

NL EcDev24

October 2-3, 2024

TWILLINGATE

Twillingate/NWI Dinner Theatre, Twillingate

Wednesday, October 2nd

12:00 p.m. Registration & Networking Begins

12:30 p.m. Welcoming Remarks

12:35 p.m. **Session 1: Sustainable Tourism/Culture Driving Economy**

Storytelling can be used to transform local cultures into compelling narratives that helps drive sustainable tourism and economic growth. In this session we'll delve into the intersection of culture, sustainability, and economic development – focusing on how authentic stories can attract visitors, preserve heritage, and empower communities. We will explore innovative approaches to weaving cultural stories into the tourism experience and balancing cultural preservation with economic opportunity.

- Dale Jarvis – Executive Director, *Heritage Foundation of NL*
- Bobby Gorman – Owner, *Rock Adventures & Outport Realty/Volunteer, Rock Cut Ultra*
- Jennifer Charles – Owner, *Seven Seasons Farms*
- Laura Churchill – CEO, *Picture NL*
- Wilma Hartmann – Owner, *Anchor Inn*

Supported by:


Newfoundland
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2:15 p.m. Nutrition Break
Sponsored by: [Community Sector Council NL](#)



2:35 p.m. Session 2: Unity in Diversity/Inclusive Practices

Embracing diversity isn't just a social imperative — it's becoming an economic one for NL. This session will explore how inclusive practices are not just enablers of growth, but can be powerful drivers of economic development, fostering innovation, expanding markets, and creating resilient communities. Learn how to harness the strength of diversity to build more equitable, prosperous, and sustainable economies.

- Kristen Murray – Project Specialist, NL Federation of Co-operatives
- Susanne Dawe – Stakeholder Engagement Coordinator, NL Workforce Innovation Centre
- Cyndy Stead – Project Manager, Women's Economic Council
- Lindsey Hynes – Manager of Community Vitality & Well-Being, Community Sector Council NL

4:15 p.m. Prime Berth Twillingate Fishery & Heritage Center

Join us at Prime Berth for a Splitting the Cod demonstration with Captain David Boyd, and tour the museum ranked amongst Canada's best.

5:15 p.m. Dinner (on own)

7:00 p.m. Networking Social

Captain's Pub, Anchor Inn Hotel | 3 Path End, Twillingate | Sponsored by: CSCNL & CBDC



Thursday, October 3rd

8:15-9 a.m. Light Breakfast at Twillingate/NWI Theatre

9:00 a.m. Session 3: Regional Economic Development

In lieu of regional governments (which are not on the immediate horizon for NL), how can regions work together to harness their unique strengths to drive economic growth and build resilience? This session will examine innovative approaches to regional economic development that are emerging in real time – from leveraging local assets to fostering cross-sector collaboration. Gain insight on the latest strategies that are shaping the future of regional economies and consider what might apply in your region.

- Dr. Robert Greenwood – Deputy Minister, Rural and Regional Development and Engagement and Chief Economic Development Officer Executive Council, Gov NL
- Roseanne Leonard – Managing Director, NL Association of Community Business Development Corporations
- Michelle Simms – CEO, Advantage St. John's
- Colin Corcoran – CEO, Community Sector Council NL

10:15 a.m. Nutrition Break

10:35 a.m. Session 3 continued

11:20 a.m. Session 4: Productivity and Digital Connectivity

NL is facing significant economic development opportunities, but our workforce demographics pose a growing challenge. To thrive, we must do more with fewer resources. How can our communities, businesses, organizations, and workers boost productivity? This session will dive into the data, as well as AI and cybersecurity technologies and strategies economic developers can adopt and share with their networks to drive innovation and secure growth in an increasingly digital landscape.

- Jamie Ward – *Manager, Regional Analytics Laboratory (RAnLab)*
- Will Durocher – *Executive Director, Sentinel Institute for Cybersecurity*

12:00 p.m. Lunch

12:45 p.m. Session 4 continued

2:00 p.m. Nutrition Break

2:20 p.m. Session 5: Green Economic Development

The global fight against climate change, geopolitics, and a unique combination of competitive advantages have positioned Newfoundland and Labrador for significant clean energy growth. How can communities across the province take advantage of projects being pursued in their backyards to support their own economic development? In this session, learn about work that is being done at the regional level in workforce development, net zero, and climate change adaptation – and how you can do the same in your community.

- Colin Heffernan – *Manager of Industry and Community Engagement, econext*
- Ogaga Johnson – *Director of Workforce Development, econext*
- Sepehr Khosravi – *Manager of Climate Services, econext*
- Sara Jafari – *Special Projects Lead, econext*

4:00 p.m. Closing Remarks

Special Thanks To:



Community Business Development Corporation

NEWFOUNDLAND AND LABRADOR ASSOCIATION

Business financing, support and advice

EDANL 2024 Conference, Twillingate -Speaker Bios

Dale Jarvis

Folklorist and author Dale Jarvis is an Adjunct Professor at the Department of Folklore, Memorial University, and the Executive Director of Heritage NL, helping communities to safeguard living heritage and historic places. Dale has been working for Heritage NL since 1996 and holds a BSc in Anthropology/Archaeology from Trent University, and a MA in Folklore from Memorial University. He has served on the UNESCO Consultative Body to the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage and regularly teaches workshops on oral history, cultural documentation, and public folklore.



Wilma Hartmann



For the past 13 years, Wilma has been the co-owner of the award-winning Anchor Inn Hotel and related properties in Twillingate, and founded White Punt Consulting, a marketing consulting agency. Her career has spanned from co-owning a successful interactive marketing agency to leading initiatives in internet marketing, consulting, and training in St. John's. Wilma's happy place is at the intersection of human experience and technology, driving innovation in tourism, education, and the arts.

She is deeply committed to rural economics and community development, with a belief that digital technology in arts and heritage can be a catalyst for growth in rural communities. As a founding board member and chair of the not-for-profit Grow Twillingate Inc., she's helped spearhead projects like the Unscripted Twillingate Digital Arts Festival and the Back to Roots food-growing program. She also actively contributes to various board roles, past and present, supporting community and economic development initiatives.

Wilma immigrated to Newfoundland and Labrador in 1998 and enjoys spending time with her four children and 4 grandchildren. In summer, she loves her time in the garden, whenever her busy schedule allows.

Laura Churchill

Laura Churchill is the Chief Executive Officer of PictureNL and Film Commissioner of Newfoundland & Labrador. As CEO, Laura is instrumental in further developing and implementing policies and initiatives that benefit the film and television industry in the province. As Film Commissioner, she is responsible for promoting Newfoundland and Labrador as a filming destination both nationally and internationally. With 14 years of experience within the organization and almost two decades in the cultural industries, she has a passion for the film and television industry in Newfoundland and Labrador and a deep understanding of the local creative landscape, having played an integral role in the industry's growth over the past decade.



Bobby Gorman



After enjoying a 20-year career in medical device sales/sales management, Bobby moved to Twillingate and launched Rock Adventures, a sea-kayaking business. Realizing he could only paddle a few months a year and recognizing the need for a local real estate professional, he would get licensed and launch Outport Realty.

Rock Adventures now has kayak guides running the day-to-day operations while Bobby focuses on the growth of Outport. Along with the two companies, Bobby is the Race Director for the Rock Cut Ultra, a trail running race in Twillingate. He is the co-chair of Twillingate Trails Committee and previously sat on the Board of Adventure Central and Paddle Canada's Marketing Committee.

Jennifer Charles

Jennifer Charles is the co-founder of Seven Seasons Farms Inc., a start-up agriculture venture on Fogo Island. Through Seven Seasons Farms, Jennifer and her husband aspire to create a resilient local food system, through regenerative agriculture, that nourishes and inspires their community, its visitors, and the world. Jennifer is also the owner-operator of Wild Cove Wellness, a health and fitness initiative enhancing the physical, mental, and emotional wellness on Fogo Island.

As a Newfoundland entrepreneur, Jennifer has a passion for rural resilience, social enterprise, and building small businesses with place-based benefits. She co-authored two chapters of the recently published book, "Revitalizing PLACE through Social Enterprise" (Slawinski et al., 2023) and is finishing a series of mini-cases highlighting five local social enterprises through the lens of the PLACE Framework. Jennifer holds a Masters of Science in Business Management, a Bachelor of Commerce, and a Bachelor of Arts from Memorial University.



Kristen Murray



Kristen Murray (she/her) is a community leader and social entrepreneur from St. John's. She holds the degrees of Bachelor of Commerce and Master of Business Administration in Social Enterprise & Entrepreneurship from Memorial University.

For the last two years, she's been working at the NL Federation of Co-operatives, currently as Project Specialist and leading co-operative education and development efforts, including the Co-operative Incubator Pilot Program. She recently completed CoopZone's 2-Year Co-operative Developer Training and is enrolled in the Certificate of Co-operative Management at Saint Mary's University. Kristen was the 2022 recipient of the Lemaire Co-operative Studies Award from the Canadian Association for Studies in Co-operation as well as the 2023 Co-operators Young Leaders Award and named the 2023 Young Co-operator of the Year from Co-operatives & Mutuels Canada. She's proud to sit on Co-operatives & Mutuels' youth advisory council, Canada's Emerging Co-operators. Kristen has a steadfast passion for the co-operative model and believes in the role co-operation must play in creating a brighter future for society and the planet.

Cyndy Stead

Working with the Women's Economic Council (WEC), an ecosystem partner with the Government of Canada's 50 - 30 Challenge, Cyndy has extensive experience in community and economic development and thrives on making connections that move projects forward. She is currently leading an internal team and collaborating with over 40 external stakeholders representing both co-operatives and equity deserving groups from across the country for the development of programs and resources that advance gender, equality, diversity and inclusion (GEDI).

With a progressive career in project management, Cyndy is committed to fostering a respectful and innovative workplace that not only enhances team dynamics but also advocates for sustainable models of economic and social development so that everyone can live, work & play, in healthy and inclusive communities. This holistic view reinforces the importance of collaborative partnerships in achieving meaningful societal change.



Susanne Dawe



Susanne Dawe, Stakeholder Engagement Coordinator with the NL Workforce Innovation Centre (NLWIC) at the College of the North Atlantic since 2018, is passionate about community, economic and workforce development. In her 30+ years of experience with CNA and provincial government Department of Immigration, Population Growth and Skills, Susanne has honed her skills in industry and community engagement, collaboration, public speaking, business development, facilitation and event management generating insight on labour market dynamics and the workforce development and innovation ecosystem.

In addition to her ongoing responsibility for NLWIC's stakeholder engagement activities, she's led a number of special projects on behalf of NLWIC, including: the national research project in partnership with the Brookfield Institute for Innovation + Entrepreneurship *i.e.*, *Employment in 2030: Skills for the Future of Canada's Labour Market* and *Employment & Action Labs*; two *Regional Sounding Tours* in collaboration with The Conference Board of Canada and the Future Skills Centre; the national research project *Improving and Expanding Work Integrated Learning in Canada* in collaboration with The Conference Board of Canada and the Business + Higher Education Roundtable; and most recently NLWIC's *Regional Workforce Development Committees Action Planning* project in consultation with IPGS.

Lindsey Hynes

Lindsey Hynes is community convener and systems thinker, leveraging a wealth of lived and grassroots experience. Over the last 20 years, she has worked as a front-line staffer in the community sector and now provides invaluable perspective in leadership and board positions she occupies today. Lindsey is currently the Manager of Community Vitality & Well-Being at the Community Sector Council NL, having recently led a multi-year youth leadership and civic engagement program.

She actively contributes to her communities as a Board of Director for United Way NL and Atlantic Summer Institute, while also serving on the City of St. John's Building Safer Communities Steering Committee. When not building communities, Lindsey can often be found exploring a less-travelled hiking trail with a canine companion or delivering low-barrier, empowering fitness classes through the wellness company she founded.



Rob Greenwood, Ph.D.



Rob is Deputy Minister, Rural and Regional Development and Engagement, and Chief Economic Development Officer, Government of NL. Prior to that, he served as Associate Vice President (Public Engagement & External Relations) at Memorial University and was founding Director of the Leslie Harris Centre of Regional Policy and Development. He also served as Principal Author of the 1995 Report of the Task Force on Community Economic Development and led the establishment of Regional Economic Development Boards in 20 Economic Zones. He also led a strategy for small-scale manufacturing, based on research under the North Atlantic Islands Program, and helped establish the North Atlantic Forum. He also worked in Saskatchewan leading the provincial economic strategy, and served as Vice President, Corporate Development, Information Services Corporation. Rob holds a Ph.D. in Industrial and Business Studies from the University of Warwick, England, which he attended as a Commonwealth Scholar and an Institute of Social and Economic Research Doctoral Fellow.

Michelle Simms

Michelle joined Advantage St. John's in July 2024 as the inaugural Chief Executive Officer. Previous to this, Michelle spent 22 years at Genesis, where she led the organization as the President & CEO from 2016-2024. Michelle is passionate about growing, strengthening and diversifying the province.

Her passion for technology has led to her involvement with several national organizations. She is a past member of the board of directors for the Centres of Excellence of Next Generation Networks. Michelle has participated in many Memorial University advisory groups as well. She was a member of the Memorial University Innovation Steering Committee, the Memorial University Faculty of Engineering and Applied Sciences Industry Advisory Council and the Memorial Centre for Entrepreneurship advisory board.

In 2020 and again in 2021, she was recognized by Atlantic Business Magazine as one of the Top 50 CEOs in Atlantic Canada, as well as among the Top 25 Most Powerful Women in Atlantic Canada in 2021. She holds a Bachelor of Business Administration from Memorial University, has completed the Queen's Executive Leadership program, as well as a Certificate in Business Incubator Management from iNBIA. She also obtained her ICD.D designation with the Director's Education Program at Saint Mary's University.



Roseanne Leonard

Roseanne Leonard works for the NL Association of CBDCs (NLACBDCs), a non-profit that advocates for sixteen autonomous member corporations, as Managing Director. Roseanne is a graduate of Memorial University's Masters of Business Administration Program.

Roseanne is passionate about the small business industry within rural Newfoundland and Labrador; she believes local decision-making authority is the key to a successful national program, especially when the impact of those decisions is economic growth in a rural community.

Colin Corcoran

Colin Corcoran is a committed volunteer, social innovator, and the CEO of the Community Sector Council of Newfoundland and Labrador. In addition to his leadership role, he serves as a part-time instructor with the Faculty of Business Administration at Memorial University. Previously, he held the position of Vice President of Finance and Special Projects at Genesis.

A Chartered Professional Accountant (CPA) and successful entrepreneur, Colin's community involvement runs deep. He is the former Mayor of Riverhead, St. Mary's Bay, and is currently preparing for the 2025 St. John's Canada Games as the Chair of the Volunteer Services Committee. He also currently serves as Chair of the Canadian Federation of Non-Profit Networks. His dedication to community service is a hallmark of his leadership.



Jamie Ward



Jamie Ward has been working with the Harris Centre with Memorial University for over 10 years. As one of the founders and current manager of the Regional Analytics Lab (RAnLab).

Jamie works closely with a wide group of collaborators and community partners to help make the often-complex world of statistical comparison more accessible for regional planning and development.

Will Durocher

Will Durocher is the Executive Director of Sentinel Institute for Cybersecurity, a St. John's non-profit organization founded to increase education and raise awareness of cybersecurity issues for employees, managers, executives, and the public at large.

He is an international award-winning educator with fifteen years of experience in creating innovative and engaging learning experiences, through online training and digital media.





Colin Heffernan

Colin Heffernan is the Manager of Industry and Community Engagement with *econext*. Colin has a Bachelor of Commerce and has a wealth of economic development experience through roles with the Town of Conception Bay South, Town of Glovertown, Newfoundland and Labrador Federation of Agriculture, and The Harris Centre.

Colin works with businesses and organizations on a one-on-one basis to help them explore green economy opportunities and identify avenues for partnership and financing.

Ogaga Johnson

Ogaga Johnson is the Director of Workforce Development with *econext*. Ogaga is a project management and workforce development leader who has successfully delivered \$100M+ projects in the blue/green economy.

Ogaga is currently spearheading workforce initiatives to prepare and equip the current and future workforce to participate and accelerate clean growth in Newfoundland and Labrador. Ogaga has a Bachelor of Engineering and Masters in Science with a focus in Sustainable Energy.



Sara Jafari

Sara Jafari is a Special Projects Lead with *econext*. She is an Urban Planner and MBA graduate with a strong background in environmental project management. In her role with *econext*, Sara actively collaborates with municipalities to pursue climate change mitigation and net zero initiatives.

Sara serves on the Environment and Sustainability Expert Panel for the City of St. John's. Passionate about sustainable community development, Sara is dedicated to fostering green economic growth across Newfoundland and Labrador.

Sepehr Khsoravi

Sepehr Khsoravi is the Manager of Climate Services with *econext* and is CLIMAtlantic's climate services specialist for Newfoundland and Labrador. Sepehr collaborates with sector representatives, individuals, and governments to deliver climate services that enhance their capacity to address climate change. He is dedicated to engaging with communities, listening to their needs, and creating spaces for empowerment. Sepehr holds a Master's degree in environmental science from MUN and a B.Sc. in Agricultural Sciences.

