

Economic Developers Alberta

Presentation to Alberta Lands and Economic
Development Training Symposium

Cathy Goulet, EDA Board Member
November 24, 2015



Economic Developers Alberta

- Established February 15, 1974
- Not-for-profit, member organization governed by volunteer board of directors
- Human Resources- 3 p/t contract employees:
 - Leann Hackman-Carty, CEO
 - Nancy Toombs, Marketing Communications
 - Julie Pankow, Administrative Assistant

Economic Developers Alberta

- Funded by membership fees, annual conference, AlbertaBusinessCounts licenses, Invest in Alberta publication, CEDTP Training and minimal project-related grant funding (e.g. ICCI)
- 283* members (economic development officers, elected officials, government administrators and managers, consultants, students and a range of corporate and reciprocal members)

*as of November 17, 2015



Our Vision

To be Alberta's leading economic development organization recognized for its outstanding networking opportunities, professional development, products and services.





Our Mission

To enhance Alberta's economic development profession by providing effective professional development, information and networking opportunities.

Our Strategic Priorities

AEIOU

A Nourish mutually beneficial **ALLIANCES** & Partnerships

E Promote quality, diverse professional development & **EDUCATION**

Our Strategic Priorities

I Identify relevant **INFORMATION**, research & best practices

O Ensure **ORGANIZATIONAL** sustainability

U **UNWAVERING** commitment to leadership in the economic development field

Our Strategic Partners

- International Economic Development Council (IEDC)
- Economic Developers Association of Canada (EDAC)
- Government of Canada
- Government of Alberta
- Alberta Urban Municipalities Association

Our Work

- Networking events:
 - Annual Conference
 - Ministry Dinner
 - AUMA trade show
 - Other related community events
- Educational events:
 - Webinars
 - IEDC Courses (ie. Entrepreneurship, Workforce Development, Tech-Led Economic Development etc.)

Our Work

- Community Economic Development Training (CEDTP) program.
 - 3 Modules, in person and online:
 - Establishing the Foundation
 - Business Retention and Expansion
 - Business Investment and Attraction
 - Plus, “Economic Development for Elected Officials”
 - These courses are eligible for Ec.D. certification and the Professional Management Certificate Economic Developers through the University of Calgary.

Our Work

- Providing valuable resources:
 - AlbertaBusinessCounts program- specific BRE software for communities
 - Relevant information, research and best practices.
 - Produce and disseminate the “Invest in Alberta” publication
 - Developed EDRP Toolkit - information and best practices on economic recovery post disaster
 - Investment Readiness Toolkit
 - Regular updates via e-newsletters, social media and on our website (www.edaalberta.ca)

Our Work

- Work with our sister organizations on various leadership opportunities/project ideas (ie. BCEDA, SEDA, EDCO, NEDA, EDAC, IEDC)
- Annual Awards program to recognize best practices
- Members-Only Blog so members can promote their own initiatives/events/celebrations
- Information about career opportunities and industry RFP's

We will continue to

- Work with our strategic partners on important issues
- Continue to showcase EDA as Alberta's premier economic development association
- Seek new ways to inspire and engage our members, partners and stakeholders.
- Establish new partnerships to achieve mutually beneficial goals

Our Success = AEIOU

- Mutually beneficial **ALLIANCES** & partnerships in place
- Quality, diverse professional development & **EDUCATION**
- Relevant **INFORMATION**, research & best practices
- **ORGANIZATIONAL** sustainability
- **UNWAVERING** commitment to leadership in the economic development field

Questions?

