

EDAC 2024 - Edmonton, AB

Monday, September 30th - Thursday, October 3rd
EDAC's 56th National Professional Development Conference

Monday, September 30, 2024 ***NATIONAL DAY FOR TRUTH AND RECONCILIATION***

9:00 am - 12:00 pm - Registration Desk set-up
- Trade Show set-up

1:00 pm - 4:00 pm - Registration Desk Open
- Hand out pins

6:30 pm - Opening Reception
WAYNE GRETZKY BALLROOM, SALON A

Tuesday, October 1, 2024

8:00 am - Registration desk opens
- Breakfast

9:00 am - EDAC Annual General Meeting (members only)
- JARRI KURRI BALLROOM

9:45 am - Unleashing Passion, Purpose and Performance in Younger Generations
- Mark Perna - Generational Expert and Bestselling Author
- WAYNE GRETZKY BALLROOM, SALON B/C

*Session sponsored by the Town of Stony Plain, **introduced by Michelle Levasseur, Ec.D.**, Economic Development Officer

11:00 am - Introducing: Shelley Hirstwood, Ec.D.
Driving Inclusive Growth: Innovative Strategies and Best Practices Learned from EDO Leadership
- Danielle Casey - Secretary/Treasurer, IEDC
- WAYNE GRETZKY BALLROOM, SALON B/C

11:15 am - Refreshment Break and Tradeshow Walk

11:35 am - Introducing: Ron Gaudet, Ec.D.(F)
If You Want to Go Far, Go Together
- Chris Steele - President & CEO, EBP-US
- WAYNE GRETZKY BALLROOM, SALON B/C

12:20 pm - Introducing: John Regan, Ec.D.(F)
Mastering the Art of Economic Development Marketing: Shine a digital spotlight on your community!
- Lee Anderson - VP and Head of Customer Success, LocalIntel
- WAYNE GRETZKY BALLROOM B/C

1:00 pm - Lunch
- WAYNE GRETZKY BALLROOM B/C

1:30 pm - Marketing Award Winners Presentation

- WAYNE GRETZKY BALLROOM, SALON B/C

2:00 pm - Breakouts

- **Track A - Innovation Ecosystems: Cultivating Collaboration & Fueling Community Growth**

JARRI KURRI BALLROOM A

- Vito Grammatico - Senior Economic Development Officer, City of Windsor
- Adam Castle - Director of Venture Services and Partnerships, WeTech Alliance
- Derek Armstrong - Director of Opportunity, Calgary Economic Development
- Tom Viinikka - CEO, Edmonton Unlimited

- **Track B - CRM Management and Reporting Case Study**

JARRI KURRI BALLROOM B

- Jordan Tidey - Director of Economic Development, County of Grande Prairie

3:00 pm - Introducing: Wendy Dupley, Ec..D.

Things That Go Bump in the Night

- Brock Dickinson, Ec.D. - Director, Economic Development Program, University of Waterloo
- WAYNE GRETZKY BALLROOM, SALON B/C

3:45 pm - Refreshment Break and Tradeshow Walk

4:05 pm - Using AI in Economic Development: Opportunities, Challenges, and Practical Tips

- Sasha Bogdanovic - CEO, CityViz
- WAYNE GRETZKY BALLROOM, SALON B/C

*Session sponsored by EcDev Regina, **introduced by Colin Savage**, Director of Growth, Investment and Analytics

4:50 pm - Sessions End

6:30 pm - Fun Night

- 6:30 - 7:30/8 Edmonton Unlimited Reception
- 7:30 - 10:30 pm Entertainment district with music and lawn games

Wednesday, October 2, 2024

8:00 am - Registration desk opens

- Breakfast

9:00 am - Introducing: Ron Gaudet, Ec.D.(F)

Canada to the Nth: Seeking Pathways to Yes in our Productivity Crisis

- Chris Fields - Principal, Rynic
- WAYNE GRETZKY BALLROOM, SALON B/C

9:45 am - Introducing: Sean Dyke, Ec.D.

Reducing Emissions and Achieving Net Zero at the Municipal Level

- Alanna Hnatiw - Mayor, Sturgeon County and Chair, Edmonton Region Hydrogen Hub
- Brad Armstrong - Vice President of Community Development, Qualico Communities

- WAYNE GRETZKY BALLROOM, SALON B/C

10:45 am - Refreshment Break and Trade Show Walk

11:15 am - Introducing: Shelley Hirstwood, Ec.D.

Reviving the Dream: How Smaller Communities Can Offer Hope to Urban Dwellers

- Luke Panek - Director, Yolo Nomads
- WAYNE GRETZKY BALLROOM, SALON B/C

12:00 pm - Introducing: Wendy Dupley, Ec.D.

How Economic Development Became a Six-Legged Stool

- Robert Bell - Co-Founder, Intelligent Community Forum
- WAYNE GRETZKY BALLROOM, SALON B/C

12:45 pm - Quick Lunch

- WAYNE GRETZKY BALLROOM, SALON B/C

1:05 pm - Introducing: John Regan, Ec.D.(F)

The Power of Authentic Place Branding in Economic Development

- Chris Lane - President & CEO, Economic Development Regina
- Erin Lawson - Chief Executive Officer, SREDA
- MODERATOR: Kent Morrison - CTV News Edmonton
- WAYNE GRETZKY BALLROOM, SALON B/C

1:45 pm - Introducing: Joel Lemoine, Ec.D.

Leveraging the Trade Commissioner Service for FDI

- Detlef Engler - Trade Commissioner and Senior Investment Counsellor, Government of Canada
- Gillianne Bealieu - Deputy Director, Investment Promotion, Global Affairs Canada
- WAYNE GRETZKY BALLROOM, SALON B/C

2:30 pm - Depart for Study Tours

- Tour 1 - Alberta Food Processing Development Centre
- Tour 2 - ATCO Energy Discovery Centre
- Tour 3 - St. Albert Downtown Revitalization

DINNER ON OWN

6:00 pm - Sponsor's Reception *by special invite*

THURSDAY, OCTOBER 3, 2024

8:00 am - Registration desk opens
- Breakfast

9:00 am - Introducing: Lorie Watson
Site Selector Panel

- Wade Williams - Director of Corporate Site Selection Services, The Montrose Group LLC
- Amy Gerber - Executive Managing Director, Business Incentives Practice, Cushman and Wakefield
- Ann Wu - Ann Wu - Managing Director, Government Grants, Ryan ULC
- *WAYNE GRETZKY BALLROOM, SALON B/C*

10:00 am - Breakouts

- **Track A - Harold's Economic Development Touchstones in 10 Quotes**
JARRI KURRI BALLROOM A
 - Harold Wilson - Economic Developer
- **Track B - Shop Talk: Analyzing the Psychology and Trends of How We Spend our Money and Time**
JARRI KURRI BALLROOM B
 - Heather Thomson - VP, Strategy, Research and Engagement, Edmonton Chamber of Commerce

11:00 am - Refreshment Break and Tradeshow Walk

11:30 am - **Introducing: Sean Dyke, Ec.D.**

How Consumer Spending Trends Could Impact Regional Economic Development Plans in Canada

- Sean McCormick - Director of Business Development, Moneris
- *WAYNE GRETZKY BALLROOM, SALON B/C*

12:15 pm - **Introducing: Wendy Dupley, Ec.D.**

Accelerating FDI-Leveraging Key Global Corporate and Business Investment Trends and Data for Informed Strategies

- Chris Knight - Managing Director, fDi Specialist Portfolio, Financial Times
- *WAYNE GRETZKY BALLROOM, SALON B/C*

1:00 pm - LUNCH

1:25 pm - **Introducing: Lorie Watson**

Addressing Mental Wellness & Economic Development

- Leann Hackman-Carty - CEO, Economic Development Association of Alberta
- Angela Groeneveld, Economic Sustainability and Investment Officer, Town of Strathmore
- Munira Mohamed, Mental Health & Psychosocial Support Recovery Manager (Alberta), Canadian Red Cross
- *WAYNE GRETZKY BALLROOM, SALON B/C*

2:00 pm - **Introducing: Ron Gaudet, Ec.D.(F)**

The Keynote Comedian

- Steve Patterson - Host of CBC's The Debaters and Award Winning Comedian
- *WAYNE GRETZKY BALLROOM, SALON B/C*

3:00 pm - Quick Refreshment Break

3:15 pm - Introducing: John Regan, Ec.D.(F)

Bridging the Gap: Elevating Productivity and Community Impact through Digital Adoption

- Darryl Julott - Managing Lead, Digital Main Street
- *WAYNE GRETZKY BALLROOM, SALON B/C*

4:00 pm - SESSIONS END

6:30pm - President's Reception

- Cash Bar
- *BALLROOM LOBBY*

7:00 pm - President's Dinner (ends approx. 10pm)

- Marketing Awards Cup recipient announcement
- Ec.D. Recipients
- President's remarks
- Incoming President's remarks
- Presentation of 2025 Conference