



# BEYOND OUR BORDERS

Moving our Communities onto the International Stage

## AGENDA DETAILS

### TUESDAY APRIL 10

**Conference Registration** 12:00 noon to 6:00 pm  
2<sup>nd</sup> Floor Foyer, Westin Bayshore

**Optional Pre-Conference Tours:**

Please note: space is limited for these tours, so please book early to avoid disappointment!

***1:00 pm to 3:30 pm – “Connecting BC to the World” – Port of Vancouver***

**Cost: \$50/person + taxes** (includes tour and transportation costs)

The Port of Vancouver is the second largest port on the west coast of North America, and a key component of Canada’s Asia Pacific Gateway. The Port handles approximately 76.5 million tonnes of cargo, including close to 1.8 million containers, as well as close to a million cruiseship passengers annually. Join us for this exciting tour of the Port’s facilities, and see first-hand how the products produced in BC’s communities are sent to international markets, and how products from abroad are brought to our doorstep.

***2:00 to 4:30 pm – “Behind the Scenes” – Film studio tour***

**Cost: \$50/person + taxes** (includes tour and transportation costs)

Film and television production is a \$1billion industry in British Columbia, and the region is the third-largest film and television production location in North America. Communities around BC have benefited from location-based production activity; this tour offers the opportunity to visit a major film studio facility in the Lower Mainland. The **BC Film Commission** will lead this film studio tour, and show you what happens behind the glitz and glamour of this competitive business.

***1:30 pm to 2:30 pm – Canada Export Centre tour***

**No cost** (note: transportation not provided)

The Canada Export Centre is a private company that showcases BC firms to the global marketplace. The centre is a short 15 minute stroll from the conference hotel, so make your way to 602 West Hastings Street to meet the team at the centre, and learn what they do to host international delegations and facilitate trade connections.

Information and registration at

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**3:00 to 4:00 pm – 2010 Commerce Centre at Robson Square**

**No cost** (note: transportation not provided)

The 2010 Commerce Centre is establishing a store-front presence in a re-vamped Robson Square in downtown Vancouver, a short 15 minute stroll from the conference hotel. Meet the team at the Commerce Centre, as they welcome you on a tour of their new facilities, and outline their plans for the space in the time leading up to and during the 2010 Games.

**“Taste of BC” Welcome Reception** 6:00 pm to 9:00 pm

Join us for a fun-filled evening sampling the best of BC food and wine, networking with colleagues and making new friends.

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**WEDNESDAY APRIL 11**

**Conference Registration** 7:30 am to 4:30 pm  
2<sup>nd</sup> Floor Foyer, Westin Bayshore

**Opening Plenary** 9:00 am to 10:00am  
***How your community can benefit from globalization***

How is globalization shaping the Canadian economy? What does this mean for communities in British Columbia? **Todd Hirsch**, Chief Economist for the Canada West Foundation will share his insights on BC's economy, the opportunities for growth from the Asia Pacific region, and how BC's communities can benefit from expanding international trade.

**Morning Plenary** 10:30 am to 11:45am  
***Postcard from Asia***

How will the growth of Asia affect BC communities? What are the opportunities and pitfalls of these emerging markets? This plenary discussion will provide insight into what is happening in Asia, and how this translates into opportunities for businesses throughout BC.

**Lunch Presentation** 11:45 am to 1:15 pm  
***Working together to create a stronger BC***

What is the Government of British Columbia doing to put BC on the international stage? **Premier Gordon Campbell** has been invited to provide us with an update about key priorities for our province, and the role of communities in creating a strong and vibrant economy.

**Concurrent Break-Out Sessions – Early afternoon** 1:15 pm to 2:45 pm

***1A Business Retention – a Key Strategy for Community Growth***

Research indicates that up to 80% of new job creation in a community is generated from the existing business base. Economic development professionals, municipal leaders, and Community Futures organizations can play a key role in business retention and expansion (BRE) decisions. In this session, our BRE expert will outline the elements of successful business retention programs, and will answer your questions about how to establish a program in your community.

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### **2A BC – Canada’s Gateway to the Asia Pacific**

What is the Asia Pacific Gateway? Why is it important? What does it mean for communities in BC? This panel will talk about BC’s key role as a transportation and logistics corridor between Asia and North America, and discuss the importance of this role for all BC communities.

### **3A Regional Branding**

What is a “brand”? What influences a region’s brand, and how can communities leverage their brand for international recognition? Join our branding experts for an informative discussion about branding strategies for communities.

### **4A CFDA Aboriginal Engagement Workshop**

First Nations are important stakeholders in our communities, and vital economic development partners. How can we work together to build stronger local economies? This 2-part workshop (part 2 to follow after the mid-afternoon break), is part of the CFDA’s professional development workshop series. All conference attendees are invited to participate, and learn more about building bridges to First Nations.

### **5A CFDA Volunteer Leadership Workshop**

Volunteers are the life-blood of community economic development efforts. This 2-part workshop (part 2 to follow after the mid-afternoon break), is part of the CFDA professional development workshop series. All conference attendees are invited to participate, and learn more about supporting volunteer leadership for economic development.

### **Concurrent Break-Out Sessions – Mid- afternoon 3:00 pm to 4:30 pm**

#### **1B Business Retention – Best Practices**

What do successful business retention and expansion (BRE) programs have in common? This panel discussion will profile best practices from around North America. Learn what has worked (and not worked!) in other places, and how to apply that learning for your community.

#### **2B Opening Doors to New Trade Corridors**

International trade is accelerating at a rapid pace, and new markets are complex, requiring new ways of doing business. The panel will discuss successful strategies for opening doors to trade, including virtual marketing alliances and trade associations, and the role of economic development organizations in connecting local firms to international markets.

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### **3B Partnering for Successful Business Attraction**

What do companies look for when locating facilities? How do you get your community on the “radar screen”? This panel will explore strategies for successfully attracting new business to communities.

### **4B CFDA Aboriginal Engagement Workshop (continued)**

This session is a continuation of the workshop that commenced at 1:15 pm.

### **5B CFDA Volunteer Leadership Workshop (continued)**

This session is a continuation of the workshop that commenced at 1:15 pm.

### **Gala Banquet, Auction and Awards Dinner 6:00 reception; 7:00 meal**

We'll use any excuse for a party! This evening, we will celebrate BC's best economic development achievements with lots of laughter and fun. And don't forget your chequebook – we will be auctioning items to raise funds for EDABC's Professional Development Scholarship Fund.

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**THURSDAY APRIL 12**

**Conference Registration** 7:30 am to 12:00 noon  
2<sup>nd</sup> Floor Foyer, Westin Bayshore

**Morning Plenary** 8:30 am to 9:45 am  
***Economic Gardening***

“Economic Gardening” is an entrepreneurial alternative to the traditional economic development practice of recruiting industries. Based on the idea that economies can be grown locally by entrepreneurs, economic gardening requires tilling the soil, planting the needs, and nurturing growth. The phrase “economic gardening” was first coined by Chris Gibbons, the Director of Business and Industry Affairs with the City of Littleton, Colorado. During this session, Chris’s colleague, Christine Hamilton-Pennell, will share the gardening insights their team has learned.

**Concurrent Break-Out Sessions – Morning** 10:15 am to 11:45 am

### **1A EDABC AGM**

EDABC members are invited to the association’s annual general meeting, including the election of the 2007/08 Board of Directors.

### **2A *Changing Workforce***

Business, labour, and government are sounding alarm bells about BC’s changing workforce. The imminent retirement of “boomers”, and the rapid pace of economic growth in Canada’s western provinces is putting the squeeze on our human capital. How can communities ensure that their local firms have access to the workforce they need? Join this panel of experts to learn how some communities are approaching this issue, and how senior levels of government are responding.

### **3A *Investment Funds for Target Groups***

Community Futures organizations have a well-deserved reputation for providing innovative financing options to support community economic development. During this session, CFDA will talk about possible new investment fund vehicles to support target groups.

**Lunch Presentation** 11:45 am to 1:15 pm  
***Working together to create a stronger Canada***

What is the Government of Canada doing to put BC on the international stage? **Minister David Emerson** has been invited to provide us with an update about key federal

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priorities that impact BC, including recent investments in the Asia Pacific Gateway and Corridor initiative.

### **Concurrent Break-Out Sessions – Afternoon** 1:15 pm to 2:45 pm

#### **1B CFDA AGM**

Members of CFDA are invited to attend the annual general meeting of the Community Futures Development Association of BC.

#### **2B Planning for Beijing 2008**

British Columbia has become part of the global “Olympic family”. With some strategic planning, communities around the province can create enduring economic legacies from the 2010 Winter Games. Join this panel to find out what successes were achieved from community involvement in the 2006 Turin Games, how these lessons can be applied to the 2008 Games in Beijing, and how your community can get involved in the Province’s plans for the 2008 version of “BC Canada House”.

#### **3B Attracting Large-Scale Real Estate Investment**

Large-scale real-estate investment is increasingly driven by pension funds, insurance companies, and professional money managers. How does this affect community efforts to attract capital for large-scale economic development projects such as new office space or resort developments? Our panel of experts will explain how project financing is changing, what developers are looking for, and how communities can position themselves to attract new investment.

#### **4B Working with the Media**

Have you ever done a media interview, and regretted it? Join our seasoned media experts **Nancy Spooner and Ken Coach** for this session that will provide practical tools for using the media as part of your communications strategy, understanding what makes “news”, preparing for interviews, and communicating during crisis. In addition to providing ongoing communications advice to an impressive client list, Nancy and Ken have trained more than 800 senior executives, politicians, community leaders and volunteers to work effectively with the media.

### **Closing Plenary** 3:00 pm to 4:30pm

#### ***Navigating Uncharted Territory***

In surroundings that don't comply with our beliefs, how do we move forward? Why do some people chart their own course and others remain in reactive mode? During this plenary session, space scientist, neurologist, author, astronaut and Canada's first woman in space, **Dr. Roberta Bondar** will change the way you think. Forever.

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Named by *Time Magazine* as one of North America's Best Explorers, holder of the NASA Space Medal, and inducted into the International Women's Forum Hall of Fame, Roberta Bondar makes exciting connections between how our brains adapt in space to how we can adapt to constantly-changing environments here on Earth. In space, severe disorientation confronts astronauts in an unfamiliar and weightless environment. From her own experiences aboard the space shuttle Discovery, Dr. Bondar unveils her findings on the science of coping with change, along with specific actions that can deal with the challenges of disorientation in today's chaotic corporate world. This inspiring session is not to be missed!

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