

E D A C • A C D E

THE NEXT WAVE EDAC

PUTTING INNOVATION TO WORK FOR YOU 2018

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.



Saturday, September 8

10:00 AM **Tour / Activity suggestions (on own)**
Delegates will be provided with information on self driven activities within the local area

Golf – information will be provided for those who wish to golf, however there is no golf tournament scheduled

12 NOON **EDAC Registration Desk Opens**

7:00 PM **Opening Reception – Government House**
Hors d'oeuvres and Finger Foods
Government House was constructed from 1826-28 to be the residence of New Brunswick's Governors and Lieutenant-Governors. The home is constructed of New Brunswick quarried sandstone and situated on eleven acres on the banks of the St. John River in Fredericton. It is a significant cultural landmark in Fredericton and the Province of New Brunswick. From 1828 until Confederation, most of the important decisions affecting the Province were debated in the building.

Please Note: The Government House is a 600m or approximately 7 minute walk from the Delta Marriott Fredericton. There is a Business Dress Code in effect for this event - no jeans.

Sunday, September 9

7:30 AM EDAC Registration Desk Opens

7:30 AM Welcome Breakfast
Greetings from the City of Fredericton

8:15 AM EDAC Annual General Meeting (members only)

9:00 AM **Eddy Campbell - President & Vice Chancellor, University of New Brunswick**
Universities as Instruments of Economic Transformation
Modern universities serve multiple public roles, often in partnership with government and industry. In a province facing fundamental economic challenges, UNB is a key player in New Brunswick's drive to accelerate economic productivity and alter the economic future of the province and its people. This drive is fuelled by innovation, transforming our ability to create wealth and opportunities, sustain public services and infrastructure, and strengthen the social fabric of our country.
UNB President Dr. H.E.A [Eddy] Campbell will speak to the role of public universities as powerful instruments of regional economic adjustment. He will outline the elements of a breakout strategy to transform economic and human potential, the challenge of scaling up solutions to the size of the challenges we face, and the need to accelerate the pace of innovation in Canada.

9:30 AM **Panel Presentation: Innovation, Science and Economic Development Canada**
Speakers TBA

10:00 AM Refreshment Break & Tradeshow Walk

10:30 AM **Panel Presentation - Cybersecurity**
Stephen Lund – CEO, Opportunities New Brunswick
David Shipley – CEO, Beauceron Security
Tyson Johnson – COO, CyberNB

11:15 AM Breakout Sessions

Track A: **Jennifer Schnier, MAES, Ec.D.(F) – Communications and Economics Officer**
Is Economic Development 9-5 or 24/7?
How can an EDO, who needs to work nights and weekends to meet the needs of the business, still be able to show up to a 9-5 job to make the work hours of the colleagues they so desperately need on their team? Isn't there a way to have the best of both worlds?
Yes! There is - through making a factual case of the changing face of business by making CAO's better understand the level of autonomy needed in the workplace for the EDO, by assisting the CAO with policy change that can help keep the workplace fair for all, but not necessarily the same for all. At the end of the presentation, this topic will give a visual understanding to the audience to see it from the CAO's perspective, and be able to understand how to answer the difficult questions of why the EDO DOES need exceptions to the 9-5 rule and how 24/7 simply cannot continue.

Track B: **Dhirendra Shukla - Director, J. Herbert Smith Centre for Technology, Management and Entrepreneurship**
Accelerating the Pace of Innovation and Entrepreneurship in Canada

Track C: **Aileen Murray Ec.D.(F) – Mellor Murray Consulting**
Performance Measures for Super Heroes: Best Practice in Performance Measurement for Economic Development and Tourism
What are appropriate measures for an economic development and tourism performance measurement? Drawing from the best practices of economic development and tourism organizations across Canada, this presentation will review the basic tenants of performance measurement, establishing goals, developing appropriate measures and helping participants establish appropriate measurement tools.

12:00 PM Lunch

1:00 PM **Robyn Webb – Executive Director, National Connector Program**

The National Connector Program

The Connector Program is a unique and innovative workforce development initiative aimed at helping immigrants and other individuals, such as youth, build their professional network, secure relevant jobs and stay in their community.

This program connects employers facing labour challenges to high-qualified talent. Since the program was implemented in 2009, it has seen tremendous success and has been replaced in 34 other communities across the country. In addition, the National Connector Program was awarded a three-year funding agreement by the federal government to help 10 additional Canadian communities develop Connector Programs.

1:30 PM **Andrew Dixon - Senior VP, Trade and Business Development, Port Saint John**

Trends in Advanced Logistics, Supply Chains, and Trade

2:00 PM **Don Darling – Mayor, Saint John, NB**

Transitioning Between Economic Development Models

2:30 PM **Beth Kelly Hatt – Founder, Aquila Tours and Aquila Center for Cruise Excellence**

From Innovation to Succession: Aquila as a best practices case study

Hear from Aquila Founder Beth Kelly Hatt and her 35-year journey, setting standards within the cruise industry and creating constructive change in more than 50 destinations worldwide. Beth is still pioneering best practices: navigating a succession plan that is creating a seamless future transition with a team that lives the vision and legacy. Beth will share her perspective on the importance of the leadership team, networks, and partnerships, and on how economic development has evolved. Her thoughts on the lessons learned in taking a company from Good to Great will be especially useful to EDOs.

3:00 PM Refreshment Break & Tradeshow Walk

3:30 PM Breakout Sessions

Track A: **Sheri Somerville - Atlantic Provinces Chamber of Commerce**

A New Vision for Chambers of Commerce

Track B: **Ryan MacNeil, Ec.D. - Rath Professor of Entrepreneurship, Acadia University**

Dropping our Tools: Innovation for Post-Industrial Economic Development

It is disturbingly common for forest firefighters to die on the job, within sight of safe zones, because they will not drop their heavy packs of tools while running to safety. Indeed, when faced with difficult realities, a wide range of professionals struggle to drop their “tools”—from aeronautical engineers at NASA, to airline pilots, to pediatricians. Faced with the realities of a post-industrial economy, I will argue that Canadian economic developers need to drop the tools of industrial development—or at the very least, loosen our grip. Drawing upon anecdotes from my ecdev career and evidence from economic development research, I will talk about some of the tools that are hardest for us to drop—and those that are most problematic for our communities’ futures and for our future credibility as profession. I will conclude with some ideas about how we might make sense of our communities’ post-industrial futures and how we might begin to loosely take-up new tools that lend themselves to our new realities.

Track C: **Jennifer Ladouceur, Ec.D. - President and Co-Founder, Women Leadership Nation, A**

Pozentivity Inc. Company

Why Closing the Gender Gap Will Help Close the Innovation Gap & the Role of Economic Development

Canada's Innovation Gap is largely a diversity problem and the bad news is that we are going about closing the diversity, more specifically the gender gap, all wrong. We must move from away from trying to apply band-aid solutions to solving the gender gap and strive to implement a holistic solution with an emphasis on creating Unified Workplaces™.

Track D: **Jim Anderson – Executive Director, Venture Kamloops**

Entrepreneurship Support Programs

Entrepreneurs are the heart of a healthy local economy. Venture Kamloops is constantly looking for new and innovative ways to support entrepreneurs and provide them with the best possible chance to succeed. This presentation provides an overview of some of the current programs Venture Kamloops provides.

4:15 PM

Breakout Sessions

Track A:

Ian Wood – Director of Economic Development, Greater Sudbury

SUPERCLUSTERS: Or How Greater Sudbury Learned to Stop Worrying and Love the Program

The Innovation Superclusters Initiative is a \$950 million federal program that supports five regional superclusters. The Greater Sudbury Development Corporation worked for 18 months to pursue this opportunity. Though ultimately unsuccessful, the effort provided many lasting benefits and lessons learned.

Track B:

Laurie Guthrie Ec.D. - Smart Cities Project Manager, City of Fredericton

Canada's "Amazing Race" of Smart Cities

Hear about how Fredericton and Saint Mary's First Nation jointly made Infrastructure Canada's Smart Cities Challenge shortlist -- one of 10 finalists competing at the \$10 million prize level. We will tackle our inclusion challenge using data and technology to create an accessible, welcoming, supportive community that empowers residents across generations and cultures to overcome barriers and connect with the services that matter most to them.

Track C:

Gillian Hatton – Managing Consultant, Location Strategies Limited

Foreign Direct Investment: Positioning for Success

Laying the groundwork is critical to foreign direct investment attraction. Drawing on practical hands-on experience, this seminar will explore the components involved in developing and deploying an FDI attraction strategy with an overview of the steps required to engage and convert potential investors: value proposition development, targeting, communications strategies, trade shows, in-market representation, lead generation, and aftercare.

Track D:

Larry Horncastle, Ec.D., HLM – Keystone Strategies, Alberta

Are you Certifiable?!

Over the years, we have observed most economic development professionals are certifiable! Are you? Have you noticed many communities are now requesting the Certified Economic Developer (Ec.D.) designation when posting economic development positions available? Set yourself above the crowd and become a Certified Economic Developer. How you ask? Attend our session, 'Are You Certifiable?!' and learn all about the certification process and what to expect when you are ready to write the exam.

5:00 PM

Sessions End

7:00 PM

Fun Night - Maritime Kitchen Party, Boyce Market

Join us for an evening of live music, delicious food, and many games "Maritime Style"!

Please note: there will be a bus looping between the Delta Fredericton and Boyce Market beginning at 6:50pm from the hotel, with the last trip leaving the Boyce Market at 10:50pm. Dress is casual.

Monday, September 10

7:45 AM EDAC Registration Desk Opens

7:45 AM Breakfast

8:15 AM **Alex Dedam – President, JEDI**
Fostering Indigenous Economic and Workforce Development

8:30 AM East Coast EDA AGM (Members Only) – Hamstead Room

9:00 AM **Brad Wasson - Chief Digital Innovation Officer, Energie NB Power**
Opportunities in the Coming Smart Energy Revolution
Many electric utilities are in the midst of an energy business transformation, the impact of which has never been experienced before. Technological innovation in energy production and storage, changing customer expectations, and intensifying competition from non-traditional energy players means “business as usual” is no longer a reality. New business models are emerging and the energy ecosystem is expanding. This talk with overview the disruption and discuss the opportunities for stakeholders – nothing is going to be the same.

9:45 AM Refreshment Break & Tradeshow Walk

10:00 AM **Detlef Engler – Senior Investment Counsellor, Embassy of Canada, Germany**
Let’s Talk Investment! FDI Attraction from Germany
Attracting and retaining innovative foreign investors to Canada is a key element of the Government of Canada’s Trade Diversification Strategy. Germany is one of Canada’s most important sources of innovative, research and engineering-intensive investment and therefore a key target market for foreign direct investment (FDI). Senior executives of highly innovative, internationally experienced German companies expect from economic developers prompt and valuable face-to-face services, combined with a timely, concise and reliable follow-up, and embedded in a long-term relationship. These relationships are considered essential in making investment decisions. Likewise, cooperating with our Canadian economic development partners is crucial for investment attraction, and for investment retention & expansion. At both ends, we are the ones who counsel real life-blood entrepreneurs! Illustrated by examples, the presentation will explain on how Canada’s Trade Commissioner Service can help economic developers focus on FDI target markets such as Germany, and what is required to be successful in the German market.

10:45 AM **Panel Presentation: Planning is NOT the Enemy**
Schaun Goodeve - MES, RPP, Economic Development Officer, City of Kimberley
Greg Landry, Ec.D.(F) - Senior Advisor, Regional Planning and Economic Development, Nova Scotia Department of Municipal Affairs
Kevin Poole - Manager of Economic Development & Tourism, City of Vernon
The relationship between the planning and economic development professionals can often be fraught with challenge. Learn how these two disciplines can work collaboratively towards a

shared vision by minimize conflict while providing greater certainty to the development community.

11:30 AM **Panel Presentation: EDAC / IEDC**
Greg Borduas, Ec.D.(F) - CMO, Township of Leeds and the Thousand Islands
Tracye McDaniel – Vice Chair, IEDC

12:15 PM Lunch

12:45 PM **Brock Dickinson Ec.D.(F) - Adjunct Professor and Entrepreneur-in-Residence, U of W**
Jon Beale - Manager, Sustainable Development Solutions Network (SDSN) Canada & Patrice Martineau - Coordinator of the Sustainable Development Goals Secretariat, Statistics Canada
Development, Environment, Growth and Change: Measuring Community Progress on the UN's Sustainable Development Goals
In September 2015, world leaders from all 193 countries adopted a set of global goals to guide action on the urgent environmental, political and economic challenges facing our planet. These goals are known as the Sustainable Development Goals (or SDGs), and set an ambitious target to build a more sustainable, safe, and prosperous planet for all humanity by 2030.
Three years later, progress is slow. The majority of Canadians have never heard of the SDGs and SDG policy is missing throughout all levels of government. Nowhere is this problem more visible than in Canada's municipalities. As we look ahead to 2030, how can we accelerate problem solving towards the SDGs and set a framework for action to help urban leaders address the many sustainable development challenges affecting their communities?

2:00 PM Depart for Study Tours
Pre-registration required – Fee to be applied
AAFC Research Station Historic Garrison
Planet Hatch Picaroons

FREE NIGHT Dinner on own (options for local dinner establishments will be made available)

Tuesday, September 11

8:00 AM Breakfast

8:45 AM **Dr. Herb Emery – Professor of Economics & Vaughan Chair in Regional Economics, UNB**
Emerging Trends and the Future of Canada's Regions
Canada's national economy has evolved from an amalgam of regions specialized in the production of natural resources for export. Regions like the west where energy resources have been in high demand have had until late strong growth in GDP and employment where the slower growing Maritime region have seen a lack of growth in exports for 15 years. Coincident with these divergent experiences of resource producing regions, economic growth today is most apparent in large cities and interpreted as the result of new economic drivers like the "knowledge economy". These trends have contributed to a prominent belief in Canada over the past 30 years is that natural resource industries are "old industries" devoid of opportunities for innovation and other technical progress. But, natural resource exploitation as an economic driver remains as important today as it always has been and could be more important if we invest in R&D for natural resource industries. Under the former view, Canada's regions will have less relevance for policy makers seeking to stimulate growth with an increasingly large city focus. Small

population regions face an uncertain future. Under the latter reality, policy focused on unleashing growth recognizing a region's comparative advantage would address the competitiveness of regional resource processors and exporters. Small population regions would have hope for a predictable return to growth.

9:45 AM

Kim Nash-McKinley – Saint Mary's First Nation Economic Development Officer

Putting Innovation to Work for Us

Saint Mary's First Nation: providing for next seven generations through innovative! We are focusing on financial prosperity, self-determination and self-sufficiency.

As stewards of the Wolastoqewiyik territory we are interested in clean energy; and going forward in reconciliation we are striving to increasing our presence in the tourism industry we will give our stories new life. Through this medium we invite the world to experience our culture and dance for a moment in our moccasins.

10:15 AM

Refreshment Break & Tradeshow Walk

10:45 AM

Panel Presentation: Cannabis and Economic Development

Stephen Lund – CEO, Opportunities New Brunswick, Fredericton, NB

Sara Dubinsky – Lawyer, Lindstone and Company, Vancouver, BC

James Cox – Manager of Economic Development, Tourism, and Special Events, Municipality of Leamington, Leamington, ON

11:30 AM

Breakout Sessions

Track A:

Michael Pealow, Ec.D.(F), Whitehorse, YT

What Do You Do, When Nobody Knows What You Do?

As a profession, economic development has evolved considerably since its early days focusing on industrial attraction and development. The scope of economic development has expanded to include a wide range of activities and strategies. Today, a common complaint of economic development professionals is that their employers – elected officials, in particular – do not understand the role of the economic development professional, may struggle to understand the value of the work that economic development professionals do, and consequently, may not support the work of the economic development professional. Join us for the EDAC premiere of a video accessible to all economic developers that can be used to help elected officials and others understand economic development, and the role and value of an economic development professional.

Track B:

Rivers Corbett – Director, Partnerships, GoForth Institute

Rivers Corbett is an award winning entrepreneur, TedX speaker, entrepreneur in residence, author of 13 Fears of Entrepreneurs and the host of the popular national Startup Canada Podcast. He has received numerous business awards including: Business Person of the Year and most recently the StartUP Canada Champion Award. Rivers has also landed on Canada's Hottest Start-ups List and Canada's Fastest Growing Companies list through Profit magazine and he is recognized as one of Canada's 10 RockStar mentors in the country. Much of Rivers' focus these days is proudly fulfilling his role as Entrepreneur in Residence with Opportunities New Brunswick where he continues to move the needle on the spirit and actions of entrepreneurship throughout the province.

Track C:

Paul Blais – Principal, MDB Insight; Trudy Parsons - Executive Vice President, MDB Insight & Chris Bandak, Executive Vice President, Market Research & Analytics, MDB Insight

Small Town Economic Development

In this interactive session, industry veterans Paul Blais, Chris Bandak and Trudy Parsons, joined by

current success clients, present their experiences in helping communities of all sizes pursue successful programs that are budget and staff time friendly. The team will demonstrate tools and approaches that blend derived importance, citizen satisfaction research, tax sensitivity measures, job market data and BR+E fundamentals can be both affordable and effective. This session is relevant to elected officials, senior municipal administrators and economic developers. Come learn about using precise, statistically relevant local market data that measures business health and helps predict challenges and opportunities on the horizon. Learn how to connect this information to citizen attitudes and tax sensitivity measures so decisions can be informed by business and resident priorities and budgets can be both evidence based and balanced with service priorities.

Track D: **Margot Bégin, Ec.D.(F) – Vice President, Employee and Client Experience, ROI Research on Investment**

Economic Development in the Digital Age

Digital technologies have profoundly altered the ways we do business; the way we consume products, services and information; the way we work and the way we live. As economic developers, we need to understand Digital Technology as a significant growth industry and potential source of investment and high-value jobs. We need to understand the factors that support strong cluster development and sustainable growth such as infrastructure, research and innovation resources and access to talent.

Now, more than ever, however, economic developers also need to be able to integrate digital technology in the performance of their work. This break-out session will explore digital technology in the context of its role as an economic driver and as a transformative tool of economic development.

12:15 PM Lunch Marketing Canada Awards Presentation

1:15 PM **Joy Romero – Vice President of Technology and Innovation, Canadian Natural Resources LTD.**
Our Vision as an Innovative Ecosystem
The Clean Resource Innovation Network (CRIN) is a group of forward-thinking oil and gas industry professionals, innovators, financiers, policy makers, incubators & accelerators, academics and students committed to the success of the hydrocarbon energy sector, the people and communities that it touches, and a strong, carbon-competitive and diversified Canadian economy.

1:45 PM **Panel: Tourism as an Economic Indicator**
David Seabrook – Assistant Director of Growth & Community Services, City of Fredericton
Sara Holyoke – General Manager, Delta Fredericton
Carol-Ann Gilliard - Director, Sector Diversification, Department of Tourism, Culture, Industry and Innovation

2:30 PM Refreshment Break & Tradeshow Walk

*3:00 PM Tradeshow Booth Teardown

3:00 PM Breakout sessions
Track A: **Bill Thompson - Thompson & Associates Strategic Consultants Inc.**
Geothermal Energy Development-a Competitive Advantage

Geothermal energy is being recognized as an emerging technology that can provide a competitive advantage when the energy is properly utilized. Sussex New Brunswick has all the ingredients needed for a strategic economic advantage as it focuses on the potential of geothermal from a closed potash mine.

Track B: **Mary Butler, Vice-President of Academic Development, NBCC**

Workforce Development at the Pace of Innovation

The future of work is uncertain. It is estimated that 65% of children entering elementary school today will work in jobs that do not yet exist. What does this mean for employers and employees? We will explore workforce development at that pace of innovation from a college perspective.

Track C: **Chris Hokansson – Partner, CQNS**

No Lead Left Behind - Scaling follow up with marketing automation

As anyone who has ever looked at a stack of business cards after a trade mission can tell you, follow up isn't easy. 80% of sales require at least five follow-ups, meaning you'll need hundreds of emails to give prospects the attention they deserve. In this presentation, Chris will use real life stories & best practices to show how you can use marketing automation to manage & scale follow up and make sure none of your leads get left behind.

3:45 PM

Francis McGuire – President, ACOA

Innovation as a Force in Economic Productivity and Regional Adjustment

Innovation is at the core of today's advances in technology, automation, digitalization, communications and electronics, among others. The adoption and adaptation of innovative technologies are disrupting the way businesses operate, creating faster and more efficient processes, increasing production as well as boosting bottom lines. Key players in economic development must embrace this new reality and ensure that businesses in all regions of Canada have access to solidly connected innovation ecosystems to properly support them through this 4th industrial revolution.

4:30 PM

End of Sessions

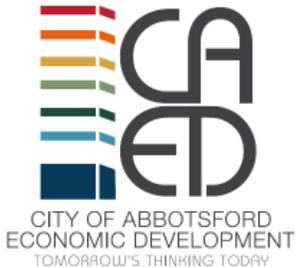
6:45 PM

President's Reception

7:30 PM

President's Dinner

EDAC 2019 Begins!



SEPTEMBER 8-11, 2018
EDAC'S 50TH ANNUAL CONFERENCE