

EDANL

ECONOMIC DEVELOPERS ASSOCIATION
OF NEWFOUNDLAND AND LABRADOR

Annual Conference & AGM

June 14 – 15, 2018

Mount Peyton Hotel, Grand Falls – Windsor, NL.

With Thanks To Our Conference & AGM Sponsor



and the support of



Agenda

Thursday, June 14

10:30 a.m. Registration & Networking Begins

11:30 a.m. Welcoming Remarks

11:45 a.m. Promote your Community Like a Tech Start-up – Czarina Catambing, Townfolio

Townfolio was started as a \$500 tech start-up and grew nationwide in one year. With a limited budget, you have to be creative in figuring out ways to promote your company. Thankfully, technology has made it extremely affordable to get the word out.

To tech founders, these software tools and tactics are the norm, but from talking to hundreds of economic developers across the country, Townfolio quickly realized that municipalities and organizations have pain points when it comes to budget, technical skills and getting noticed. In this session, Townfolio will share their experience with using free (or very low cost) tools that you can apply in your organization.

Czarina Catambing

Czarina is Townfolio's Government Data Analyst. Townfolio is a trusted community profile network used by municipalities and businesses to access hard-to-find public data and discover local opportunities across the country.

Czarina's firsthand experience in economic development originated from her position at the local Chamber of Commerce where she worked with communities in improving public policies and welcoming international delegations. After finishing her business degree and completing Computer Science courses at the University of Saskatchewan, she was thrilled to join the Townfolio team to continue fostering economic growth in communities small and large across Canada and the U.S.

12:30 p.m. Lunch

1:00 p.m. Opportunities Identification Session 1 – Michelle Power, TCII

This session provides a hands-on approach to develop understandings of how to recognize opportunities in relation to economic development and covers the major steps in, criteria needed, and strategies to engage with opportunity identification. It also focuses on identifying stakeholders and partners to be involved in feasibility studies and action planning.

Michelle Power

Michelle is an experienced Regional Economic Development Analyst with a demonstrated history of working in the Department of Tourism, Culture, Industry and Innovation, Government of Newfoundland and Labrador. She is skilled in community economic development processes including policy analysis, opportunity management, public engagement, project planning, program management, marketing and communications. Michelle has a Bachelor of Arts - BA focused in Political Science and Government and Business Administration from Memorial University of Newfoundland and a Diploma of Graphic Arts and Communications.

3:45 p.m. Nutrition Break

4:00 p.m. Opportunities Identification Session 2

5:30 p.m. Free Time

7:00 p.m. Dinner & President's Address

7:45 p.m. EDANL Awards

Award Categories: Community Project (Population over and under 3000); Marketing Award (Population over and under 3000); Economic Developer of the Year and President's EDANL Honourary Member. **This year's awards are made possible by BDC.**

8:00 p.m. Social

Friday, June 15

8:00 a.m. Breakfast

This year's breakfast is brought to you by our host community, Grand Falls – Windsor. Mayor Barry Manuel to bring greetings from the Town.

8:30 a.m. EDANL AGM

The EDANL Board to give an update on the first year of term, including details of the strategic plan completed for the organization, and what's ahead in the coming year.

9:00 a.m. Business Succession – Dale Rideout, BDC

BDC's research shows forty-one percent of Canadian entrepreneurs intend to sell their business over the next five years. Learn more about the research surrounding the wave of business transitions and what motivates sellers and buyers.

Dale Rideout

Dale completed studies in Accounting at the College of North Atlantic and has held a variety of management roles in banking, and is currently Branch Manager at BDC in Grand Falls-Windsor.

Dale has extensive experience in business, credit risk management and marketing. He has directly positively affected hundreds of companies in Nfld helping them grow and expand their businesses.

9:30 a.m. Local Market Intelligence – Paul Blais, MDB Insight

How can you know what is happening in your local economy when, outside of the Census every five years, almost all socio-economic data is collected on a provincial or regional basis? If you want your clients, businesses and residents to spend and invest more in your community, you need to know what will improve their satisfaction levels. Leave this session with a better handle on how local market intelligence can make a powerful difference in how you prioritize your initiatives.

Paul Blais

Paul is a co-founder and partner with MDB Insight – Canada's largest economic development specialist consultancy. He has been active in economic development since 1995. For 10 years he held positions of increasing influence in three rural and urban communities. Paul has been involved in assessing competitiveness for municipalities and regions across the country including many economic development action plans, employment lands studies, business retention and expansion projects, and marketing programs across Canada.

10:30 a.m. Funding Focus – Panel Discussion

Representatives from ACOA and the Department of Tourism, Culture, Industry and Innovation discuss funding programs and priorities to assist participants in evaluating funding options for local and regional projects, as well as business support.

Panelists

Michelle Power – Regional Economic Planning Analyst, TCII

Jody Brushett – Development Officer, ACOA

Moderator - Jeff Lawlor, EDANL Past President

11:00 a.m. Nutrition Break

11:30 a.m. How Functional is your Region? – Roseanne Leonard, CBDC

CBDCs are working with The Harris Centre to develop functional region reports that are being used to recognize sectors that are key drivers in each region, as well as identify opportunities for future growth and support. Learn about their key findings.

Roseanne Leonard

Roseanne has been working Provincial Association of CBDCs since early 2000's. In her role, she helps the 15 CBDCs work on the ground, in rural Newfoundland and Labrador to ensure that small businesses can start up and be sustainable, helping to ensure communities are sustainable.

12:00 p.m. Regional Innovation Systems – Kevin Hartley, TCII

Providing an overview of the Government of Newfoundland and Labrador's implementation of a Regional Innovation System (RIS) model, including pilot projects. The presentation will discuss how through identifying regional competitive advantages, diversifying unique assets and encouraging collaborations and partnerships of localized knowledge, RIS can help drive regional economies with a focus on innovations, technologies and R&D.

Kevin Hartley

Kevin is the Manager, Regional Innovation Systems (RIS) for the Government of Newfoundland and Labrador. He is responsible for planning and coordinating the implementation of an RIS model on behalf of the Department of Tourism, Culture, Industry and Innovation (TCII). Prior to this and since 2010, Kevin held a position of economic planning analyst, managing TCII's innovative and award-winning BR&E program, alongside a dedicated team of business development practitioners. He is a graduate from Memorial University's B.B.A. program and holds a Certificate in Economic Development from EDAC and an International Trade Certificate from FITT. With 17 years of business counselling experience and 13 years as a successful entrepreneur, Mr. Hartley has a unique understanding of the issues small businesses face in today's global economy.

12:30 p.m. Closing Remarks & Adjourn

Thank you to those who helped make our 2018 conference possible:

