herald, Dan led a staff of 700 employees, resolving a difficult labour dispute and leading the newspaper to record-setting earnings. As president and publisher at the St. Catharines Standard, he led Southam Newspaper’s most successful integration, doubling earnings and creating a motivated high performance team. As Director of Sales for Southam, Dan led the rebuilding and transformation of the advertising departments at 11 newspapers across Canada.

As VP Advertising and Distribution at the Kingston Whig-Standard, Dan led his team successfully through the integration into Southam and reversed a years-long decline in market share. As retail advertising manager at the Edmonton Journal, he led the transformation of the department of 50 employees into a best-in-class team.

Presented by: Killick Leadership Group

Session 2C: Economic Development: Tools And Resources (Gold)

Moderator: Natalie Gibson, Community Economic Development Program (CEDTP) Trainer, EDA
Introductory Remarks: Bonnie Nunnari, Calgary Economic Development
Panelists: Cheryl Brine, Ontario Ministry of Agriculture, Food and Rural Affairs
Jodi Eckert, Community Futures Centre West
Leona Esau, Airdrie Economic Development

Are you interested in learning how to foster entrepreneurship and economic development in your community?
This session will focus on some tools and resources that will benefit your economic development practice.

Cheryl Brine works with communities in rural Ontario as part of her role as an Agriculture and Rural Economic Development Advisor with the Ministry of Agriculture, Food and Rural Affairs (OMAFRA). She has 29 years of experience working in rural Ontario involved with community and economic development, facilitation, leadership and organizational development training and visioning for communities. Her responsibilities include consultation work with local community development groups, municipalities and economic development committees. As well, she assists municipalities in looking at new business recruitment, business retention and creating networks of governmental and private agencies to support community efforts to revitalize their economic base. Cheryl will be highlighting resources that OMAFRA has developed and uses in rural Ontario to assist with economic development initiatives across their province.

Jodie Eckert, MBA, helps build strong business communities through her key contributions to a wide range of economic development projects. Jodie made the leap from working in the big city to a rural environment and hasn’t looked back, as she believes everyone should have the opportunity to work where they live. She has contributed to the success of projects, such as sector development, business incubation and entrepreneurial training. Jodie continues to spread her enthusiasm for long-term thinking by working with small businesses and non-profit groups to help them develop strong strategic plans.

Leona Esau has a passion for linking people with the tools, resources and connections they need to help them achieve their goals. Leona is a member of the dynamic Airdrie Economic Development Team. In this role she is primarily responsible for local business development. She thrives on helping businesses navigate the opportunities and challenges that a high growth economy presents.

Prior to joining the City of Airdrie, she spent 13 years working for a Calgary Member of Parliament where she developed her communication, presentation, problem solving and strategic planning skills.

Jodi Eckert and Leona Esau will be speaking about SMARTstart, an eight-month entrepreneur training program designed to enhance small business skills through training (online and in-person) and mentorship.

Presented by: Calgary Economic Development
Session 3C: Identifying And Attracting The Right Retailers And Developers (Explorer)

Moderator: Dale Barr, Community Economic Development Program (CEDTP) Trainer, EDA

Introductory Remarks: Kieron Hunt, ICSC Canadian Division Alliance Chair

Panelists: Kieron Hunt, Cushing Terrell Architecture
Jay de Nance, Fairfield Commercial
Mike Erickson, City of Fort Saskatchewan
Lee Levering, Ronmor Developments

What does it take to get your community on a retailer’s radar? What do retailers want to see before making investment decisions?

Hear valuable information on how to assess the needs and desires of retailers and how to approach them. You’ll learn the consumer demographics that should be highlighted, and the incentives and subsidies that are likely to sweeten the deal. You will also learn how to work collaboratively with your property owners and brokerage community to improve retail mix; what amenities help make your community more attractive to retailers; how to identify regional or independent retailers that might be hard to find; and practical tools and tips for getting the most out of retail trade shows.

Kieron Hunt is the Director of Canadian Operations for Cushing Terrell Architecture; a 77 year old architectural and engineering firm with 17 offices across the US and Canada. Based in Vancouver, Kieron is tasked with market analysis, project management, and business development. He has 15 years of experience in retail development planning ranging from market analysis to urban design and master planning.

His expertise is in feasibility and development market studies for the public and private sector comprising mixed use, downtown revitalization, retail repositioning and adaptive re-use studies, hotel feasibility studies, transit oriented development planning, airport master planning and resort master planning.

Kieron has conducted feasibility, development and master planning strategies around the world. His experiences spans markets across Canada and the US as well as Internationally in Russia, Romania, Ukraine, Germany, Poland, Korea, Singapore, Hong Kong, Egypt, United Arab Emirates, Oman, Saudi Arabia, Lebanon, Mexico and Brazil.

Kieron is a long-standing member of the Township of Langley Economic Development Advisory Committee and is currently the National Co-Chair for the International Council of Shopping Centers (ICSC) Alliance Program.

Jay de Nance is Director of Tenant Services at Fairfield Commercial Real Estate in Calgary. Jay is an Alberta based retail real estate professional with specialized expertise in retail real estate. Jay has earned a reputation for excellence in retail leasing as illustrated by the numerous projects and lease transactions completed on behalf of retailers and building owners across Alberta. Canada’s leading building owners and local, regional and national retailers seeking space in the Alberta market depend on his expertise.
Mike Erickson is the Economic Development Officer for the City of Fort Saskatchewan, where he currently oversees commercial and retail development in the “Gateway to Alberta’s Industrial Heartland”. Prior to starting in the field of Economic Development, Mike specialized in corporate partnerships and sponsorship marketing, helping companies develop strategies to increase brand loyalty and engage their target audience. Having worked in the area of sport and recreation, Mike has also established corporate partnerships for provincial, national and international sporting events as well as recreation facilities and civic festivals. Mike is also an experienced entrepreneur, having run a land maintenance company for over six years.

Lee Levering has been in the commercial real estate industry since 2009. Before joining Ronmor Developers in 2013 as their Leasing Manager, he was an Associate at an international commercial real estate brokerage as a member of the office leasing team. He has been involved in a variety of real estate transactions, from both the landlord representation and tenant representation perspectives, in retail, office and industrial asset classes. Originally from Vancouver Island, Lee completed his Bachelor of Commerce degree at the University of Victoria and later attended the University of Calgary where he received the Real Estate Development Certificate. Lee has his LEED® Green Associate designation and is also a member of the Urban Land Institute, Canadian Green Building Council, and the United States Green Building Council.

Presented by: International Council of Shopping Centers

3:00 - 3:15 PM

REFRESHMENT BREAK (Convention Foyer)

Presented by: Jandel Homes

3:15 - 4:45 PM

Session 1D: The New Wave Of Economic Information Products (Explorer)

Moderator: Holly Sorgen, Community Economic Development Program (CEDTP) Trainer, EDA
Introductory Remarks: Karen Wronko, Alberta Innovation and Advanced Education
Presenter: Michael Parkatti, Director, Economic Information & Statistics, Alberta Innovation & Advanced Education

In recent years, the Government of Alberta has begun modernizing their information products that support economic development. This session will provide demonstrations of freshly released web applications including the Alberta Economic Dashboard and the Alberta Major Projects Map along with updates and previews on what else to expect in the coming year.
Michael Parkatti is the Director of Economic Information & Statistics at Alberta Innovation & Advanced Education. In this role he pursues innovative ways to communicate economic information, is the business lead on the Alberta Economic Dashboard, and is currently working on a comprehensive new regional information tool with both economic and socio-demographic information. He holds degrees from the University of Alberta and the London School of Economics.

Session organized by Alberta Innovation and Advanced Education

Session 2D: Let’s Make A Pitch (Gold)

NOTE: You must have pre-registered for this session.

Moderator: Sara Chamberlain, Board Member, EDA
Facilitator: Jerry Lemmon, Talisman Energy Inc.
Panelists: Reagh Burgess, Senior Partner, BDLS International Group Ltd.
          Dwight Stanford, Ph.D., Chief Administrative Officer, Town of Strathmore
          Jennifer Findlay, Manager, External Relations, Talisman Energy
          Rob Rollingson, General Manager, Indian Business Corporation (IBC)

This fun, interactive session, based on the hit television show “Dragon’s Den,” will teach you how to “pitch” your project to corporate partners. Come with your creativity, innovation and best “pitching” skills so you are ready to participate in this session.

Reagh Burgess has over 30 years of experience in the field of international business development and government consultation. His expertise has been gained through extensive work within the Canadian and International governments and the private sector to promote client economic growth and enhance their corporate competitive edge initiatives in Central and South America. Reagh has identified, designed, developed and implemented projects/programs for the provincial, federal and International governments, the extractive sectors, manufacturing, agriculture, health, financial institutions, information technology and other commercial opportunities to successfully enter, expand and re-position for increased commercialization and growth in the emerging global market.

For the past 23 years, Dwight Stanford, Ph.D. has served as the Chief Administrative Officer for the Town of Strathmore. Prior to that, he spent several years as the Director of Alberta Economic Development out of the Calgary Office responsible for several offices south of Leduc. He also served as the Manager of Economic Development for the City of Kamloops, BC, and the Municipal Manager for a few Municipalities in Alberta. Dwight took all of his graduate work in the US, and promotes economic development where possible.
Rob Rollingson has been in the financial services field for over 30 years. Rob held various positions with Royal Bank Financial Group throughout the province of Alberta. Rob began his banking career in personal banking eventually moving into business and commercial banking areas. Rob is an Associate of the Institute of Canadian Bankers and has both the Certified Financial Planning and Personal Financial Planning Certificates. For the past 10 years Rob has been the General Manager of Indian Business Corporation. Over this period of time, IBC has lent out over $35 million to Aboriginal business and entrepreneurs. Rob is a champion in leading the charge of “access to capital” for Aboriginal people.

Jennifer Findlay has worked at Talisman Energy since 2002, and is the Manager of External Relations in Talisman’s Canadian Delivery Unit. With 10 years of experience in local community engagement and Aboriginal consultation, Jennifer’s work on resource plays and major projects has taken her to many lesser known parts of Saskatchewan, Alberta, British Columbia and the Northwest Territories. She spent the past three years in development roles focused on financial and procurement controls, water strategy and international exploration. Jennifer holds a Bachelor of Arts in International Indigenous Studies, a Bachelor of Arts in Psychology and a Master of Arts in Community Studies, where her final project was a case study on negotiated impact benefit agreements between Aboriginal communities and the natural resource industry.

Presented by: Talisman Energy Inc.

Session 3D: Young Professionals Network (YPN): From Me To We (Nakiska Room, Signature Club)

Facilitator: Matt Cornall, EDA Board Member
Introductory Remarks: Jonathan Saah, Sturgeon County
Speaker: Andrew Chan, Manager of Donor Engagement and Development, Western Canada, Free The Children

As an organization, EDA is committed to nurturing its future economic development leaders by providing them with unique opportunities to become more active and engaged in their profession. This year we have included a special break out session just for you!

If you are a young professional, 35 years of age or younger, don’t miss this interactive session where you will hear about “We Day”—a movement that has engaged and empowered a generation of young global citizens through an inspirational event and year-long educational initiative.

Andrew Chan is the Manager of Donor Engagement and Development in Free The Children’s Western Canada office. He helps connect companies and individuals with a wide range of international development projects as well as Free The Children’s signature domestic event, “We Day.” Prior to his current role, Andrew was working closely with “We Day” sponsors from Free The Children’s head office, and also
spent time with BMO Nesbitt Burns in Toronto. In 2014, Andrew settled in Vancouver.

Andrew will provide attendees with his perspective on why “We Day” has been so successful in engaging youth to become more engaged in their local communities; and provide attendees with approaches they can take back to their communities in order to shift their world from “me” to “we” unleashing the power of community. Prepare to leave inspired!

Presented by: Sturgeon County

4:45 - 6:00 PM
FREE TIME FOR DELEGATES

6:00 - 6:30 PM
COCKTAIL RECEPTION (Convention Foyer)

6:30 PM
MINISTER’S DINNER & ANNUAL AWARDS BANQUET (Gold/Silver/Bronze)

Welcome: Jeff Penney, 2014-15 President, EDA
Speaker: The Honorable Don Scott, Q.C., Minister of Innovation and Advanced Education
Dress: Semi-formal / Business attire
Marketing Awards Presentations: Matt Cornall, Chair of EDA Marketing Awards

Don Scott was elected as the Member of the Legislative Assembly for Fort McMurray-Conklin in April 2012. In September 2014 he was appointed Minister of Innovation and Advanced Education. Additionally he serves as Deputy Government House Leader.

He previously served as the Associate Minister of Accountability, Transparency and Transformation.

A graduate of the University of New Brunswick and the University of Cambridge, Don has worked as a lawyer in Fort McMurray for more than 10 years. In 2006 he founded the McMurray Law Office, where he practises in the areas of family, real estate and business law. During his time in England, in the late 1990’s, he served as an assistant solicitor with the Bloody Sunday inquiry, a 12-year public inquiry, into the killing of 13 civilians by British soldiers. In 2010, Don was appointed to the Queen’s Counsel of Alberta.

Don served as Councillor for Ward 1 of the regional municipality of Wood Buffalo from October 2010 until his election to the Legislative Assembly of Alberta.

An active community member and volunteer, Don was a board member of the United Way for six years, and previously served as president for the local chapter. He also volunteers as a board member of Legal Aid in Fort McMurray and Children First, and has served on the Northern Lights Health Region Ethics Committee for two years. Don has served as a Bencher for the Law Society of Alberta.
Following the Minister’s Dinner, the EDA Hospitality Suite (Walker/Champion Room) will be open until midnight.

Presented by: Allnorth & Economic Developers Alberta

FRIDAY, APRIL 11

7:00 AM

BREAKFAST BUFFET (Convention Foyer)

8:00 - 9:00 AM

2015-16 ECONOMIC FORECAST (Gold/Silver/Bronze)

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA
Introductory Remarks: Wynn McLean, Travel Alberta
Speaker: Todd Hirsch, Senior Economist, ATB Financial

Todd Hirsch is ATB Financial’s Chief Economist. He holds a BA Honours in Economics from the University of Alberta and an MA in Economics from the University of Calgary. For over 20 years he has worked as an economist at several companies such as Canadian Pacific Railway, the Canada West Foundation and the Bank of Canada. For almost a decade, he has taught economics at the University of Calgary.

Todd provides economic commentary for several Canadian media outlets and is a regular columnist for the Globe and Mail. Alberta Venture has recognized him as one of Alberta’s 50 Most Influential People. In August 2013, Mr. Hirsch was appointed chair of the Premier’s Council on Culture, and in early 2014 he was appointed to the Alberta Economic Development Authority. He is also the author of “The Boiling Frog Dilemma: Saving Canada from Economic Decline.”

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

Presented by: Travel Alberta

9:00 - 10:00 AM

WHEN PIGS FLY: A PROVEN PROCESS TO TACKLE ANY CHALLENGE! (Gold/Silver/Bronze)

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA
Introductory Remarks: Kevin Turner, Public Works and Government Services Canada
Keynote Speaker: Mark Jennings-Bates, Team Member at DutchOracle. Keynote speaker and best-selling author.
Mark Jennings-Bates has been an entrepreneur for 35 years. He has owned companies in the printing, real estate, land development, adventure, energy and restaurant sectors. He is the consummate entrepreneur who has trained and mentored large sales and marketing organizations in several sectors including real estate and retail sales.

His adventure activities have taken him to some of the highest peaks in the world, on some of the most grueling endurance adventures and on Guinness World Record breaking expeditions. He has raced cars and motorbikes in deserts and is a multiple Western Canada rally champion. His charity work has taken him around the world to work with some of the poorest people in remote regions of Africa and South America.

He has a reputation for energetic and enthusiastic presentations that leave audiences inspired and with the tools to implement the strategies he shares. With his extensive background in entrepreneurial startups and organizing challenging adventures, he is never short of a real life example to help the audience understand his concepts.

Mark was appointed a Fellow of the Institute of Sales and Marketing Management in the UK before he immigrated to Canada. He has also been awarded the Coldwell Banker Ambassador of the Year award for his charity work. He has twice won the Western Canada Open Class rally championship and has been offered a driving position with the prestigious Bowler Off-Road Team in the UK, a Dakar vehicle manufacturer.

“When Pigs Fly” is a phrase used to indicate the ridiculousness of an idea. In this entertaining and inspirational keynote, Mark will recount stories of seemingly impossible challenges, from driving rally cars backwards over 40-foot cliffs to collapsing his paraglider in the middle of the Canadian Rockies only to descend from the clouds and join his friends for a beer! He shares the process he uses to complete endurance challenges, break world records and how he applied it to his latest adventure, to bring the first flying car to North America.

As you hear Mark talk your audience will take away:
- The “When Pigs Fly” process on making the impossible - and sometimes ludicrous, possible!
- A renewed enthusiasm and drive to take on any “challenging projects”
- Learn about Mark’s next world record adventure - to fly a car around the world!

Presented by: Public Works and Government Services Canada

10:00 - 10:30 AM

REFRESHMENT BREAK (Convention Foyer)

Presented by: Millier Dickinson Blais

10:30 - NOON

EDA ANNUAL GENERAL MEETING (Gold/Silver/Bronze)

Moderator: Jeff Penney, 2014-15 President, EDA

* EDA Regular Members only
SAVE THE DATE!
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