

EDAC • ACDE

EDAC 2017

Canada 150+ New Beginnings in Economic Development

**EDAC's 49th Annual Conference
Niagara Falls, Ontario
September 9-12, 2017**



Message from the President

As Canada marks 150 years of Confederation, we welcome Canada's economic developers to Niagara. The Economic Developers Association of Canada is the open-door forum where we meet to strengthen our communities, empower our economy, and build our nation. Thank you for lending your voice to these important discussions about Canada's future, and the future of our profession.

David R.E. Emerson, Ec.D. (F)
EDAC President

Economic Developers Association of Canada

EDAC is Canada's national organization of economic developers pursuing excellence in the field since 1968. With nearly 1,000 members from coast to coast to coast, EDAC delivers a comprehensive program of:

- Professional development, including the Ec.D. — Canada's nationally recognized designation for economic developers
- Networking and information sharing opportunities with a national perspective
- Tools and resources — both on and offline — for economic development in Canada

Why attend our Annual Conferences?

EDAC's Conferences deliver top-notch professional development and are a great place to connect annually with hundreds of Economic Development Professionals from across Canada.

EDAC's mission is to enhance the professional competence of Economic Development officers and ensure placement of qualified people in the field of Economic Development; to advance Economic Development as a distinct, recognized, and self-governing profession; and to contribute to Canada's economic well-being.

EDAC engages with partner organizations, Provincial / Territorial Associations and other related business organizations nationwide.

EDAC members and delegates include:

- Economic & business development professionals
- Community & business leaders
- Investment attraction & economic development agencies
- Municipal, Provincial, Territorial & Federal leaders
- Business/economic development consultants
- Financial professionals

Our Professional Designation

The Ec.D. is Canada's nationally recognized certification for Economic Development Professionals

Members who have earned the Ec.D. Designation are highly sought after in our field. Increasingly, the Ec.D. is being included as a requirement for career opportunities in our national database. This designation, along with a requirement of re-certification every three years, ensures a uniform and professional basis for all Canadians employed in this field, which is supported by industry and governments.

Please visit edac.ca/ec-d for full program information and requirements.

AGENDA OUTLINE

Saturday, September 9

- 10:00 AM Tour / Activity Suggestions
- 12:00 PM EDAC Registration Desk Opens - *Oakes Foyer*
- 12:00 PM Tradeshow Booths Set-Up - *Oakes Foyer*
- 7:00 PM Opening Reception - *Main Lobby Great Room*

Sunday, September 10

- 8:00 AM EDAC Registration Desk Opens - *Oakes Foyer*
- 8:00 AM Welcome Breakfast with EDAC President David Emerson, Ec. D (F) - *Oakes Foyer*
- 9:00 AM EDAC Annual General Meeting (members only) - *Hennepin Room*
- 9:45 AM Keynote: The Plan for Canada's Capital 2017-2067 - *Oakes Ballroom*

Daniel Champagne, Ec.D., Executive Director, Capital Planning Branch, National Capital Commission



The Plan for Canada's Capital 2017-2067, launched in May 2017, is the National Capital Commission's signature legacy project marking Canada's sesquicentennial. The Plan presents a long-term vision for the future of the National Capital Region and will advance 17 milestone projects under three key themes— inclusive and meaningful, picturesque and natural, and thriving and connected. It offers a direction for the Capital's development to the bicentennial of Confederation and beyond, and a framework for land use and projects that will be implemented on federal land.

- 10:30 AM Plenary: Business & Economic Disaster Recovery: Is Your Community Prepared? - *Oakes Ballroom*

Leann Hackman-Carty, CEO, *Economic Developers Alberta (EDA)*,
Howard Pierpont, Board Chair, *Disaster Preparedness and Emergency Response Association (DERA)*,
Jim Mountain, *Director Regeneration Projects, National Trust for Canada &*
Michelle Sullivan, *Director, IAEM Canada Council Professional Development Committee*



Cont'd Plenary: Business & Economic Disaster Recovery: Is Your Community Prepared?

As many communities know, when disaster strikes, services of first responders are essential. However, once they leave and communities start to get back to normal, how do community leaders create and implement effective business and economic recovery efforts?
Economic developers must play a role in its respective community recovery efforts; however, many do not have the tools or experience to do so. In this session, delegates will learn about the types & nature of disasters; better understand community preparedness, response & recovery principles and best practices; and hear more about a few recent, relevant case studies on recovery and revitalization.

11:30 AM Lunch - **Oakes Foyer**

12:15 PM Luncheon Keynote: **Industry 4.0 - Oakes Ballroom**

Pierre Cl  roux, Vice President, Research and Chief Economist, BDC



The 4th industrial revolution is here. Are Canadian entrepreneurs ready? Digital technologies are revolutionizing the way manufacturers are operating and doing business. It's already happening in Europe and the U.S., with remarkable results. But what's happening here in Canada? And how can small and mid-sized manufacturers take the plunge? Join Pierre Cl  roux, Research and Chief Economist at BDC, as he presents the results of a fascinating study about how digital technologies are transforming the manufacturing landscape. Discover how Canadian manufacturers are seeing dramatic improvements in productivity, growth, customer satisfaction and product quality thanks to digital technologies. You'll also learn how entrepreneurs can introduce them into their own manufacturing business and why it pays to invest in this area.

1:15 PM Breakout Sessions

Track A: Youth Retention and Investment Attraction through Business Transitions - Peninsula

Alison Anderson, Founder, SuccessionMatching



September is a perfect time to celebrate new beginnings as many Canadians look to take their first steps into business. Alison's presentation will include an overview of data and how economic development professionals can better attract international investment and retain youth in their communities.

Track B: Digital Marketing for Economic Developers - Hennepin South

Heather Buttrum, Principal, Rain Digital



Cont'd Track B: Digital Marketing for Economic Developers

In 2017, the first impression EDOs make is likely to be a digital one. From websites to social to paid digital advertising, getting this aspect of your marketing and communications right is critical. This session goes beyond the basics of digital, and explores strategy as it relates to the specific challenges of digital marketing for economic development.

Track C: 5 Year Mississauga Life Sciences Cluster Strategy - Connecting the Innovation Ecosystem - Hennepin North

Bonnie Brown, Ec.D., Manager, Sector Development & Economic Partnerships, City of Mississauga, Ulrich Krull, VP-Principal at the University of Toronto, Dina Iezzi, Director, Marketing & Special Projects, Therapure & Rob Henderson, President and CEO, BioTalent Canada.



It takes a strong and engaged ecosystem to build a life sciences cluster, and was demonstrated in the development of Canada's first municipal life sciences strategy - the Mississauga Life Sciences Cluster Strategy. Gaining trust and commitment from cluster stakeholders is key. Come learn how the City of Mississauga and cluster leaders were able to unify, strengthen and grow Canada's second largest life sciences cluster.

2:15 PM Refreshment Break & Tradeshow Walk - **Oakes Foyer**

2:45 PM Plenary: **Empowering Youth Entrepreneurs: Fate Loves the Fearless - Oakes Ballroom**

The Panelists



Mark Patterson, Executive Director of Magnet - a collaborative hub of post-secondary institutions, not-for-profits, government, labour, and industry partners working together on one common platform, towards one common goal: to address unemployment and under-employment of Canadians.



Valerie Fox, Chief Innovation Consultant, The Pivotal Point - bringing her experience as co-founder of Ryerson University's hugely successful DMZ incubator and Zone to other academic institutions, corporations and regions that are looking to move into the digital age.



Karen Dubeau, Director of Creative Economy, InvestBarrie - has oversight on strategy and operational programs to grow a dynamic ecosystem that includes startups, existing companies seeking to leverage innovation, academic partners and institutions.

Cont'd Plenary: Empowering Youth Entrepreneurs: Fate Loves the Fearless/ The Panelists



Patrick Bégin and Anna Collis of Memorial University's National and World Cup Championship ENACTUS Team who bring their passion and experience in leading 'Project Succeed'; a ground breaking social enterprise that is tackling the issue of food security in the North.

You've heard the clichés... Now hear from the experts about what really works (and what doesn't) when creating a culture of entrepreneurship and business success. Learn what YOU can do to support the next generation of leaders and innovators who will create jobs and contribute to the sustainability of our communities. Join our panel of change agents and youth entrepreneurs for an interactive presentation and discussion that will inform, inspire, and excite you with a blend of impactful stories and practical tips for supporting entrepreneurial success.

3:45 PM Plenary - The German Economy: An Anchor of Economic Stability in Europe and How to Attract FDI Opportunities - Oakes Ballroom

Hendrik Taulin, Senior Investment Officer, Embassy of Canada in Germany



While Germany is also home to several well-known multinational corporations, the backbone of the country's strong manufacturing base is made up of the SME segment, the German "Mittelstand". Many of those companies are producing in remote locations but are world market leaders in their segment, in other words: true "Hidden Champions". As a great number of them has a global presence, including Canada, we will look into their business, their role in the German economy and how you could work with Global Affairs Canada to reach out to them.

4:30 PM Breakout Sessions

Track A: Economic and Workforce Development: Working Together for Success - Hennepin South

Jay Amer, Ec. D., President, Amer & Associates Economic Development, Jason Dennison, Operations Manager, Workforce Development Board & Dr. Tom Phillips, Economist, Trent University



The LEPC Pilot Project aims to improve conditions in local communities through improved collection and dissemination of local labour market information and enhanced stakeholder collaboration in developing place-based employment and training delivery solutions. Under the Pilot, WDB and its LEPC partners will pioneer new and innovative approaches to local employment planning including supporting integrated service and workforce planning by connecting employers, service providers, and other key organizations with critical information to address workforce needs.

Cont'd Breakout Sessions

Track B: Triage BR&E: Prioritizing Your Time - Salon A

Paul Blais, Ec.D., Executive Vice-President, MDB Insight Inc. & Schaun Goodeve, Manager of Planning & Economic Development for the Town of Morinville



Time, reliable data, and money are an economic development office's most valuable assets. Triage BR+E ensures staff time is spent on businesses that are facing opportunities and challenges that would benefit from support. It also ensures the market intelligence is highly statistically significant and data that the economic developer can be confident will lead to actions that create an atmosphere where businesses can succeed. Triage BR+E has been created by MDB Insight and has been piloted in two communities. Attend this session to learn more about this innovative approach from both a consultant and community point-of-view.

Track C: FDI By the Numbers - Making Big Data Work for Smaller Communities - Peninsula

Margot Begin, Ec.D.(F), Vice President, Employee and Client Experience, ROI Research on Investment & Steve Jast, President, ROI Research on Investment



Now, more than ever, communities of all sizes need to be increasingly resourceful and innovative in generating opportunities for investment and diversification. Session participants will learn about the tools, resources and free sources of Big Data that exist to identify investment opportunity leads that stand a real chance of benefiting their communities. By understanding the driving motivations for overseas expansions as well as key barriers and challenges, communities can be more targeted in articulating their value proposition and better position themselves to attract investment. With good data, even small communities can attract a piece of the FDI pie.

7:00 PM Fun Night - Celebrate Canada! - Oakes Ballroom

Monday, September 11

8:00 AM EDAC Registration Desk Opens - Oakes Foyer

8:00 AM Welcome Breakfast - Oakes Foyer
David Emerson to introduce His Worship Mayor Jim Diodati

9:00 AM Plenary: Tangible Solutions for Real World Challenges - Oakes Ballroom

Jeremy Bout, Founder of Edge Factor



Searching for qualified people to fill positions, issues with the lack of employability skills, raising awareness of the services you offer local businesses, inspiring middle and high students to pursue specific career pathways... You are not alone in trying to tackle these common workforce development challenges! Join Jeremy Bout, Founder of Edge Factor as he equips you with tangible, story-driven solutions to impact your community. In the meantime, you can watch Edge Factor films for free on edgefactor.com. See you in September!

10:00 AM Keynote - Oakes Ballroom

Anna Olson Celebrity Chef, Culinary Master, Host of 'Bake with Anna Olson'



Anna Olson may be known as Canada's baking "sweetheart", and she is here to share her culinary journey with us, including how she went from BANKING to BAKING (a little more involved than just dropping that middle "N"). Anna's culinary philosophy is at the heart of her big decisions like new media projects, to small ones like "what's for dinner?", and she is here to inspire you to "Eat Fresh & Eat Local", and gain a deeper understanding of what is at the heart of Canadian cuisine.

10:45 AM Refreshment Break (in Breakout Rooms)

10:50 AM Breakout Sessions

Track A: Experience-based Methods for Coping with Unexpected Challenges to your Communities - A Case Study - Hennepin South

Rick Evans, Ec.D(F)(Ret. HLM) & Erin Richmond, Ec.D., Manager, Economic Development Department, City of North Bay



The case study of North Bay 1980-2017 is a comprehensive review of the challenges we faced during that period. We provide an environmental scan of the community to help the audience put things in perspective. Examples of both the public and the industrial private sectors' major events that

Cont'd Breakout Sessions/ Track A:

impacted employment and asset deployment are touched on. We plan to share how we responded to these situations and our lessons learned formed the proactive approach that we have incorporated in our economic development strategy.

Track B: Accommodation & Tourism Development - Is Your Community Ready for Private Sector Investment? - Salon A

Brian Stanford, Senior Managing Director, CBRE Hotels



This session will identify the numerous factors communities need to be considering as they look to attract private sector tourism and/or hotel investment and discuss guidelines on how to better define wants, needs, demand and viability. Many communities want to attract some level of tourism or hotel development through private sector investment, but don't always know how to assess what is needed or what is warranted. This includes the difficulty in assessing the opportunity for year round demand generation which can support a project from an economic return on investment perspective.

Track C: New Advanced Manufacturing Technologies - How Communities Can Capitalize - Hennepin North

Gillian Hatton, Managing Consultant, Location Strategies Limited



New technologies are driving the evolution of higher-value added manufacturing. These technologies will be significant components of future economic growth through providing higher quality jobs and fostering innovation. The seminar will demonstrate ways in which your community can capitalize on these technologies to enable its future prosperity. Topics covered will include aligning your community assets with key technologies and trends. Case studies will demonstrate best practice with key takeaways for your community.

Track D: Think Local, Act Global: Creative Partnerships to Boost Community Economic Development - Peninsula

Eleanor Miclette, Manager, Economic Development & Community Services



Cont'd Breakout Sessions/ Track D:

Research tells us that 80% of growth comes from what we already have within our regions. Building capacity, growing our strength from within, and enabling our entrepreneurs to succeed is what we should focus on. In the North Western Peace Country the Regional Economic Development Network learned that partnerships are essential on so many different levels. This group of driven Economic Development Officers came together to create a tool for e-commerce and skill development. By thinking local and acting global we developed www.ThinkLocalMarket.com and ended up receiving national recognition for our positive economic impact. Now, www.thinklocalmarket.com is spreading across the province and growing from just a regional project to a provincial economic development tool, From concept to execution and the lessons we learned along the way.

11:35 AM Lunch - Oakes Foyer

12:30 PM Luncheon Keynote - Oakes Ballroom

Allan O'Dette, Chief Investment Officer, The Government of Ontario



Allan O'Dette, Chief Investment Officer of the Ontario Investment Office, will act as the lunchtime keynote speaker on September 11th at the annual EDAC conference.

Allan will discuss what makes Ontario the best place to live, work and invest, and why the province is top of its class in a competitive market. He will include updates on some of Ontario's most renowned sectors, such as automotive, ICT, life sciences, and a burgeoning start-up culture.

Allan will also speak to the newly created Ontario Investment Office, and how his team helps to attract, retain and expand foreign direct investment through a personalized approach.

1:30 PM Depart for Study Tours (Pre-registration Required)

Tour 1: Walking Tour of Downtown St. Catharines

Explore the history and architecture of the heart of Niagara's urban centre through the downtown walking tour of the City of St. Catharines.

Tour 2: Airbus Helicopters

Take a first-hand look at the aircraft assembly, manufacturing, repair and overhaul shops aspects of this internationally recognized business.

Tour 3: Vineland Research and Innovation Centre/Schenck Farms and Greenhouses

The highly-skilled research team will demonstrate some of their leading edge projects and programs including world crops, rose breeding and consumer insights. Then tour Schenck Farms, where they have been producing top floral plants for over 50 years to the local Southern Ontario market as well as regional distributors.

Tour 4: Beverage Processing Tour

Tour the Exchange Brewery, Jackson Triggs Winery and Oast House Brewery, where you will learn about the challenges, fierce competition, and quality production that makes Niagara's beverage sector a national and international competitor. Tastings are included.

Cont'd Depart for Study Tours

Tour 5: Tour of Niagara College Innovation Centres

Visit nearby Niagara College to discover their amazing Learning Enterprises, located on 40 acres at the base of the beautiful Niagara Escarpment in Niagara-on-Lake. Learn how the College supports economic development by preparing the next generation of agrifood, food and beverage employees and innovators by visiting the Wine Visitor and Education Centre, the Greenhouse, Teaching Brewery, and Benchmark, the College's fully operational restaurant.

5:00 – 6:00 PM Tour Attendees Return

FREE NIGHT Dinner on Own

Tuesday, September 12

8:45 AM Breakfast - Oakes Foyer

9:45 AM EDAC/IEDC Panel - Managing the Relationship: The Historic Canada/US/Australia Bond -Oakes Ballroom

Speakers will examine the long term relationship between partnering nations over Canada's 150 years. This panel presentation, moderated by EDAC outgoing President David Emerson, Ec.D.(F), will hear from contributors on the following themes:



EDAC - Greg Borduas, Ec.D.(F), Past President – The 49th Parallel

That Thin Red Line Between Brotherhood/Sisterhood Nations – Being Canadian Eh?



IEDC - Tom Kucharski, Chair, Planning & Business Development – The 49th Parallel

That Thin Red Line Between Brotherhood/Sisterhood Nations – Brothers/Sisters from Another Mother?



EDA – Ian Martinus, Chair, Economic Development Australia

The View from a Pacific Brotherhood/Sisterhood Partner Nation – Brothers/Sisters from Down Under

10:30 AM Refreshment Break & Tradeshow Walk - Oakes Foyer

11:00 AM Fireside Chat - Fogo Island Inn and The Opinicon Resort – A Recipe for Social Enterprise
- **Oakes Ballroom**

Fiona McKean, Opinicon &
Diane Hodgins, Chief Financial Officer, Shorefast Foundation



Start with a remote Canadian landscape: one, a majestic rock on the North Atlantic where fishing villages live in consequence of a cod stock collapse; the other, a tiny hamlet along the Rideau Canal with memories almost forgotten of tourism heydays of yore. Add expansive vision and capital investment to a community's deep connection with place. Mix vigorously with creators from around the world. Sprinkle liberally with setbacks, doubts, perseverance and triumphs. Serve under hot timelines in a manner no one dreamed possible.

12:00 PM Lunch - Oakes Foyer

1:00 PM Marketing Canada Awards Presentation - Oakes Ballroom

1:30 PM Breakout Sessions

Track A: Mobilizing Economic Recruitment in Rural Ontario - Peninsula

Kara Van Myall, Manager of Corporate Policy and Economic Development



This session will focus on walking participants through the specific tactics utilized to mobilize the community in support of business development and recruitment. It will highlight tangible campaigns developed by Bruce County communities through the Business to Bruce program that are leading to specific and targeted recruitment strategies. This session will focus on how communities can build a framework of collaboration; how to strategically focus community efforts; and how to build a local network to support business prospects.

Track B: Slow Death to Rebirth: An Economic Development Agency Comeback - Hennepin North

Laurie Guthrie, Ec.D., Economic Development Specialist, Ignite Fredericton



Cont'd Breakout Sessions/ Track B:

Learn about the rebirth of an economic development agency, following the collapse of New Brunswick's Enterprise Network, and how Fredericton charted its course to become the '2016 Startup Capital of Canada' through the co-location of partners and strategic alignment of over 20 entrepreneurial organizations.

Track C: Enabling Industry Innovation through Advanced Labour Market Intelligence
- **Hennepin South**

Scott McNeil-Smith, National Director, Projects and Partnerships Energy Programs Lead & Jean-Pierre (JP) Giroux, National Director, Skills and Talent Development



Through an interactive presentation, learn how manufacturers and our community partners throughout Canada are gaining local, regional and national intel on industry, as well as the critical factors that enables them to be competitive in recruiting, developing and retaining the skilled workforce needed to build and grow productivity. Live examples of LMI for Canadian industry will be provided as well as exploring ways regional stakeholders are utilizing this intelligence to develop strategies that foster innovation and greater success within their communities. EMC will also share critical intel collected from thousands of manufacturers, covering 80+ occupations in 15 manufacturing sectors, as well as 'The State of Canadian Manufacturing LMI', highlighting the labour and productivity metrics that many of our manufacturers, industry stakeholders and post-secondary institutions are using to benchmark competitiveness and better respond to the growing needs of their local industries.

Track D: Smart Cities - Municipal Innovation in the 21st Century - Salon A

Trevin S. Stratton, Ph.D., National Lead, Economic Development Consulting, BDO Canada LLP



Economic developers have a newfound ability to use innovative technologies to manage resources and infrastructure in a sustainable way and create opportunities for growth. Municipalities must now ensure that new innovations are built in when attempting to revitalize an old city or erecting a new greenfield development. These innovations are used to improve the quality, performance, and interactivity of urban services, to reduce costs and resource consumption, and to improve communication between residents and municipal governments. It is essential that economic developers integrate these innovation to attract investment, promote entrepreneurialism, and remain competitive in a global economy.

2:15 PM Refreshment Break - *Oakes Foyer*

2:30 PM Tradeshow Booth Teardown

2:45 PM Keynote - *Oakes Ballroom*

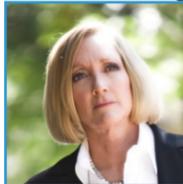
The Honourable Bob Rae



Bob Rae will be discussing the current state of the economy here in Canada, and globally, and the broad trends that are affecting all of us. He will then turn his attention to how these economic changes are affecting our politics, and our future choices. He will conclude with some comments about how local efforts to attract investment can make a difference.

3:45 PM Plenary - Building Economic and Community Capacity Through Small Business Skills Development - *Oakes Ballroom*

Leslie McGeough, President and Founder, GoForth Institute



Dr. McGeough will share her insights into what it takes to build economic and community capacity in Canada – one small business at a time. Leslie will highlight the main reasons why less than half of small businesses in Canada make it to their fifth birthday, and how GoForth Institute – providers of Canada’s leading online small business training – are improving those odds. Building an entrepreneur’s business skillset is one of the keys to start and grow a successful small business, create sustainable jobs, social innovation and net economic capacity.

6:30 PM President’s Reception - *Oakes Foyer*

7:30 PM President’s Dinner - *Oakes Ballroom*

Alan Caslin, Regional Chair, Niagara brings greetings on behalf of the Region

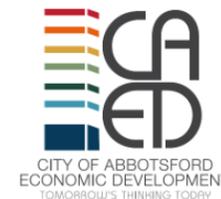
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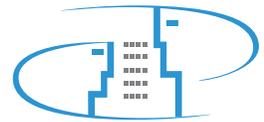


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