

JUNE 5-7, 2013 RUSSELL INN, RUSSELL, MANITOBA

Wednesday, June 5

- 12:00 noon EDAM Strategic Planning (until 5:00 p.m.)
8:00 p.m. **Registration and Hospitality Evening**
Pub Night with Local Musicians

Thursday, June 6

- 8:00 a.m. Registration / Breakfast
9:00 a.m. Welcome & Introductions
13 ways to kill your community
Keynote Presentation—Chris Fields
10:00 a.m. Break
10:15 a.m. **Never go into a hug off balance**
A Pragmatic Guide to Community Development—
Chris Fields
11:30 a.m.. EDAM Annual Meeting
12:00 p.m. Lunch
1:00 p.m. **Managing Risk**—Wally Melnyk
2:00 p.m. Break
2:15 p.m. Low Cost Advertising Strategies
Manitoba Marketing Network—Chris Fougere
5:00 p.m. Break
5:30 p.m. “Speak up or Tech off”
evening activity and dinner

Friday, June 7

- 8:00 a.m. Breakfast
9:00 a.m. **It's all about change : Manitoba's Demographic, Labour Market and Economic Future** - Wilf Falk, Chief Statistician of Manitoba
10:00 a.m. Break
10:15 a.m. Province of Manitoba Update
10:45 a.m. **Fish Bowl— “We Have NO Money”**
12:00 a.m. Lunch

Thank you to our sponsors!



CHRIS FIELDS, SENIOR BRAND & DESTINATION MARKETING STRATEGIST, TWIST MARKETING

Chris has 21 years of marketing, communications, and economic development experience in enterprise, government, and not-for-profit settings. Chris has spent the last 8 years challenging his clients to think differently, and more aggressively, about branding and marketing. Chris and the communities he works with have received 24 provincial, national, and international awards.

13 WAYS TO KILL YOUR COMMUNITY

All you have to do is follow the advice in reverse, and before you know it, you and your neighbours will have built a thriving, successful community that's the envy of everyone.

NEVER GO INTO A HUG OFF BALANCE: A PRAGMATIC GUIDE TO COMMUNITY DEVELOPMENT

As an EDO you have some of the toughest jobs around. Every resident is a member of the Board of Directors. We are pushed and pulled in harried directions. Resources are scarce. It's easy to seek easier paths...to row in our own direction and wonder why we're not rowing together. But row together toward what? Well – Vision...a cause...a sharing of values and ambition...a group hug that stays upright. Buckle up and find out how to rid your inhibitions about how communities should do things in a humorous and rather unusual look at a new perspective on Visioning, and how to link it to a handful of handy Branding principles

CHRIS FOUGERE, owner of award winning restaurant **Fude**...inspired cuisine and wine bar and Freedom Marketing Coach. Chris has helped entrepreneurs and business owners improve their marketing with proven direct response techniques for use in all advertising and marketing efforts. He has also helped businesses appear on the first page of Google to be in front of their hottest prospects.

Chris is recognized as a “ROI-master” which is to say that he runs direct response marketing for people with track-able results that are positive on the return on investment or he does not charge for his services!

Chris is a speaker, consultant, information-marketer, SEO and social media expert, particularly with using Facebook and is a coach for business owners and sharp, aggressive entrepreneurs looking to get to the next level in their business.

He has spoken to many groups and has been a guest on panel discussions for the Women's Business Enterprise Centre and has been called on upon to help turnaround businesses in distress by Canada Manitoba Business Service Center.

Chris is on the board of directors for Manitoba Marketing Network, Lupus Manitoba and the Manitoba Restaurant and Foodservices Association

When Chris is not speaking on direct response strategies, Chris coaches with a small number of private clients. Chris resides in Winnipeg Manitoba, with his beautiful and supportive wife, Sheena and their two kids, Sydney and Dryden. To contact Chris' office, please send an email to info@freedommarketingcoach.com

... and thank you to our conference committee!

Lana Cowling-Mason
Tammy Dziadek
Martijn Van Luijn

Marcia Rowat
Henry Sikora