

**ACTION &  
REACTION**  
Be the Catalyst for Change



*Delta Bessborough  
Saskatoon, Saskatchewan, Canada*

*BR&E Training  
June 18 & 19, 2012*

*Conference  
June 20 & 21, 2012*

**SPEAKERS**





**We are pleased to present the following knowledge streams during the conference:**

Keynote speakers and breakout sessions for each stream will provide world-class and practical learning.

**Understanding the Entrepreneur**

*Let's shift our focus from the business to the entrepreneur. Entrepreneurial transformations can change the way business is conducted, resulting in greater wealth, more jobs and a strengthened economy.*

**More With Less: Ensuring Long-Term Viability**

*By working together in proactive partnerships, we can help to ensure long-term sustainability and economic growth within our regions.*

**Actionable Strategies**

*Explore Business Retention and Expansion (BR&E) best practices that positively impact the economy. Learn to prioritize and strategize to strengthen your business climate!*

## CONFERENCE KEYNOTE SPEAKERS

### Stephen Dubner



Stephen J. Dubner is an award-winning author, journalist, and radio and TV personality. He is best known for co-writing the bestselling books and cultural phenomena, *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything* and its sequel *SuperFreakonomics*. Originally hailed by critics and readers alike, *Freakonomics* went on to spend more than two years on *The New York Times* bestseller list and has sold over 4 million copies in 25 languages.

The *Freakonomics* enterprise also includes an award-winning blog, a high-profile documentary film and a public-radio project called *Freakonomics Radio*, which Dubner hosts. He has also appeared widely on television, including a three-year stint on ABC News as a *Freakonomics* contributor. As a respected journalist, Dubner has written for publications such as *The New York Times*, *The New Yorker* and *Time Magazine*.

### Russell Raath



Russell Raath is a Senior Engagement Leader and is responsible for leading Kotter International's major client engagements. The Kotter International vision is to help leaders around the world achieve their objectives, while avoiding mistakes virtually all organizations make when faced with major change challenges. The world-renowned Kotter Principles focus on true transformation through nurturing cultures that become adept at change.

Most recently, prior to joining Kotter, Russell spent time in the financial services industry. In his capacity as the Leadership Development Executive within the Global Wealth and Investment Management business at Bank of America he helped drive change from within Bank of America. Russell has been an active consultant to the William J. Clinton Foundation and the Clinton Global Initiative in New York. Over the course of Russell's career, he has worked in the United States as well as in Europe and Africa with some of the world's most recognized and reputable companies.



## Actionable Strategies - Keynote

### Linda Nazareth



Linda Nazareth is an economist, author and television broadcaster. An expert on demographic and social change, she knows that small trends can cause big shifts – and she knows how to stay ahead of them. Linda's book *The Leisure Economy: How a Shift Away from the Work World Will Reshape Our Lives and Industries* (Wiley, 2007) details what will be a sea change for the North American economy. Since 1999, Linda has been the in-house economist for BNN, and her broad knowledge base is reflected in the depth with which she covers the issues of the day on on-air. She was one of the first economists to accurately warn of the current economic slowdown and its likely severity.

Linda holds an Honours Bachelor of Arts degree in Economics and a Master of Arts in Economics, both from the University of Toronto. She is a frequent speaker to business groups, translating economic forecasts into information that can be used for their planning purposes.

## Actionable Strategies - Speakers

### Michael Darger

Mr. Darger is the University of Minnesota Extension program leader for the Community Economics program area (Extension Center for Community Vitality). Extension specializations in this area include Public Finance, Tourism and Community Business and Industry Climate. He supervises the Extension Educators in Community Economics and coordinates program planning and research with campus faculty (including several faculty in Applied Economics).

He also serves as the Director of the BR&E Strategies Program for Extension, which formerly was located in Applied Economics. Prior to his University employment he had ten years of experience in community economic development positions.



### Andrew Powrie



Andrew Powrie has been leading the BR&E charge from the other side of the world since 2007. In 2007 Mr. Powrie became the first "kiwi" to join BREI as he looked for international inspiration to take his organization and local community economic development to the next level. After implementing the BR&E program in New Zealand Andrew shifted his career to Australia.

In Australia Mr. Powrie was the successful applicant for the inaugural Economic Development Australia (EDA) Study Tour Program in 2010 and attended the BREI Conference in New Orleans. From that tour he produced a BR&E research paper, published papers for the National EDA Journal and presented at the 2010 National EDA Conference and the 2011 Victorian EDA Conference on BR&E best-



practice. Mr. Powrie is an Australian Certified Economic Developer (ACEcD), provided under the seal of Economic Development Australia (EDA) and has Arts, Commerce and Postgraduate degrees, a Masters of Management and a Graduate Diploma in Economic Development.

### **Jonathon Theaker**

Jonathon Theaker was born and raised in Saskatoon, SK. He then went on to obtain a Bachelor of Management with a major in Economics at the University of Lethbridge. He began his professional career as an Economic Development Officer with the Prince Albert Regional Economic Development Authority in 2007. At that posting he worked on various projects including leading the Regional Business Retention and Expansion Program and Northern Saskatchewan Economic Development Summit. He has completed extensive professional development courses including Year 1 and 2 of the University of Waterloo Economic Development Program. He is recently completed the Economic Developers Association of Canada's (EDAC) Economic Developer (Ec. D.) certification program. At the North Central Enterprise Region his main areas of focus include the Business Retention and Expansion and Investment Attraction Programs.



Jonathon sits on various Boards and Committee's including; the President of Saskatchewan Young Professionals and Entrepreneurs (SYPE) North Central, Saskatchewan Economic Development Association (SEDA) and the Prince Albert Model Forest.

### **Wes Volk**



Born and raised in rural Saskatchewan, Wes holds a Bachelor of Science degree in Land Use and Environmental Studies, as well as a Certificate in Physical Geography from the University of Saskatchewan. Wes joined the Prairie Innovation Enterprise Region in 2009. He brings to the organization extensive experience in marketing and project development, as well as considerable knowledge of economic theory. Wes's primary responsibility is the Business Capacity Listing; a project focussed on maximizing local participation in major industrial developments. Other responsibilities include management of the PIER Knowledge Base: a Business Retention and Expansion program that provides the necessary background information for the development of economic development strategies.

### **Janet Uchacz-Hart**

Janet Uchacz-Hart is the Executive Director of the Saskatoon Industry-Education Council. The Council fosters partnerships between Saskatoon Public, Greater Saskatoon Catholic and Prairie Spirit School Divisions, Saskatoon Tribal Council, post secondary institutions, community based organizations business associations, employers, and government. The SIEC worked with over 3000 youth in the Saskatoon region with programs like Digitized, HealthLink, Summer Youth Internship Program, Cardboard Board Race Challenge and Spotlight on Careers. Profiled at the conference will be the Future Paths website ([futurepaths.ca](http://futurepaths.ca)) that connects youth to job opportunities in the region by sector.





## **Paul Blais**



Paul has been active in the economic development profession for 16 years. Over the last six years he has consulted for dozens of private and public sector clients. Prior to that, Paul held positions of increasing influence as a municipal economic development professional – concluding as the Director of Business Retention and Attraction with the City of Kingston, Ontario.

Paul is equally comfortable with projects in Canada's smallest rural communities and the country's largest city regions. With Millier Dickinson Blais, Paul primarily leads projects in Western Canada and Northern/Southern Ontario. Recently his work has taken him to the 24 municipalities of the Capital Region Board in Alberta (Edmonton region), Regional Municipality of Wood Buffalo (Fort McMurray), City of Ottawa, Regional Municipality of Niagara, Township of Madawaska Valley,

Temagami First Nation, Township of Nipigon and Red Rock Indian Band, Robson-Canoe Valleys of British Columbia, Town of Oakville and a joint project with County of Perth, City of Stratford and Town of St. Marys.

On the private sector side, his work is highlighted by a site selection assignment for Tiffany & Co.'s diamond polishing facility. Paul also works closely with the business community through the firm's Business Retention and Expansion practice, having completed 20 separate projects in the last 10 years.

Paul is frequently asked to speak about his varied experiences at conferences and workshops across Canada. He has also published several papers including an article for Municipal World. Paul holds a BA and MA in Geography (with a specialization in community economic development) from Wilfrid Laurier University. He has his EcD. professional certification as an economic developer and has served on a number of economic development and tourism boards of directors.

He now lives near Kingston, Ontario in the community of Sydenham with his wife Cara and their two daughters, Taryn and Abbey.

## **Barbara Jaworski**

Barbara Jaworski is CEO and Chief KAA-Boomer of the Workplace Institute, a leading think tank on baby boomers in the workplace, and author of two books on older workers: *KAA-Boom: How to Engage the 50-Plus Worker* and *Beat the Workforce Crisis*; and *Rebel Retirement: A KAA-Boomer's Guide to Living and Creating an Explosive Second Act*. Barbara is also Executive Director of the NFP Centre for High Experience Talent (CHET). Barbara is the founder of the Best Employers Award for 50-Plus Canadians that rewards trailblazing organizations that use innovative practices to attract, engage and retain their mature workers, and judge on the US-based World at Work Work-



Life Innovation Excellence Award. In addition to her keynote addresses, Barbara regularly appears in the media speaking on behalf of boomers and the organizations that hire boomers, and is recognized as the nation's leading expert on baby boomers in the workplace. In her spare time she volunteers with NFP organizations helping them with strategic planning and marketing and has recently assisted the Pride Network, Vietnamese Women's Association, Islamic Women Association, Ontario Association of Senior Citizen Organizations, Durham Elder Abuse Network and Humber Community Services.



## Understanding the Entrepreneur - Keynote

### Daniel Isenberg



Daniel Isenberg is a Babson Global Professor of Management Practice and the founding executive director of the Babson Entrepreneurship Ecosystem Project (BEEP). A leading authority on international entrepreneurship, Professor Isenberg has taught at Harvard, Columbia, Insead, Reykjavik, Theseus, and the Technion, and has been an entrepreneur, venture capitalist and angel investor. Known as an engaging speaker and teacher, Isenberg has written and led numerous groundbreaking entrepreneurial initiatives and case studies. He has published several seminal articles in *Harvard Business Review (HBR)*, including the June 2010 “Big Idea” feature article, “[How to Start an Entrepreneurial Revolution.](#)” He speaks and consults frequently on global entrepreneurship and blogs regularly for *Huffington Post*, *Forbes* and *The Economist*. He has also been quoted as an expert on entrepreneurship in the *Boston Globe*, *Business Week*, *Economic Times of India*, *The Economist*, *Financial Times*, *Forbes*, *Fortune*, *Nikkei*, and more.

Isenberg launched BEEP to help societies around the world create the policies, structures, programs and climate that foster entrepreneurship. In this capacity, he has piloted entrepreneurship programs or advised senior policy groups in numerous countries, including Puerto Rico, Argentina, Colombia, Chile, Spain, Ireland, South Africa, China, Bahrain, Abu Dhabi and Israel. He also advises the White House on its Startup America program.

## Understanding the Entrepreneur - Speakers

### Greg Clary

Dr. Clary is Professor and Extension Management Economist in the Department of Agricultural Economics at Texas A&M University. Dr. Clary is also Director, Texas Center for Rural Entrepreneurship. He received a B.S. (Agricultural Economics) in 1976, M.S. (Agricultural Economics) in 1978, and Ph.D. (Agricultural Economics) 1982, all from Texas A&M University.

Dr. Clary works with business owners, with communities and their leaders, with public agencies, with the economic development community, with private consultants, and others involved in generating jobs, wealth and prosperity in dynamic sustainable cities and towns in Texas. His professional objectives are to energize rural entrepreneurs to start and grow economically successful businesses; create entrepreneurial supportive communities within which businesses can flourish and be sustainable; provide value-added services and tools to those assisting rural entrepreneurs; gather and organize resources to better meet the needs of entrepreneurs and communities in which they reside; create and implement tools that facilitate business startup and growth; and create linkages, networks and support systems to formalize information and resources flows that enhance business development and growth.





## Eric Turner



Eric Turner is the Main Street Manager and Convention & Visitors Bureau Coordinator with the City of Plainview, TX. After graduating from St. Cloud State University in St. Cloud, MN, he spent 27 years in the retail furniture & flooring industry in northwestern Wisconsin/eastern Minnesota. He was instrumental in the development and opening of a variety of businesses. He served 10 years on the Unity School district board; 5 years as board president, and currently serves on various boards and community organizations and committees.

After relocating to Plainview in July of 2006, Turner was named Main Street Manager/CVB Coordinator shortly thereafter. Combining his passion for aiding entrepreneurs and his goal to promote Plainview as an economic and tourism destination, led him to co-found the Plainview Entrepreneur Guide Alliance (PEGA). PEGA broad based organization whose efforts in the area of business development and expansion have resulted in Plainview being named Texas's first certified Entrepreneur Ready Community by the Texas Center for Rural Entrepreneurship (Texas A&M). PEGA associates are involved with every business expansion and startup in the City. PEGA's most recent success has been a bringing youth entrepreneur program to the Plainview Independent School District and educating local youth to opportunities of starting their own businesses and rewarding careers in their hometown.

## Gregg A. Lichtenstein

Gregg Lichtenstein is CEO of Collaborative Strategies, LLC in New Jersey that specializes in working with entrepreneurs, intrapreneurs and strategic alliances. Gregg has worked directly with over 1,200 businesses in more than 70 industries (from Fortune 1000 firms to startups, manufacturers, high-tech and service companies) as well as nonprofit organizations and local, state and national governments on venturing, incubation, business strategy, marketing and new product development.

In addition to having received a Ph.D. from the Wharton School in Entrepreneurship and Social Systems Sciences, Gregg is and continues to be an entrepreneur – having started and led two technology ventures and actively participated in four others. His intense appreciation of the entrepreneur's perspective comes from being one himself.

Gregg, who designed Entrepreneurial League System<sup>®</sup> (ELS) with Tom Lyons, operates the system in various parts of the U.S. The ELS is an innovative coaching system for entrepreneurs.

Gregg has published widely on entrepreneurship, economic development and strategic alliances in academic and popular business outlets. He has authored, along with his colleague Dr. Thomas Lyons, the first comprehensive reference on working with startups – *Incubating New Enterprises*, published by the Aspen Institute, which has also been translated into Spanish and published in South America.





## **Thomas Lyons**



Thomas S. Lyons is the Lawrence N. Field Family Chair in Entrepreneurship and Professor of Management in the Zicklin School of Business at Baruch College of the City University of New York. He is also a Field Mentor in Baruch's Field Center for Entrepreneurship, offering counseling to New York City's business and social entrepreneurs and coaching to students entered in the annual Merrill Lynch - Baruch College Entrepreneurship Challenge. His research specializations are the relationship between entrepreneurship and economic development and social entrepreneurship. He is the co-author of nine books, several book chapters and numerous articles and papers on these subjects, and has two additional books under contract.

Dr. Lyons has had a long-time interest in regional systems for fostering entrepreneurship as an economic development strategy. He is the co-developer of such a system, the Entrepreneurial League System® (ELS), which has been implemented in Louisville, KY, the Advantage Valley (portions of West Virginia, Kentucky and Ohio) and in Central Louisiana. Portions of this approach have also been used in Johannesburg, South Africa.

Dr. Lyons has served on the board of directors or the advisory board to an empowerment incubation program, a microenterprise program, and a university-based technology business incubation program. He is currently a member of the Board of Directors of the Rural Policy Research Institute's Center for Rural Entrepreneurship.

Lyons holds a doctorate in urban and regional planning from the University of Michigan at Ann Arbor. He has worked as a practicing planner in both the private and public sectors and has experience as an entrepreneur.

## **Jackie Pilon**

Jackie Pilon was born and raised in Saskatchewan, and has been involved in a variety of businesses, including the thoroughbred horse racing industry, franchise restaurants (both fast food and casual dining), and commercial land development. Her interest in business started when her husband was playing professional hockey in the United States. Managing their personal business investments led to an interest in a more hands on approach to running a business and a more formal business education. This was delayed until the youngest of her two children reached school age and her family returned to Canada. After graduating from the Edwards School of Business with a Commerce degree she started at Whitecap in October 2010 as a Business Development Officer. She is pursuing a CANDO (Council of the Advancement of Native Development Officers) certification as an Aboriginal Economic Developer. One of her projects at Whitecap is to assist with the development of the Whitecap Business Incubator, in partnership with Ideas Inc. and Mid-Sask Enterprise Region.



## **Gregg Cochlan**

Gregg Cochlan is an author, speaker, social entrepreneur, organizational specialist and leadership coach. His first book, *Love Leadership*, challenged traditional corporate conditioning by positioning love as a more effective, sustainable leadership style. His new book, *World Peace, Really!*, applies 40 years of TPI experience to the goals of peaceful co-existence. Co-authored with colleague Ron Medved, the book applies some of the most profound concepts in cognitive psychology to the cause of peace and challenges readers to “think about their thinking”.



Since the early 1990s, Gregg has been working with leaders and organizations on transformation and growth. A keen interest in the process of change led him to join The Pacific Institute (TPI) in 1997. Today, Gregg is Managing Director for (TPI) Team Canada, where his responsibilities include oversight of TPI business in Canada as well as participation on international projects. The focus of Gregg’s practice is on strategic leadership, leadership coaching and organizational culture transformation. He has been involved in hundreds of organizational change initiatives, and guided more than 300 board and executive management sessions with companies across Canada and the US.

Gregg has helped many companies successfully manage mergers, amalgamations, and change initiatives. He has made it possible for his clients to achieve remarkable results, from doubling market share of a strategic produce tin less than eight months, to transforming a near bankrupt financial organization into a “50 best managed company”. Recently, Gregg played a key role in enabling a public sector organization to implement processes that resulted in \$65 million dollars in savings in less than three years.

Over the past 20 years, Gregg’s expertise in organizational and culture transformation has enabled his clients to successfully manage the challenges of change and growth. From mergers to holistic change, from process improvement to revenue growth, Gregg strives to achieve a “multiples” ROI for his clients.

## **Stephanie Yong**

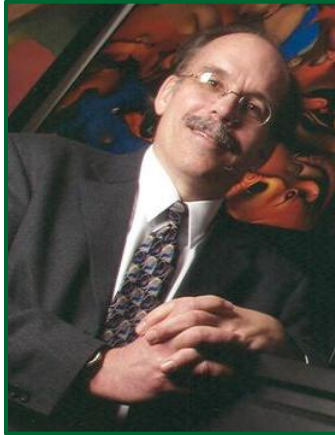


Stephanie is currently the Director of the W. Brett Wilson Centre for Entrepreneurial Excellence. The vision of the Wilson Centre is to grow the next generation of entrepreneurs and the Centre has initiated a number programs to help achieve this goal. Stephanie has obtained a Bachelor of Arts (Political Science) and an MBA, both from the University of Saskatchewan. Stephanie is also a sessional lecturer at the Edwards School of Business, teaching Entrepreneurship courses. Stephanie is a superb communicator and also possesses considerable organizational and strategic skills. Besides being an entrepreneur herself, Stephanie enjoys being involved in the entrepreneurship movement with aspirations to support innovation and growth in the community that will have an impact on both the social and economic trends.



## More with Less - Keynote

### Ed Morrison



Ed Morrison is the Economic Policy Advisor for the Purdue Center for Regional Development. For the past several years, he has been developing new approaches to accelerate open innovation in economic and workforce development as well as cluster activation. This work includes the development of new approaches to strategy in open networks, a discipline called strategic doing. He is also the publisher of a popular weblog for economic development professionals, Ed's Garage: Rebuilding our civic economy with open innovation and Strategic Doing (<http://edmorrison.com/>).

He has been active in economic and workforce development for over twenty years. He teaches the Advanced Strategy Lab at the Economic Development Institute at the University of Oklahoma. Morrison's work won the first Arthur

D. Little Award for Excellence in Economic Development presented in 1984 by the American Economic Development Council (now the International Economic Development Council). He developed and guided the highly successful economic development strategy for Oklahoma City from 1994 to 2001. He has also worked extensively in rural communities and served as consultant to the Kentucky Cabinet for Economic Development and the Tennessee Valley Authority. Numerous organizations and communities across the United States have benefited from the use of the Strategic Doing process to ignite their economic development efforts including the Maine Department of Labor and the Space Coast of Florida.

Morrison has assisted universities in redefining their economic development role. He formed the Biomedical Research Foundation of Northwest Louisiana at the LSU Medical School and consulted with Louisiana Tech University on its technology transfer strategies. He is currently guiding strategy for a network of 12 colleges and universities in Louisiana, the Consortium for Education Research and Technology (CERT). Working with the Southern Growth Policies Board, he was the principal author of the 1998 Commission on the Future of the South, chaired by former Kentucky Governor Martha Layne Collins. Among other policies, this report led to major initiatives in early childhood education across the South. From 1998 to 2003, Ed managed the community assessment program for the Kentucky Cabinet for Economic Development. This initiative improves development prospects throughout rural Kentucky



## **More with Less - Speakers**

### **Tony McCall**



Dr. Tony McCall is a Senior Research Fellow at the Institute for Regional Development (IRD), University of Tasmania. His research interests are in regional innovation systems, regional development platform methods and how these approaches can be applied to enterprise challenges and opportunities in rural and regional communities. He has extensive knowledge of the application of these theories to a range of international projects. He has applied his expertise to a number of projects in Tasmania, working with agri-food producers in Tasmania for the past five years. He is currently working on an alternative business model project for vegetable growers in Tasmania and is involved in a series of collaborative business model workshops across the State with a range of enterprise groups.

### **Peter Kenyon**



Peter Kenyon is a social entrepreneur and a community enthusiast. Over the last 2 decades he has worked with over 1000 communities throughout Australia and overseas seeking to facilitate fresh and creative ways that stimulate community and economic renewal. He is motivated by the desire to create healthy, inclusive, sustainable and enterprising communities. Peter has had a background as a youth worker, teacher, youth education officer, and tertiary lecturer. His employment experiences have also included Director of Employment in Western Australia, Manager of the Community Employment Development Unit in New Zealand and Coordinator of the Natal Kwazulu Job Creation and Enterprise Strategy in South Africa. His international consulting work has involved assignments in over 53 countries.

Peter became convinced that one cannot develop communities from the top down or from the outside in. It required communities to build from the inside out, and for their residents to invest themselves, ideas, assets and resources in the process. Subsequently, he has created and developed the Bank of I.D.E.A.S. (Initiatives for the Development of Enterprising Action and Strategies) to promote such a paradigm shift and assist with the necessary facilitation, ideas and skills.

### **Rose Olfert**



Rose Olfert, a long-time Agriculture and Bioresources faculty member before also joining Johnson Shoyama Graduate School of Public Policy, has always focused on policy-relevant research. Rose takes the perspective of labour, or population, when applying her knowledge to rural economies and their evolution as society moves toward urbanization. Among her interests is how rural communities survive, collapse or evolve based on their relationships with, and proximities to, larger centres - which offer many more employment opportunities and urban amenities. Her academic work has taken her to Europe, China, Brazil, Chile and Australia, and Peru may be her next destination.

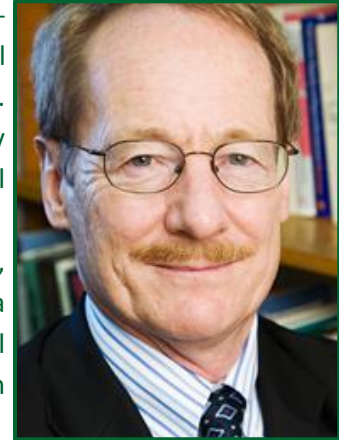


## **Dr. Geoffrey J.D. Hewings**

Geoffrey Hewings is a professor in the University of Illinois at Urbana-Champaign Departments of Geography, Economics, and Urban and Regional Planning and is a member of the Institute of Government and Public Affairs. Hewings heads the Regional Economics Applications Laboratory and is currently working on the development of the Illinois Economic Observatory, which will analyze the Illinois economy.

Hewings' major research efforts are directed toward modeling of urban, regional and interregional economic systems. Much of this work is based on a set of econometric-input-output models that have been developed for several metropolitan areas and states in the United States as well as several regions in Brazil, Colombia, Indonesia and Japan.

Hewings received his Bachelor's Degree at the University of Birmingham, England. He then received his Master's and Doctorate Degrees from the University of Washington, Seattle.



## **Neil Cambridge**



Neil is the North American President of Comparison International – a global best practice benchmarking consultancy. He also maintains a small practice as a professional facilitator, mentor and business advisor. His career has spanned a broad range of endeavors and positions involving information systems, food service, banking, telecommunications, grocery, manufacturing, logistics and cable media. His positions and professional endeavors have led to experience with virtually all functions within an organization. His career and engagements have included some of the most complex organizational structures and projects including base closure communities, re-engineering in the US Dept of Defense logistics and acquisition process, crisis mergers, US Dept of Energy nuclear waste management and countless commercial engagements across the country. Raised in England he emigrated to America in 1978 working for the British Consulate in New York. From that point on he has maintained a continuous interest/study in enhancing performance with people, process and technology. Neil has a long term involvement with non-profits and volunteering work. Most recently he was Board President for Maine Youth Leadership – an organization devoted to Leadership, Volunteerism and Character for high school students. He is married to Paula Jalbert and lives in Portland, ME.