



E D A C • A C D E

be different

EDAC's 47th Annual Conference • September 19-22 • Whitehorse, Yukon

EDAC 2015 Whitehorse Conference Agenda August 31, 2015

Does your community stand out? At EDAC 2015 we'll be exploring the importance of being different and doing things differently, from leveraging your community's unique culture, history, or environment, to working with First Nations, to examining different approaches to economic development. Expect this conference to be a little bit different, too.

EDAC 2015: Be Different

Saturday, September 19, 2015

11:00 AM – Annual Golf Tournament (pick up by bus at convention centre)

Meadow Lakes Golf & Country Club

\$90 + tax per person includes 9 hole green fees, clubs, carts, lunch and transportation.

Lunch, then shotgun start 1:00 pm (pre-registration required).

12 NOON – EDAC Registration Desk Opens – foyer Yukon Convention Centre

12 NOON – Tradeshow Booths Set-Up – Yukon Convention Centre

1:00 PM – Recreation Activity Options – you are welcome to book these for yourself!

Boreale Biking - Mountain Biking (2.5 hour tour)

www.borealebiking.ca 1-888-488-8489

Discover the natural beauty of Whitehorse, while riding through our scenic trail networks surrounding town. Beginner to advanced trail options. Including appropriate equipment.

Yukon Culture Tour (4 hour tour)

<http://culturecruiser.com/edac-conference-2015.php> 867-336-2733

Get ready for an eye opening journey that may change your previous thoughts about Canada's North. This VIP experience has your guide picking you up at your conference stay hotel and whisking you away to what is becoming known as the heart of Whitehorse's art district. Total experience is approximately 4 hours. Snacks and light refreshments included.

6:30-8:30 PM – Opening Reception @ Kwanlin Dün Cultural Centre*

Opening Remarks by John Watson, EDAC President, Chief Kristina Kane, Ta'an Kwach'an First Nation, Jessie Dawson, Elder, Kwanlin Dün First Nation

Experience Yukon First Nations hospitality at the gorgeous Kwanlin Dün Cultural Centre as you are welcomed to the traditional territory of the Kwanlin Dün First Nation and the Ta'an Kwäch'än Council. Try your hand at traditional Dene games, observe young carvers at work, and be moved by the power of the Dakwakada Dancers. *Cash bar serves as a fundraiser for Yukon Sourdough Rendezvous Society (Visa MC and Debit cards accepted)*

*Conference registration will be available on-site.

Sunday, September 20, 2015

6:15 AM - Morning run / walk with Brittany, Michael & Norman
Meet at SS Klondike (see website for map)

7:15 AM – Welcome Breakfast

8:00 AM – Welcome speakers:
EDAC President, John Watson
Elder Prayer
Government of Yukon, Minister of Economic Development, Stacey Hassard
City of Whitehorse, Mayor Dan Curtis

8:30 AM – EDAC Annual General Meeting - Ballroom A Coast High Country Inn

9:30 AM – Dare to be Different: *Chris Fields, Senior Brand Strategist, Twist Marketing*
Close your eyes. Ask yourself what communities or spaces you have visited that you find to be memorable. The truth is there aren't many. We're inundated with average. And yet ask people about their memorable experiences and they will talk about "different", not "same". How do we bridge the gap between average and great? Learn five ways to leap the hurdles that stand in the way of exceptional spaces and places in an informative, entertaining, and a little big crazy presentation about community building and branding.

10:15 AM – Refreshment Break & Tradeshow Walk

10:45 AM – Concurrent Workshops

Workshop A – Using Nature & Heritage as a Community Builder and Economic Engine: Models from Hawaii, Nunavut & Australia: *Flo Frank*
- *Yukon Convention Centre*

In this hands-on workshop, identify your community's unique assets and explore ways to cultivate economic and community-building opportunities from the grassroots.

Workshop B – Community Asset Mapping: Identifying Community Assets & Resources: *Amanda Parkinson*

- *Conference Ballroom A, Coast High Country Inn*

Are you getting the most out of your community's unique assets? There may be assets that you're not aware of. In this session, we'll learn more about community asset mapping, how to engage in asset mapping processes, and discuss what we can do with that information to make our communities stand out.

11:45 PM – Lunch

12:15 PM – Luncheon Keynote: Shane Koyczan

Being different isn't always easy, but it can be beautiful. Born and raised in

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northwestern Canada, Shane Koyczan was the first poet from outside the USA to win the prestigious USA National Individual Poetry Slam. His performance at the 2010 Olympic Opening Ceremonies brought the 55,000-seat house to their feet with his tear-jerking homage to Canada "We Are More". Continuing with our conference theme, Shane will explore the beauty and tragedy of being different in his own unique way.

1:00 PM – 'REFRAMING Economic Development: Common sense strategies for SEE Change' - *Mike Lewis, Executive Director, Canadian Centre for Community Renewal, Adjunct Professor, Athabasca University*

As human beings we are living in a time of unprecedented Social, Ecological and Economic change (SEE Change). Old assumptions about economics, growth and development are under fire and debate everywhere; and for good reason. The context is volatile. The trend lines are disturbing. There are no silver bullets. But there are a lot of common sense strategies emerging. There is evidence accumulating that social and economic strategies that are ecologically sensible are possible. Moreover, they represent concrete ways of thinking and acting that hold promise for strengthening the resilience of our communities and regions. However, there is nothing simple about any of them. Unless we reframe the way we SEE the world and our role in it as 'economic developers'...

1:45 PM – Speaker: A Different Perception for Growth in a New Paradigm – Anne Wilson Schaef, Ph.D

Economic development, like everything else, does not exist in a vacuum. We all live in expanding contexts from our own personal contexts, to our families, to our institutions, to our communities, society and the planet. An awareness of those contexts is essential for high level functioning. Dr. Schaef will use the concept of addiction to explore ways that hold us back and ways to move on productively from the individual to the planet.

2:30 PM – Refreshment Break & Tradeshow Walk

3:00 PM – PechaKucha Presentations

PechaKucha is a fast-paced presentation format using 20 slides/images, each displayed for only 20 seconds. The timeline is tight making for short, but engaging presentations.

John Regan, Ec.D.(F.) CAO, Municipality of French River – *"Forensics to French River' – An EDO to CAO Adventure"*

Aileen Murray, Ec.D.(F.) President, Mellor Murray Consulting – *"The Future of Work & Economic Development"*

Catherine Oosterbaan, Ec.D. Ministry of Agriculture, Food & Rural Affairs – *"Building a New One-Stop Shop Regional Employment Website"*

Mark Patterson, Executive Director, Magnet & **Trudy Parsons**, Director Work Force Development, Millier Dickinson Blais – *"Magnet: Building Community Hub Technology & Fostering Regional Economic Development"*

Mark Morrissey, Ec.D. Director Economic Development, City of Fort Saskatchewan –
“A New Approach to Professional Development”

Mark Jensen, Director of Community & Development Services, The City of Timmins –
“A Strategy to Capture Hidden Property Taxes – Case Study: City of Timmins, Ontario”

4:00 PM – Clash of the Economic Developers

Join in on this exciting new edition to the EDAC Agenda!

Do we, as economic developers, have an unhealthy obsession with small to medium-sized enterprises? Are regional approaches to economic development superior to community-driven economic development? Does economic development led at a federal, provincial, or territorial level ultimately undermines economic development success in rural communities? Is political influence detrimental to economic development? Does investment attraction get too much attention and priority? The stakes are high as your fellow economic developers debate the big issues - but not so high that we can't have a little bit of fun doing it. Who will win? You decide!

Topics:

- *‘Economic developers have a professional responsibility to champion social justice’*
- *‘Economic development led at a federal, provincial, or territorial level ultimately undermines economic development success in rural communities’*
- *‘Regional approaches to economic development are superior to municipally-driven economic development’*
- *‘Investment attraction still gets too much attention and priority’*
- *‘Political influence is detrimental to economic development’*

5:00 PM – Wrap-up / Prep for Dawson Tour*

Delegates who are pre-registered for the Dawson Tour leave this evening.
- *Bus will pick up participants at hotels (bus schedule to come)*

Free Night! Dinner on own.

Monday, September 21, 2015

Any one choosing to not attend a tour will have a free day to explore Whitehorse. No other activities are planned until 7:30pm for Fun Night.

7:30 AM – FULL-DAY COMMUNITY TOURS

All tours have limited accessibility (stairs, walking). Tours are outdoors - rain or shine. Delegates should dress accordingly (layers, comfortable shoes)

**Buses will pickup participants at the conference accommodation facilities: Coast High Country Inn, Gold Rush Inn, Edgewater and Westmark Whitehorse. Tour itineraries will be available on site.*

Destination Dawson City* — How Dawson Does Different

(Delegates will have already departed the night before)

\$265 + taxes per person (additional fee)

Dawson City, Yukon, maintains its “colourful 5%” and offers a gritty “frontier” character with friendly and welcoming people. It is a town of contrasts and contradictions, which, somehow, seem to find a comfortable coexistence among the storied old buildings, the Moosehide slide, and the confluence of the Yukon and Klondike rivers. On this **overnight** visit, fly to Dawson City in an Air North Hawker-Siddeley 748 and learn about the ways that this one-of-a-kind community has preserved and leveraged its unique character through heritage building repurposing, building on its historic placer mining sector, and by cultivating its artistic community. And while you’re in Dawson, why not seize the opportunity to become a Certified Sourdough by drinking the legendary Sourtoe Cocktail? *(Limited spots available! First come, first serve. Advance registration required.)*

Destination Faro* — Community Survival: What do you do when your community loses its major economic driver?

\$125 + taxes per person (additional fee)

Faro, Yukon was once home to the largest operating open-pit lead-zinc mine in the world. Fly in Alkan Air de Havilland Otter, legendary workhorse of the North, over majestic Yukon Mountains in their autumn glory to Faro for a tour of the mine, closed in 1997 and now in reclamation. Learn about the history of Faro and how this former mining town has survived to become a lifestyle community tucked away in the middle of the Yukon, and about its plans are for the future. Participate in a facilitated discussion with others who are asking the question: What do you do when your community loses its major economic driver? *(Limited spots available! First come, first serve. Advance registration required.)*

Destination Haines Junction — First Nations-led Economic Development

\$115 + taxes per person (additional fee)

The Village of Haines Junction — gateway to the Kluane National Park and Reserve — lies on the edge of spectacular wilderness. This land is the home of the self-governing Champagne and Aishihik First Nations, recognized as leaders in economic development. Begin your day with a scenic ride up the famous Alaska Highway and visit the re-creation of a traditional village site. Here, we will learn about the history of the area, the traditional economy, and how the people have adapted to significant economic and cultural changes brought about by events like the Klondike Gold Rush and the building of the Alaska Highway. Afterward, your journey will take you to the gorgeous Da Kų Cultural Centre, where you will learn how this innovative First Nation is breaking new ground through strategic investments, partnerships, programs, and more. This is a story of resilience and strength that you won't want to miss! (Limited spots available! First come, first serve. Advance registration required.)

Whitehorse Tours - Complimentary

If you can't register for one of the EDAC 2015 Destination Tours, don't fret! Included in the cost of your conference registration is one of four Whitehorse-area tours. Choose your tour early to get the one you want!

- **Whitehorse Tour A**

Morning: Communities in Transition
Afternoon: Adventure and Cultural Tourism

- **Whitehorse Tour B**

Morning: Adventure and Cultural Tourism
Afternoon: Creating a Climate for Innovation

- **Whitehorse Tour C**

Morning: Developing Unique Tourism Assets
Afternoon: Communities in Transition

- **Whitehorse Tour D**

Morning: Creating a Climate for Innovation
Afternoon: Developing Unique Tourism Assets

DESCRIPTIONS

Communities in Transition

At Yukon's Transportation Museum, learn about the tumultuous history of Whitehorse from a local historian and those who've lived it. In a participatory facilitated session immediately afterward, we'll discuss how communities manage change, taking advantage of opportunities and identifying and mitigating negative impacts.

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Next, we'll stroll over to the Beringia Centre theatre where we'll learn about how the City of Whitehorse found common ground amongst a diverse population through a values-based economic development planning process. This, too, will be followed by a facilitated discussion on strategic economic development planning, where we'll explore triumphs and tragedies of economic development planning from across the country.

Creating a Climate for Innovation

The Government of Yukon's Department of Economic Development and Yukon College have taken deliberate steps to foster a climate of innovation. We'll start at the Yukon College campus where we'll learn about the Yukon Research and Innovation Centre, the Cold Climate Innovation Centre, and the Centre for Northern Innovation in Mining. We'll travel to YuKonstruct, Canada's most northerly makerspace, and learn about how this vibrant maker community came to be and about its challenges going forward.

Developing Unique Tourism Assets

This tour starts at the Yukon Wildlife Preserve, a unique wildlife viewing property featuring ten species of northern Canadian mammals in their natural environment. While here, you'll get to learn about how the Wildlife Preserve became a popular tourism activity and a centre of excellence for conservation, rehabilitation, and research, even making regular appearances in the National Geographic Wild television show *Dr. Oakley, Yukon Vet*. Plus, you'll get to see and learn about the muskoxen, arctic fox, lynx, and more!

After the Yukon Wildlife Preserve, we'll travel to the Takhini Hot Pools where we'll learn about how the owners are developing this unique property with a first-of-its-kind-in-Canada approach to private development. *Be sure to bring your swimsuit!*

Creating Opportunities for Inspiration and Cultivating Passion in Others

We'll travel to beautiful Miles Canyon where we'll be inspired by Jane Koepke who will tell us about how culture and history inspired a youth-oriented program that laid the groundwork for the community of Carcross to be named the world's best mountain biking destination by *Outside Magazine*. Marilyn Yadultin Jensen will tell us about the Dakhká Kwáan Dancers, who found inspiration in culture and tradition and who went from humble beginnings to become internationally-known performers.

From there, we'll travel to Whitehorse's waterfront where we'll learn about the Northern Cultural Expressions Society, an organization that inspires youth to seek a better life through First Nations arts. Then, it's just a short walk to the Whitehorse Waterfront Trolley Roundhouse where we'll hear from the Miles Canyon Historic Railway Society about how they've turned their passion for history into two iconic tourist attractions.

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7:30 PM – Fun Night! Ooh la la!

- *Kwanlin Dün Cultural Centre*

**Cocktails @ 7:30 PM* , Entertainment starts at 8:30 PM.

JAS Varieties Presents: An EDAC-ular Evening of classic Yukon entertainment featuring can-can dancing girls; raunchy, yet tasteful comedy; daring songs sung by beautifully powerful women; knee-slapping skits; Robert Service recitations; astounding feats of musical virtuosity and more! *Cash bar serves as a fundraiser for Yukon Sourdough Rendezvous Society (Visa MC and Debit cards accepted)*

Tuesday, September 22, 2015

6:30 AM – Morning run / walk with Brittany, Michael & Norman

SS Klondike (Easy, Moderate and Hard fitness levels - see website for map)

7:30 AM – Breakfast

8:30 AM – Keynote: *Phil Fontaine, OC, Canadians for a New Partnership*

How well do you know your indigenous neighbours? In this informative and thought-provoking talk, Phil Fontaine will lay the groundwork for understanding how we can build a better, stronger Canada by cultivating a new partnership between First Peoples and all Canadians so that together we can build a strong economy and values-based society that will benefit this and future generations.

9:15 AM – Municipal Panel – Building Stronger First Nations & Municipal Relations

Working together isn't always easy. In this moderated panel, we'll have the opportunity to ask our panellists about their relationships – how they used to be and how they are today – and the lessons they've learned along the way.

Moderator: Ray Wanuch, Executive Director, CANDO

Presented in partnership with CANDO / FCM

- *City of Whitehorse Mayor Dan Curtis*
- *Doug Hogan, Teslin Tlingit Council*
- *Roxanne Vallevand, KDFN*
- *Opaskwayak Cree Nation Deputy Chief William J. Lathlin*
- *The Pas Mayor James Scott*

10:00 AM – Refreshment Break & Tradeshow Walk

10:30 AM – Concurrent Workshops

Workshop A – Municipal Professionals Improving Lives Around the World:

Jennifer Donnelly, FCM International

- Yukon Convention Centre

Since 1987, FCM International (FCMI) has mobilized Canadian municipal leaders and experts to share their knowledge and build relationships with counterparts in Asia, Africa, the Middle East, Latin America, the Caribbean and Eastern Europe. Learn more about how economic development professionals can participate in volunteer opportunities overseas.

Workshop B – Stronger Together: A Toolkit for First Nations- Municipal

Community Economic Development Partnerships: *Helen Patterson, CEDI Program Manager, FCM, and Morgan Bamford, CEDI Coordinator, CANDO*

- Ballroom B1/B2, Coast High Country Inn

Could your community benefit from collaboration with a neighbouring municipality or First Nation? Across Canada, First Nations and municipalities have committed to

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working together and are seeing a range of benefits: improved relationships, enhanced investor confidence, cost-effective service delivery, a stronger voice at other levels of government and the chance to draw on each partners' unique capacities, among others. "Stronger Together" is a Toolkit developed by and based on the experiences of the six pilot partnerships, involving 16 communities, in the First Nations-municipal Community Economic Development Initiative (CEDI), a joint initiative of CANDO and the Federation of Canadian Municipalities (FCM) that enhances the capacity of participating First Nations and adjacent municipalities to engage in joint CED planning. In this workshop, you'll get an orientation to the Stronger Together Toolkit and have the chance to ask questions of CEDI staff. You will leave with a summary document you can take back to your community to begin the discussion about and process of collaboration with your municipal or First Nation neighbours. **Note:** *This will be the official launch of the CEDI toolkit!*

11:30 AM – Clash of the Economic Developers / Pecha Kucha (continued)

12 NOON – Lunch

12:30 PM – Marketing Canada Awards Presentation

EDAC's Marketing Canada Awards Program showcases and celebrates best practices in marketing from coast to coast to coast - engaging organizations involved in marketing Canadian provinces, territories, regions, cities, towns, and areas.

1:15 PM – Growing WITH Your Community - Managing Diverse Views Through Public Engagement: Stephani Roy McCallum, CPF

In an interactive and participatory session you will discover what good public engagement looks like and how it can benefit your economic development work. Discover what to do – and what not to do – to build support, ownership, and understanding of growing forward and learn how to manage and reconcile diverse views.

2:00 PM – Concurrent Workshops

Workshop A: Youth Panel

- Yukon Convention Centre

We want youth to engage in entrepreneurship, but what do young people think about it? Here's your chance to find out! First, Adria Collins will teach us about Yukon UpStarts, a conference, course, competition, and networking event all rolled into one. Then, Chris Ryder, Executive Director of BYTE - Empowering Youth will moderate a panel with youth themselves in this engaging discussion

Workshop B: International Prospect Recruitment

- Ballroom B1/B2, Coast High Country Inn

Barry Matherly, CEcD, FM, IEDC Board Vice-Chair

Going Global to Grow Local: Strategies in International Prospect Recruitment In the current global economy being pro-actively engaged in prospect recruitment can give

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your community the competitive advantage. In this session you will learn strategies and tips in international prospect recruitment to successfully leverage your community's assets and grow your economy.

2:45 PM – Refreshment Break

3:00 PM – Keynote: The Right Honourable Joe Clark

How We Lead: Canada in a Century of Change - In the world that is taking shape, Canada's unique success as a diverse society and its reputation as a sympathetic and respected international partner are invaluable assets—at least as valuable as the country's natural resource wealth. As the world becomes more competitive and complex, and the chances of deadly conflict grow, the example and the initiative of Canada can become more important than ever. However, its assets will lose their value if Canadians don't recognize or use them, or worse, if they waste them.

***3:00 PM – Tradeshow Booth Teardown**

6:30 PM – President's Reception - Yukon Convention Centre

7:30 PM – President's Dinner - Yukon Convention Centre