



**Sheraton Centre Toronto Hotel – January 29-31, 2019
PROGRAM**

Tuesday, January 29, 2019

- 12:00 p.m.-2:30 p.m. **Pre-Conference Seminar - Women in Economic Development:** Ontario Investment and Trade Centre, Galleria, 250 Yonge Street, 35th Floor, Toronto, ON
- The Pre-conference seminar will precede the EDCO Conference and Showcase (January 29-31) to help maximize the professional benefits from limited travel budgets. Please note that registration to the Pre-Conference Seminar can be included as part of the EDCO Conference registration.*
- Presented by** Economic Developers Council of Ontario
- 4:00-6:00 p.m. Registration Opens (**Base of Escalator, Lower Concourse**)
- 5:00-7:00 p.m. **Opening Reception:** Arcadian Loft, 401 Bay Street, Simpson Tower, 8th Floor, Toronto
- 6:00-8:00 p.m. Showcase set-up

Wednesday, January 30, 2019

- 7:00 a.m. Registration Opens / Breakfast Buffet (**Base of Escalator, Lower Concourse / Grand Ballroom Foyer**)
- 7:30 a.m. **Breakfast Bite: 4 Key Elements to Improving Your Economic Development Web Presence (Grand Ballroom)**
- There is little question that having a strong web presence is important for economic developers, but with all of the web trends, and with most EDO's having limited resources, what focus areas are the most important and easy to maintain? With the elements in place, how do you make businesses and investors aware of the site's content? Gain tips and hear how communities of all sizes across North America have quickly and affordably improved their web presence.
- Presenter:** Dave Parsell, Co-founder and Chief Executive Officer, Localintel
Presented by Localintel
- 8:00 a.m. EDCO 2019 Annual General Meeting (**Grand Ballroom**)
- 8:45 a.m. Conference Opening and Welcome (**Grand Ballroom**)
- 8:55 a.m. Traditional Blessing and Land Acknowledgement: Chief Stacey Laforme, Mississaugas of the New Credit First Nation

9:15 a.m.

Opening Keynote Presentation: *Driving Change in a Fluid Environment*

The arc of the keynote will move through organizational positioning, the movement of information, the chaos of team dynamics, a seismic shift in the economic development business model and tapping the power of "True North." The speaker will provide easily executed ideas, leading edge examples, and thought provoking adjustments that will call-out leadership to make 5 changes to become masters of change in economic development

Presenter: Eric Canada, Chief Executive Officer, Blane, Canada Ltd.

10:15 a.m.

Health Break & Coffee in Showcase (***Grand Ballroom Foyer***)

Presented by Ryerson University-The Chang School of Continuing Education

11:00 a.m.

Concurrent Learning Labs

i. **Emerging Opportunities in Entrepreneurship: New Roads in Community Economic Development (*Grand Ballroom*)**

From workforce development to population retention to social impact, small business and entrepreneurship drives local economic development. This Learning Lab will introduce economic developers to emerging opportunities to grow their economies through entrepreneurship.

Moderator: Raphael Costa, Manager, Small Business & Entrepreneurship, Economic and Cultural Development, City of Vaughan

Presenters:

- Lucas Chang, Y2 Entrepreneurship Labs
- Kimberly D'Oliveira, Centre for Social Innovation
- Joanna Reynolds, Centre for Social Innovation
- Jarrod Ladouceur, Ryerson University

ii. **Navigating International Relations (*Grand East*)**

Accelerate your foreign direct investment activities by learning how your community can navigate international delegations. In this crash course, speakers will steer you through fundamentals such as event programming, delegation protocols and etiquette, and government resources.

Moderator: Laura Thompson, Manager of Real Estate & Commercial Development, City of Orillia

Presenters:

- Corie McDougall, Director, International Missions Secretariat, Marketing & Missions Division, Ontario Ministry of Economic Development, Job Creation and Trade
- Scott Rennie, Project Manager, Northern Ontario Exports Program, City of Greater Sudbury

iii. **Re-tool your Decision Making: Using Pro Forma Analysis to Support Local Economic Development (*Grand Centre*)**

While pro forma have long been used by the private sector, municipal use of pro forma have generally been isolated to urban megaprojects. Smaller municipalities

face distinct barriers to unlock economic opportunities: limited fiscal capacity; a heightened risk profile; lack of familiarity to assess risk; public skepticism on major projects; and, limited institutional capacity with pro forma. This session will provide a brief overview of pro forma analysis and a recently developed, publicly accessible pro forma template, as well as provide a case study of how pro forma has been used to support decision making in the Township of Rideau Lakes. Attendees will leave with an understanding of how to use pro forma analysis in their own economic development strategies.

Moderator: Stephen Morris, Team Lead, Economic Development Resources Unit - Business Development Branch, Ontario Ministry of Agriculture, Food and Rural Affairs

Presenters:

- Mike Dwyer, Chief Administrative Officer, Township of Rideau Lakes
- Michael Seasons, Urban Planner, Dillon Consulting Limited

iv. **Attracting and Scaling Companies in a 5G World – How Municipalities can leverage Ontario’s Advanced Technology Platform (*Grand West*)**

The next generation of digital infrastructure promises to be a game changer and the global race to adopt 5G standards is on. How will small- and medium-sized enterprises (SMEs) access this emerging technology to build, test and launch the products and services that unlock 5G’s massive potential? What does the implementation of disruptive technologies mean for municipalities as well as the broader economy? Join thought leaders from global tech companies for an engaging panel as they present success stories and their Future State forecast.

Moderator: Gillian Sheldon, Business Development Manager, Ontario Centres of Excellence

Presenters:

- Dan Ruby, Business Development Manager, Ontario Centres of Excellence
- Mit Perinpanayagam, Chief Financial Officer, X-Matik
- Mal Raddalgoda, Sales Engagement Manager, IoT, Ericsson, Technology & Emerging Businesses BU
- Richard Waterhouse, Vice President of Business Development and Marketing, CENGN

Presented by Ontario Centres of Excellence

11:45 p.m.

Lunch (***Grand Ballroom***)

Presented by City of Guelph

1:00 p.m.

Plenary: *Globally Standardized City Data to Drive Economic Development*

The need for globally comparable, city level data to drive economic development has become ever more critical. As cities increasingly take up positions on the global stage to drive investment and prosperity for their citizens, high calibre and globally comparable city data becomes essential in supporting city leaders to promote their city’s attractiveness. City leaders need data that is globally standardized to enable city to city comparisons. This presentation will focus on the work of the World Council on

City Data and ISO 37120 – the first international standard for city indicators and a growing Canadian and global network of cities devoted to building a culture of data for economic development.

Presenter: Dr. Patricia L. McCarney, President & Chief Executive Officer, World Council on City Data

2:00 p.m.

Concurrent Learning Labs

i. Workforce 2019, JOBS WITHOUT PEOPLE! (*Grand Ballroom*)

In a future of rapid technological change and widespread automation, the determining factor – or crippling limit – to innovation, competitiveness and growth is less likely to be the availability of capital than the existence of a skilled work force.

“Klaus Schwab, Founder and Executive Chairman of the World Economic Forum”

Moderator: Delia Reiche, Director, Middlesex Business Help Centre

Presenters:

- Deb Mountenay, Executive Director, Local Employment Planning Council
- Trudy Button, Regional Coordinator, Ontario Centre for Workforce Innovation
- Gemma Mendez-Smith, Executive Director, Four County Labour Market Planning Board

ii. Beyond the Final Report – Calibrating the success of BRE Programs (*Grand East*)

Come and learn how rural communities are implementing Business Retention and Expansion strategies and how they are monitoring and measuring their results.

Presenters:

- Dave Gray, Community Economic Development Officer, Burk’s Falls and Area Community Economic Development
- Wendy Timpano, General, Orillia Community Development Corp.

iii. In the Rearview – Looking Back at Successful Foreign Direct Investment Attraction (*Grand Centre*)

Tips, tricks and stories from real FDI projects that were attracted to Ontario.

Moderator:

- Bruce Takefman, President, Research Consultants International FDI, Inc.

Presenters:

- Jennifer Patterson, Senior Business Development Consultant, City of Hamilton
- Len Magyar, Development Commissioner, City of Woodstock
- Dan Degazio, Director of Economic Development, City of Welland
- Blair Patacairk, Vice-President, Global Expansion, Invest Ottawa

Presented by Research Consultants International (RCI)

iv. Putting Ontario’s Small Businesses on the Digital Map (*Grand West*)

The Digital Main Street Provincial Expansion funded by the Province of Ontario in partnership with the Ontario BIA Association (OBIAA) seeks to help small main street businesses across Ontario improve their adoption of technologies to better promote themselves online, sell online and even run back-office processes online. Every business that wants to participate in the grant must first take an online

assessment of their current technology use. Based on the assessment, the business will then develop a Digital Transformation Plan based on a template that will be provided which will detail their goals and what technologies they need to achieve those goals. To help put the plan into action, the business can then apply for a one-time grant of \$2,500 to help with the costs of adopting the required technology.

With the launch of the Grants Program, we are making Digital Main Street very real. These grants will enable Ontario's small "main street" businesses to learn how to become more digitally savvy, promoting and selling online; and also using new technologies to help make their operations more efficient. At this session, learn how your Municipality and Businesses can partner to put Ontario's small businesses on the 'digital map' and hear Case Studies on how this project is making Ontario's Small Businesses digitally savvy.

Moderator: Darren Shock, Economic Development Specialist, Ontario Ministry of Agriculture, Food and Rural Affairs

Presenter: Kay Matthews, Executive Director, Ontario BIA Association

2:45 p.m.

Health Break & Coffee in Showcase (**Grand Ballroom Foyer**)

3:15 p.m.

Concurrent Master Classes (75 minutes)

i. **Navigating the Cannabis Sector to Harvest the Economic Opportunity (*Grand Ballroom*)**

The legalization of cannabis has created economic opportunities across Ontario. In this session you'll "drive" away with an overview of the process producers/processors have to go through to become licensed. You'll hear from an EDO on his experience assisting cannabis businesses navigate the municipal processes. A producer/processor will highlight their experiences and what's in store for the cannabis sector, and lastly you'll hear first-hand from a HR professional about the workforce challenges facing the industry and what you can do to assist.

Moderator: Belinda Wick-Graham, Manager of Economic Development, Town of Minto

Presenters:

- Josephine DesLauriers, Vice-President, Human Resources, WeedMD
- Kale Brown, Director of Planning & Development, Town of Alymer
- Dr. Soyoung Lee, Chief Scientific Officer & Quality Assurance Person, Avana
- Joanne Garrah, Director of Licensing and Security, Cannabis Legalization and Regulation Branch, Health Canada

ii. **Fueling Your Community's Future Using Data-Driven Decision Making (*Grand East*)**

It's time to take advantage of technology! The second your brochure is printed, it's out of date. Economic development officers, investors and decision makers need tools that are dynamic, easily-accessible and available in real time.

That's why our panelists are here to share how communities and organizations are using data-driven decision making and GIS technology to take stock of their businesses and assets. From manufacturing to agri-food, from local to provincial,

come learn about the many untapped resources you can start using today to drive your community forward.

Moderator: Danielle Collins, Agriculture Economic Development Policy, Ontario Federation of Agriculture

Presenters:

- Dave Hudson, Deputy Director, Trillium Network for Advanced Manufacturing
- Janet Horner, Executive Director, Golden Horseshoe Food and Farming Alliance, ConnectON Asset Mapping
- James Goodram, Director of Economic Development, City of Cambridge, ISO 37120 Certified by World Council on City Data

iii. **Broadband & Cell Gap – The ignition to success for Ontario (*Grand Centre*)**

CRTC mandate is that Canada has to meet 50/10 – 90% of all Canadians should have access to a 50/10 connection by 2021 – What about the last 10%? What role do Economic Developers play in meeting the National mandate locally?

Moderator: Karen Jopling, Manager, Partnership Development, Fundraising, Peterborough County

Presenters:

- Sandra Dueck, Policy Analyst, Peterborough Chamber of Commerce; Co-chair, Policy Advisory Committee, Ontario Chamber of Commerce
- Melanie Pilon, Co-Lead, Northeast Superior Regional Broadband Network (NSRBN); Economic Development Officer, the Township of Dubreuilville
- Melissa O'Brien, Communications Manager, Southwestern Integrated Fibre Technology Inc. (SWIFT)
- Lisa Severson, Communications/Stakeholder Relations Officer, Eastern Ontario Regional Network (EORN)

iv. **Manufacturing Future Skills for Generation Next (*Grand West*)**

Manufacturing is a key economic engine in Ontario and developing future skills has been recognized by industry as essential to competing in the fourth industrial revolution, while growing and sustaining manufacturing here at home.

The rapid advance of technology within industry, the need to address present skills shortages, and the emergence of new and enhanced skills requirements not yet defined, requires a strategic approach to ensure our workforce can be productive now and for years to come. Your local manufacturers are striving to adopt new technologies and more rapid ways of production, while tackling critical issues affecting their business. Enabling growth and support of this sector requires significant investment in future skills – development, methods and subject-matter and enhanced integration of technology – with the greatest potential of generating economic returns.

Learn how industries of all sizes and sectors (along with community partners and stakeholders) are seeking to build a 'generation next' workforce, driven by the future skills needed to address this sector's growth and competitiveness. Hear best practice examples of local, regional and national initiatives being tapped to

establish these new capabilities, Integration with IIOT 4.0, automation, additive manufacturing, cyber security, and technical advancements which all require workforce capabilities that may go beyond the fourth industrial revolution.

Moderator: Scott McNeil-Smith, National Director, Projects and Partnerships Excellence in Manufacturing Consortium (EMC)

Presenters:

- Shawn Casemore, President, EMC
- Jean-Pierre Giroux, National Director, Skills and Talent Development, EMC
- Dina Iezzi, Vice President, Marketing and Business Development, Therapure Biopharma Inc.

Presented by Excellence in Manufacturing Consortium (EMC)

4:30 p.m. Program ends for the day

4:30–6:30 p.m. Feast On Reception (**Grand Ballroom Foyer**)

Thursday, January 31, 2019

7:45 a.m. Registration Opens / Breakfast Buffet (**Base of Escalator, Lower Concourse / Grand Foyer**)

8:15 a.m. **Breakfast Bite: Highest and Best Land Use Approaches for Economic Development (Grand Ballroom)**

Do you have parcels of land/buildings that you're not sure what to do with or how to understand their economic and market potential? Join us for breakfast as we provide you with insights, perspectives, tactics and local examples of highly successful "Highest and Best" land use approaches and projects that you can begin and start incorporating that are sure to bring added economic development and prosperity to your community.

Presenters:

- Christian Perreault, Senior Partner and Chief Executive Officer, Explorer Solutions
- Jason Kipfer, Director of Economic Development, Explorer Solutions

Presented by Explorer Solutions

8:45 a.m. Conference Opening and Welcome (**Grand Ballroom**)

9:15 a.m. **Plenary Presentation: Le Boat 2.0 – Making Economic Waves in Ontario**

During the 2018 EDCO conference, you witnessed the exciting announcement of the world's largest European canal boat operator, Le Boat, investing in Ontario and establishing its North American Headquarters in Smiths Falls.

In spring 2018, Le Boat successfully launched in Ontario and the reviews are in. The investment created jobs, Ontario's tourism global profile has been raised, tourism visits increased, and the impact on the local economy is significant.

In this session, you will hear about how Ontario communities addressed local buy-in, overcame zoning issues and planning challenges, and created new partnerships and authentic tourism programming.

The lessons learned and experience provided can help support and inform other investment initiatives across Ontario.

Developing the cruising industry is a focus of the Ontario government. Ontario's 100,000 kilometres of rivers and streams, plus 250,000 lakes are more than just natural wonders.

When investment knocks and communities collaborate, waterways can represent passageways to economic prosperity.

Moderator: Richard McKinnell, Assistant Deputy Minister, Tourism Division, Ontario Ministry of Tourism, Culture and Sport

Panelists:

- Jennifer Miller, Manager, Economic Development & Tourism, Town of Smiths Falls
- Ann Weir, Economic Development Manager, United Counties of Leeds and Grenville
- Amy Webb, Economic Development and Marketing Officer Township of Leeds and the Thousand Islands

10:15 a.m. Health Break & Coffee in Showcase (**Grand Foyer**)

11:00 a.m. Plenary: **Future Ready? An introspection on our profession (Grand Ballroom)**

The ever-evolving economy is constantly changing the economic development profession. Communities who take the time to learn about upcoming trends and examine how they can adapt are in a better position to proactively prepare for change. But in our fast-paced environments, how do we find time to do this? In this hands-on session facilitated by Gareth Potts, primary author of the recent IEDC report "Future Ready: Preparing for Tomorrow's Economy", participants will learn about emerging trends, and explore how these themes may impact Ontario communities. Seneca College Economic Development students will also be on-hand to facilitate roundtable discussions and prepare post-conference white papers on top themes and solutions.

Facilitators:

- Gareth Potts, PhD, International Economic Development Council
- Frank Miele, BES, MAES, CMIII, Seneca College, Ryerson University, York University

12:15 p.m. Lunch (**Grand Ballroom**)

1:30-3:00 p.m. **Concurrent Sessions – MASTER CLASS AND LEARNING LABS**

MASTER CLASS (90 minutes)

i. **Revving Up Your Agri-Food Opportunities (Grand Ballroom)**

Ontario agri-food is an economic powerhouse; employing 822,000 people and generating \$40 billion in GDP. How can economic developers, planners and organizations help fuel value-added agriculture, agri-tourism and innovation? Join our panelists to better understand the sector and discover how agri-food businesses can rev up your local economy.

Moderator: Danielle Collins, Agriculture Economic Development Policy, Ontario Federation of Agriculture

Presenters:

- Kelly Maloney, Agriculture Development Officer, City of Kawartha Lakes
- Mat Vaughan, Principal Planner, Norfolk County
- David Thompson, Research Project Coordinator, Rural Agri-Innovation Network (RAIN)
- Trissia Mellor, Agriculture Manager, Northumberland County, Ontario Agri-Food Venture Centre

Presented by The Ontario Agri-Food Venture Centre

1:30-2:15 p.m.

LEARNING LABS (45 minutes)

i. Union Station West: Toronto Pearson's Planned New Regional Transit and Passenger Centre (*Grand East*)

This learning lab will be devoted to discussing Toronto Pearson's plans for a Regional Transit and Passenger Processing Centre, a facility that could serve as a second major ground transit hub for the region. Come hear about Toronto Pearson's vision to support airport growth and regional connectivity, while providing significant economic and social benefits to the entire Greater Golden Horseshoe.

Moderator: James Lynn, Senior Investment Consultant, Ministry of Tourism, Culture and Sport

Presenters:

- Eileen Waechter – Director, Corporate Relations and Strategic Partnerships, Greater Toronto Airports Authority
- Michael Mendel – Manager, Government Affairs and Stakeholder Relations, Greater Toronto Airports Authority

Presented by Greater Toronto Airports Authority

ii. Turbocharge your Economic Development Data to Drive FDI (*Grand Centre*)

Effective use of economic development data to turbocharge your community's investment attraction requires a big picture perspective. How well do you understand your current value proposition? Where do you want to take it? Are you tracking cross-border greenfield investments, capital investment, job creation, and tracking investor signals? Do you have a solid handle on important investment trends in order to best craft your economic development strategy? And what kinds of data can you offer to potential investors who come to your website to search and analyze their key criteria for site selection? This learning lab offers a practical overview of the ways data can be used internally and for outreach to develop and put into practice a powerful, multifaceted investment promotion strategy for your community.

Moderator: TBC

Presenter: Alissa Sklar, Ph.D., Vice-President, Marketing, GIS Planning

Co-presented by GIS Planning Inc. and fDi Intelligence

iii. **Power-Up to New International Markets with Canada-Ontario Export Forum Partners (*Grand West*)**

Taking a business global is intimidating. The Canada-Ontario Export Forum (COEF) is a network of partners providing programs and services to Ontario businesses looking to build capacity to grow and sell internationally. Discover the resources available to economic developers and Ontario SMEs from 22 government and non-governmental organizations focused on helping Ontario businesses succeed in the global market. Come hear about the programs and services available from COEF partners to help bring Ontario to the world.

Moderator: Krystyn Sobolewski, Senior Export Advisor, Ontario Ministry of Economic Development, Job Creation and Trade (MEDJCT)

Presenters:

- Bill Macheras, InfoCentre Manager & Trade Commissioner, Ontario Region, Global Affairs Canada (GAC)
- Stephen Callaghan, Regional Vice-President, Ontario Region, Economic Development Canada (EDC)
- Suzanne Drisdelle, Manager, Partnerships Unit, Ontario Ministry of Economic Development, Job Creation and Trade (MEDJCT)

Presented by Canada-Ontario Export Forum

2:15-3:00 p.m.

i. **Turbocharge Your Positioning Statement**

What's your hook? Whether you're working a trade show or pitching a prospect, you need a high-level pitch statement that leaves them wanting to learn more. This hands-on workshop will help you develop a turbo-charged "elevator pitch," including how to:

- Create a message that resonates
- Use plain language to elevate your pitch
- Tailor the message to your target

Moderator: Karen Jopling, Manager, Partnership Development, Fundraising, Peterborough County

Presenter: Farah Tayabali, Vice President, Redbrick Communications

Presented by Redbrick Communications

ii. **Turning the corner – how communities are responding to the loss of major employers (*Grand Centre*)**

Last year, Procter & Gamble, the largest industrial employer in Brockville announced that they would be closing, and GE announced their closure in Peterborough. Together those announcements involve 1,000 direct jobs lost in those communities. Hear how Brockville and Peterborough dealt with those announcements and learn about the resources and tools available from the Ontario government to help communities shift gears.

Moderator: Karen Littlejohn, Senior Analyst, Ministry of Economic Development, Job Creation and Trade

Presenters:

- Rhonda Keenan, President & Chief Executive Officer, Peterborough & the Kawartha Economic Development
- Rob Nolan, Director of Economic Development, City of Brockville
- Joanne Anderson, Director, Ministry of Economic Development, Job Creation and Trade
- Jennifer Barton, Director, Ministry of Training, Colleges and Universities

iii. **Planning Together for a Reliable Electricity System (*Grand West*)**

A reliable source of electricity is essential to supporting economic growth. Planning for the resiliency of electricity infrastructure is becoming especially crucial as we begin to understand how communities are taking energy planning into their own hands. The IESO works with municipalities and economic development offices across the province to explore community planning initiatives and develop electricity plans that support local development. Learn how economic development officers, municipal planners, local distribution companies and the Independent Electricity System Operator (IESO) are working together to ensure there is an adequate electricity supply and infrastructure to meet the expected growth in communities.

Moderator: Lidy Romanuk, Manager, Economic Development and Tourism, Haldimand County

Presenter: Terry Young, Vice President, Policy, Engagement and Innovation, Independent System Operator

Presented by Independent Electricity System Operator

3:00 p.m.

Health Break & Coffee (***Grand Ballroom Foyer***)

3:15 p.m.

Closing Plenary: Empathy is the #1 Job Skill: The Future of Work and Learning (*Grand Ballroom*)

What does it mean to be human in the age of intelligent machines? What are the job skills of the future? How can we train ourselves—and our employees—to be indispensable to business success? In this interactive keynote, entrepreneur and inventor of *The Empathy Toy*, Ilana Ben-Ari identifies creativity and emotional intelligence as two of the top skills workers need—now and in the future. Much of our work is becoming automated, she says. But a successful interaction between two human beings, or a creative way of thinking, can't be automated. It can, however, be taught.

Presenter: Ilana Ben-Ari, Design Thinker and Founder of Twenty One Toys

4:15 p.m.

Program ends

5:30 p.m.

President's Reception (***Grand Ballroom Foyer***)

6:30-9:30 p.m.

President's Dinner and Awards of Excellence (***Grand Ballroom***)

Host: Adam Grove, Renowned Comedian and host of Cash Cab

Presented by County of Brant