



EDAC 2014

Speaker Bios

August 22, 2014

Louis Arseneault

Vice President, Talent Attraction, Promotion and Communications, Montreal International

Louis Arseneault is a specialist in communications, with more than 20 years of experience. He began his career in 1992 as Director of public affairs at the Quebec chapter of the Canadian Automobile Association, where he established the Association as the main motorist and consumer advocate with governments and media. In 1997, he joined Bell Canada as media relations manager for the Quebec division. From 1998 to 2003, he was promoted several times with increasing responsibilities in communications. During this period of rapid digital technology development and expansion of the company in Western Canada, he was the official media spokesperson of the corporation and held different management positions at the national level in media relations, external and corporate communications.



Mr. Arseneault joined Montréal International in 2005 as Director of communications. In this capacity, he developed and successfully implemented a new corporate and marketing communications strategy. In 2011, he was promoted Vice President, Talent Attraction, Promotion and Communications, his current position. In this role, he developed a new business line for Montréal International, in the form of marketing strategies and international recruitment missions in support of the metropolitan region's employers that are contending with shortages of high-skill workers. Under his stewardship, Montréal International received some 15 awards at the provincial, national and international levels, for the quality and innovative approach of its promotional strategies, activities, web sites and publications.

Mr. Arseneault speaks five languages and holds a Bachelor's Degree in Communications from Université du Québec à Montréal, as well as a Master's Degree in Information and Communication from Université Paris VII in France.

Luke Azevedo

Commissioner, Film, Television & Creative Industries, Calgary Economic Development

As the Calgary Commissioner for Film, Television and the Creative Industries, Luke works with companies, government, unions & producers in Southern Alberta to facilitate and develop local projects and attract new Foreign film and television productions to the area. He is also the lead in the development of and COO of the Calgary Film Centre.

Prior to joining CED, Luke was the Director of the Creative Electronic Environment and the Acting Director of Literary Arts at The Banff Centre, where he developed and directed television and interactive media facilities. With over 25 years experience in the Film and broadcast industry, Luke has worked as the broadcast liaison for the Calgary Flames and video and television consultant to Hockey Canada through world championships and Olympic Games. This year Luke was named to Venture magazines 50 most Influential Albertans .



Robyn Bews

Co-author of *Workshift* | Calgary Economic Development

What started out as a passion for finding a better way to work, has morphed into transforming the way people and organizations operate. By challenging conventional thinking, Robyn Bews has become the leader in what can only be described as the revolution of the traditional workplace.

As a result of Robyn's leadership, advocacy and management, WORKshift has grown from Canada's first regional telework project to a national not-for-profit and the defacto brand for all things related to flexible work in Canada.



In early 2013, WORKshift announced its plans to go national and its promise to partner with industry leaders to “do for the workforce what LEED did for buildings” by building standards and a certification methodology for implementing, measuring and benchmarking flexible work programs. WORKshift is now operational in Calgary, Ottawa and Halifax.

The organization and Robyn have received numerous accolades from both Canadian and international organizations including the Royal Bank of Canada award for “Most Innovative Economic Development Program (IEDC)”, a Landmark Projects designation, an Economic Development Achievement of the year award and the IEDC Gold award for Sustainable and Green initiatives, in addition to five international marketing awards.

In her work, Robyn has advised hundreds of private and not-for-profit organizations across North America and municipalities around the world by offering a holistic ecosystem approach for organizations to make their WORKshift program a reality.

Robyn is dedicated to enhancing the quality of the discussions about the future of work. To that end, she oversaw Canada's first national white paper detailing the bottom line benefits of telework and has undertaken numerous media interviews with the likes of The Globe and Mail, CBC's The National, The National Post, Avenue Magazine, CTV, CBC's The Current, Canadian Business Magazine, Shaw, and Global News.

Robyn is sought after to tell the story about how companies who shift to this new reality will eventually win and has conducted numerous presentations and keynote speeches on this topic.

Robyn is the co-author of *Workshift*, a book dedicated to supporting organizations and their leaders successfully adopt flexible cultures.

Robyn has a commerce degree from Acadia University. She has worked as a marketer for multinational organizations including Calgary Economic Development, TELUS Communications and the United Nations.

Erin Bodine

Account Director, Development Counsellors International

Development Counsellors International is a New York-based agency that specializes exclusively in marketing places for economic development, talent and tourism. In this role, Ms. Bodine is closely tracking the top trends in economic development marketing, along with best-in-class talent attraction campaigns across the United States and Canada. During her tenure at DCI, she has worked for 30 places, ranging from Denver, Colo., San Diego, Calif., and the state of Wyoming, to the countries of Colombia and Costa Rica. As a native North Dakotan, Erin has long had an affinity for her northern neighbor and has helped many of Canada's cities and provinces market themselves to American business audiences for investment attraction, including work with Winnipeg, Calgary, Halifax and the province of Saskatchewan. She has managed numerous projects and initiatives on behalf of her clients, including in-depth strategic marketing plans, branding, lead generation programs, and public relations outreach, regularly placing the communities she serves in outlets such as *The Wall Street Journal*, *The New York Times* and FOX News. She has also worked on several talent attraction campaigns, including the award-winning "Work in the Triangle" initiative, which aims to attract skilled professionals to the Research Triangle Region of North Carolina.



Erin has presented on a variety of economic development topics across North America to a wide range of audiences, including the Consider Canada City Alliance, Montana's Big Sky Economic Development Authority and South Carolina's Charleston Regional Economic Development Alliance. Erin has also been invited to moderate a panel on the best practices in talent attraction at the Annual International Economic Development Council (IEDC) Conference in Fort Worth, Texas, in October.

Michael Brown, President & CEO

Calgary Municipal Land Corporation (CMLC)

As President and CEO, Michael has led CMLC and steered the direction of the East Village revitalization plan vision since September 2011. In his role, Michael works closely with the Board of Directors, City of Calgary and key community and business partners to ensure the successful delivery of critical infrastructure programs for the Rivers District. Along with overseeing the day-to-day operations of CMLC, he is charged with leading the implementation of the organization's strategic plan which will chart a course for CMLC's future growth and development projects.



Previously he made a highly visible mark on Calgary's cityscape as an associate VP with Matthews Southwest – the organization responsible for delivering Encana's 58-story downtown tower, THE BOW. Prior positions include vice president at Calgary Economic Development and director of business development at Cushman and Wakefield – the world's largest privately held commercial real estate services firm.

To deepen his connections to the Calgary community, Michael serves as a member on several boards: the Calgary Arts Development Remarkable Experiences Accelerator Program, Heritage Park's Master Planning and Finance Committees, and the Calgary Opera.

Jonathan Champagne

Executive Director, Canadian Alliance of Student Associations (CASA)

Established in 1995, CASA is a non-partisan, not-for-profit national student organization comprised of student unions and student associations from coast to coast. CASA advocates for a post-secondary education system that is accessible, affordable, innovative and of the highest quality.



Prior to serving as Executive Director Jonathan was a policy analyst with the Ontario Ministries of Community and Social Services, and Economic Development, Trade and Employment.

Jonathan completed his undergraduate education in Business Administration from Wilfrid Laurier University. Throughout his academic career, Jonathan was heavily involved in student government and student representation. He spent three years on the Wilfrid Laurier University Students' Union Board of Directors, including one year as Chair and Chief Governance Officer. He was a member of the university Board of Governors as well as a student representative on several other Senate and university committees.

Jonathan holds a Master of Public Administration/Policy from Queen's University. He spent his final summer semester abroad at Fudan University in Shanghai, China.

David Chilton

Author of *The Wealthy Barber* | “Dragon” on CBC TV’s *Dragon’s Den*

David Chilton’s recipe for success is a clear vision, hard work, and some clever marketing. Whether it’s helping thousands of Canadians achieve personal financial success or investing in low-fat cookbooks, Chilton has always had a knack for recognizing great ventures from the get-go. In his newest incarnation as a “dragon” on CBC TV’s *Dragons’ Den*, Chilton proudly leverages that knack, regularly putting his business expertise to work.

Chilton’s first book, *The Wealthy Barber*, has sold an astonishing two million copies in Canada. His latest book, *The Wealthy Barber Returns* is also a runaway Canadian bestseller. He also published the bestselling cookbooks *Looneyspoons*, *Crazy Plates* and *Eat, Shrink & Be Merry!* (working with authors Janet and Greta Podleski).

Chilton is an economics graduate from Wilfrid Laurier University, where he won the award for the highest mark in the country on the Canadian Securities Course. He is a frequent guest on national television and radio shows.



Paul Davidson

President, Association of Universities and Colleges of Canada



Paul Davidson has played leadership roles in government, the private sector and the voluntary sector for more than 25 years. He joined AUCC in May 2009 as president and CEO.

As president of AUCC, Mr. Davidson is building strong partnerships with business, postsecondary education and community leaders to advance a vision of higher education that promotes opportunity and excellence for Canadians. The university sector has also seen substantial and exceptional investments in university research funding, increased resources for campus internationalization and a heightened awareness of the need to improve Aboriginal Canadians' access to postsecondary education. Mr. Davidson has been named both a top lobbyist in Ottawa and a top foreign policy influencer.

Prior to joining AUCC, Mr. Davidson was executive director of World University Service of Canada (WUSC). He also held senior positions in the Canadian book publishing sector, including five years as executive director of the Association of Canadian Publishers. In the early 1990s, Mr. Davidson led the Toronto office of a prominent government relations firm after having served as a political advisor to Ontario's Leader of the Opposition, Treasurer and Deputy Premier.

He holds an MA from Queen's University, where he studied southern African history and a BA from Trent University, where he was part of the first graduating class of the Trent International Program.

Mr. Davidson is married to Elly Vandenberg and they have three teenaged sons.

Leann Hackman-Carty, BA, BSW

**Chief Executive Officer, Economic Developers
Alberta**



Leann Hackman-Carty has a unique ability to establish partnerships across various sectors, industries and borders; anticipate emerging and ongoing business needs; design new ways of providing goods and/or services; as well as conceptualize, plan and implement innovative initiatives. Her broad network of contacts locally, regionally, nationally and internationally is a real asset in her work. Expertise includes the identification of strategic business opportunities, community economic development, business & market development, government relations and marketing communications.

For the past five years, Leann has provided management consulting services to Economic Developers Alberta (EDA), which is Alberta's Economic Development Network. Its mission is to enhance the economic development profession in Alberta by providing an active network of communication, information and education. In this capacity she has spearheaded several initiatives including: launching a Professional Management Certificate at the University of Calgary with a specialization in Economic Development; spearheading the development of EDA's Economic Development for Elected Officials course; launching the AlbertaBusinessCounts program and establishing a Donor Advised Fund at the Calgary Foundation to name a few.

In 2013, Leann was the driving force behind EDA's "Economic Disaster Recovery Project" (EDRP). She conceived of, and developed this concept in response to discussions she had with EDA members who had been negatively impacted by the flood. In order to implement the project, Leann secured project financing in a very short period of time, including support from The Province of Alberta, Shell Canada Ltd., Canadian Red Cross, RBC and the U.S. Consulate (Calgary). She also engaged the BC Economic Development Association and IEDC as key organizational partners.

The EDRP project was based on a similar model utilized by the International Economic Development Council (IEDC). It was designed as a unique blended learning opportunity to provide economic development practitioners and those in supporting roles, with both theoretical and practical training. The project included several elements including: a series of webinars; ten community site visits and assessments; a call for volunteers; development of additional BRE infrastructure, training for elected officials and the launch of a summary report in June 2014. The summary report provided an overview of the community recommendations, and proposed a list of recommendations for other key stakeholders and organizations involved with economic recovery work. The final project deliverable is a toolkit that will be launched later this year in partnership with IEDC.

Gary Klassen

General Manager, Sustainable Development

Gary Klassen is General Manager of Sustainable Development and a member of Senior Executive Team, City of Edmonton. He provides strategic leadership to branches responsible for urban policy and environment, housing, economic sustainability and transformational projects. He oversees significant initiatives including: the redevelopment of a City Centre airport into a world class sustainable community, advancement of city strategy regarding economic prosperity, and overall planning and development operations for the City.

Gary is also past president of the Canadian Institute of Planners, past president of the Alberta Association, Canadian Institute of Planners, and a Council member of the International Federation of Housing and Planning in The Hague.



Jennifer Lake, Ec.D.(F)

Economic Development Coordinator, Conception Bay South

Jennifer Lake is a lifelong resident of Conception Bay South, Newfoundland and Labrador and the Senior Economic Development Coordinator overseeing the Town of Conception Bay South's Department of Economic Development and Tourism. Jennifer has worked in the public sector for over 15 years, 7 of which have been with Conception Bay South – the second largest municipality in the province. After completing a Bachelors Degree from Memorial University, and Certificate in Economic Development from the University of Waterloo, Jennifer obtained her Ec.D. Designation from the Economic Developers Association of Canada in September 2013 and has since achieved her Fellowship Designation - the first economic development professional in the province of Newfoundland and Labrador to achieve the Ec.D (F) status. Earlier this year, Jennifer was appointed the Atlantic Provinces Alliance Public Sector Chair for the International Council of Shopping Centres. She is also the Vice Chair of the Economic Developers Association of Newfoundland and Labrador.

Jennifer strongly believes in the power of partnerships and relationship development and is a passionate economic developer. Jennifer enjoys volunteering, volleyball and being a mom to three active children - Nathan, Jenna and Carter.



Dr. Katherine Loflin

Principal, Loflin Consulting Solutions

Dr. Katherine Loflin is a recognized and global thought-leader on placemaking. She has held advisory and leadership roles in some of the most groundbreaking and innovative placemaking projects, including the Knight Soul of the Community Project, Our Miami, Calgary's Inspiring Strong Neighborhoods Project, and the Place Capital Inventory in Australia.

Through this portfolio of work, Dr. Loflin is in-demand, international award winning placemaking consultant, speaker, and instructor in cities around the world. She is a two-time TEDx speaker and has been featured widely in the press including "Place Matters with Dr. Katherine Loflin" (her own radio show on placemaking), the Wall Street Journal, USA Today, Canadian Broadcasting Corporation (CBC), Crain's Detroit Business, Miami Herald, Pioneer Press, Corp Magazine, Charlotte Observer, CBS News, The Atlantic, Axiom News, and LA Times.



Jon Montgomery

Gold Medal Olympian | Host, *Amazing Race Canada*

Jon Montgomery captured the hearts of Canadians--and the attention of everyone--during the 2010 Vancouver Winter Games. After years of hard work, training and perseverance, Montgomery won a gold medal in the skeleton, securing his place in history as one of the best. His celebratory walk through Whistler showcased his passion, spirit, and sense of humour--traits that he brings to every stage he graces.

A casual trip to Canada Olympic Park left an indelible mark on Montgomery when he witnessed a skeleton race and immediately fell in love with the sport. Shortly thereafter, he began competing competitively and enjoying quick success.

Montgomery's start to his rookie season on the World Cup could not have been drawn more perfectly, and he kicked off his World Cup campaign with a bronze-medal finish on his home track in Calgary. He went on to finish in the top ten three more times during the season, finishing sixth overall in the World Cup standings. His sophomore season was equally remarkable where he enjoyed a breakout season by achieving five podium finishes, including his first World Cup victory and a silver medal at the World Championships. He placed second overall on the World Cup, and from there he went on to win his first Olympic gold medal at the Vancouver 2010 Winter Olympics.

Since then, Montgomery has remained one of Canada's favourite ambassadors--not just of sport, but also as the host of of CTV's *Amazing Race Canada*.



Mary Moran

Vice President, Marketing, Communications and Research, Calgary Economic Development

With over 30 years of extensive take-to-market experience in fast-paced industries, including airline and telecommunications, Mary Moran began her present role as Vice President, Marketing, Communications & Research with Calgary Economic Development in 2010.

Having worked across private, public and non-profit sectors, she has a focus on leading teams in the development of strategic marketing plans that result in increasing market share, strengthening stakeholder relations and building brand equity. Mary also holds an MBA from Royal Roads University.

Outside of work, her commitment to community is seen in her dedication as a volunteer and Board member with the Ronald McDonald House Southern Alberta, Merit Scholarship program, Sport Calgary, JazzYYC, Calgary Synchronized Skating Club, Calgary Police Foundation and YouthLink.

She is also an active member of the Marketing Partnership Council with the Bissett School of Business at Mount Royal University.



Ben Petch

Planning Manager – Southern Region, Scheffer Andrew Ltd.

Scheffer Andrew Ltd. is a planning and engineering company serving Western Canada for land use planning, municipal engineering, transportation planning and design, and site servicing.

In his role as Planning Manager – Southern Region, Ben works with communities to define and deliver their vision for development in a practical manner that builds upon the characteristics that make each one unique. For land developers, he advises on project feasibility, produces designs and initiates development approvals.

Ben provides an ability to consider a diversity of perspectives in his work and tries to bring together seemingly disparate ideas to a single end. Prior to joining Scheffer Andrew Ltd., he worked on projects in Canada (west, north, and east), New Zealand, Australia, and to a lesser extent Samoa. Areas of work have included spatial land use planning, development approvals, urban design and transportation planning. His project experience ranges through planning for industrial development, town centre design, community planning, transit oriented development, strategic land use plans, regulatory land use planning, parking management plans, bus network design, and research on urban design.

Ben has worked both sides of the professional fence, having begun his career at the City of Yellowknife and continued on as a consultant. He is a LEED Green Associate, Certified Advanced CPTED practitioner, and is a full member of the Canadian Institute of Planners and the Alberta Chapter. He holds a Master in Urban Design from the University of Auckland and a Bachelor of Environmental Studies in Planning from the University of Waterloo. Some of his previous presentation topics have included parking management, healthy communities and place making.



Jorge Perez Izquierdo

Senior Vice President, Manpower – North America

Jorge Pérez Izquierdo is senior vice president of Manpower North America since 2008. In this role, he oversees ManpowerGroup's staffing business in the United States and Canada. During his tenure with Manpower North America, Pérez Izquierdo has increased sales, productivity and profitability by redefining the business' market strategy and delivery models and optimizing its operations.

Pérez Izquierdo is an industry-leading expert in workforce trends and is passionate about equal employment opportunities. In his current role, Pérez Izquierdo launched Project Ability. The program is focused on putting people with disabilities to work by creating partnerships with local governments, not-for-profit organizations and organizations that need skilled talent. This program has help put more than 1,000 people with disabilities to work since its creation.



Pérez Izquierdo joined ManpowerGroup in 1994 and was quickly promoted to managing director of the Manpower Mexico, Central America and the Dominican Republic region. During his seven-year tenure in this role, Manpower became the region's largest staffing supplier and an industry leader. He also launched two additional brands –Manpower Professional (now Experis) and Right Management – in the region.

He founded the Mexican Staffing Association (AMECH) and the Manpower Mexico Foundation that sponsors programs to support equal employment opportunities, including Caminemos Juntos and Vinculacion Academica. He partnered with the Secretary of Labor of Mexico to create the Empresa Incluyente award, given to companies that support and create job opportunities for people with disabilities and aging workers.

Active in the community, Pérez Izquierdo serves on the board of the United Community Center (UCC) in Milwaukee, WI. He is also a member of the Hispanic Association on Corporate Responsibility (HACR), Chicago United and serves on the Steering Committee of the Hispanic Integration Initiative of the American Society/Council of the Americas. He is also a member of the Economic Club of Chicago.

A resident of Mequon, Wis., Pérez Izquierdo earned a degree in electromechanical engineering from La Salle University in Mexico City, an Advance Management Program from the Fuqua Business School, an AD Executive Direction Program from the IPADE business school in Mexico and an Executive Program from the INSEAD business school in Fontainebleau, France. He has also completed advanced studies in finance and quality management.

David Potter

Marketing Manager - Canada, SaaS Division

David Potter leads marketing in Canada for the Citrix SaaS Division, a market-leading global provider of web collaboration, remote access, data sharing and IT support software as a service.

Workshifting became a regular part of David's 10 year history in technology marketing long before he knew there was a term for it. Whether he was working remotely as part of a large global organization or managing a small distributed team for a Canadian SMB, David has been using technology to get work done from anywhere while helping others do the same.



Christopher Swail

Chief of Staff to the Deputy City Manager of Planning and Infrastructure, City of Ottawa

Chris Swail's job is to coordinate the implementation of management and growth accommodation strategies for the City's municipal infrastructure assets, including roads, bridges and transit systems.

Chris oversees the development of rehabilitation procedures, long range financial strategies and annual capital renewal programs. Recently, Chris participated in the city-wide review and update of land use, transportation and infrastructure policies that make up the Official Plan, Transportation Master Plan, Infrastructure Master Plan, Cycling Plan and Pedestrian Plan. He is also responsible for assisting with the development and implementation of the Ottawa Light Rail Transit Project and all City of Ottawa Real Estate matters. He has lectured at the University of British Columbia, Simon Fraser, and the University of Alberta. He holds a Master's Degree in Philosophy and English Literature from the Simon Fraser University.



Bill Whitelaw

CE, JuneWarren-Nickle's Energy Group

Bill Whitelaw is CEO of the JuneWarren-Nickle's Energy Group, one of North America's leading energy information services companies. He is a director on the boards of the Canadian Society of Unconventional Resources and the Canadian Heavy Oil Association.

