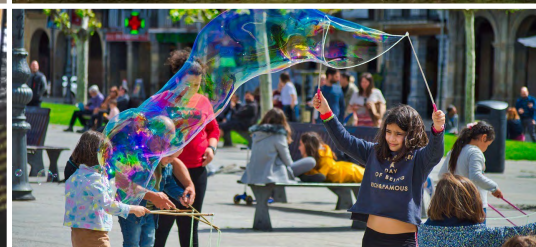
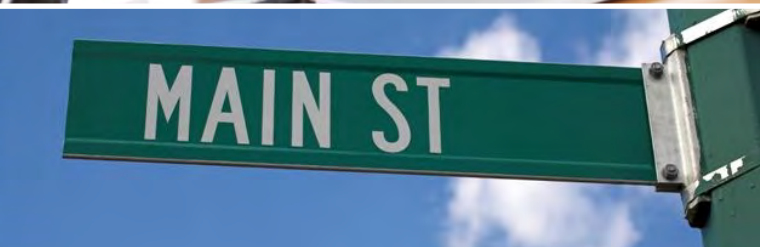
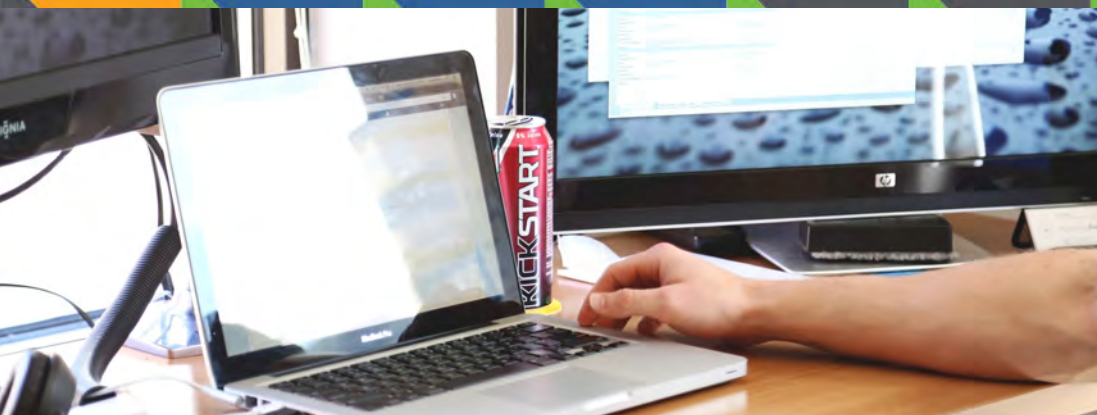


# SASKATCHEWAN ECONOMIC DEVELOPMENT & LEADERSHIP VIRTUAL FORUM



**November 24-25, 2021**



COLLABORATION INNOVATION INSPIRATION



# NOVEMBER 24 AGENDA

## 8:30 a.m. Opening Remarks

## 8:45 a.m. Plenary Session

### **Resilient Communities with Nikolas Badminton**

Many are talking about “bouncing back” to our pre-COVID ways of living and working. Do we segue back in to a modified system or bounce beyond to a potential flourishing future?

## 9:30 a.m. Break

### 9:45 a.m. Concurrent Sessions

#### **Storytelling for Industry Attraction**

Finding “your story” is the core identity work of any business or community. Margaret will illustrate how animating these stories can be a key attraction tool.

Margaret Doyle, [What's Your Story](#)

#### **Grow Your Community with Indoor Farming**

The growing relevance of food sovereignty cannot be understated. Communities, retailers, and organizations can now grow local produce anytime and anywhere, with cost-effective container farms.

Branavan Tharmarajah, [The Growcer](#)

## 10:30 a.m. Break

### 10:45 a.m. Concurrent Sessions

#### **Benefits of Municipal Development Corporations**

Discover how own source revenue generation can reap long term economic, social, environmental and community benefits.

Celine Favreau, Economic Development Specialist  
Dale Wheeldon, [EDCD Consulting](#)

#### **Transforming Organizational Culture**

Discover how to integrate cultural and gender-based considerations into your organizational planning processes.

Alicia Buckley, [Aboriginal Friendship Centres of Saskatchewan](#)

### 11:30 a.m. Concurrent Sessions

#### **Rural Communities Rock**

What will the future look like in small towns and rural areas? Join Deb Brown shares how to create a future that works for you. Hear suggestions for what you can do and small steps everyone can participate in.

Deb Brown, [Save Your Town](#)

#### **LinkedIn: The Underutilized Business Attraction Tool**

LinkedIn is perhaps one of the most underutilized tools in the economic development tool kit. Learn how you can leverage it to identify leads, schedule meetings, and build relationships.

Guillermo Mazier, [Wavteq](#)

## 12:30 p.m. Closing Remarks

Don't miss your chance to win a Fireweed Artisan Box as we draw for door prizes. Delegates must be present to win.

### 1:30 p.m. Roundtables

#### **Youth Entrepreneurship Clubs**

Special Guest Joe Taylor

#### **Introduction to Connected Saskatchewan**

Special Guest George Barnhart

### 2:30 p.m. Roundtable

#### **Indigenous Engagement Strategies in Rural Communities**

Special Guest Mitch Wincentaylo, Town of Devon AB

# NOVEMBER 25 AGENDA

## 8:30 a.m. Opening Remarks

## 8:45 a.m. Plenary Session

### **The Shifting Energy Arena with Doug Opseth**

We have begun to experience a massive value shift into renewable energies, a trend that is likely to accelerate. SaskPower's Director of Generation Asset Management and Planning will walk us through the updated feasibility on small nuclear reactors and discuss a transformation roadmap for Saskatchewan.

## 9:30 a.m. Break

## 9:45 a.m. Concurrent Sessions

### **Sustainable Tourism and Cluster Success**

Discover successful traditional and non-traditional tourism experiences and how Gros Morne has nurtured tourism clusters in eastern Canada.

Jonathan Foster, [Gros Morne Institute](#)

### **Leveraging Saskatchewan Biomass**

Demand for sustainable energy is accelerating rapidly. This session will highlight the opportunities for community-based power generation and export potential for processed pellets.

Tina Rasumussen, [Meadow Lake Tribal Council](#)  
Ron McCullough, [City of Melville](#)

## 10:30 a.m. Break

## 10:45 a.m. Concurrent Sessions

### **Fostering Regional Collaboration Panel**

Regional strategies enable communities to share resources, enhance marketing, increase their workforce profile and build capacity. Learn how three Saskatchewan groups are building economies of scale.

Sean Wallace, [South Saskatchewan Ready](#)  
Bruce Fidler, [FDC Regional Development Commission](#)  
Tim Keating, [Southeast Saskatchewan Economic Partnership](#)

### **Tourism Hubs**

From cycling and paddling to roasting coffee, Oxford Tourism excels at the visitor experience. Learn more about their strategy and how to leverage regional attractions.

Meredith Maywood, [Oxford County Tourism](#)

## 11:30 a.m. Plenary Session

### **Big Little Legends with Gair Maxwell**

The "notorious" Gair Maxwell will close the forum by discussing how communities and businesses can define their difference.

## 12:30 p.m. Closing Remarks

Stay with us for our final door prize draws. Delegates must be present to win.

**The 2021 Economic Development & Leadership Forum is supported by:**



Prairies Economic  
Development Canada

Développement économique  
Canada pour les Prairies

# SPEAKERS



## NIK BADMINTON

Nikolas is the Chief Futurist and Think Tank leader at Futurist.com, a Fellow of the RSA, and the futurist that the world's most impactful companies, A-list Hollywood, and international media turn to for big ideas, new thinking and opinion. Nikolas has advised NASA, Google, Microsoft, United Nations, United Way, Bank of Canada, Government of Canada, UK Home Office, Government of Cayman Islands, American Express, AT&T, Thales, Rolls Royce, Heineken, Procter & Gamble, IDEO, and many more.

## DEB BROWN



Deb is the cofounder of SaveYour.Town and spends many days in small towns around the world. Her expertise in filling empty buildings, marketing in a small town and the Idea Friendly Method for economic development is changing the landscape for many towns. A wealth of experience includes foreign casualty insurance underwriting, bartending, managing internet stores and luggage stores, selling knives, leading a chamber and working with small towns. Deb has lived in tiny towns, small towns, small cities and a major metro city. Yet, she's come home to a small town and travels to many others to help. Deb is a relentless optimist and knows how to build possibility in your small town. Better yet, she inspires you to take small steps towards a brighter future for your community. Deb has keynoted at Brownfields National Training Conference, Rural X Summits, TEDx Brookings, Michigan Rural Economic Development Conference, Roscommon County Michigan, to name a few.



## ALICIA BUCKLEY

Alicia Buckley is a member of the Buffalo River Dene Nation and an urban Indigenous woman. She earned her degree at the University of Saskatchewan in Regional and Urban planning and has a passion for engaging the community, building stronger communities and community development. Alicia is honoured to help build the Indigenous profile in Saskatchewan while working along side the wonderful team at Aboriginal Friendship Centres of Saskatchewan as the

Program Director for the Centre for Indigenous Women, Two Spirit and Gender Diversity. While in this role, she worked to gather the voices of Indigenous women and 2SLGBTQ+ in the first Indigenous Women's Economic Framework, now being implemented. She has many years experience with governance and policy development and has been able to use her skill sets on a number of Boards, committees and community initiatives where she can be a voice for those who are not heard.

## MARGARET DOYLE



More than a decade ago, Margaret started asking businesses, "What is your story?" and discovered that the answer was never the same. Each story was as unique as the owner but it often seemed like this individuality wasn't experienced by customers. Today, Margaret continues to prompt leaders, owners, operators, and destinations with this essential question in order to create a catalyst for new thinking about the story they are telling. A passionate believer in what she describes as the 'living narrative', Margaret has developed story systems, training, and media for large corporations, governments, destinations, and businesses in order to shift cultures, inform and direct strategy, and bring stories to life. One of her favourite parts of working on a new project is the challenge of solving a narrative puzzle using digital, analog, memory, media and real-life elements to create a story experience.

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# SPEAKERS

## CELINE FAVREAU

With over 25 years of progressive experience in community economic development, business development and regional development, Celine has extensive knowledge in providing results driven leadership, and management support. She has worked with numerous regional and provincial organizations including urban and rural municipalities, as well as communities of Northern Saskatchewan.



Celine is a visionary with a realistic approach to action, and a willingness to take on new initiatives. She holds the Professional Community and Economic Developer of Saskatchewan (PCED.SK) designation.

## BRUCE FIDLER



Bruce Fidler is the mayor of Creighton. He is currently in his 19<sup>th</sup> year as mayor and his 28<sup>th</sup> year on council. Bruce is also the chair of New North, which is an advocacy association representing all communities in northern Saskatchewan. As the mayor, he has always been involved in economic development and job creation. Facing the closure of the largest employer in the region, he and the two other mayors of the area communities created a Regional Economic Development Commission. Funded by the three communities, the commission and the economic development officer work toward job creation, industry attraction and business retention.

## JONATHAN FOSTER

Jonathan Foster is the Executive Director of the nationally awarded and recognized Gros Morne Institute for Sustainable Tourism, located in Gros Morne, NL. Jonathan has been involved in the tourism industry as both an operator and advocate having worked in the private sector, government and university settings over the past 25 years. Having studied and worked across Canada and New Zealand, Jonathan has been exposed to many destinations and ways of doing business. It is this exposure that has helped shape his understanding and passion regarding community tourism development. This passion has led him to become heavily involved regionally working with communities and businesses to help facilitate and grow their tourism experiences. Jonathan strongly believes that by utilizing the talents and skills of people within communities that businesses and destinations can flourish in a very globally competitive marketplace.



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**Regina & Saskatchewan South**  
Lance Kelln  
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Lance.Kelln@FlexNetworks.ca

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# SPEAKERS

## TIM KEATING



Tim is the Regional Economic Development Director for the Southeast Sask Economic Partnership (SSEP) based out of Estevan, Saskatchewan. Tim grew up on a mixed farm in the RM of Estevan No. 5 and attended the University of Saskatchewan where he attained degrees in Regional and Urban Development and Economics and is professional Planner. Tim worked throughout Saskatchewan as a Regional Economic Development Officer for Mainline REDA in Broadview and Great River Lakes REDA of Outlook Saskatchewan. Tim moved to Alberta and worked for Alberta Agriculture as an agribusiness development specialist and then later for MNP as manager for management consulting and agribusiness. Tim owns a rural economic management consulting firm and is co-owner of a private land development company based in Estevan. He is married with 3 kids and enjoys spending time in all aspects of the great outdoors.

## GAIR MAXWELL



Endlessly curious about the origin of legends and myths, Gair is a global authority in helping organizations create iconic, larger-than life brands that attract legions of customers and top talent—without having to resort to “pushy” marketing tactics. Gair is a renowned speaker, author, marketing consultant and co-founder of The Seamless Brand™, a marketing firm that helps organizations sharpen their message and anchor their story. A former broadcaster, Gair did more than 10,000 interviews and 30,000 broadcasts in a two-decade radio and television career.

## MEREDITH MAYWOOD



Growing up on a 50 acre hobby farm on Prince Edward Island gave Meredith a passion for the environment and tourism. This passion became a career with Meredith working for the County of Oxford as a Tourism Specialist since 2013. In this role Meredith has launched the Oxford County Cheese Trail, the Oxford Fresh buy local program, tourism cycling routes, Experience Oxford and supported the County of Oxford's efforts in sustainability. Learn about the collaborative approach taken in Oxford County and how they harnessed what the community had available to offer visitors.

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# SPEAKERS



## GUILLERMO MAZIER

Guillermo has a long history in the investment promotion industry. His team at develops strategies and integrates resources to assist clients in leveraging technology to attract investment to their communities. A sought-after industry speaker and contributor on Forbes magazine, Guillermo has served as a consultant and professor with the U.S. Travel Association, the University of Waterloo, the U.S. Department of Commerce, Inter-American Development Bank, and the International Economic Development Council, teaching over 12,700 professionals. Co-author of the first and only research papers on economic development performance, digital metrics and how technology-enabled services can save economic development, Guillermo and his colleagues' data and observations have been shared with thousands of economics developers around the globe. Guillermo earned his MBA in International Business from Regis University and recently transitioned to Wavteq as President Americas.

## RON MCCULLOUGH

Ron McCullough is the City Manager for the City of Melville, SK. Over the last 43 years, Ron has spent 10 years in private sector (banking and self employment) and 33 years in public service, primarily with local governments across Manitoba, Saskatchewan and Alberta. Ron believes in sustainable community development through a balanced approach to economy, physical infrastructure, natural environment, social and culture, and governance.



## DOUG OPSETH

Doug Opseth is the Director of Generation Asset Management and Planning at SaskPower. In this role, Doug leads the team with the challenging task of ensuring the growing demand for power in

Saskatchewan can be met while at the same time dealing with ageing generation facilities and increasing pressures on greenhouse gas emissions. Much of Doug's work the past several years has been focused on the development of SaskPower's long-term plan for the energy transition away from conventional coal by 2030. Previously Doug had been responsible for SaskPower's work with Independent Power Producers and led the negotiations of Power Purchase Agreements with private companies and neighbouring Canadian provinces.



## Conference Door Prizes Fireweed Artisan Boxes

A project developed by the Saskatoon Tribal Council's Aboriginal Youth Entrepreneur Program (AYEP), Fireweed Artisan Boxes offer products from young Indigenous entrepreneurs across the province, including handmade art, jewelry, leather goods, literature, and more.

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# SPEAKERS



## TINA RASMUSSEN

Tina Rasmussen is the Corporate Development Officer for MLTC Industrial Investments. The Economic Development arm of the Meadow Lake Tribal Council. Tina has a diverse background of experience. Having spent 15 years as a municipal Chief Operating Officer, 20 years involved in Saskatchewan's Health Authority Board Keewatin Yatthe and 9 years with Northern Lights Board of Education. Tina brings a wealth of experience in a variety of fields and connection to the Indigenous communities of Northern Saskatchewan. Most recently, Tina has begun work with the Meadow Lake Tribal Council on advancing their renewable energy aspirations. Most particularly with the development of a BioEnergy facility directly tied to the Tribal Councils sawmill operations in Northern Saskatchewan.

## BRANAVAN THARMARAJAH

Branavan Tharmarajah is an alumnus of McGill and Acadia University, with a background in business and nutrition, and he is presently finishing his MBA in Community Economic Development at CBU. He has worked in both the private and nonprofit sectors and brings a unique perspective on promoting health and economic development using community-based approaches. At The Growcer, Branavan helps communities all across Canada grow food year-round commercially, locally, and sustainably and supports them to increase their food sovereignty.



# Saskatchewan Leads In AgTech



Dan McCann, CEO, Precision.AI, found the support he needed to get his agtech startup off the ground in Saskatchewan. Precision.AI was able to access private-sector agricultural expertise and a network of government and university R&D services. As well, the provincial government has specially targeted programs to support tech startups.

Think Saskatchewan for your agtech startup. Visit [saskatchewan/invest.ca](https://saskatchewan/invest.ca) to learn more.





# SPEAKERS

## SEAN WALLACE



Sean Wallace is the Managing Director of the South Saskatchewan Ready Partnership based in Coronach, tasked with developing economic plans to mitigate the negative affects of Coal Transition. He is a nationally recognized subject matter expert in rural economic development. Before moving to Saskatchewan, Sean served with three different provincial/territorial governments and held senior civil servant and senior political advisor positions with a focus on jobs and economy. Sean spent 10 years with the Canadian Armed Forces, Royal Canadian Armour Corps as a Reconnaissance Crew Commander and attained the rank of Master Corporal. Both professionally and as an avid volunteer for numerous boards and committees, Sean has been recognized with awards throughout his career. In 2012 he received the Queen Elizabeth II Diamond Jubilee Medal for his contributions to Canada.

## DALE WHEELDON



As a partner in EDCD Consulting, Dale brings over 25 years of knowledge along with a varied background in economic development and local government, both in small and large communities. Previously Dale received his Certificate in Economic Development from the University of Waterloo.

He has served as President of the BC Economic Development Association and as a Director of the Economic Developers Association of Canada. Dale and his teams have won numerous awards including Economic Development Officer of the Year Award, marketing, and the BCEDA Presidents award for work on disaster economic recovery. While with the Chilliwack Economic Partners Corporation, Dale managed a team of professionals resulting in the attraction of several new companies to the community, development and implementation of an award winning business retention program, and gained the reputation of having one of the most successful economic development structures in Canada.

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## MARKETING INNOVATION AWARD POPULATION OVER 10,000

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## COMMUNITY PROJECT AWARD POPULATION UNDER 10,000

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## COMMUNITY PROJECT AWARD POPULATION OVER 10,000

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