

MAY 31-JUNE 2, 2016 MELITA

Educational Program Highlights

- ◆ **2017 Economic Outlook—John Harper—Senior Economist, WED / President MABE**
- ◆ **Reputation Management—Elizabeth Mitchell (Manitoba Marketing Network)**
Reputation is very fragile. "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently," Warren Buffet. Communities need to fully appreciate the importance of reputation management. In the advent of the digital world where news travel instantaneously and public voice is even louder than ever, it is imperative that communities arm themselves with guidelines on how to safeguard their reputation.
- ◆ **Rural Innovation/Value Chain Analysis—Todd Goranson, Grant Carlson, Brian Kelly**
- Finding Opportunities for Business Development in Your Region
- Assessing Those Opportunities (intro to a "Pre-feasibility Study Template")
- What Can EDOs and Economic Development Organizations do to enable these Opportunities?
- ◆ **Health Care Programs Supporting the Community—Panel Discussion**
(Wayne Heide, Tyler King and TBA)
The evolving provincial recruitment strategy for physicians and nursing and allied health professionals and the meaningful and necessary role communities can play in the delivery of that strategy, including examples from communities that have been successful in attracting & retaining physicians.
- ◆ **Community Showcase—businesses, events and facilities that make Melita unique!**
A panel discussion involving entrepreneurs and a renowned community volunteer who made their mark in contributing to the economic development of Melita through tourism, continuing education, and fitness.
Mr. Camiel Serruys, president of the **Banana Days Committee**, has been instrumental in leading the biggest festival in town.
Mr. Dwight Murray, longtime owner of the Southwest Chevrolet Dealership, recently invested in a continuing education opportunity. Get into the psyche on how to pitch a new business idea to an existing entrepreneur.
Mr. Nathan Corrigan and Ms. Sara Harmon, owners/coaches of **Southwest Strength**, are young, start-up fitness entrepreneurs driven by their passion for health and wellness.
- ◆ **Economic Development Training** - EDAM and the Province are proud to partner on the development of Made in Manitoba training materials for new economic development practitioners and elected officials—this is a first in Manitoba and the first peek at what will be offered!
- ◆ **Annual Meeting—Review of the past year and election of 2017-18 Board**

Social Events

For your planning purposes, the Forum kicks off at 7:00 p.m. on Wednesday May 31st and concludes at noon on Friday.

- Welcome Reception at Western Star Hotel (Wed night)
- Dinner at Melita Legion Hall (Thurs)
Entertainment: Darren Lavalee band

Sponsors



Registration Form

Name: _____ Organization: _____

Telephone: _____ E-mail: _____

\$175 Member Rate \$225 Non-Member Rate This is my first EDAM Forum

Dietary Restrictions: _____

Please send cheque payable to:

EDAM, 700-177 Lombard Avenue, Winnipeg, MB R3B 0W5

For further information, call Shelley at (204) 795-2000. Registrations may be faxed to (204) 925-8000 or emailed to shelley.morris@mts.net.

Cancellation Policy: No refunds for cancellations after May 24th.

Hotel Information

Western Star All Suites Hotel Call 204-522-8694 or email westernstarhotels@gmail.com to reserve - make mention of the EDAM block of rooms for rate of \$129 (double room/2 queen beds or king available). Room block will be held until May 17th