

## WILL WE SEE YOU AT FALL FORUM?



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EDAMs semi-annual forums set the stage for the success of our practitioners across the province. Providing an opportunity to network with peers, discuss the latest trends in the industry, identify impacts of legislation changes, and to discuss our shared challenges and opportunities.

Fall forum sessions include:

- Travel Manitoba's new "Place Branding" program
- Co-op business development
- Regional approaches to rural development in Manitoba
- Finding the "quick wins"
- E-mail marketing & Canada's anti-spam legislation.
- The 2017 EDAM awards

... And much more!

#### Choose Your Own Adventure

Take your pick of one of four community tours during the Forum. Space is limited in some sessions, so you'll want to register early to ensure your spot on the venue that interests you most. Check out the details on each option on Page 7.

To see the full agenda for the upcoming session, visit our website at [edamonline.ca](http://edamonline.ca) and register. The Fall Forum takes place from November 1 to 3 in Portage la Prairie and is co-presented by Portage Regional Economic Development (PRED), Community Futures Heartland, and Community Futures White Horse Plains.

**We'll see you there!**



## STILL STANDING

The R.M. of Pipestone was introduced to a national audience as part of hit CBC television series this summer.

Reston, Manitoba was abuzz with the excitement of a national television debut that didn't involve a natural disaster. For the municipality which has experienced more than its share of setbacks with tornadoes, record-setting flooding, and a downturn of the oil industry which has heavily influenced their local economy, it was nice to share a positive perspective about the lifestyle and the people that call the southwestern Manitoba community "home".

CBC's hit TV series "Still Standing" focuses on communities in rural and remote areas across the country and spotlights how many of these towns and villages are maintaining their charm and enthusiasm, even in the face of some challenging conditions. TV cameras visited the community

in 2016 for a week, getting to know the story, share the outlook and meet some of the most colorful personalities in the region. The episode appeared on the latest season of the series this summer.

Jonny even found himself in an impromptu wrestling match. Jonny found himself across the ring against local pro wrestler Curt Campbell, best known to mat fans in Canada and the U.S. as Tommy Lee Curtis. Unfortunately for Jonny, he came out on the losing end - after a few bodyslams.

"Jonny and CBC were amazing at pulling out the good in the community, making residents and viewers who haven't met us yet alike appreciate what our small town has to offer," says

Reston turned out in strong numbers for host Jonny Harris, who also shared screen time with EDO Tanis Chalmers during shooting.

R.M. of Pipestone EDO, Tanis Chalmers. "It was a really worthwhile experience for us including a lot of laughter and reflection both during and after the filming.

"All communities seemingly have their hard times, but there is also a reason that each of these communities is 'Still Standing'. We are not just buildings, infrastructure and utilities. Our communities are built on friendships, families and unity. This show makes you appreciate what small towns are and not just what they have been through."





# CREATING THE "GOLD" STANDARD

We're taking an active role in establishing a Provincial standard for practitioners and municipal leaders in the area of Economic Development.

A common lament among our members is the broad definition of economic development and its interpretation at a municipal level. There are no two portfolios in this field across the Province that look exactly alike, or focus on the same mandate. It is with this hurdle in mind that the EDAM Education Committee has undertaken to develop a Provincial certification process for EDOs to help standardize the expectations of these roles.

Program delivery began this past spring, with the introduction of Module 1 at the Spring Forum in Melita. In total, there will be eight core modules that address the basics of Community Economic Development (CED) to make up the accreditation. Advanced modules are also being considered to explore topics such as strategic planning, foreign direct investment, and liaison with first nations communities and enterprises.

Lana Cowling-Mason, EDAM Board member and General Manager for Community Futures West Interlake explains that the development of the course material for the core content will be completed by the end of 2017 and delivered in succession at EDAM Forums over the next four years until completed. The Education Committee is also considering options for web-based delivery of this programming.

"A 'Made-in-Manitoba' training program has been discussed for many years and the need was reinforced again in the 2016 Rural Economic Development Strategy for Manitoba," says Lana. "EDAM is confident that this program will build capacity for practitioners and elected officials with modules that include relevant resources and case studies that demonstrate the importance, purpose and best practices for CED in any community"

Module 2 will be presented at the 2017 Fall Forum.

**// EDAM IS CONFIDENT THAT THIS PROGRAM WILL BUILD CAPACITY FOR PRACTITIONERS AND ELECTED OFFICIALS. //**



## THE DEVELOPMENT TEAM

We would like to acknowledge the efforts of our friends at Manitoba Growth Enterprise and Trade for their work in both research and content development for the training program.

Jill Falloon, Joy Dornian and Ruth Mealy, pictured above, have undertaken the task of research and content writing as well as development of the lesson plans and participant guides to create a standard for economic development training for our practitioners.

We would like to tip our hat for all the work that they have done and support that they continue to provide to EDAM and our members through specialized efforts like this in addition to the programs and services offered through their agency. Thank you.

## CONNECT

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# RISING STAR AWARD

## THE NOMINEES:

Clayton Gibson (Ashern)

With just two years in the Economic Development field, Clayton Gibson has created a visible profile in Ashern with multiple initiatives including the creation and delivery of the community's L.U.D. (local urban district) plan, amalgamating local CDC's for a regional approach, and launching a recycling program. Clayton's focus has been indigenous liaison, environmental stewardship, and local expansion of fibre-optic connectivity.

Shane Li (Pinawa)

Shane Li has only been in his role in Pinawa for one and a half years but is already making great strides to create change in the community. His key initiatives have been the development of the North Forge East Business Incubator as well as spear-heading a trade mission to China to inspire interest from Foreign investors in the region.

Vern May (Portage la Prairie)

Approaching four years in municipal development, Vern's focus has been on raising the profile of his communities and also the need for community engagement in growth. He is a two-time winner for Marketing Excellence on tourism initiatives, has penned more than 175 columns in regional newspapers on E.D. themes, and has secured more than \$25 Million in new business investment during his early career.



EDAM is excited to celebrate the  
of our membership with the in  
Awards which will be is

## RISING STAR CRITERIA

An individual in the field of economic development whose accomplishments have made a significant contribution in the field and demonstrates exceptional best practices. Following criteria must also be met:

- \*Less than five years in economic development
- \*Initiated/completed a major project that benefits Manitoba community(ies)
- \*Formed new Partnership in CED
- \*Has had an impact in the field of economic development
- \*Current EDAM Member in good standing



## OUTSTANDING PROJECT OF THE YEAR

### THE NOMINEES:

**Making Sense of Manitoba Rural Regions (RDI)**  
This project is represented through five research papers on the development challenges of rural Manitoba. Exploring both a top-down and bottom-up approach, the series identifies the need for both local initiatives and Provincial enablement to achieve growth. These papers are intended to help communities which alone may be too small to make an impact to build capacity.

**North Forge East Business Incubator (Pinawa)**  
Promoting entrepreneurial opportunities in the town of Pinawa, the North Forge East Business Incubator offers mentorship, co-working space with Wi-Fi, event and meeting space with video conferencing capabilities, grant assistance, investor and market intelligence, networking opportunities, training, and access to the Winnipeg Fabrication Lab's prototyping equipment. Still in its first year, the program has had ten applications and is currently assisting eight projects in the region which have a community reach and impact over fifteen communities in the area.

**Roquette Pea Processing Plant (MB Agriculture)**  
Securing a \$400 Million Foreign Direct Investment to Manitoba. The confirmation of this investment in Manitoba marks the largest single development in Manitoba food processing history and the largest pea processing facility of its kind in the world. The project will create 160 on-going jobs for the Province. This phase of their development represents only 70 of a 240-acre development which is anticipated to represent more than one billion dollars in economic development for the Province within the next decade.

**What's the Big Idea? (Neepawa/Minnedosa)**  
A grassroots entrepreneurship event which inspired the active participation of municipal government and private interests between neighboring communities of Minnedosa, Neepawa, and Rapid City, as well as associated R.M.s. The event resulted in the opening five new businesses and assisted in the growth of three further first year entrepreneurs. The project was delivered in a scalable format that could be readily duplicated by other jurisdictions. The event has been expanded for a third year to also include Carberry.

the innovation and achievement  
Introduction of the 2017 EDAM  
sued at our Fall Forum.

### PROJECT OF THE YEAR CRITERIA

Recognizes a municipality, CDC, town, group, committee that has undertaken a project or activity in the last 18 months that has or will have significant and long-term economic effect. Following criteria must also be met:

- \*Must be new project
- \*The project could be replicated
- \*Local, regional or provincial scope
- \*Community or business focused
- \*Demonstrates significant impact to community/region



# MEMBER SPOTLIGHT: *Marilyn Crewe*

President, EDAM Board of Directors



EDAM President Marilyn Crewe has served as the Economic Development Officer for the Town of Neepawa since 2014.

Current EDAM President, Marilyn Crewe brings a diverse background in both local and international economic development to the table.

Originally from Ontario, Crewe spent five years with Elgin Community Futures agency in St. Thomas. Prior to that her career included work with Mission Partners International, an agency providing humanitarian aid to the Soviet Union.

Marilyn accepted the EDO role for the Town of Neepawa in 2014 and relocated to Manitoba. Since assuming the role, the portfolio has been developed with three main priorities:

1. To support existing businesses and encourage the efforts of the local Chamber of Commerce;
2. Identify and address the existing gaps to better position the community for attraction of new investment; and
3. Maintaining a connection with the social needs of the community including support for arts and culture, new citizens, grants and related needs.

Recognizing some of Manitoba's challenges in investment attraction at a high level, Crewe has been a strong advocate for regional approaches to development and has been a leader in collaborative approaches across municipal boundaries.

Among the regional partnerships that Marilyn has led or joined include the Yellowhead Investment Corridor partnership which includes Neepawa, Minnedosa, Shoal Lake, and Russell-Binscarth and has explored a team approach to Foreign Direct Investment to the region.

Other projects have included partnership with Minnedosa (and now Carberry) on "What's the Big Idea?" an entrepreneurial showcase which has launched five new rural businesses, and participation in the Westman Opportunities Leadership Group.

In her role as EDAM President, Marilyn has been a staunch supporter of the professional development program for practitioners and has been an active participant in the development of a Manitoba Rural Economic Development strategy in coordination with the Association of Manitoba Municipalities. Advocacy for the profile of economic development as a key role in the future of our communities is a topic that is also important to Marilyn.

If you'd like to connect with Marilyn related to EDAM or to touch base on other economic development themes including the "Submarine Project" you can reach her at:

E-mail: [edo@wcgwave.ca](mailto:edo@wcgwave.ca)

Phone: 204-476-7607



Kennedy Baker, an emerging entrepreneur who received seed capital from "What's the Big Idea?" proudly displays her wares - a line of hand-painted custom footwear - which debuted in the Winnipeg Jets Store in September.

# 7 TIPS FOR E-MAIL MARKETING SUCCESS

Email marketing is emerging as the single most effective and affordable tool that a non-profit organization, community association or economic development agency has, yet many of these organizations have yet to embrace this as part of their marketing strategy.

One of the sessions on the agenda for the Fall Forum will share seven tips and best practices for starting or rejuvenating a winning email marketing strategy.

Presented by Lindsay Dandeneau, a Senior Business Advisor for Entrepreneurship Manitoba. She has over ten years experience counseling entrepreneurs start and expand businesses.

If developing and engaging your network via e-mail is a pain point within your organization, this session promises to offer some useful advice to fully leverage this communication platform to your advantage.



Lindsay Dandeneau,  
Senior Business Advisor for  
Entrepreneurship Manitoba



## CHOOSE YOUR OWN ADVENTURE COMMUNITY TOURS OFFER INTERACTIVE EXPERIENCES

One of the great opportunities created by the semi-annual EDAM Forums is an opportunity to visit some of the unique businesses and attractions of the host community. In Portage la Prairie, a City with a growing agri-food industry as well as an emerging aerospace program, there are some great choices for delegates attending the 2017 Fall Forum.

Choose from one of these tour options:

**The Food Development Centre:** From concept to store shelves, learn how the Food Development Centre is helping entrepreneurs take their ideas to market.

**K.F. Aerospace:** Offering contract flight training for the Canadian military, the flight school at Southport gives you the opportunity to climb into the cockpit in state of the art flight simulators.

**Portage Collegiate Trades program:** The Portage la Prairie School Division is leading the charge on an innovative approach to work force readiness which extends beyond the traditional class room curriculum. With programs in mechanics, carpentry, electrical, hairdressing the school is building strong relationships with the business community and seeing apprenticeship placements turning into ongoing employment for their students.

**Retail Therapy Shopping tour:** Home to some unique shops and services, delegates that want to get immersed in the retail culture of Portage la Prairie will have the chance to visit some of our true gems along Saskatchewan Avenue and take home that unique treasure as a souvenir of their stay in Portage.

Be sure to sign up early to register for the tour that interests you.





## FOREIGN DIRECT INVESTMENT LEVEL TWO

Investment readiness is a term that is more frequently part of the discussion at the local level between economic development professionals and elected officials as Manitoba continues to embrace opportunities for new investment - both foreign and domestic.

One of the key elements for growth is ensuring that when investors express an interest in our community that we are able to provide them with the most thorough and relevant information possible to help

them reach the decision to select our site for development.

An advanced Foreign Direct Investment workshop was hosted by Anna Mondor, Marketing Director for the Beausejour Brokenhead Development Corp. at the South Beach Casino in Scaterbury on September 18.

The session was facilitated by Isabel Cyr, a senior consultant with CAI Global - a leading site selector firm based in Quebec. While the focus of Cyr's program was focused on her experience in dealing with Foreign Investors,

much of the course content was applicable to any scale of inquiry that a community might receive from interested developers.

The program included a self-directed assignment completed by the participants prior to the classroom session, including discussion about the strengths of the student submissions and how to best develop your responses to investors.

Thank you to Anna and BBDC for hosting this session, which marked a first time delivery of FDI Level Two in Canada.



Anna Mondor, Beausejour Brokenhead Development Corporation receives her certificate from Isabel Cyr, CAI Global program facilitator

## WANT TO SHARE YOUR STORY?

EDAM CONNECT newsletter is a forum to spotlight the ongoing efforts and achievements of our practitioners across the Province. We'd like to showcase the work, challenges and successes of all of our members. If you have a story that you would like to share in an upcoming edition of this publication, connect with our editor by e-mail at: [vmay@plprecd.ca](mailto:vmay@plprecd.ca) and let us share your story with your colleagues across the Province.