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**Virtual Forum**  
December 2, 2020

# Agenda

## ***9:00 am Opening Plenary: Shifting into Possible with Bill Stainton Sponsored by Province of Saskatchewan***

Change happens quickly in the 21st century, and the leader(or business or community) who can think creatively — on demand! — will have a competitive advantage. Multiple Emmy Award winning Executive Producer and keynote speaker Bill Stainton will ready us for the choices ahead.

### ***Award Presentation and Door Prize Draws***

## ***9:50 am Network Break***

## ***10:00 am Concurrent sessions***

### ***• Shift Your Spend sponsored by Cooperatives First.***

Janette MacDonald of "Fighting Unemployment" will share an innovative initiative to support small businesses as we work on economic recovery and business resilience.

### ***• Capitalizing on Film Industry Opportunities sponsored by Futurpreneur.***

The demand for digital entertainment content will continue to rise in response to accelerated at home media consumption. Ken Alecxo of the Saskatchewan Media Production Industry Association will discuss the potential for our creative sector – and communities –to capitalize on this opportunity

### ***Award Presentation and Door Prize Draws***

## ***10:50 am Network Break***

## ***11:00 am Plenary Panel: Intersections for Growth Sponsored by the BDC***

Rural and small urban centers struggle with capacity. Our panel will discuss the intersection of organizations representing tourism, economic development, business improvement districts and chambers of commerce. Presenters: Jackie Wall, Estevan Chamber of Commerce; Twila Walkeden, City of Weyburn Brent Fitzpatrick, Humboldt Chamber and Judith Veresuk, Regina Downtown BID.

### ***Award Presentation and Door Prize Draws***

## ***11:45 pm Lunch Break (Delegates on their own)***

## ***12:30 pm Plenary: Won't you be my neighbour? Building connections between rural municipalities and First Nations in Saskatchewan Sponsored by SIEDN***

Rural residents often rely on the same infrastructure and regional economies, regardless of whether they live on reserve or in a municipality. Working together can create more economic opportunities, leverage infrastructure dollars, and help all citizens feel included and safe. This session will examine good, better and best practices in creating relationships and trust between rural and Indigenous communities in Saskatchewan, and unlocking the potential of our regional economies. Moderator Heather Exner-Pirot of the Saskatchewan Indigenous Economic Development Network(SIEDN) will be joined by special guests Milton Tootoosis (Chair of SIEDN), Chief Edmund Bellegarde (FHQ Tribal Council) and Sheryl Spence (former Mayor, City of Warman).

### ***Award Presentation and Door Prize Draws***

## ***1:20 pm Network Break***

## ***1:30 pm Plenary: The Future of Agriculture with David Beurle Sponsored by AgWest Bio***

David Beurle, CEO of Future IQ a global foresight and research firm will discuss the key drivers shaping the future of agriculture, agri-food and the agri-based sector and how the sector will thrive now and in the decade ahead.

### ***Award Presentation and Door Prize Draws***

## ***2:20 pm Network Break***

# Agenda

## 2:30 pm Concurrent sessions

- **Impacts and Benefits of Rural Development Hubs sponsored by Community Futures Saskatchewan.**

Janet Topolsky of the Aspen Institute will share the success of rural development hubs in the United States and their role in creating vibrant and economically sustainable communities.

- **Future-Proof Your Community for Increased Tourism in 2021 Sponsored by Tourism Saskatchewan.**

2020 has been a year to remember. Now is the time to plan for community tourism actions in preparation for the much needed 2021 season, with a continued focus on the domestic market to drive the visitor economy. Join Dr. Nancy Arsenault, the Managing Partner of the Tourism Cafe Canada as she highlights five, tactical, practical opportunities for communities to support rebuilding back the tourism industry, making every investment count.

## 3:15 pm Closing Plenary: A Bottom Up Approach to Community Prosperity with John Reuter sponsored by Flexnetworks.

John Reuter, co-founder of the Strong Towns movement in the United States, will explain why communities of all sizes continue to struggle to meet their basic needs, and reveals a new paradigm that can solve this longstanding problem.

## 4:00 pm Award Presentation and Door Prize Draws

### Sessions on Demand

These prerecorded sessions will be available to forum delegates after the conference along with recordings of all the live sessions. Delegates will have access for 90 days.

#### **Bring Back Main Street: A Rural Context.**

Kieron Hunt of Nova Scotia based FBM Planning Group, Donna Brothwell of the Yorkton Business Improvement District and SEDA CEO Verona Thibault will discuss new strategies to invigorate our downtowns.

#### **Success Stories from the Field.**

Learn from what has worked in other communities. This session will feature a series of best practices from nine Saskatchewan leaders and professionals across Saskatchewan. Presenters from the following organizations will share their success in community and economic development initiatives.

- Town of Langenburg and Firesong, Loon Lake
- MSMA Region and Village of Borden
- Harvest Eatery, Shaunavon and City of Prince Albert
- Town of Spiritwood and Town of St Walburg
- Town of Coronach

#### **Local and Regional Food Ecosystems**

Discover contemporary approaches to local food ecosystems with Open Food Network Canada and Edmonton's "The Public".



The poster features the SEDA logo at the top left, followed by the text "Shift into 2021" and "Virtual Fireside Chat Series". Below this, it lists three chat sessions with their dates, titles, and speakers. At the bottom, it states "REGISTRATION NOW OPEN" and shows a close-up image of a fire burning in a fireplace.

**Join the discussion as we examine economic development from three different perspectives.**

**January 13, 2021**  
**Saskatchewan Economic View**  
with Pierre Cleroux, Chief Economist  
Business Development Bank of Canada

**January 20, 2021**  
**The Opportunity for a New Economy**  
with Carol Ann Hilton, CEO & Founder  
Indigenomics Institute

**January 27, 2021**  
**Managing versus Leading:**  
**What we need from Community Leaders in 2021**  
George Cuff, George Cuff & Associates

**REGISTRATION NOW OPEN**



**Bill Stainton**

Bill Stainton is a 29-time Emmy Award winning Executive Producer and respected leader in the Seattle business community. He is a regular contributor to Seattle Business magazine, and his expertise has been cited by Forbes and The Wall Street Journal. Bill has also authored nine business training video programs in subjects ranging from Office Politics to Customer Service to Team Motivation. His programs have been used by many organizations, from IBM and Boeing to Paramount Pictures and the CIA. (And yes, the fact that the CIA is actually using Bill’s training materials is a cause for worry!)

For fifteen years, Bill was the Executive Producer of Seattle’s legendary comedy TV show, Almost Live! (which also enjoyed a two and a half year run in national syndication on Comedy Central). Bill led his team to more than 100 Emmy Awards and 10 straight years of #1 ratings. Focusing primarily on the areas of leadership, teamwork, and innovation, Bill now helps leaders achieve those kinds of results—in their world and with their teams. He blends the business smarts he learned from twenty years in corporate management with the show biz sparks he gleaned from working alongside Jerry Seinfeld, Ellen DeGeneres, and Jay Leno.



**Ken Alecxe**

Ken Alecxe, Executive Director of the Saskatchewan Media Production Industry Association (SMPIA), is enjoying focusing his efforts and expertise on activation of the screen-based production industry by working with municipalities, business associations, across industries and with the provincial government. For the

past 12 years, Ken has been a managerial consultant in such diverse industries as broadcasting, film/tv, heritage, tourism, synchrotron science, carbon capture storage, start-ups and health profession regulation. Previously, Ken was the President and CEO of the Saskatchewan Communications Network (now City TV Sask), Associate Deputy Minister for Culture and Recreation and Associate Deputy Minister for Post-Secondary Education. Ken was also employed for 10 years at Western Economic Diversification Canada where he worked on such major projects as the Canadian Light Source, Hitachi Industries industrial (hydro casings in Saskatoon), and Wanuskewin Heritage Park.



**Janette MacDonald**

With 17 years of experience in business improvement, promotion and marketing, Janet is a passionate changemaker with a vision of how communities can come together, and she is proud to have a network of colleagues and friends that spans across North America.

Janet’s experience in BIA leadership allowed her to work closely with entrepreneurs and community leaders who showcased every day that small businesses are the backbone of our economy, and that social justice and economic resilience go hand in hand.

Fight Unemployment was founded through these experiences and the knowledge that main streets and communities can renew and rebuild. The closure of many small businesses over the years, the surge in online shopping, and the shift away from the personal relationships that small independent businesses provide, have all inspired Fight Unemployment and our urgency to help.

Prior to founding Fight Unemployment, Janet worked in partnership with individual owners, business improvement areas, municipalities and community builders to strengthen small businesses. One of her proudest accomplishments was playing a significant role in advocating for the transformation of London’s Dundas St. to Dundas Place, including the creation of second campus on Dundas Place, which won an International Pinnacle award for leadership. Janet has also been a member of the OBIAA (Ontario Business Improvement Area Association) for 14 years, and IDA (International Downtown Association) for 8 years.



**Twila Walkeden**

Twila Walkeden is the Executive Director of Weyburn Regional Economic Development as well as the Weyburn Chamber of Commerce. She was born in the community of Weyburn and received her Bachelor of Science in Agriculture from the University of Saskatchewan in 1989. Over the past 20 years Twila has worked in various communications and stakeholder relations positions and takes great pride in her home community of Weyburn. Currently, Twila works to support local businesses and advocates for a strong community both socially and economically. Her role in Economic Development serves both the City of Weyburn and Rural Municipality of Weyburn. Twila understands that regional collaboration is key to community development and enjoys working alongside fellow economic development professionals in the southeast region of Saskatchewan.



**Jackie Wall**

Jackie Wall is an “art”preneur, creative consultant, and business advocate. Jackie has a diverse background that started with a Bachelor of Commerce in Marketing and General Business. Her career includes community leadership as an advocate for economic development and in her role in the chamber of commerce network. Jackie has also served as a Marketing Specialist in Strategic Intelligence, as a retail store owner and as the business manager of a family farm and bison ranch. Utilizing this diverse background and her visionary mindset, Jackie is keen to inspire businesses and communities through strategic planning, presentations and workshops. Jackie is a passionate artist that continually develops her skill in art and design which pushed her to explore the benefits of e-commerce and her online presence.



**Brent Fitzpatrick**

Brent Fitzpatrick is the Executive Director of the Humboldt and District Chamber of Commerce. After a successful career in newspaper as a group publisher and as a television anchor, Brent made the move to the chamber in 2018. “The importance of creating a progressive regional environment for the business community cannot be understated. This is what the Chamber of Commerce does.”

**Grow Local: Agricultural Fractionation 101**

Developed specifically to increase local/regional food processing enterprises, Agricultural Fractionation 101 will focus on practical topics in fractionation and processing, such as:

- the various processes used to extract proteins and micro-ingredients from crops such as canola, pulses and hemp;
- wet vs. dry extraction processes; markets for products and by-products;
- costs to construct processing facilities;
- key deciding factors when deciding to build and locate processing facilities;
- who is investing and financing these facilities;
- what can local governments and others do to attract these facilities to their area.

This workshop will provide key information for entrepreneurs and companies looking to build, supply or invest in fractionation or value-added processing; local governments, economic development groups, and financial institutions looking to facilitate this activity; and suppliers, food companies and consultants looking to engage in this activity.

*Look for more information in early 2021 on how you can register to participate virtually or in person.*

**Thank you to all our 2020 Sponsors**

## Judith Veresuk

Judith Veresuk is the Executive Director of the Regina Downtown Business Improvement District (RDBID) and is responsible for overseeing BID operations, designing, implementing and managing programs to ensure Downtown Regina is a clean, safe and friendly destination for visitors, residents and businesses; as well as BID strategic planning and representation of Regina Downtown to the greater community.

Judith was born and raised in Windsor, Ontario but is proud to now call Regina her home. She was previously employed with the Vancouver Olympic Organizing Committee where she worked on signage and way finding plans for multiple Olympic venues. Prior to that, she was the Executive Director of the Downtown Windsor Business Improvement Association. While in this position, Judith worked with both private and public entities to raise the profile of Downtown Windsor.



## Heather Exner-Pirot

Heather Exner-Pirot is a Senior Consultant with Morris Interactive working primarily with First Nations and Metis organizations with governance, strategic planning and economic development.

She is a Board member with the Saskatchewan Indigenous Economic Development Network, and the Canadian Rural Revitalization Foundation, the managing editor of the *Arctic Yearbook*, and former chair of the Canadian Northern Studies Trust. She has previously held positions at the University of Saskatchewan, the International Centre for Northern Governance and Development and the University of the Arctic, and completed her doctoral degree in political science at the University of Calgary in 2011. Her current research interests include Indigenous and northern economic development, with a focus on resource development. She is passionate about enhancing reconciliation in rural Western Canada.



**Saskatchewan's Growth Plan** forecasts a bright future for the province's agricultural and agri-value sector by **2030**.

- Grow agri-food exports to \$20 billion per year.
- Crush 75% of the canola we grow right here in the province.
- Expand irrigation.
- Process 50% of the pulses we grow here.
- Double the meat processing and animal feed revenue to more than \$1 billion.

The End Result: **Economic growth and stronger communities in Saskatchewan.**



### Milton Tootosis

Milton has over two decades experience in human resource management and Indigenous policy development at the tribal, provincial and federal levels of government. His professional and personal interests enhance and build communities of collaboration with attention to building positive relationships and advancement. Milton has served on numerous committees with a focused attention to skills development, attraction and recruitment of human beings, enhancing capacity building, effective leadership, governance and economic independence within Indigenous communities. Milton is from the Poundmaker Cree Nation in Treaty Six Territory. Milton received his undergraduate education from the First Nations University of Canada. He is an accredited Professional Aboriginal Economic Developer by the Council for the Advancement of Native Development Officers and is currently Chair of the Saskatchewan Indigenous Economic Development Network.

### Chief Edmund Bellegarde

Since September 2006, Edmund has served the File Hills Qu'Appelle Tribal Council as the Tribal Chairperson. In this leadership role he also serves as President and/or Chairperson of FHQ Developments Ltd, Silver Sage Housing Corp, Leading Thunderbird Lodge, Treaty 4 Management Committee, FHQ Casino Holdings Ltd, Kesechiwan Holdings Ltd, Federation of Saskatchewan Indian Nations Executive Council, and numerous other boards and committees at all levels in the community such as the Regina Regional Opportunities Commission and Saskatchewan First Nations Power Authority. Since its inception in April of 1996 he has been the Chair of the Little Black Bear First Nation Specific Claim Trust; his home community.



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### **Sheryl Spence**

Mayor Spence was first elected to Warman Town Council in 2000, a spot sought-after by 18 individuals running for Council that year. In 2006, Sheryl Spence was elected as Mayor for this fast growing community. She was acclaimed in 2009 and again in 2012, this making her the first female Mayor for the City of Warman. In 2016 she was re-elected as Mayor for another 4 year term.

Mayor Spence works on empowering and engaging youth in the City of Warman. With visits to the classrooms of the schools in her city and welcoming the students to City Hall she continues to encourage youth to take an active interest in Warman.

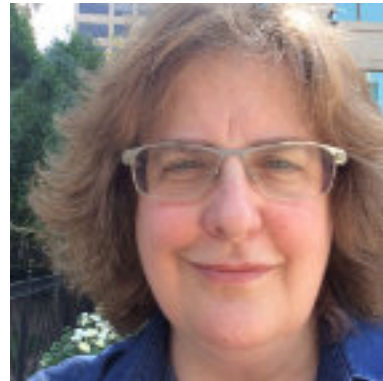
Mayor Spence was recently nominated as the 2018/2019 Chair for the Increasing Women Participation in Government Standing Committee with the Federation of Canadian Municipalities (FCM). The mandate of this group is to seek and support initiatives to increase women's political participation in municipal government.



### **David Beurle**

David Beurle is a world-renowned strategist, researcher and practitioner. He is CEO of Future iQ, a global foresight research and consulting firm, which he founded in 2003. Beurle helps clients “create future intelligence,” by anticipating the rapidly converging forces affecting their lives and livelihoods. He guides them to proactively define and shape their future with the goal of economic and community resilience and vitality. Clients include countries, regions, cities, tourism destinations, corporations, industries, nonprofits, universities and the U.S. Department of Defense.

Beurle has developed innovative methodologies, conducted original research and authored numerous papers that advance the field of foresight education and planning. He created The Future Game, a groundbreaking, widely used future simulation tool and pioneered the application of scenario planning to regions and rural industries around the world. He has led over 400 community visioning sessions and lectured at conferences in the U.S. And abroad. An engaging speaker, his strength is making future data relevant to clients’ needs and illuminating the “big picture.” He has designed Think-Tanks with experts, major universities and non-profits and authored benchmark foresight research papers on topics such as The Future of Manufacturing, Cities of the Future, The Future of Food, The Next Industrial Revolution and The Future of Urban Living. His original data research with communities has resulted in a significant growing database on the demand, needs and attitudes for future-based services and thinking.



### **Janet Topolsky**

Janet is Executive Director of the Community Strategies Group(CSG) at the Washington based Aspen Institute. For 35 years, Janet has helped community leaders, organizations and policymakers across the country find, create and spread development strategies that work. At CSG since 1993, Topolsky has specialized in peer-learning design and facilitation, family asset building, connecting low-wealth rural and urban places and populations to regional economic development and better livelihoods, and community development philanthropy – building the capacity of place-rooted foundations to improve local economies. Before Aspen, Janet worked as a development policy analyst; as communications director for the Corporation for Enterprise Development (recently renamed Prosperity Now) and editor of CFED’s Entrepreneurial Economy Review; as special assistant to the Michigan Department of Commerce director; and as a youth organizer and policy advocate. A native of Detroit, Michigan, Janet is a graduate of James Madison College at Michigan State University and holds a Masters of Public Policy from the Gerald R. Ford School of Public Policy at the University of Michigan.





**Dr. Nancy Arsenault**

Dr. Nancy Arsenault is a cultural explorer, born and raised in Regina until the age of 10, when her passion exploring the world began when her parents moved her to Winnipeg. Now with 14 countries under her belt, a career that spans working in all parts of Canada, she is a fan, advocate and champion for small and medium business, rural and remote tourism, experiential travel and believes in the power of travel to create memories that last a lifetime. She has also remained a Rough Riders fan her entire life!

Following stepping stones as a consulting, Parks Canada and as the Dean of the Faculty of Tourism and Hotel Management at Royal Roads University, she returned to the private sector in 2010 where she started the Tourism Café Canada. Celebrating their 10th anniversary, her experiences as an entrepreneur, business owner, business coach, educator, researcher, writer, heritage site manager, senior government employee, and advisor to five tourism ministers has shaped her company, her view of the world and the potential for tourism to be a positive influence.

She truly believes in power of partnerships, she believes in their company's mantra: "Do what you do best, partner for the rest." When she's not at her desk you'll find her cycling, hiking, gardening or enjoying a glass of wine!

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**John Reuter**

John Reuter has spent his life working and living in the West. Born into a Greek sheep ranching family, he grew up in a small logging town in Oregon, went to school at the College of Idaho, and now lives in Seattle.

While in college, he co-founded the Sandpoint Reader, a weekly arts and entertainment newspaper and later freelanced for regional and national publications, including the Washington Post. He continues to write a monthly column for the Spokane Inlander. In 2007, he was appointed and then elected to be the youngest city council member in Sandpoint, Idaho’s history and then selected by his peers to be Council President.

Today, John works as the national Director of Local & Bipartisan Strategies for the League of Conservation Voters. He currently serves on the Board of Strong Towns. He’s particularly drawn to the notion that economic development is a community endeavor not just belonging to the planners and developers. he grew up in a small logging town in Oregon, went to school at the College of Idaho. and now lives in Seattle.



**Kieron Hunt**

Along with broad-based planning expertise, Kieron brings to projects a specialized focus on market analysis and action plans for communities, along with community and stakeholder engagement. Kieron joined FBM in 2019, bringing 20 years of professional experience in market analysis, land use planning, vitalization strategies and development feasibility analysis. In his work with public

and private sector clients throughout North America, he has collaborated on award-winning projects. Kieron often presents at Planning and Economic Development conferences on the sensitivities of balancing a community’s growth plans with the realities of market and development-driven demands. For the past 10 years Kieron has dedicated considerable time in smaller and secondary communities across Canada working on Main Street, Town Centre and Downtown enhancement, vitalization or redevelopment plans. He brings an economic lens to traditional planning local communities. Most recently, Kieron co-authored the Nova Scotia Main Streets Initiative Community Workbook for the Nova Scotia Federation of Municipalities, which has been a springboard for action in smaller rural communities in the province, and which has now expanded to Atlantic Canada and beyond.



**Donna Brothwell**

Donna has been a Yorkton citizen for most of her life. Moving to Yorkton when just 2 years old. Educated, Married, raised her family, worked and lived in Yorkton for many years. When the opportunity to apply for the role of the Yorkton Business Improvement District Executive Director came she was prepared with a background of former Chamber of Commerce ED, Business Administration Certificate, Events Coordinator for the local Casino, as well as sitting on many community service boards and volunteer groups.

One of the challenges in a Down Town BID is keeping the area vibrant and busy. Shop local has been something Donna has lived all her life. Family being a strong business supporter and owning a local chain kept her focus on local shopping and support. With a positive attitude and excitement that not only comes across when you are with her but an exuberance that is in a good way infecting, she is dedicated to her community and works behind the scenes to ensure the YBID and her community stays vibrant. “See you in the District” is a tag line she totally believes in and shares so we can get shopping and investing in the District and Local shops.

**Thank you to all our 2020 Sponsors**

## Kirsta Franke

A born and raised Edmontonian, Kirsta Franke has a decade and a half of experience in the culinary and event industry. Her previous work with the 124 Street Business Association allowed Kirsta to bridge a gap between producers, local businesses and citizens. In 2012, Kirsta spearheaded and founded Wild Heart Collective LTD. and the 124 Grand Market, an evening farmers' market located in the heart of 124 Street. The 124 Grand Market has met resounding success and is going into its eighth season. As former Co-chair of the Edmonton Food Council, Kirsta has become an important voice within Edmonton's developing food scene. Kirsta is in the midst of launching The Public - Alberta's Food Incubation Hub.



## Ken Bautista

Ken is a partner at Makespace, gathering modern creators and consumers at the intersection of brand, culture and physical space. Makespace Group develops, accelerates and invests in an integrated portfolio of modern brands across a network of locations. Previously, Ken co-founded Startup Edmonton, a community hub for entrepreneurs, and Flightpath Ventures, building, advising and investing in local tech startups. Ken has been recognized in Avenue Magazine's inaugural "Top 40 Under 40" and Alberta Venture Magazine's "50 Most Influential People".

## David Thomas

David is Projects Manager at Open Food Network Canada. He recently completed a PhD at Carleton University, studying sustainable development policy and social innovation. Previously, David worked in community support, providing frontline service for at-risk Canadians in rural and urban settings. At Open Food Network Canada, David brings these skillsets together, providing partners with fast and complete background research, consultation on food systems frameworks and policy, food systems mapping, food hub feasibility studies, and community-based food solutions. Contact David at [support@openfoodnetwork.ca](mailto:support@openfoodnetwork.ca), if you are interested in partnering with OFN-CAN in the development of regenerative local food systems and socially just community food enterprises.



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