
Sunday, October 28th, 2012

12:00 – 1:30 PM **Registration - *Minoru Foyer***

1:30 – 2:00 PM **Introductions - *Minoru C***
Speaker: Dale Wheeldon, President and CEO, EDABC
Welcome from EDABC, an outline of the course, participant requirements, and a roundtable introduction.

2:00 - 3:00 PM **Basics of Community and Economic Development - *Minoru C***
Speaker: Maury Forman, Washington State Department of Commerce
The goal of this session is to put economic development into context. What is it and how does it affect the local economy? This session will develop a common definition of what is meant by economic development, discuss the major trends and factors that shape local economies, and explore how provincial and local initiatives can further economic development goals.

3:00 PM **Break**

3:15 - 4:45 PM **Top Ten Site Selection Standards - *Minoru C***
Speaker: Chris Steele, CWS Consulting Group, Boston
Economic Developers are constantly being asked for information on the community. This session will define the top ten site selection standards used by site selection consultants and company representatives when selecting a location for investment. Are you prepared?

Monday, October 29th, 2012

7:30 AM **Continental Breakfast - *Minoru C***

8:00 - 10:00 AM **20 Ingredients of an Outstanding Destination - *Minoru C***
Speaker: Roger Brooks, Destination Development International
Have you ever wondered why some communities or downtowns are so successful while others struggle? To find out, the DDI team spent nearly six years surveying and studying more than 400 well-branded, vibrant downtowns, downtown districts and communities in North America to uncover the most common elements that led to their success. In this photographic “idea book” workshop, you’ll hear stories from these great places, see dozens of “how-they- did-it” photographic examples, and learn the 20 universal ingredients, including things you can do to create or enhance your own outstanding destination.

10:00 AM **Break**

10:15 - 11:15 AM

Tourism Matters - *Minoru C*

Speaker: Roger Brooks, Destination Development International

The travel industry is going through a major metamorphosis. Fuel prices are all over the map, airlines are in disarray and the economy struggles. But we are also shifting from geography-based to more active, experience-based tourism. The Internet is leveling the playing field as it rewrites the tourism game. Adding to the fierce competition, each year another 1,500 North American communities seek to diversify from their core industries by tapping into tourism. Roger's engaging and eye-opening keynote or general session address looks at the New Age of Tourism and provides bottom-line rules on how you can survive – and even thrive – in this “brand” new age.

11:15 - 12:30 PM

The Seven Deadly Marketing Sins - *Minoru C*

Speaker: Roger Brooks, Destination Development International

In this age of marketing oversaturation and instant information, ninety-seven percent of all advertising and marketing efforts are ineffective. In this entertaining presentation, learn how to avoid the seven deadly marketing sins and get your product or service noticed. Participants will see the good, bad and ugly of marketing through real-life examples and humorous stories. Learning how to turn deadly sins into heavenly marketing will put you in that successful three percent of marketing efforts, and improving the perception people have of your organization or community.

12:30 - 1:30 PM

Lunch (Provided) - *Minoru B*

1:30 - 2:45 PM

Managing Economic Development Organizations - *Minoru C*

Speaker: Kent Rupert, City of Airdrie, Alberta

Successful Economic Development Organizations (EDOs) are distinguished by their ability to be innovative in their program activities and to quickly react to changes in the marketplace. To do this, EDO leaders must engage the board of directors and staff to create an efficient and effective organization. Participants will be introduced to the various aspects of EDO management, with an eye toward achieving organizational excellence. Kent will use his experience, style and wit to help you understand the important steps necessary to manage a strong economic development organization.

2:45 PM

Break

3:00 – 5:00 PM

Creating an Entrepreneurial Community - *Minoru C*

Speakers: Maury Forman, Washington State Department of Commerce and Economic Development Humerist

Anne Nelson, Drawn2Solutions

This session will focus on local programs and strategies to increase the creation and growth of small businesses. Small businesses are increasingly supplying more jobs in today's economy. Local communities can use their influence to help these businesses grow. This session will examine the programs and tools to support business start-ups and efforts to support the growth of existing small businesses.

5:00 PM

Adjourn

6:00 PM

Group Dinner and Gift Exchange - *Minoru B*

Tuesday, October 30th, 2012

8:00 AM

Continental Breakfast - *Minoru C*

8:30 – 10:15 AM	<p>Strategic Planning - <i>Minoru C</i> <i>Speaker: Natalie Gibson, InnoVisions and Associates</i> So that economic development issues are addressed in a comprehensive way, it is important that communities undergo a strategic planning process. This plan should explore the community’s vision of the future while at the same time identifying realistic and measurable goals and objectives to get there. Participants will look at the best ways to structure participation in a strategic planning effort. Upon completion of a planning process, community members should be able to quickly get to work implementing the plan.</p>
10:15 AM	<p>Break</p>
10:45 - 12:00 PM	<p>Workforce Development - <i>Minoru C</i> <i>Speaker: Natalie Gibson, InnoVisions and Associates</i> Workforce development is quickly becoming the #1 focus for economic development organizations. A skilled and educated workforce is crucial in today’s economy. Without the proper infrastructure of skilled labor in place, communities cannot be competitive in attracting and retaining business. This session will focus on the need for the creation of workforce development programs that address both community and business needs. This session will also cover the ways to reach out to the community to help build support for workforce development.</p>
12:00 - 1:00 PM	<p>Lunch (Provided) - <i>Minoru B</i></p>
1:00 – 2:30 PM	<p>Economic Development Ethics - <i>Minoru C</i> <i>Speakers: Dale Wheeldon, President and CEO, EDABC</i> Ethical behavior is conduct that is beyond reproach and is in accordance to the common standards of a society, institution or organization. As organizations and institutions evolve, underscoring the need for regular education about acceptable conduct in the profession and the organization is needed to ensure long-term growth and development. This session will elaborate on ethics and help participants work through case studies to better understand ethics and economic development.</p>
2:30 PM	<p>Break</p>
2:45 – 4:00 PM	<p>Statistics - Finding and Using Statistics in Economic Development - <i>Minoru C</i> <i>Speakers: Jamie Vann Struth, Vann Struth Consulting</i> Statistics play a major role in economic development from responding to enquiries and demonstrating return on investment. In this session, Jamie will show participants how to find and use statistics in the day to day job of economic development.</p>
4:00 - 5:00 PM	<p>Strategy Roundtables - <i>Minoru C</i> <i>Table Experts: Dale Wheeldon, Jamie Vann Struth, Natalie Gibson, Kent Rupert</i> This will be your chance to talk with the experts in a casual roundtable environment to share best practices, success stories or just have a conversation around a specific topic. Topics will include Business Retention, Strategic Planning, Workforce Development, Investment Readiness and more. No power points - just a relaxed intimate conversation.</p>
Evening	<p>Dinner on your own</p>

7:30 AM **Continental Breakfast - *Minoru C***

8:00 – 9:15 AM **Investment Readiness - *Minoru C***

Speakers: Dale Wheeldon, President and CEO, EDABC

Is your community ready for investment? Can you answer the needs of those looking for information to assist them in the decision making process? A community's failure to be investment ready can easily result in your community not being considered. With over 20 years of practical on the ground experience in economic development, Dale will use real examples of success and failure as he provides you with key advice on how to ensure that your community is ready to "close the deal." Each participant will also be asked to complete a short exercise in determining whether their community could be considered "investment ready."

9:15 – 10:30 AM **Partnerships between Non Aboriginal Communities and Native Development Corporations - *Minoru C***

Speaker: Stewart Anderson, Manager, Community Investment - Aboriginal Banking Vancity

Aboriginal Communities play a major role in creating a strong regional economy. Many have developed Native Development Corporations or other forms of economic development. Where are non aboriginal and aboriginal communities working together to create mutually beneficial economic development opportunities and how is it being achieved? What types of initiatives are non Native Development Corporations pursuing to encourage economic strength in their communities?

10:30 AM **Break**

10:45 – 12:15 PM **Business Retention and Expansion - *Minoru C***

Speakers: Laith Wardi

Business retention and expansion is a core component of any economic development program, in addition to efforts to attract new businesses and encourage the creation of new businesses. Business retention and expansion programs assist businesses in an effort to keep them from relocating to other areas; help them survive economic difficulties; assist them with expansions that add new jobs; and increase their competitiveness in the wider marketplace. The focus is thus on existing companies, which form the local or regional economic base. Studies have shown that the businesses already existing in a community are responsible for up to 80 % of all net local employment, and a significant percentage of cities consider business retention and expansion programs to be a primary mission.

12:15 - 12:30 **Wrap-up and Certificates - *Minoru C***

Lunch on your own

*** Agenda subject to change**

****PLEASE NOTE: In order to receive full EDAC and IEDC certification credit for this course and a certificate indicating course completion, participants must attend the entire course and stay through the final session on the last day. Please make travel plans accordingly****