



EDAC 2014

Speaker Bios

September 15, 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 .

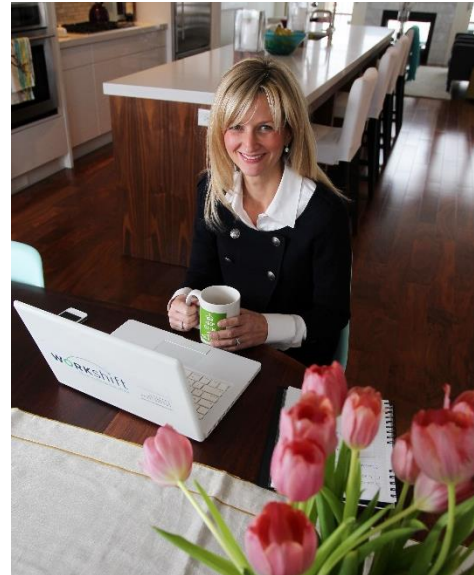


Robyn Bews

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.

Paul Blais

Principal, Millier Dickinson Blais

Paul Blais is a Principal with Millier Dickinson Blais where he works with communities and organizations to accomplish their economic growth and development goals. Started in 2007 with four employees, Millier Dickinson Blais has grown into Canada's largest specialist economic development consultancy with 18 full-time professionals.

Paul has been active in the economic development profession for 19 years. Prior to entering the private sector, Paul held positions of increasing influence as a municipal economic development professional – concluding as the Director of Business Retention and Attraction with the Kingston Economic Development Corporation.

Over the last eight years he has consulted for over 150 private and public sector clients across Canada and the United States. He is equally comfortable with projects in small rural communities and large city regions. On the private sector side, his work is highlighted by socio-economic impact assessments of new developments and site selection assignments.

Paul is frequently asked to speak about his varied experiences at conferences and workshops across Canada. He has also published several papers. Paul holds a BA and MA in Geography from Wilfrid Laurier University. He has his EcD. and CECD professional certifications.



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.

Bryan Buggey

Director Strategic Initiatives & Sector Development Vancouver Economic Commission

Bryan is responsible for economic and business development at the City of Vancouver's Economic Commission. In his role as Director, he is guiding several initiatives with respect to the City's Greenest City Action Plan, Digital Strategy and its Economic Action Strategy. These initiatives include the creation of an innovation hub for technology start-up and social innovators; a clean-tech demonstration program leveraging municipal assets and infrastructure; and supporting the creation of a Green Enterprise Zone and a Digital District. Bryan also heads up the business development team that is responsible for strengthening the key sectors that support the so-called Green Economy, Digital Economy and the Innovation Economy. This includes business retention and expansion, as well as trade, foreign direct investment and business attraction. Bryan is passionate about the transformation of the local economy leveraging innovative technologies, clean energy and sustainable urban design as important tools to achieve that goal. Bryan has an undergraduate degree in Economics (Regional Economic Development), an MBA in IT Strategy and is also a graduate of UBC's Summer Institute for Sustainability.



Jim Button

Village Brewery

Jim is adept at making friends. He connects people and businesses with marketing ideas that encourage consumer participation and turn passive audiences into communities.

For over 25 years Jim has been a leader in experiential marketing with an emphasis on events, public relations and promotions. At Evans Hunt Group, a digital marketing firm, Jim gets to focus that experiential background on a one-to-one relationship – helping customers participate in the brands they engage with online.

As a founder of Village Brewery, Calgary's newest micro brewery, Jim is working hard to gather people around community. Using beer as a social lubricant, he is leveraging his many experiences in marketing and building communities to create a more connected Calgary.

Prior to Evans Hunt Jim was Vice President, Corporate and Community Affairs at Big Rock Brewery, where he oversaw their marketing and communications as well as their corporate and community investment activities. Prior to joining Big Rock, Jim co-founded The Event Group and also worked at agencies such as Venture Communications, MacLaren:Lintas, Cossette Communications and JWR Advertising.

His passion for community investment has been a common thread through his career and has earned him a philanthropy award from the Canadian Association of Fundraising Professionals, two "40 Under 40" awards with Calgary Inc (now Avenue Magazine), and an e-Award for Community Service from Alberta Venture Magazine.

Specialties: Partnership and Business Development



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.



Warren Connell

VP Park Development, Calgary Stampede

Warren Connell became head of the operations division of the Calgary Stampede in 1988. His role expanded in 1995 when he became the Stampede's liaison for the World Fair bid, a role that eventually expanded into park development and community relations. In December 2006, Warren was promoted to his current position which oversees construction, business development, government relations, and park development.

In addition to his work at the Calgary Stampede, Warren has sat on numerous boards and advisory committees. He previously studied commerce at the University of Calgary, and in 2013 received his Certified Corporate Director (ICD.D) designation.



SERGE CÔTÉ

Director, Strategy and Special Projects Aéroports de Montréal

Serge Côté has been working in economic development for over twenty-five years. Serge is Director, Strategy and Special Projects for the Real Estate and Commercial Services Vice-Presidency at Aéroports de Montréal (ADM). This Vice-presidency is responsible for all non-aeronautical activities which represent 45% of ADM total revenues. Among his special projects, he is responsible for the redevelopment of the terminal complex at the Montréal-Mirabel international airport. In addition, Serge is also Project Director for ADM Services which offers the knowledge and expertise of Aéroports de Montréal in the fields of airport planning, development, operations and management.



Before joining ADM, Serge was Director, Promotion and prospecting at the Montréal Foreign Trade Zone at Mirabel, a public development corporation created in 2000 by the Government of Québec to attract investments on the airport site in targeted sectors as aeronautic and logistic. Serge worked with the major players of the Québec aerospace industry that led him to participate in international events such as Bourget, Farnborough, NBAA and Heli-Expo.

Prior to this, Serge joined the economic development team at Ville Saint-Laurent in 1996, the second largest industrial city of the Province of Québec. As Technological Development Officer, he worked on a regular basis with high-tech companies from the aerospace and telecom sectors.

Serge began his career in economic development, in 1988, as general manager at the Conseil d'Expansion Économique d'Argenteuil, a regional county located 75 km northwest of Montréal. It is where he made his first steps in the world of airports by coordinating the setting of standards of the Lachute municipal airport.

Joseph Clohessy, CHA

General Manager, Calgary Marriott International Calgary, AB

Joseph Clohessy is a professional hotelier with a CHA designation and a Certificate in General Management from the University of Lethbridge. Joseph's experience includes twelve years as a General Manager with executive level proficiencies in operations, sales, marketing, and twenty two years of hospitality experience with Canadian and International hotel companies. Joseph has received awards from both Marriott International and his ownership group. Joseph has an industry wide reputation for integrity in all dealings with ownership groups, partners, communities, clients, and associates. His property is a "AAA" Four Diamond Hotel and the property has received "Employer of Choice Award" from the Alberta Hotel & Lodging Association for seven years in a row (2008-2014). The property is also the exclusive provider of food & beverage service to the Calgary TELUS Convention Centre. Joseph has served as Chairman of the Calgary Hotel Association and the Vice Chairman of the Alberta Hotel & Lodging Association. Joseph cares deeply about his community and has served on various community not-for-profit boards and has risen over \$500,000 for the Alberta Children's Hospital through a Gala event he founded in 2007. Joseph has also been instrumental in changing the tourism funding model in Calgary which is seen as best in class approach to industry backed marketing. He helped solidify the Destination Marketing Fund which is fully funded by industry and supports close to \$10 Million in funding on an annual basis. His focus on strategic tourism marketing also led to the establishment of Meetings & Conventions Calgary which has the sole responsibility to bring city-wide conventions to Calgary.



PAST COMMUNITY LEADERSHIP

- Chairman of Calgary Hotel Association (2009 – 2012) Director (2005 – 2014) • Vice Chairman of the Alberta Hotel & Lodging Association (2012 – 2013) Director (2010 – 2013)
- President of the Arbour Lake Residents Association (2012 – 2013) Director (2010 – 2013)
- Vice Chairman of the Calgary Taxi & Limousine Advisory Committee (2012 – 2013) Member (2011 – 2013) • President of the Canmore Hotel & Lodging Association (2002 - 2004) • Director of Calgary Sports Tourism Authority (2009 – 2012) • Director of Tourism Calgary (2006 – 2008) • Director of Travel Alberta International (2007) • Director of SKAL Calgary (2007) • SAIT Polytechnic Hospitality Management School Advisory Board (2007 – 2008)

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.

Carolyn Davis

Community Relations Director, Momentum

In her role as Community Relations Director at Momentum, Carolyn attracts money, expertise, ideas and influence in order to make a dent in the persistent poverty that plagues our city. She believes that by using economic levers, we can craft a vibrant local economy that works better for more Calgarians. Carolyn has been with Momentum since 2008. Previously, she worked for the Aga Khan Agency for Microfinance in Madagascar.



Renato Discenza

President and CEO, Invest Toronto, Toronto's foreign direct investment marketing and sales Corporation

Invest Toronto is rooted in one of the fastest-growing metropolises in North America. Invest Toronto's mission is to promote Toronto as a prime destination for businesses to invest and grow. This goal is realized by securing corporate expansions and relocations and driving the marketing and positioning of Toronto in global corporate investment markets. In his role as President and CEO, Renato Discenza strives to build relationships with international partners and businesses, to sell the benefits of this great City.



Discenza's background both in the private and public sectors as a senior executive and leader, has allowed him to gain valuable experience in economic development, public-private partnerships, sales, corporate functions, technology and operations. He was educated at the University of Toronto as an electrical engineer and received his MBA from York University. Renato has extensive experience in Board Governance and has participated in many for profit and not for profit boards. Currently he sits on the boards of Windsor International Airport and the Toronto East General Hospital Board.

Prior to joining Invest Toronto, Discenza was the Senior Vice President of Technology and IT Projects at Infrastructure Ontario. Discenza also brings extensive private sector corporate experience from Bell Canada and AT&T where he held several senior officer level functions in Business Sales, Wholesale, Operations, Customer Service, Capital Management, Engineering, Procurement and Chain and Business Transformation.

David Docherty, PhD

President, Mount Royal University

David Docherty, PhD, became Mount Royal University's ninth President on Aug. 1, 2011. An accomplished academic, author and administrator, Docherty comes to Mount Royal from Wilfrid Laurier University in Waterloo, ON, where he served as Senior Advisor on Multi-Campus Initiatives in the Office of the Vice-President: Academic and Provost. Before that, he was Dean of Laurier's Faculty of Arts.



A recognized expert on parliamentary democracy in Canada, Docherty has been instrumental in developing new undergraduate and graduate programs at Laurier — an institution with a strong reputation for undergraduate education. In 2005, Docherty was named the Faculty of Arts Teaching Scholar at Laurier. In addition to recognizing teaching excellence, this annual award affirms the importance of teaching by honouring a faculty member who integrates both scholarly research and teaching.

Docherty's appointment as President is one more exciting milestone for Mount Royal as we celebrate our centennial. With his demonstrated commitment to excellence in and out of the classroom, Docherty will lead the University into our second century and further Mount Royal's aspiration to be Canada's premier undergraduate university on every measure of student success and satisfaction.

Docherty obtained his Honours Bachelor of Arts degree in Political Science from Wilfrid Laurier University in Waterloo, ON in 1984. He was the first Laurier graduate to serve as a legislative intern in the Ontario Legislature, where he served in different capacities until 1988. He obtained his Master of Arts degree in political science from McMaster University in 1990 and his PhD in political science from the University of Toronto in 1995.

A faculty member in Laurier's Political Science Department since 1994, Docherty became Chair of the department in 2001. In 2005, he was appointed Dean of Arts, the first Laurier alumnus to be appointed in that position. Under Docherty's leadership, Laurier's Faculty of Arts was awarded a NAFTA mobility grant, which is facilitating new program growth in North American Studies and building strong faculty and student ties with partner universities. He was also a lead on the Laurier and University of Waterloo team that was awarded the 2012 Congress of the Humanities and Social Sciences, Canada's largest conference of academics.

The author of two books and numerous articles on Canadian politics, Docherty has been a frequent commentator on regional and national radio, and his analyses of provincial and national politics are regularly cited in leading Canadian newspapers.

Court Ellingson

Research Manager, Calgary Economic Development Calgary, AB

Court, is currently Manager Research and Community Sustainability with Calgary Economic Development. Court has been working in the field of Community and Economic Development for over 15 years. Court is currently completing the requirements for a Masters in Local Economic Development from the University of Waterloo. Prior to Calgary Economic Development, Court worked with Millier Dickinson Blais on a variety of projects across the county including economic development strategies and industrial land strategies. As Manager of Research with Calgary Economic Development, Court is working closely with City Administration and other key stakeholders to update the Economic Strategy for Calgary.



David Emerson, Ec.D.(F)

**Senior Director, Government Relations
University of New Brunswick**

David Emerson Ec.D. [F] has been an employee of the University of New Brunswick since 2001, and currently serves as the Senior Director, Government Relations, in the Office of the President. He has been a practicing economic developer in New Brunswick since 1991. David is a graduate of Ryerson University's Urban and Regional Planning program.

David is a member of the New Brunswick Police Commission, and is former chair of the Saint John Board of Police Commissioners. He sits on the Canada Games Aquatic Centre Commission, and is an active member of the Fredericton Chamber of Commerce and the Saint John Board of Trade.

He currently serves as treasurer on the Economic Developers Association of Canada's board of directors.

David is a resident of Saint John, where he resides with his wife Ann and their five children.



Gerry Gabinet B.Comm, C.E.D.

**Director, Economic Development and Tourism,
Strathcona County**

Gerry Gabinet is the Director of Economic Development and Tourism for Strathcona County, Alberta's fifth-largest municipality. He has worked with and led a committed economic development team of seven people for the past twelve years. Prior to working as Director at Strathcona County, Gerry worked at Parkland County as Coordinator of Business Development for four years. Gerry has a strong history in marketing, having worked in the consumer goods industry for Proctor & Gamble and Molson's Brewery. He was involved with commercial industrial real estate working with Dynafour Real Estate and J.J. Barnicke Real Estate Limited. He is involved with many outside organizations from across Alberta, Western Canada and North America. These organizations include: Greater Edmonton Economic Development Team (Chairman), Economic Developers Alberta (Director, Chair of Annual Conference 2012 – 2013), Economic Developers Association Canada (Board member, 2012), Pacific Northwest Economic Development Council (Past-President), International Economic Development Council, International Council for Shopping Centres and Alberta First. He is also on the Board of Directors for Commissionaires Northern Alberta, a \$52 million not-for-profit organization employing veterans from Canadian Armed Forces and the RCMP.



Penny A. Gardiner, Ec.D.

CEO, Economic Developers Association of Canada (EDAC)

Born in New Brunswick, raised in Quebec, and now an Ontario resident for almost 30 years, Penny has a broad Canadian perspective. She has also travelled from coast to coast to coast, from Nunavut to St. John's to Vancouver and in between, hosting EDAC conferences across Canada for 24 years.

With a background in operations and small business management, Penny joined EDAC in 1991. In her tenure, EDAC has grown as an association in many ways; including an increase in EDAC members from 200 to almost 1,000. In this time, a truly personalized and 'open door' approach has been taken to serve the association's members and partners.

In her role as CEO, Penny oversees all operations of the Association including the management of a six member Executive Committee and a fourteen member Board of Directors, and liaisons with the Federal Government, all Provincial Economic Development Associations, Corporate Sponsors, and various Universities and Colleges. Penny is charged with ensuring the smooth operation of the association, as well as overseeing the Associations Certification Process and administering the Associations Professional Designation (Ec.D.).

Penny and her team run various EDAC programs, including the Annual Professional Development Conferences, Marketing Canada Awards, EDAC/RBC Royal Bank Economic Development Achievement of The Year Award, and more. Most recently, EDAC has undertaken new initiatives including, a member-driven marketing communications strategy, the new edac.ca, and the inaugural EDAC Advocacy Day on the Hill.

Penny resides in Grimsby, Ontario, is married, and has a daughter. She has held various positions on the local chamber of commerce and is the Facilities Director of the Hamilton Technology Centre, a technology business incubator.



J.P. Gladu

President and CEO, Canadian Council for Aboriginal Business

Anishinaabe from Thunder Bay, JP is a member of the Sand Point First Nation located on the eastern shores of Lake Nipigon. Mr. Gladu has over two decades of experience in the natural resource sector. His career path includes work with Aboriginal communities and organizations, environmental non-government organizations, industry and governments from across Canada. He has produced a number of publications related to Aboriginal issues including: forest certification, Native values collection, biofuel opportunities, First Nation community land use plans, criteria and indicators for sustainable forestry, and cedar product development.



With a passion for his community, his culture and traditions Mr. Gladu brings the past, present and future to the table, moving corporate Canada and Aboriginal business toward sustainable partnerships and shared economic prosperity. An experienced negotiator JP led a number of business development projects in northern Ontario. JP completed a forestry technician diploma in 1993 and obtained an undergraduate degree in forestry from Northern Arizona University in 2000. He also holds an Executive MBA from Queens University.

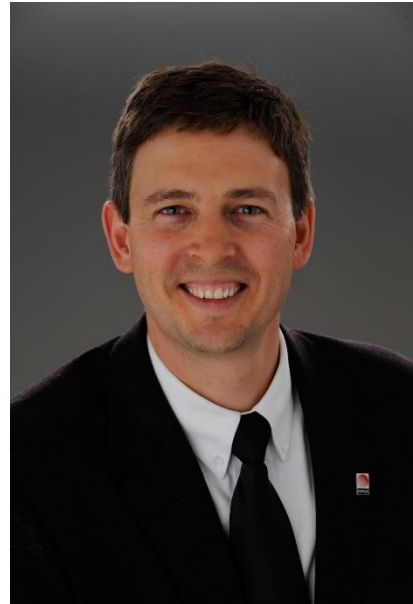
Martin Gordon

**Senior Vice President at Opus International
Consultants Limited**

Fredericton, New Brunswick

Martin (Marty) is a Senior Vice President with Opus, and leads their North American division that focusses on infrastructure delivery and asset management. He has an extensive background in transportation engineering, infrastructure management and procurement. Martin is also a Certified Professional Accountant (CPA) has assisted Opus' clients in both the financial and technical aspects of infrastructure management.

Martin has worked in multiple international locations including Norway, New Zealand, the United States and across Canada, spending eight years in British Columbia before returning home to New Brunswick in 2012. Before returning to Opus in 2004, Martin was an assistant professor of civil engineering at the University of New Brunswick in Fredericton. His teaching background has reinforced an ability to clearly communicate and facilitate understanding.



Bruce Graham

President & CEO, Calgary Economic Development

An Ontario native, 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.

A married father of two, Bruce holds a degree in environmental studies from the University of Waterloo, serves on numerous community-based boards, and is often asked to speak at local and national business events. His relationship with the Calgary business community is strong and far-reaching.



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.

Kendal Harazny

Principal & Co-founder Wexford Developments LP

Wexford Developments LP is an Alberta based real estate development, investment and management company. Prior to Wexford Developments, Mr. Harazny worked for PwC in their Real Estate Restructuring group. While attending the University of Alberta, Mr. Harazny founded Ticketgold Inc., where he was named 2007 PROFIT Magazine Young Entrepreneur of the Year, and sold the company in 2008. Mr. Harazny, along with Co-founder Sam Gordon, founded Wexford Developments in 2013 in partnership with Wexford Capital, a private equity fund with over \$4 billion of assets under management.



Today, Wexford Developments LP manages a \$200 million real estate portfolio, with over \$700 million of development planned and approved over the next five years. Focused on Western Canada and the Southwestern United States, Wexford is primarily involved in urban mixed-use high-rise projects, as well as green-field land development opportunities focused on retail, industrial, and residential. Since 2012, Wexford Developments and its partners have developed over 500 acres of land, 500,000 square feet of retail/office, and is currently developing 800 residential units in downtown Calgary. Mr. Harazny holds a Bachelor of Commerce from the University of Alberta.

BARRY M. HECK

**WINSPORT
EL MERCHANT CAPITAL
ALBERTA ENTERPRISE CORPORATION
ALBERTA ECONOMIC DEVELOPMENT AUTHORITY**



Barry M. Heck's professional career is focused on the formation, growth and management of a wide range of businesses, particularly in the area of energy and natural resources, technology development, sport, commercialization and finance. Since 1985 he has been involved in numerous corporate initiatives, from start-ups to large public corporations. Barry has an extensive range of experience in such areas as corporate formation and structuring, private and public finance, venture capital finance and investing, private equity transactions, executive leadership, M&A transactions, technology start-ups and commercialization, strategic reviews, business planning and restructurings. He also has extensive board and corporate governance and compliance experience; as an advisor to numerous corporate boards, as a CEO and as a corporate board member. During his career Barry has worked throughout North America and many international locations, including Europe, Mexico, Japan, Korea, China, Taiwan and Israel. He also has extensive charitable, community, political and not-for-profit involvement and board experience.

Currently, Barry is the President, CEO and member of the Board of Directors of WinSport (Calgary Olympic Development Association), a winter sport institute providing world-class sport facilities and programs where Canadian athletes can discover, develop and excel. As a not-for-profit organization, WinSport supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. WinSport hosts numerous world class sporting and other events at its facilities in Calgary at Canada Olympic Park and at the Canmore Nordic Centre.

Barry is also the President and Principal Partner of EL Merchant Capital, a private merchant capital and corporate finance and M&A firm.

Mr. Heck is Vice Chairman of Alberta Enterprise Corporation, an Alberta Crown Corporation that has been seeded with \$100 Million to further develop Alberta's venture capital industry.

He was appointed Chair of the Alberta Economic Development Authority (AEDA) in January, 2013. Reporting directly to the Premier, AEDA is focused on providing advice and identifying strategic solutions to government on a wide range of economic and business opportunities and challenges facing Alberta's continued prosperity.

Barry is an active corporate director covering a wide range of industries and businesses and serves on the board of directors of several companies, both private and public, as well as various charitable and not-for-profit organizations.

Mr. Heck has a Bachelor of Laws from the University of Alberta.

Todd Hirsch

Chief Economist, ATB Financial

Todd joined ATB Financial in May 2007 as its Chief Economist. As the bank's top economic expert, he tracks and analyzes developments in Alberta's and North America's economy. Todd spends most of his time crisscrossing the province, sharing these economic insights at over 150 presentations a year.

Todd provides economic commentary for CBC, CTV, The Globe and Mail, The Business News Network and the BBC and other local, national and international news outlets. In 2011, he was recognized as one of Alberta's 50 Most Influential People by Alberta Venture magazine.

He received his BA Honours in Economics from the University of Alberta and an MA in Economics from the University of Calgary. Since completing his education in 1993, he has held a series of economist positions at a variety of for-profit and public sector organizations, including the Canada West Foundation, the Canadian Pacific Railway and the Bank of Canada. For almost a decade, Todd taught economics at the U of C.

Todd's been recognized as one of Alberta's 50 Most Influential People by Alberta Venture magazine, and was recently honoured by the federal government with the Diamond Jubilee Medal. In 2014 he was appointed to the Alberta Economic Development Authority, and to the Board of Governors of the University of Calgary.

In February 2012, Todd released his first book, *The Boiling Frog Dilemma: Saving Canada from Economic Decline*.

About ATB Financial

ATB Financial is the largest Alberta-based financial institution, with assets of over \$30 billion. It provides Retail Financial Services, Business and Agriculture Financial Services, Investor Services, and Corporate Financial Services to more than 680,000 Albertans in 243 communities. It provides service through 170 branches and 130 agencies, telephone and Internet banking, a Customer Contact Centre, and Automated Banking Machines. ATB has been named one of Canada's 50 Best Employers by Maclean's Magazine and one of Canada's Top 100 Employers and Alberta's Top 55 Employers by Mediacorp Canada Inc.



Michael Holden

Director Policy & Economics, Canadian Manufacturers and Exporters

Michael Holden recently joined Canadian Manufacturers and Exporters to become its new Director of Policy and Economics.

Prior to joining CME, Mike was the senior economist at the Canada West Foundation where he managed the Foundation's economic analysis and fiscal policy agenda. He also did extensive work on a number of major public policy issues in Western Canada such as energy development, market access, infrastructure investment and resource revenue savings.

Born and raised in Edmonton, Mike moved back to Alberta after having spent nine years in Ottawa at the Library of Parliament, providing research and analysis to Members of Parliament on a range of economic and policy issues. He was the lead analyst for the House of Commons Standing Committee on International Trade in addition to several other major Committee assignments. He also worked for three years in Halifax as an economist with the Atlantic Provinces Economic Council.

Mike has a BA in honours economics from the University of Alberta and an MA in economics from Queen's.



Jeffrey Humble

MCIP, Director of Planning and Development, City of Yellowknife

Jeffrey has been the Director of Planning and Development for the City of Yellowknife and is an active member in the Canadian Institute of Planners. In addition to working in a number of Canadian municipalities, Jeff has worked in First Nation communities, Africa, and the United States, and brings considerable experience in master planning processes, urban revitalization, public consultation, and project management. Jeffrey holds a B.A. in Urban Studies (University of Winnipeg), Masters in City Planning (University of Manitoba), a Masters Certificate in Project Management (Schulich School of Business), and is a designated Certified Investment Manager (Canadian Securities Institute). In Yellowknife Jeff has been the project administrator for the Smart Growth Development Plan, which amongst other things, seeks to revitalize existing neighbourhoods, promote active transportation, and encourage “smart” planning principles



Stephanie Jackman

Founder and President, REAP Business Association

Stephanie is an explorer by nature. She loves to discover what makes people loyal to a particular organization and what compels them to endorse a particular brand. Listening to the customer has become a theme in her career, driving her choices of organizations and her ascent to roles of increasing leadership and responsibility.

Stephanie has held senior positions at Ogilvy and its consulting division, Brand Insights Group, and helped establish the strategic planning community at Venture Communications. She has consulted with clients across North America on a broad range of branding and marketing efforts, in industries that include: arts and culture, not-for-profit, professional services, telecommunications, energy, financial management, natural resources, retail, construction, wellness and transportation. Through her experiences she developed a unique approach to understanding customer relationships. This approach uses customer research to create programs that strengthen loyalty and drive bottom-line results.

The World Trade Center in San Diego invited Stephanie to present to an international delegation in 2002. She has also guest lectured at local universities and a variety of professional organizations. She has served as Vice Marketing Chair of the Calgary Council for Advanced Technology (CCAT) and been a member of the Mount Royal College Marketing Advisory Committee. She is currently involved in the Canadian Women in Communications (CWC) mentorship program, Habitat for Humanity's annual playhouse promotion, founder of REAP- Respect for the Earth and All People Business Association, and a member of imagineCALGARY's Built Environment Working Group.

Stephanie has a Masters degree in International Marketing from Thunderbird, The Garvin Graduate School of International Management, a Bachelor degree in Mass Communications from Carleton University, and is certified by the Institute of Communications and Advertising. Her work has been recognized locally, regionally and internationally with the following awards: Ad Rodeo, Alberta New Media Association, Cellular Telecommunications Industry Association (CTIA) and Calgary Inc.'s Top 40 Under 40 Class of 2005.



Michael Kehoe

Broker/Owner, Fairfield Commercial Real Estate.

During Michael's career, he has worked on a number of high profile projects. For example, he played an integral role in transforming the Stephen Avenue Walk, Calgary's original main street and retail centre into a unique urban retail district. He has participated as a member of the Olympic Plaza Cultural District



and East Village Strategy Working Group and contributed to the creation of the urban structure plan and development approach in the City of Calgary. He has also leased numerous street front stores and restaurants for the popular Beltline, Uptown 17 / 17th Avenue SW and Kensington urban business districts; created and implemented the retail leasing program for 30,000 square feet of commercial space in Canada's first LEED mixed-use commercial project in Banff the Bison Courtyard. From 1980-91 Mr. Kehoe was the Vice President of Leasing, for Calgary-based Stewart Green Properties Ltd. Prior to that he worked in shopping centre management at the Cadillac Fairview Corporation.

In 1991, Mr. Kehoe founded Fairfield Commercial Real Estate in order to provide retail real estate consulting and leasing services to Canada's leading building owners and retailers. Mr. Kehoe is a leading authority on commercial real estate, and provides retail leasing services for shopping centres, destination resorts and urban business districts.

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.



David McHattie

Institutional Relations Director, Tenaris, Canada

David is responsible to improve the company's strategic and economic performance through the development of institutional, commercial, and supplier relationships. This includes trade remedy actions, public policy development, connection with the senior leadership of our clients, new alliances with suppliers, and leadership of business/community associations. Reporting to the Canadian CEO, he works with the Canadian Management Team to develop the stakeholder strategies and their tactical implementation.

He entered Tenaris in 1999 as Marketing Manager for Canada helping to open the commercial office in Canada. In 2002, Dave took an assignment in Buenos Aires Argentina working in the Central Marketing Department assisting with the North American business strategy. After returning to Canada, responsibility for Economic & Financial Planning was added in Oct 2003. In 2006, Dave was a part of the Canadian integration team for a 1 Billion us\$ acquisition in the capacity of Liaison Manager coordinating all interactions between the two companies. In 2008, the responsibilities for Industrial Management Control were added as he was promoted to Planning Director, Canada. In 2008 and again in 2010, Dave has led successful Trade Cases in Canada against illegal dumping/subsidy by China on oil country tubular goods (2008, 2010 and Sunset Review 2013). As Planning Director, Dave led strategic planning activities in Canada.



Before joining Tenaris he worked for Algoma Steel in Calgary responsible for Marketing in the Tubular Business Unit.

Dave took his MBA at the University of Illinois specializing in International Business, Strategy, and Marketing. His prior education includes a Business degree from the University of Regina and degrees in Public Administration and History from the University of Saskatchewan.

Dave is the Chair of the Trade Committee of the Canadian Steel Producers Association, a member of the Board of the Canadian Manufacturers and Exporters Association (including national policy committee and Alberta Board of Directors), and the International Trade and Ottawa Liaison Committees of the Canadian Chamber of Commerce. In 2009 and 2010, Dave participated on the Steering Committee for two Canadian Chamber of Commerce Energy Policy Papers. He received the Petroleum Services Association of Canada (PSAC) Chairman's award for Outstanding Service to the Petroleum Services Industry in 2009 and received the Distinguished Service award by PSAC in 2001, 2004, 2006, 2007, 2008, 2010 and 2011. Dave has been asked to contribute his views on the importance of Canadian manufacturing to Canada's economy and the importance of local manufacturing for energy development including at the 2013 National Supply Chain Forum.

Dave has been a member of the Country Hills Golf Club since 1999. He is involved with Calgary Crowfoot Minor hockey as a coach, Calgary Northwest minor soccer as an equipment coordinator, continues to play hockey and has run 3 marathons in the last 2 years.

Dave is a Canadian citizen, residing in Calgary, and married with two children.

Darlene Minatel

Vice-President of Strategic Accounts

Darlene Minatel, Vice President of Strategic Accounts, has been with ManpowerGroup for 18 years in the staffing industry for over 25 years. Darlene is responsible to lead and champion Strategic Client Management across Canada.

Darlene provides executive level direction and leadership to the line of businesses and is responsible for the development, expansion and execution of strategies to achieve growth targets, market share goals and an unsurpassed level of customer satisfaction. Darlene's extensive workforce management experience in operations, global account management and sales leadership has allowed her to set benchmarking standards in national and global sales, undertake successful strategic negotiations and maintain solid customer partnerships often across international boundaries.



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.



Rex Murphy

Commentator and author, CBC Radio

Rex Murphy was born and raised in St. John's, where he graduated from Memorial University. In 1968, Murphy, a Rhodes Scholar, went to Oxford University (along with former U.S. president Bill Clinton).

Back in Newfoundland, he was soon established as a quick-witted and accomplished writer, broadcaster and teacher.

Murphy's primary interest is in language and English literature, but he also has a strong link with politics. He is noted throughout Newfoundland for his biting comments on the political scene and his television tussles with prominent politicians, including premier Joey Smallwood, became required viewing for a huge audience.



Murphy gained an insider's view of the political scene when he worked as executive assistant to the leader of the Liberal Party of Newfoundland. To get an even closer taste of politics, Murphy ran twice for office in provincial elections and lost both times.

He has worked extensively with CBC and from Newfoundland he has contributed many items on current affairs issues. For The National he has done a number of documentaries, including the highly acclaimed "Unpeopled Shores," as well as interviews with immensely popular authors, the late Frank McCourt of Angela's Ashes, among them.

Once a week he offers commentary on The National's Point of View, and is additionally the host of CBC Radio's long-running Cross Country Checkup. He also writes Japes of Wrath, his Saturday column for The Globe and Mail.

Murphy is also a commentator on Definitely Not the Opera, and has contributed to Morningside, Land and Sea, The Journal, Midday and Sunday Report.

Murphy has won several national and provincial broadcasting awards.

He divides his week between Toronto and Montreal, with frequent forays to St. John's.

Naheed Nenshi

Mayor of Calgary

Mayor Nenshi is currently serving his second term and is Calgary's 36th mayor.

During his first term in office, Mayor Nenshi's leadership resulted in many positive changes in Calgary to build better communities, keep Calgarians moving, and transform government to reinforce a culture of constant citizen-focused improvement at The City of Calgary.

Prior to becoming mayor, he was Canada's first tenured professor in the field of nonprofit management at Mount Royal University's Bissett School of Business and a trusted business advisor to corporate leaders in Canada and the USA.

His real passion is to make cities, especially Calgary, work better. He's the lead author of *Building Up: Making Canada's Cities Magnets for Talent and Engines of Development* and has long put his ideas to work in Calgary.

Mayor Nenshi grew up in Calgary and has lived and worked in cities around the world before returning home. He holds a Bachelor of Commerce Degree (with distinction) from the University of Calgary and a Master in Public Policy from the John F. Kennedy School of Government at Harvard University, where he studied as a Kennedy Fellow.



Jeff Penney

Manager, Economic Development, Regional Municipality of Wood Buffalo and President, Economic Developers Alberta

Jeff Penney joined the Regional Municipality of Wood Buffalo as Manager of Economic Development in July 2007. Since then, Jeff has been responsible for overseeing the development of the Economic Development function including the recruitment of a highly skilled economic development team and the completion of the Wood Buffalo Regional Economic Development Strategy (WBREDS). In his capacity as Manager, Jeff oversees all aspects of the Municipality's economic development function including the implementation of the WBREDS and specific projects undertaken within the branch's main areas of focus:



- Business retention and expansion
- Rural economic development
- Labour force development
- Investment facilitation
- Commercial/industrial land development
- Business navigation/information services

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.

Stephan Poirier

**Senior Vice President & Chief Commercial Officer,
Calgary Airport Authority**

Stephan Poirier oversees the Airport Authority's commercial development portfolio which includes commercial and retail properties, land, transportation, air service, cargo and logistics. He is also responsible for corporate communications and marketing. Stephan has had extensive senior management experience including with an international cargo airline, les Aéroports de Montreal and a large venture capital company. He holds a B.Com degree from Concordia University in Montreal and an MBA from University of Oxford, England. Stephan has been a member of the Executive Team since 2006.



Francois Poirier

President, Energy East Pipeline

As President, Energy East Pipeline, Francois Poirier has overall responsibility for the Energy East Pipeline Project. The Energy East Pipeline will extend approximately 4,600 km from receipt points in Alberta and Saskatchewan to provide Western Canadian Sedimentary Basin and Bakken crude oil access to refineries in Eastern Canada and to export markets.

Prior to his current appointment, Mr. Poirier spent 25 years in investment banking, consulting, and as a Corporate Director. Most recently, he was President and Head, Investment Banking and Capital Markets, for Wells Fargo Securities Canada, Ltd., where he had overall responsibility for the firm's investment banking practice in Canada. Previously, Mr. Poirier was Group Head, Power and Pipelines Investment Banking, at J.P. Morgan Securities, in New York. In that capacity, he was a financial advisor for clients on several acquisitions and divestitures of energy infrastructure assets including pipelines, power plants, gas and electric utilities.



Mr. Poirier was an Independent Director of Capital Power Income LP from 2007 until 2011, and is Past Chair of the Toronto North Food Bank.

He holds a Master of Business Administration from the Schulich School of Business at York University, and graduated Magna Cum Laude with a Bachelor of Operations Research from the University of Ottawa.

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.



Justin Riemer

Assistant Deputy Minister

Justin Riemer is the Assistant Deputy Minister of the Enterprise Division in the Ministry of Innovation and Advanced Education at the Government of Alberta. His division is focused on policies and programs which improve Alberta's global competitiveness and promote economic development.

This is accomplished by work on regional and industrial economic development, the development of first class economic information products, and through tools and policies that enhance entrepreneurship in the province. In his role as ADM, he acts as Government liaison with the Alberta Economic Development Authority.

Since 1996 the Alberta Government has been Justin's employer of choice. He has had the opportunity to work in a variety of areas surrounding industrial competitiveness, international marketing, strategic planning and trade policy issues. Justin holds a Master Degree in International Affairs from Carleton University.

Justin is married and a proud father of 2 boys ages 14 and 18.



Dr. David Ross

President and CEO, SAIT Polytechnic

Dr. David Ross became the 16th President and CEO of SAIT Polytechnic in March 2013.

During almost 25 years as a post-secondary leader, David has focused on creating programs and services that help students achieve their goals. He established an impressive record of building productive relationships with business, industry, government and communities served by higher education.



David holds a PhD in Higher Education from the University of Nebraska; a Master of Aquaculture from Simon Fraser University; and both a Master of Business Administration and a Bachelor of Science from Dalhousie University. His scholarly activity includes works on topics such as enrolment management, institutional branding, media relations and the development of baccalaureate programs in non-traditional settings.

Nationally, David is a member of the Private Sector Advisory Board for the Natural Sciences and Engineering Research Council of Canada (NSERC), and a committee member of NSERC's Community College Innovation Program. He is also co-chair of the Association of Universities and Colleges of Canada and Association of Canadian Community Colleges (AUCC/ACCC) Joint Committee on Transferability and former Executive Board Member for the ACCC.

Internationally, David is Chair of the Community College Baccalaureate Association and Board Member of the Post-Secondary International Network. He has also served as President of the National Council for Marketing and Public Relations and on the American Association of Community Colleges Commission on Marketing and Community Development.

Before joining SAIT, David was President and CEO of Langara College in Vancouver where under his leadership the institution grew to record enrolments in part through repositioning efforts as the leading college in the region. Prior to that, David was Vice-President of Administration, Student Services and Chief Financial Officer at Kwantlen Polytechnic University, Surrey, BC. Recently he also served as Chair of the British Columbia Colleges Association, Chair of the British Columbia Post-Secondary Employers Association and Board Member for the British Columbia Business Council.

Stephen D. Shepherdson, MSc (Bus Admin), CMC

**Managing Director, PricewaterhouseCoopers LLP,
National Industry Leader – Transportation and
Logistics**

Steve has over 30 years of public and private sector experience in the transportation and logistics field. He has worked for the Transportation Agency of Saskatchewan, Transport Canada and the Northern Pipeline Agency of the Federal Government. He worked for Foothills Pipelines (Yukon) Limited, Novacor Chemicals Ltd., Canada Post Corporation and Schenker of Canada Limited. He has been a management consultant for many of the last 20 years, working for PricewaterhouseCoopers from 1995-2002 and he recently re-joined the firm in the fall of 2009 where he leads the firm's service offerings to the transportation and logistics industry in Canada. His consulting focus is in business transformation including strategy and operations, supply chain management, logistics and transportation.

Steve has a BSc (General) and a MSc (Business Administration) both from the University of British Columbia and is a Certified Management Consultant.

He has been a member of the Industry Advisory Committee of the International and Supply Chain degree program at the Bissett School of Business, Mount Royal University, and is a current member of the Business Development Advisory Council of the Calgary Airport Authority and he is a Board member, and Chairman of the Board of the Van Horne Institute.



Mario Siciliano

President & C.E.O., Canada's Sports Hall of Fame

Mario has an extensive background in the Canadian charitable sector, providing leadership to a variety of organizations across Canada. Prior to his current position as President & C.E.O. of Canada's Sports Hall of Fame, Mario was President & CEO of The Brenda Strafford Foundation, President & CEO of Volunteer Calgary, COO for YWCA of Calgary, and Executive Director for The Terry Fox Foundation, whose namesake is one of Canada's Sports Hall of Fame's 529 Honoured Members. His experience includes working with community-based program development, strategic partnerships, education program delivery, fundraising, and special event coordination, which in 2005, helped him to be named one of Calgary's 'Top 40 Leaders Under 40'.



Bill Sproull, FM

Chair, International Economic Development Council (IEDC) and President/CEO, Richardson Chamber of Commerce in Texas

Sproull is President and CEO of the Richardson Chamber of Commerce (RCC), Metroplex Technology Business Council (MTBC) and the Richardson Economic Development Partnership (REDP). Through this unique and complex set of organizations, he runs two separate Board of Directors and a City Council to whom he reports. He has led the revitalization of Richardson's telecom based economy through a focus on industry and technology diversification. He built the MTBC into the state of Texas's largest trade association for technology companies. He led the RCC in 2010 through the rigorous US Chamber Accreditation program successfully, earning the highest 5 Star rating conferred by the US Chamber for accreditation.



Sproull and his REDP team are credited with bringing two catalyst economic development projects to Richardson: a 3,000 employee Bank of America operation in 2004, and a \$3 billion Texas Instruments semiconductor factory in 2003. In 2005, he helped lead a statewide coalition that got legislation passed in Texas to create the Texas Emerging Technology Fund, a half-billion investment fund. Governor Rick Perry of Texas has appointed him to three consecutive two-year terms on the Fund's Advisory Committee, and appointed him as Chairman in 2010. Previously he held senior economic development positions at the Greater Dallas Chamber, the McKinney Economic Development Corporation and at the EDC of Kansas City, Missouri. Sproull is a graduate of Baylor University, where he received a BA degree with a double major in Economics and Political Science. Sproull is on the Boards of Directors of the International Economic Development Council, the University of Texas at Dallas, the North Texas Regional Center for Innovation & Commercialization, the North Texas Commission, and the Technology Councils of North America.

Sproull's economic development accomplishments were recognized by the editors of Site Selection magazine when they selected the \$3 billion Texas Instruments project as the Top Development Deal nationally of 2003; his economic development teams have been selected three times by Site Selection as one of the top 10 development groups in the U.S. in 1994, 1997 and 2004. He is a two-time recipient of the American Economic Development Council's "Best of Class" marketing award. In 2010, the International Economic Development Council designated him with the distinction of being a Fellow Member. The Metroplex Technology Business Council inducted Sproull as the inaugural member of their Hall of Fame in 2010 by declaring him a Tech Titan.

Cynthia Stewart

Director of Community Relations in the International Council of Shopping Centers Office of Global Public Policy

Cynthia has been with ICSC since 1999 and works with members to develop collaborative initiatives and activities for the retail real estate industry, non-profits and government officials.

As part of her role with ICSC, Ms. Stewart directs the ICSC Alliance Program. She also works with a diverse constituency of public sector organizations and non-profits to address quality of life issues while promoting sound development and is a frequent speaker at conferences and workshops. She developed ICSC's Underserved Urban Markets Task Force, the Secondary & Rural Markets Initiative, and has coordinated the publication of several books focused on economic development and public-private partnerships. Ms. Stewart

Prior to joining ICSC, Ms. Stewart was Chief of Staff to Maryland State Senator Jim Simpson. She also served at the municipal level in both Illinois and South Carolina as Deputy City Clerk, City Clerk and Community Development Assistant. She completed her B.A.A.S. in Public Administration from Midwestern State University, Wichita Falls, TX and has also completed the University of Shopping Centers School for Economic Development and the ICSC School for Professional Development. Since joining ICSC, Ms. Stewart has served on various councils including the Brookings Institution's Urban Markets Initiative Advisory Council, the U. S. Conference of Mayors' Business Council Steering Committee and in 2009 she chaired the National League of Cities Corporate Partners Leadership Council.



Greg Stringham

Vice President of Markets and Oil Sands, Canadian Association of Petroleum Producers (CAPP)

Greg Stringham is engaged in key energy industry issues in his current role as Vice President of Markets and Oil Sands. His responsibilities at CAPP include oil and natural gas markets, pipelines and oil sands issues in Canada, the US and the oil sands issues in Europe and Asia. Greg is an active spokesperson for the industry; providing industry and public presentations, appearing before government committees and regulators in Canada, the US and overseas to educate and ensure that Canadian oil and gas are understood and treated fairly in global markets and government policies.



The Canadian Association of Petroleum Producers (CAPP) represents companies, large and small, that explore for, develop and produce natural gas and crude oil throughout Canada. CAPP's member companies produce about 90 per cent of Canada's natural gas and crude oil. CAPP's associate members provide a wide range of services that support the upstream crude oil and natural gas industry. Together CAPP's members and associate members are an important part of a national industry with revenues of about \$100 billion a year. CAPP's mission is to enhance the economic sustainability of the Canadian upstream petroleum industry in a safe and environmentally and socially responsible manner, through constructive engagement and communication with governments, the public and stakeholders in the communities in which we operate.

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.



Stephen Thompson, Ec.D.(F)

Consul, Economic Affairs – Ontario Ministry of Economic Development, Trade & Employment Toronto, ON



Stephen Thompson was appointed Consul, Economic Affairs, for Ontario, Canada, in 2013. As the senior representative at Ontario's new International Marketing Centre in San Francisco, Stephen leads activities in California, Arizona, Nevada and Hawaii with a focus on investment attraction, trade promotion, research & commercialization, marketing and awareness building.

Previously Stephen was General Manager & Director of Economic Development, Tourism & Marketing for the City of Port Colborne, Ontario. In that role, Stephen worked to develop a number of new initiatives to assist in the City's economic future including business attraction, retention, marketing and tourism destination development programs. He also led the development of Port Colborne's Competitive Analysis and its first Economic Development Strategy and Action Plan. Under his leadership, the City of Port Colborne became the third economic development office in Canada accredited by the International Economic Development Council.

Stephen has successfully led major business expansion and attraction projects. Recent highlights include a \$50-million company expansion, a 40 job business attraction and a 50 job company expansion. He also oversaw heritage restoration and redevelopment projects including securing funding and implementing a gateway redevelopment project and new ongoing partnership with the chamber of commerce.

Stephen is among a select group of fewer than 40 people in Canada to have obtained the Economic Development Fellowship designation. This is the highest level of economic development certification in the country. A Registered Professional Planner, and a Certified Economic Developer, Stephen is also a member of the Economic Developers Association of Canada, Economic Development Council of Ontario, International Economic Development Council, Ontario Professional Planners Institute and Canadian Institute of Planners.

Stephen has earned more than 25 awards in economic development and tourism at the provincial, national and international levels. As well, Stephen was a recipient of a Niagara 40 under Forty Business Achievement Award in 2010, and was the first Canadian to receive a leadership award from the International Economic Development Council (IEDC).

Stephen's career in Economic Development began in 1997 with the Region of Ottawa-Carleton. He also has experience operating a small business, and working in local, regional and provincial levels of government in both planning and economic development. Previously Stephen led bio-product investment activities for the Province of Ontario. Stephen is a graduate of the University of Waterloo and has degrees in Environmental Studies /Geography and a Masters degree in Local Economic Development.

Stephen currently serves the Economic Development Association of Canada as an elected board member and has been part of the University of Waterloo Economic Development Program committee since 2007. He has previously served on more than a dozen boards and committees including the board of directors of the Port Colborne-Wainfleet Chamber of Commerce, Tourism Partnership of Niagara, and Ontario Agrifood Technologies (OAFT), and as chair of the Niagara's South Coast Tourism Association and vice-chair of the Niagara Development Corridor Partnership. In his time away from work, Stephen is an accomplished nature and landscape photographer and enjoys vacationing in the Georgian Bay area of Ontario.

Bill Whitelaw

CEO, 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.



Alida A. Visbach
President and Chief Executive Officer
Heritage Park Historical Village, Calgary, AB

Alida has been a member of the growing and vibrant tourism industry in Calgary since she moved there in 2005. She has been immersed in her position as Heritage Park's President and Chief Executive Officer, working on an exciting expansion project that has seen the Park double in size. She has a vast wealth of tourism experience, from the management of attractions to the sales, marketing and operations of hotels to the representation of a province's tourism products on the international stage. Alida brings 30 plus years of hospitality and tourism experience to her position of President and Chief Executive Officer at Heritage Park Historical Village.

Alida took up her position at Heritage Park in 2005. During that time, she raised \$65 million for the "It's About Time" capital campaign for Heritage Park and lead her team to winning 32 awards of excellence and achievement for Heritage Park. In 2014, and in recognition of Heritage Park's 50th anniversary, Alida and her team opened the first of its kind in Canada, the Famous 5 Centre of Canadian Women; a museum dedicated to telling the story of Canadian women and their impact on society today.

For four years prior to arriving in Calgary, she managed Kings Landing Historical Settlement, a New Brunswick Crown Corporation prior to which she also headed up their Marketing and Operations department for 8 years, including the complete redesign and expansion of their food service operations tripling their revenues in this area over 3 years.

Other positions held by Alida within the tourism and hospitality industry include Project Executive with New Brunswick's Department of Economic Development and Tourism where she was responsible for the promotion and development of the group travel, cruise and MC&IT sectors within the U.S. and Japan, with a secondary focus in Europe. She has also held the positions of Director of Sales and Marketing for Management 2000, franchise holder for Howard Johnson Hotels, New Brunswick (5 properties), Regional Director of Sales, HJ Hotels, Toronto (9 properties) and 6 years in various management positions with Hilton International Hotels.

As a tourism professional, Alida has served on numerous provincial and national tourism associations and committees, including the Chair of the 2000 Atlantic Canada Showcase Marketplace. She has also sat as an Executive Board member of Team Canada, a Board member of the Atlantic Canada Tourism Partnership and been a member of the advisory Boards of the New Brunswick Tourism Task Force, the Tourism Associations of the Cities of Fredericton, Moncton and Saint John, New Brunswick and sat on the Board of Directors for Tourism Calgary from 2007 to 2009 during that organization's recent transitional period, as well as serving on the Executive of the SKAL International Club of Calgary where she is a Past President and Director.

Alida has recently been appointed to the Alberta Strategic Tourism Alliance, advising the Minister of Tourism, Parks and Recreation.

Through close working relationships with these various industry associations and three levels of government, Alida has developed a broad network of tourism industry contacts which have enabled her to bring this advantage to the companies she has worked for and represented.

Winner of numerous awards including Top 20 Compelling Calgarians- 2009, Business Leader of Tomorrow-2013, and a City of Calgary Award for Heritage -2014, Alida has made a significant impact on the business, tourism and museum community since her arrival in Calgary.

Alida brings her extensive experience and knowledge to the Tourism Industry in Alberta. As well as her valuable outside perspective, she can speak to specific issues related to the attractions sector, her area of focus and expertise over the last 21 years.



Dale Wishewan

Founder, Booster Juice

In 1999, Dale Wishewan founded the international premium smoothie franchise, Booster Juice. Booster Juice has since grown to over 300 locations around the world. Dale has been honoured as one of “Canada’s Top 40 Under 40” – 2004; Ernst & Young’s Emerging Entrepreneur of the Year – 2005, Foodservice and Hospitality Industry’s Entrepreneur of the Year – 2005 and recently was named the

recipient of the Dr. Charles Allard Chair in business honorary teaching position at MacEwan University. Dale has managed to find a great balance between spending time with his family and leading a company which ranks in the top 25 foodservice chains in Canada.



Trent Zacharias

Cenovus Manager, Local Community Relations

As Manager, Local Community Relations, Trent is responsible for leading engagement with Local Communities adjacent to Cenovus's projects, with a particular focus on Aboriginal relations, consultation, negotiation and implementation on long term benefit agreements, and local business development.

Trent completed his post-secondary studies in Advertising and Public Relations in 1996, and has been working in communications and relationship focused positions in northeast Alberta for the past 17 years.

Trent is proud to have been part of a team that has helped Cenovus achieve \$1 billion in procuring supplies and services from Aboriginal companies since 2009, helping to establish Cenovus as a leader in local and Aboriginal business development. Trent is married, and has three children ages 8, 4 and 18 months. In his free time he enjoys spending time with his family.



Megan Zimmerman

Manager, Marketing Communications & Research

Megan Zimmerman is the Manager, Marketing Communications and Research with Calgary Economic Development, where she is responsible for the Soul of the City speaker series as well as all marketing communications activities for the energy and financial services sectors. In addition, she works with Momentum and the Thrive network to advance community economic development initiatives in the city. Megan has been with the organization for seven years and is so proud to be part of the energy in Calgary.

