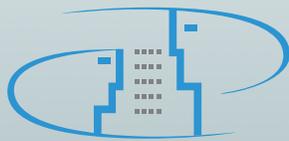


Preliminary Agenda

INNOVATION ON THE EDGE



EDAC • ACDE

2013 NATIONAL CONFERENCE





Preliminary Conference Agenda

EDAC 2013 *Innovation on the Edge*

Saturday, September 21 - *Welcome*

- 9:00 Downtown Walk with Bojan Furst begins (*Delta Main Lobby to Downtown*)
- 9:30 5 km Fun Run with Steve Butler begins (*leaving from the Delta Main Lobby*)
- 9:45 Golfers Meet in *Main Lobby* of Delta
- 10:00 Buses leave *Delta St. John's* for *GlenDenning Golf*
First tee-off time is 10:43 am
- 10:40 EDAC Annual Golf Tournament – (*GlenDenning Golf*)
- 12 noon Registration Desk Opens – (*Crush Lobby - outside Placentia Bay Room*)
- 12noon Tradeshow Set-up – (*Crush Lobby*)
- *1:00-6:00pm Ec.D. Examination (Pre-registered writers only) – (*Gov. Duckworth Room 2nd Floor*)
- 4:00 Buses return to the *Delta St. John's* from *GlenDenning Golf*
- 4:45 Registration Desk Closes – (*Crush Lobby*)
- 6:30 Buses leave the *Delta St. John's* for *The Rooms* – (*Meet in Main Lobby*)
- 7:00 Opening Reception – *The Rooms*
Immerse yourself in our culture at Newfoundland and Labrador's largest public cultural space. It's the place where it all comes together - our history, heritage and artistic expression. The Rooms unites the Provincial Archives, Art Gallery and Museum. A place for people, The Rooms is a portal to the many stories our province has to tell.
- 9:30 Buses return to the *Delta St. John's* from *The Rooms*

Sunday, September 22 - Telling our Story

- 8:00 Breakfast – *(Avalon Ballroom C & D)*
- 9:00 EDAC Annual General Meeting – *(Harbourview Ballroom)*
- 9:45 Opening Plenary: *"Fish, Art and Economics"* – *(Avalon Ballroom)*
Zita Cobb, Founder and President, Shorefast Foundation
Zita Cobb, a native of Joe Batt's Arm, Fogo Island, Newfoundland and Labrador, spent her career in senior finance positions in the technology industry. Since retiring from JDS Uniphase in 2001, Zita has devoted her time to philanthropic endeavors while using her business ideas and processes to build a stronger economy. She is the President and founder of Shorefast Foundation, a registered charity that encourages economic growth and revitalization in the region of Fogo Island and Change Islands, Newfoundland and Labrador. The efforts of Zita and her team at Shorefast has attracted national and international attention. The New York Times says Fogo is one of the top ten places you must visit. Fast Company magazine tells the story of how Zita Cobb is transforming a tiny Canadian Island into an arts mecca. Most recently, CBC Ideas profiled Zita and her vision for "Back to the Future" in Fogo.
- 10:30-11 Networking Break / Trade Show opens – *(Crush Lobby)*
- 11-noon Cultural Development Panel – *(Avalon Ballroom)*
Speakers: John Fisher, Owner/Operator Fishers' Loft Inn, Port Rexton, NL
Dr. Laurel Reid, Bonavista Institute for Cultural Tourism
Carol-Ann Gilliard, Hospitality Newfoundland and Labrador
- 12-1:45 Lunch – *(Avalon Ballroom C & D)*
Speaker: Seamus O'Regan – "Think Bigger"
Marketing Canada Awards Presentation under \$200,000 – Presented by Jim McGimpsey On Three Communications
- 1:45-2:45 Film Industry Panel: "East Meets West: Economic Development Opportunities within the Film Sector" – *(Avalon Ballroom)*
Moderator: Dorian Rowe, Manager of Programs, Newfoundland and Labrador Film Development Corporation
Speakers: Paul Pope, Senior Producer, Pope Productions
Alice To, Film and Economic Initiatives, District of North Vancouver
- 2:45-3:15 Tradeshow & Networking Break – *(Crush Lobby)*

- 3:15 – 5:15 Best Practices in Economic Development Presentations – (*Avalon Ballroom*)
Presenters: EDAC Members
1. ***An Emerging ICT Sector in southern Alberta***
Speakers: Cheryl Dick, CEO Economic Development Lethbridge
Renaë Barlow, Vice-President teconnect & Business Development
 2. ***Delivering a Multi-Jurisdiction BR&E Project / Developing Local Food Infrastructure in Rural Ontario***
Speakers: Trissia McAllister, Northumberland County and a project partner
Dan Borowec, Director EDT Northumberland County
 3. ***"Sudbury Opportunity Rocks - Talent Attraction and Sector Promotion through Industry Partnerships"***
Speaker: Jean-Mathieu Chénier, Business Development Officer, City of Greater Sudbury
 4. ***Community Building: Where Disruptive = Productive***
Speakers: Don Eastwood, Director of Development Services, Town of Innisfil
Ms. Rachel Sullivan, Economic and Community Development Officer, Town of Innisfil
 5. ***It's not the destination, it's the journey***
Speaker: Elizabeth Lawrence, Director, Office of Strategy & Engagement, City of St. John's
- 6:45pm Delegates Meet in *Main Lobby* (walking to *Club One*)
- 7:00pm Scoff and a Scuff: A Taste of Newfoundland Culture
Fun Night – *Club One*

Monday, September 23 - *On the Edge*

- 8:00 Breakfast – (*Avalon Ballroom C & D*)
- 9:15-10:45 Panel Presentation – (*Avalon Ballroom*)
Airports – Engines of Economic Development
Communities of all sizes can benefit from the direct and indirect impacts of airports, whether a large international hub, small regional operation, or in a remote location there are emerging opportunities for economic developers and their communities to take full advantage of these key economic drivers. Our speakers represent a range of operations and projects in Canada that will create, maintain and sustain jobs in the important and growing aviation and aerospace sector.
- Moderator: Jay Amer, Ec.D. Past-President, EDAC/Amer & Associates Economic Development
- Serge Côté, Directeur, Stratégie et projets spéciaux chez Aéroports de Montréal**
- Robert Long, Deputy Minister, Department of Economic Development and Transportation, Government of Nunavut**
- Mayor John Graham, City of Iqaluit, former Manager, Iqaluit Airport**
- Trent Gervais, President & CEO, Loomex Management, Manager, Peterborough Airport**
- Aleem Kanji, Manager, Government Affairs, Greater Toronto Airport Authority (GTAA)**
- 10:45-11:15 Tradeshow & Networking Break – (*Crush Lobby*)
- 11:15 KPMG Competitive Alternatives Study – (*Avalon Ballroom*)
Speaker: Brad Watson - Competitive Alternatives:
KPMG's Guide to International Business Location Costs
- 11:45 Trends and Innovation in Economic Development – (*Avalon Ballroom*)
Speaker: Dr. David Freshwater, University of Kentucky
- 12:30-2:30 Lunch – (*Avalon Ballroom C & D*)
Speaker: Emad Rizkalla, Blue Drop Performance
Marketing Canada Awards Presentation \$200,000 - \$600,000 – Presented by Jim McGimpsey On Three Communications
- 2:30 Buses leave *Delta St. John's* for Study Tours – (*Meet in Main Lobby*)

3:00-5:00 Study Tours

1) The Town of Bay Bulls: Economic Development in a Rural Setting

The Town of Bay Bulls is located on the Southern Shore of the Avalon Peninsula of Newfoundland and Labrador, and is located approximately 30 minutes south of St. John's. The Town of approximately 1,300 features a full range of municipal services, recreational facilities, and education infrastructure. As a Town that once relied on the traditional fishery as a source of economic development, Bay Bulls has diversified in recent years and experienced significant growth in the tourism industry, off shore supply industry, and residential housing in the past three to five years.

During this tour, you will board a bus for the 30 minute drive to Bay Bulls. Upon arrival, participants will be greeted by Mayor Harold Muldowney at the Bay Bulls Regional Lifestyle Centre. The Mayor will provide participants with an



overview of the Town's history from an economic development perspective, discussing how it moved beyond the traditional fishery to develop into a hub of tourism and offshore oil and gas activity. The Mayor will also join participants for a guided bus tour to showcase some of the economic development activities ongoing within the community. Participants will be given an opportunity to experience the magnificent ocean and coastal views throughout the tour.



2) Quidi Vidi: Crafting a Cultural Heritage Experience

Quidi Vidi Brewing Company Limited (QV) a Newfoundland-based independent brewing company, was established in 1996 with a focus on producing world-class quality beers including Quidi Vidi original Iceberg Beer made with iceberg water harvested from icebergs that drift off the coast of Newfoundland. Located in a former seafood plant, this reconstructed building, sits surrounded by granite cliffs at the mouth of the harbor in Quidi Vidi Village. This ultra-modern facility houses a state-of-the-art brewery, retail store, reception room and administrative offices.



During the visit learn about this small business enterprise and its owner's vision of creating new jobs for the province, rather than simply replace existing ones. Stable product sales, consistent margins and reliable annual cash flows have allowed the business to achieve a market share of approximately 25% percentage of the Newfoundland draft beer sales.

The visit will include an opportunity to take in the beautiful scenery at Quidi Vidi from the QV Hospitality Room while learning about the successes and challenges of the microbrewery, new offerings and partnerships and of course sampling its selection of premium quality ales & lagers.

Quidi Vidi Village Plantation - Opened in June 2012 is a new craft incubator enterprise known as the Quidi Vidi Village Plantation. The name is derived from the earliest colonists who settled in the region, known as planters and their fishing rooms called fishing plantations.

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Located across the harbor from QV, the Plantation building is owned by the City of St. John's and shares a partnership in the craft incubator program with the Anna Templeton Centre for Craft, Art & Design. The incubator has given a new creative energy to the Quidi Vidi area. Designed to provide emerging artisans with the skills, support and space to develop and launch their professional careers.

The facility was envisioned in a 2006 Quidi Vidi Village Development Plan commissioned by the City of St. John's the objective of which was to retain the village's attractiveness for its residents while remaining an inviting place for visitors. The new

premises features ten studio spaces; an exhibition area; office/archives of the local community group, the Quidi Vidi Village Foundation; seasonal visitor information center; upgrade to the existing pedestrian area with the addition of a bridge to connect the site to the Sugarloaf Path of the East Coast Trail system; improved vehicle and bus parking; as well as docking facilities and public washrooms.

At this stop you will learn more about other investing partners in the project namely RBC and the provincial government through the Department of Industry, Business and Rural Development. Hear also about future sustainability plans to include a food service offering in 2014, as well as a new program just launched with the local destination management organization to offer full day experiential programs for conference and other groups.

There will be time to visit with the artisans in their studios and interact with them as they create unique handmade items in a wide variety of mediums such as ceramics, glass working, textiles and woodcut printmaking.

3) The Town of Holyrood: Inspiring an Ocean Industries Community of Practice in Rural Newfoundland

The Town of Holyrood, a scenic community of 2,000 residents in Conception Bay, NL, is morphing itself into a key "Portal to the Ocean" for NL's Fisheries and Marine Institute, specializing in cold-Oceans research, technology development, training, industrial outreach and education.

Guided by an ocean technology Advisory Board, Holyrood recently launched the Oceans Holyrood Initiative (OHI). This Board represents the spectrum of stakeholders in oceans industries which includes academia, research, governments, ocean tech companies and the region itself.



OHI's mission is "To foster, enable and accelerate the growth of Ocean industries Community of Practice in the Holyrood Region".

Central to OHI's strategy is the Holyrood Marine Base (HMB), a key research and development facility of the Fisheries and Marine Institute of Memorial University (MI). With significant and imminent growth plans for its base in

Holyrood, HMB supports the at-sea research and training priorities of MI, the broader Memorial University community and local ocean technology companies. This tour will focus on this facility where you will learn more about HMB, which became home to one of MI's more renowned centers in 2013, the Centre for Applied Ocean Technology

CTEC collaborates with industry and academia on the development and application of technology for the practical benefit of all sectors of the maritime community.

OHI is quickly becoming a model for economic development and collaboration between industry, academia and all three levels of government. OHI is currently "Charting its Course" as it is in the process of finalizing a multi-generational strategic plan designed to lead this growth for the decades to follow.

4) The Manuels River Experience: Where Science and Adventure Meet

The Manuels River Hibernia Interpretation Centre, a new visitor and educational/science center which opened in July of 2013, is a great example of public-private collaboration between the federal and provincial governments, the Town of Conception Bay South, Hibernia Management Company and several community partners. The approximately \$7 million Interpretation Centre tells the story of the river's unique geology while serving as an important piece of economic infrastructure for the area. The project was conceived by the Manuels River Natural Heritage Society and the Rotary Club of Northeast Avalon.



When you arrive, you will gather in the theatre to meet representatives of the Manuels River Natural Heritage Society and some of their partners. You will hear why this excellent public private partnership is an economic development project, how was the project conceived, and the lessons learned.

You will explore the over 5km of trails through the natural formation of the Manuels River with three separate mini-adventures. One will take you downstream to see one of the oldest and most picturesque river valleys in eastern Newfoundland. You will visit the shale beds where finds of trilobite fossils in the Manuels River have earned international attention. They are exhibited at the Smithsonian Institution in Washington, D.C. and the Museum of Natural History in Geneva, Switzerland.

Another piece of the tour will take you upstream to visit the site of an ancient volcano and see where the effects of time, weather and glaciation have changed the course of the river. The rocks along the Manuels River range from 500 to 600 million years in geological time and give amazing insight into the history of the area. These rocks are remnants of the ancient African continental plate that collided with North America 400 million years ago. Nearly 200 million years ago, modern Africa started to separate from North America to form the present-day Atlantic Ocean, leaving the Avalon Peninsula behind as a remnant of ancient Africa.

A tour around the new state of the art interpretive science centre will round out your adventure, where you will visit the exhibits, theatre, classroom and event space as well as the café and gift shop.



Photo Credit: Atlantic Architecture Ltd. Crockwell Photography

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5:30 New Member Orientation Session – (*Salon G – Harbourview*)

New to EDAC? Come and learn about the benefits of membership and professional development opportunities that the association provides. Refreshments will be provided.

6:00 Dine On Own – Free Evening

Tuesday, September 24 - Innovation

- 7:30 Breakfast – (Avalon Ballroom C & D)
Sponsored by: Calgary. Be Part of the Energy!
Join EDAC's 2014 Annual Conference host city for a traditional Stampede pancake breakfast on Tuesday, September 24th. Calgary is looking forward to welcoming Canada's economic development community to our city next year. Calgary Economic Development is a conduit, a connector and a catalyst – we advance opportunities for smart growth to achieve individual, business and community potential in the Calgary Region. Join us in 2014 to explore national issues, inspire conversation, and showcase best practices from across Alberta and the country. Everyone is welcome to be part of the energy.
- 8:50 Municipal Real Estate Opportunities – (Avalon Ballroom)
"The Importance of Retail Development to Sustainable Economic Growth"
Speakers: Prakash David, Canada Division Alliance Chair, International Council of Shopping Centers
Antonia Prlic, Director Economic Consulting, Altus Group
"Business as usual is no longer an option. Have you incorporated retail development into your overall economic development strategy? Are you properly leveraging your municipal real estate, incentives and private investment? Learn how to redefine economic development success in today's modern urban world."
- 10:30-11 Networking Break – (Crush Lobby)
- 11:00 On the Edge: "The Role of Innovation in Economic Development" – (Avalon Ballroom)
Speakers: Fred Morley, Halifax Connector Program
Bradley Goodyear, IRAP, NRC, Executive Director Atlantic Region
- 12-2:00 Lunch – (Avalon Ballroom C & D)
Marketing Canada Awards Presentation over \$600,000 – Presented by Jim McGimpsey On Three Communications
Speaker: Ken Coates, Canada Research Chair, Johnson-Shoyama Graduate School Public Policy
Ken Coates is Canada Research Chair in Regional Innovation at the Johnson-Shoyama Graduate School of Public Policy, and co-Director (Research) for the International Centre of Northern Governance and Development at the University of Saskatchewan.
- 2:00 Tradeshow Closes – (Crush Lobby)
- 2-2:20 Workforce Development – (Avalon Ballroom)
Canada's Secret Ingredient Begins with "P" – Sponsored by Millier Dickinson Blais
Speaker: Trudy Parsons, Director Workforce Development, Millier Dickinson Blais
The Canadian Chamber of Commerce reports the businesses have identified their biggest challenge as a shortage of highly skilled labour (2013). This presentation will

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showcase innovative practices that are helping to competitively position communities in the battle to develop, attract and retain a talented labour pool. We will examine the concept of co-opetition and collaboration to best position our regions, provinces/territories, and nation in this global challenge.

2:20-4:20 Department of Foreign Affairs, Trade and Development Session – (*Avalon Ballroom*)
Working with Canadian communities to attract Foreign Direct Investment
Through the Invest in Canada Bureau, its network of investment officers in missions abroad, and the Invest Canada - Community Initiatives (ICCI) program, the Department of Foreign Affairs, Trade and Development (DFATD) closely works with Canadian communities, regional investment promotion agencies, provinces, and territories to help attract, retain, and expand Foreign Direct Investment (FDI).

6:15 pm President's Reception – (*Crush Lobby*)

7:15 pm President's Dinner – (*Avalon Ballroom*)

- Reading: St. John's Poet Laureate
- Presentations:
 - Marketing Canada Awards Re-cap and EDAC Cup Recipient Presentation
 - EDAC/RBC Economic Development Achievement of the Year Award
 - President's Award
 - Honorary Life Membership Presentations
 - Ec.D. Designation Presentations
 - EDAC 2014 Calgary Presentation