



Saskatchewan Economic  
Developers Association



**Media Release  
For Immediate Release  
Wednesday, February 15, 2006**

***'Meet us in the Heart of Canada'*  
2007 NATIONAL ECONOMIC DEVELOPMENT CONFERENCE  
TO BE HOSTED IN SASKATOON**

**(Saskatoon):** The Saskatchewan Economic Developers Association (SEDA) and the Saskatoon Regional Economic Development Authority (SREDA) Inc. are pleased to announce the hosting of the national **Economic Developers Association of Canada (EDAC) Conference** in Saskatoon from **September 15 to 18, 2007**.

The event will bring an estimated 400 to 500 conference delegates from across Canada, as well as Canadian consular officers from around the world, who will view Saskatchewan's economic and community assets first hand.

Sonja Dahlman, President of SEDA, points out that "the 2007 EDAC Conference will profile Saskatoon and the Province as the heart of cultural diversity; innovation; technology; rural and regional development and natural resources. The conference will also be supported by regional and provincial sector tours to illustrate that by 'coming together to move ahead', Saskatchewan is poised for continued success." SEDA's mandate is to increase the capacity of communities to grow and direct their economic future.

The 2007 conference theme *'Meet us in the Heart'* is reminiscent of Saskatoon's 'hub city' nickname, as well as the Province of Saskatchewan's central location in the heart of Canada. The four-day event will be hosted at the Delta Bessborough together with other community partners.

"I am extremely pleased by EDAC's decision to host this event in Saskatoon," said Ted Mitchell, Chief Executive Officer, SREDA. "This further affirms Saskatoon as a leading market both provincially and nationally." SREDA is dedicated to building the economy by encouraging the location of complementary new business to the region.

Pre and post conference tours will be implemented for dignitaries and investment officers within the province.

“This is exciting news for our province and for the City of Saskatoon,” Deputy Premier and Regional Economic and Co-operative Development Minister Clay Serby said. “Attracting this national conference speaks to the quality and calibre of Saskatchewan’s economic development practitioners and the activities they undertake, and affirms the province’s leadership role in economic development. I look forward to welcoming the delegates to our province.”

The 2007 EDAC Conference is Organizing Committee features a provincial team of industry and community leaders who will be drawing on additional expertise and volunteer resources as the planning cycle evolves. Committee members confirmed at this time include:

- Dale Botting, President and CEO, Saskatchewan Trade and Export Partnership
- Sonja Dahlman, President, Saskatchewan Economic Developers Association
- Cindy Paquette, Director of Government Relations, University of Saskatchewan
- Randy Fernets, Director of Corporate Development, Tourism Saskatoon
- Denise Haas, Executive Director, Regional Programs and Services, Saskatchewan Rural Development
- Diana Ireland, Manager, Director of Economic Development, Moose Jaw Regional Economic Development
- Ted Mitchell, Chief Executive Officer, SREDA
- Ryan Bater, General Manager Battlefords REDA
- Kent Dubreuil, Economic Development Officer, Bear Hills Rural Development Corporation
- Ron Monette, Agri-Business Development Specialist, Saskatchewan Agriculture & Food
- Brendan Reding, Regional Manager, Business Development Services, Saskatchewan Industry and Resources
- Bill Spring, Executive Director, Regional Development Services, Saskatchewan Industry and Resources
- Verona Thibault, Executive Director, Saskatchewan Economic Developers Association

Many thanks to Tourism Saskatoon and its partners who played an integral role in securing this event

For more information, please contact:

Sonja Dahlman, President, SEDA at 306-642-5553

Ted Mitchell, Chief Executive Officer, SREDA at 306-664-0723



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**Enclosures:**

Backgrounder Economic Developers Association of Canada

Backgrounder Saskatchewan Economic Developers Association



## SEDA Backgrounder

The Saskatchewan Economic Developers Association (SEDA) has operated successfully for the past twenty three years as the provincial association for those who actively support and/or are engaged in community economic development throughout Saskatchewan. As an independent, non-governmental organization, SEDA has contributed to the province of Saskatchewan through development and delivery of a number of successful, well-established programs and services. Areas of service which have grown steadily in relevance and priority for SEDA include: advisory services and advancement of intersectoral issues; linkages and networks development; project management and resource development and development of new education and professional development programs.

The mission of SEDA is to increase the capacity of communities to grow and direct their economic future. It currently has a broad and varied membership base covering Regional Economic Development Authorities, Rural Development Corporations, Community Futures Development Corporations, municipalities, tourism groups, financial institutions and organizations, Crown Corporations, businesses and business organizations, as well as government and other agencies involved in economic development in Saskatchewan.

### 2005 SEDA Board of Directors

**Sonja Dahlman, President**

Assiniboia Economic Development Authority

**Terry Kurucz, Treasurer**

Sunrise CFDC

**Kent Dubreuil, Past President**

Bear Hills RDC

**Ted Mitchell**

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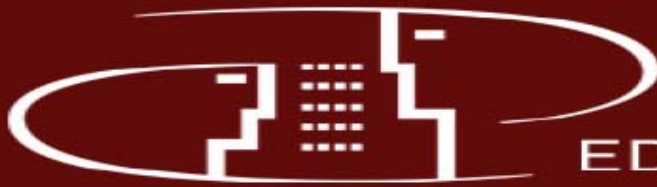
SNEDCO

**Mona Taylor, Ex-officio**

International Trade Canada

**Bill Spring, Ex-officio**

Saskatchewan Industry & Resources



EDAC • ACDE



## Economic Developers Association of Canada (EDAC) Who are we?

The Economic Developers Association of Canada (EDAC) is Canada's national organization of Economic Developers pursuing excellence in the field since 1968.

The Association's mission is to enhance the professional competence of Economic Development officers and ensure placement of qualified people in the field of Economic Development; to advance Economic Development as a distinct, recognized, and self-governing profession; and to contribute to Canada's economic well-being.

EDAC is an eager partner with municipalities nation wide. The following illustrates how EDAC can assist municipalities in Economic Development:

- Professional Development
- Educational Seminars
- National network for techniques, strategies and case studies
- Peer Review Team (PRT)
- Professional Standards - Ec.D. designation
- Diploma Courses in Economic Development
- Federal/Provincial/Municipal/International liaison
- Annual Professional Development Conference

*Affiliation with:*

- All Provincial Economic Development Associations
- Canadian Business Networks Coalition (CBNC)
- Federation of Canadian Municipalities (FCM)
- International Network for Economic Developers (INED)
- Business Development Bank of Canada (BDC)
- European Association of Development Agencies (EURADA)
- RBC Financial Group
- University of Waterloo
- Government of Canada
- International Economic Development Council (IEDC)
- University of Sherbrooke

Do you have an Economic Development Professional on your team?

*Call EDAC's National office for further details.*

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