



Defining the *New West*

October 27 & 28, 2009

Gold Ridge Conference
Centre

North Battleford

Pre-Conference
Workshop

October 26, 2009

*Regional Economic Impact
Analysis*

Facilitated by Christopher Doll

Featuring:

*Wine and Cheese
Reception at the Chapel
Gallery October 26, 7:30
p.m. with
artist walkabout*

**Accommodations Block
available at the Gold Eagle
Lodge 306- 446-8877
Rate of \$95 plus taxes**

Over a hundred years ago, the value proposition coined as the 'new west' was used successfully to attract entrepreneurs and community builders to Saskatchewan from eastern Canada and Europe.

SEDA's fall conference '*Defining the New West*' will explore the return to this original value proposition of western regionalism and entrepreneurial opportunity.

Join us in North Battleford, the Heart of Canada's Old Northwest, as featured presenters speak to strengthening our foundation for western prosperity via:

- Collaborative cross border initiatives and;
- Nurturing an inclusive generation of entrepreneurs.

The event is designed for community leaders, developers and individuals interested in ensuring we maintain a viable provincial community.

Hosted by the
Saskatchewan Economic Development
Association



Sponsored by



**North
Battleford**

North West Enterprise Region Inc.

Preliminary Program

Monday October 26, 2009

1:00 p.m. Gold Eagle Lodge

Pre-Conference Workshop (optional): *Regional Economic Impact Analysis*

Pre-registration required—see form on page 7

7:30 p.m. Wine & Cheese Reception Chapel Gallery

Tuesday October 27, 2009

8:30 a.m. **Breakfast**

9:30 a.m. **The New Generation of Entrepreneurship**

Ben Barry, CEO, Ben Barry Agency Inc.

10:30 a.m. **Networking Break**

11:00 a.m. **A Disciplined Approach to Entrepreneurship**

David Gauthier, CEO, Saskatchewan Entrepreneurial Foundation

12:00 p.m. **Luncheon** Guest Speaker *Westcap Management*

1:30 p.m. **Building Community in the New West**

Doug Griffiths, MLA Battle Creek AB

2:30 p.m. **Networking Break**

3:00 p.m. **Crossing Borders: The AB-SK Tourism Corridor**

Bert Roach, Gary Thompson and Cindy Heidecker

4:00 p.m. **New Financial Partner Opportunities:**

MUSH Venture Capital for Communities and MERX Canadian Public Tenders Service

5:00 p.m. Cocktails

6:00 p.m. Banquet

7:00 p.m. Program to include Guest Speakers followed by a Round Dance

Wednesday October 28, 2009

8:30 a.m. **Breakfast**

9:15 a.m. **Business Can Begin at Any Age**

Nicole Hein, Tu-Bees Foods

9:30 a.m. **Driving the Economy: New West Entrepreneurs**

Brett Wilson, Chairman, First Energy Capital Corp.

10:30 a.m. **Networking Break**

10:45 a.m. **CEO Roundtable**

12:00 p.m. **Luncheon**

1:30 p.m. **Entrepreneurship with a Difference**

Marty Donkervoort, CEO, Inner City Development

2:30 p.m. **Transportation in the New West**

Al Scholz, A Well Fed World

Confirmed Presenters

Driving the Economy: New West Entrepreneurs

As Co-founder and Chairman of FirstEnergy Capital Corp, Mr. Wilson has helped build Canada's leading energy-focused investment bank. The company is highly regarded not only for top ranked corporate performance, but also for standard-setting corporate giving.

His accolades are many: Canada's Top 40 under 40 (1997); Top 20 Deal Makers in Canada (G&M 1999); Top 10 list of M&A specialists in Canada (G&M 2000); and Entrepreneur of the Year (E&Y 2002). Regarded as one of Western Canada's foremost business leaders and an icon in the charitable community, he serves on many public and private boards and provides valuable leadership to countless organizations. He was instrumental in the creation of the University of Saskatchewan's Centre for Entrepreneurial Excellence in 2007. Brett is the most recent addition to the panel of entrepreneurs on CBC's Dragons Den.



Brett Wilson



Ben Barry

The New Generation of Entrepreneurship

Ben was named "one of twenty-five leaders of tomorrow" by Maclean's magazine. At age fourteen, Ben helped a friend who was told she was "too big" to be a model by sending her pictures to a magazine editor. The editor called him back, hired his friend, and with that one phone call, Ben launched his modeling agency. Today, Ben serves as CEO of the Ben Barry Agency Inc., an international model consultancy headquartered in Toronto. His company scouts and sources models of all ages, sizes, colours and abilities for fashion and beauty brands, including Sears, Nike, Armani, L'Oreal, Macy's, and the groundbreaking Dove Campaign for Real Beauty. His models have appeared in Vogue, Elle, and Seventeen.

bestseller *Fashioning Reality: A New Generation of Entrepreneurship*. His book was hailed by Profit Magazine as "a manifesto for young entrepreneurs and a call to arms to everyone," and is currently in development as a CTV special presentation. Ben is a business columnist for the Globe and Mail, and author of the Canadian

Westcap is a leading venture capital and private equity fund manager that provides a wide range of investment banking activities to a diversified client base worldwide including institutions, retail investors, governments, and high net worth individuals. Westcap will be presenting the recently announced **BRIDG Program**, established to bring First Nations and Métis communities across Saskatchewan together with industry partners to facilitate the completion of investment transactions in the energy and resource sectors. To increase the success of these transactions, the program will deliver business readiness training and development related to governance, legal, investment and industry specific issue.



Confirmed Presenters



Nicole Hein

Business Can Begin at Any Age

Two years ago – at age 12 —Warman teen Nicole Hein came with a plan to get the horse she’s always dreamed of owning. Nicole, who had visions of owning a horse since the age of eight, was too young to get a job. After researching the idea of selling honey in a squeezable tube, Nicole and Gaye realized there was an opportunity. And, in July of 2007, Tu-Bees Foods Inc. was launched, featuring 100 percent Canadian made creamed honey in a squeezable tube. The Hein's plan to expand the line of flavors and explore new options for packaging and distribution.

Crossing Borders: The Saskatchewan Alberta Tourism Corridor

Bert Roach from the Town of Provost (Alberta); **Gary Thompson** from the West Central Enterprise Region (Sask) and **Cindy Heidecker** from Alberta’s Trail of the Buffalo Tourism Region will profile a new tourism initiative designed to capitalize on the natural and built assets on both sides of our inter-provincial border.



Doug Griffiths,

MLA Battle Creek Alberta

Building Community in the New West

Doug was first elected as a member of the Legislative Assembly of Alberta at the age of 29, for the constituency of Wainwright in a by-election held in 2002. He is currently serving his third term and serves as the Parliamentary Assistant to the Minister of Agriculture and Rural Development, Vice-Chair of the Public Accounts Committee, and member of the Standing and Cabinet Policy Committees on Resources and Environment.

Before becoming a Member of the Legislative Assembly, Doug received an Honors Degree in Philosophy and a Degree in Education, both from the University of Alberta. During the three years prior to his election, he taught at Byemoor School, where he was nominated every year for an award in teaching. Doug lives in Hardisty, a small community in East Central Alberta that was the subject of the session 1 of the CBC series, The Week The Women Went.

"MUSH": A common acronym used to describe Municipalities, Universities, Schools and Hospitals.

MUSH Capital Corporation is a structured finance firm focused on the capital requirements of MUSH sector clients across Canada. MUSH specializes in conversion of underfunded and shelved projects into “shovel ready” projects. They endeavour to address matching requirements of existing or sunseting programs offered by federal and provincial governments. (MRIF, BCF, RINC)

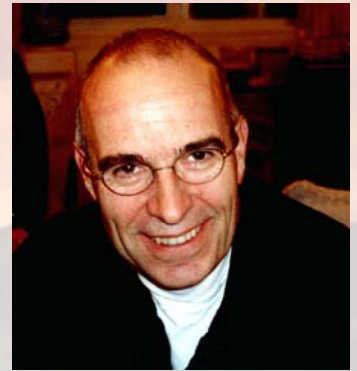


Confirmed Presenters

Entrepreneurship with a Difference

Marty Donkervoort is President and CEO, Inner City Development Inc. based in Winnipeg. He was recently profiled by CBC Television as one of six Canadians who are “making a difference”. A former Vice President of Noranda, Marty followed a successful career in the private sector with a focus on community economic development and social enterprise.

Marty was a founding member and current general manager of Community Ownership Solutions Inc. a charity in Winnipeg committed to the alleviation of poverty. In 2002, he started up Inner City Renovation Inc. a social enterprise committed to providing quality jobs to low-income inner city residents. Born in Rotterdam, Holland, his education includes a B.Sc. In Forestry (Timber Engineering), and an MBA from York University.



Marty Donkervoort



David Gauthier

A Disciplined Approach to Entrepreneurship

David joined the Entrepreneurial Foundation of Saskatchewan (EFS) as Chief Executive Officer in August, 2008. EFS provides services to entrepreneurs to help them become investment ready. David was educated at Queen’s University where he obtained BSCH (Biology), PhD (Biology) and MBA degrees. He has previously served as Director of Business Development with Performance Plants Inc. and as Vice-President with Foragen Technologies Management Inc., which managed a national venture capital fund specialized in advanced agricultural technology investments. David moved to Saskatoon in May 2005 when he joined the National Research Council Canada Industrial Research Assistance Program as Regional Director. David has served on a number of boards for both profit and not-for-profit organizations and has contributed to numerous committees over his career. He is currently a Board Member of Genome Prairie.



Al Scholz

Transportation in the New West

Al Scholz has been active in Saskatchewan's agriculture and food industry for 25 years as a management consultant, business owner, community leader, author and a popular speaker at conferences, seminars and training sessions. He and Saskatchewan Agrivision worked aggressively to fulfill the inherent potential of Saskatchewan’s rail network. Al will bring delegates up to date on relevant initiatives and trends impacting the viability of the new west.

Canadian Public Tenders is an easy, fast and efficient prospecting tool to help your business grow. New opportunities are listed daily from all levels of government including the Federal and Provincial Governments as well as the MUSH sector. The Office of Small Medium Enterprise be on hand at the Conference to highlight how Saskatchewan businesses can access this online tool.



ALSO INVITED

Honourable Ken Cheveldayoff, Minister Enterprise Saskatchewan

CEO Roundtable with Brett Wilson, Russ Marcoux and additional Guests TBA

CONFERENCE REGISTRATION FORM

NAME: _____

TITLE: _____

ORGANIZATION: _____

MAILING ADDRESS: _____

CITY: _____ POSTAL CODE: _____

TEL: _____ FAX: _____

EMAIL: _____

 YES, I have dietary restrictions as follows: _____

Conference Registration Fees:

 SEDA Member Early Bird (prior to September 25, 2009) \$225.00 + GST

 Non-Member and after September 25, 2009 \$275.00 + GST

YES, I will be attending the Wine & Cheese Reception on Monday October 26, 2009

fax or mail your CONFERENCE
REGISTRATION form along with a
cheque or money order to the SEDA
office.

fax: 306-384-5818

mail address:

Box 113 Saskatoon SK S7K 3K1

CANCELLATION POLICY

Cancellations received in writing no
later than October 15, 2009
will receive a full refund less \$50.00
admin fee.

Cancellations after this date will forfeit
the full registration fee.

PRE CONFERENCE WORKSHOP REGISTRATION

Regional Economic Impact Analysis

Facilitated by Christopher Doll

The economic impact of localized initiatives on a region or corridor will be presented using existing examples. Various models including Reilly's Law of Retail Gravitation will be presented to provide participants with information on how economic impact may be assessed even when the activity is not focused with a specific community.

NAME: _____

TITLE: _____

ORGANIZATION: _____

MAILING ADDRESS: _____

CITY: _____ POSTAL CODE: _____

TEL: _____ FAX: _____

EMAIL: _____

***Regional Economic Impact Analysis* WORKSHOP Registration Fees:**

_____ Member \$150.00 + GST

_____ Non-Member \$200.00 + GST

fax or mail your conference registration form along with a cheque or money order to the SEDA office.

fax: 306-384-5818

mail address:

Box 113 Saskatoon SK S7K 3K1

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