

Workshop and Plenary Session Information

A: Regional Economic Strategies

1) Manufacturing Innovation and the New Rural Economy

John Hayden, CED Project Manager, Northumberland CFDC

Connecting to city-regions and university applied research programs translates into global competitive advantage for manufacturers in metro-adjacent rural regions. Learn how CFDC's can catalyze local strategic collaboration. CFDC participants from metro-adjacent rural regions with manufacturing concentrations will benefit most from this presentation and the model it put forward.

2) Retail Leakage: How Can You Know How Much Your Businesses are Losing to Your Neighbours?

Shawn Heard, General Manager, East Algoma CFDC

This is an effective tool which can be used by any interested community. Shawn will provide the model and the survey by request. The workshop will consist of a detailed report on the process, tips, and techniques for a successful project. Questions and answers will place following the session, and Shawn is willing to assist anyone interested in the steps to get started.

3) Generating Tourism Dollars in Your Region with Four Objectives of Good PR

Judy Hammond, CLEAR Communications

If you want to create greater awareness of your region, or your organization, in a cost-effective manner, knowing the four objectives of good PR will get you started in the right direction. This workshop will cover all the basics required for a solid PR plan to promote tourism.

4) Ontario's Provincial Immigrant Program

Alan Diner, Manager, Provincial Nominee Program, Ministry of Citizenship and Immigration

Pilot Provincial Nominee Program – Matching Skilled Immigrants to Local Business Needs. Ontario recognizes that employers play a critical role in our economic success. For many employers, newcomers are a valuable source of skilled workers and professionals. Multinational firms establishing, or expanding, their businesses may also want to bring in key executives, managers or employees. Find out how the Pilot Provincial Nominee Program can help local and regional employers address their business needs by hiring foreign workers and international students.

5) What the Changing Economy Means to Ontario Retailers

Derek Nighbor, Vice President, National Affairs, Retail Council of Canada

An overview of the changing social economic face of Ontario will provide good insights to help CFDCs better understand the challenges and opportunities being faced by

retailers in the province.

6) Partnerships in Aboriginal Economic Development

Roseanne Van Schie & Chief Harry St. Denis, Wolf Lake First Nation

Partnerships are becoming a way of doing business among Aboriginal, government and corporate organizations. Find out why, and to what extent, these partnerships play a role in Aboriginal Economic Development. This workshop will explore current economic development projects' successes and challenges as experienced at the Algonquin First Nation of Wolf Lake. This workshop will raise awareness of First Nation Partnerships, what they are and why they are necessary, and provide insight into the partnership process from a First Nation perspective.

7) The State of Small & Medium Enterprises in Northern Ontario

Ron Mulholland, Associate Professor, School of Commerce, Laurentian University

This workshop reports on a 2007 survey of 500 Northern Ontario SMEs regarding the business environment, challenges and key success factors. Success factors identified include employee and productivity issues, particularly for businesses growing their revenue greater than 15% per year. The economic and competitive environment and challenges are also discussed.

B: Operating Issues

1) Surviving the Workforce Crisis: When it hits, will it be too late?

Bill Gilbert, Professional Speaker

There are some pretty dramatic statistics emerging which should strike fear into the hearts of employers. A sudden "boom" in life expectancy. A dramatic drop in birth rates. A disengaged workforce. Reduced interest in staying at a job. Changing workplace expectations. Static productivity gains. Bill Gilbert highlights the challenges and develops solutions.

2) Portfolio Analysis Tools Workshop

Join the discussions of the OACFDC's newest committee tasked with developing and adapting investment fund analysis tools for use by CFDC staff and boards.

3) CED Panel

Vicki Luke, CED, Oxford Small Business Support Centre (Panel Chair)

Share experiences in Community Economic Development: success stories, project ideas and more...

4) OSEB Update

Gordon Potts, Norfolk CFDC

Ontario Self-Employment Benefit (OSEB) committee will discuss recent activities.

C: Board Relations

1) All Aboard the "Change Train"

Rosita Hall, Professional Speaker

Staying off the "Fuss Bus" and board the "Change Train"... This is an interactive workshop which will help participants: - Understand why it is important to focus on both aspects of change - the rational and the emotional aspect - Understand the difference between change and transition and why they need to stay focused on transition - Take the Change Hardness Quiz - Understand that the fastest way to catch the Change Train is by showing up authentically each day for work - Identify and learn strategies to plug energy leaks which most of us experience throughout the day - Understand that laughter really is the best medicine when dealing with stress and upheaval -Develop a self-care plan

D: Youth Involvement

1) FINK -- Saving the School Lunch

Paul Finkelstein

The Screaming Avocado Restaurant lives inside Northwestern Secondary School. Culinary teacher Paul Finkelstein ("FINK" of The Food Network Fame) has created an ideal environment for his students. They are entrepreneurs running a successful catering business and restaurant. They are learning the value of teamwork, employment and life skills, agricultural production and the global food system and loving every minute of it. The Screaming Avocado is serving up gourmet meals in direct competition with the burgers and fries of the cafeteria, and winning the battle for stomachs, hearts and minds! Learn the ingredients to success.

E: Environment

1) Renewable Energy Organizations as an Economic Driver for the Rural Economy

David Blaney & Joan van Der Meer, Centre for Applied Renewable Energy

This workshop will concentrate on the success of the Centre for Applied Renewable Energy in using partnerships in the renewable energy and environmental sector to provide jobs and training opportunities for participants. It will explore the Centre's strategy of partnership with both NGO's and business, as well as its outreach activities in a rural setting.

F: French

1) Put Your Best French Forward -- Allons y! (Bilingual)

Lise Vandal, Official Languages Coordinator, The Venture Centre & Rachel Quesnel, RDEE

The Venture Centre/ Le Centre de développement CFDC and RDEE Ontario have created strategic partnerships which have re-energized the Francophone community and helped make their City more appreciative of the bilingual culture that is Timmins. Here's how an "English" town is getting in touch with its Francophone heritage and raising the bar for Bilingual Economic Development. We offer some of our ideas. What are yours? An interactive session for Bilingual CFDCs. English/French

2) **Les coopératives jeunesse de services (CJS) renaissent en Ontario!**

André Brisebois

Cet atelier présentera les principes de base, la structure et le fonctionnement des Coopératives jeunesse de services (CJS) de manière à ce que les participants puissent bien saisir ce projet-pilote. Cette atelier s'adresse aux gens qui oeuvrent dans le développement (économique) communautaire, auprès de la jeunesse et à tous ceux qui souhaitent voir une plus grande implication de la jeunesse dans les communautés. (Offered in French Only)

3) **Eco Ambassadeurs du Monde (EAM)**

Yves Francis Danteu, Directeur exécutif, EAM & Rosemarie Powell

Sensibilisation, information sur différents thèmes environnementaux. Répondre à des sujets d'actualité sur comment changer nos habitudes envers notre environnement. Comment apprendre à le respecter en économisant nos ressources tout en préservant notre mode de vie. Comment concilier une activité professionnelle, agricole ou industrielle en accord avec un environnement respecté. (Offered in French Only)

4) **De l'approche sociale à l'approche entrepreneuriale**

Caroline Arcand, Directrice générale, Groupe Convex Prescott-Russell Inc

Cet atelier vise d'abord à expliquer à l'auditoire, les étapes ayant mené à la transformation de deux centres de travail adapté pour les personnes handicapées, en un réseau de 9 entreprises sociales employant maintenant 140 personnes. Les participants apprendront aussi comment des partenariats entre le monde des affaires, la communauté et le secteur public ont facilité le développement de ce concept. Ils apprendront que l'activité économique vient donc renforcer la capacité des personnes à risque de chômage chronique, à améliorer leurs conditions et leur statut. Ils seront informés quant à la structure organisationnelle qui s'avère être un succès. (Workshop offered in French only. Information is available printed in English.)

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