

Schedule at a Glance

Tuesday FEBRUARY 20

- **9:00am - 12:00 pm REGISTRATION**
- **10:45am - 11:45am PRE CONFERENCE SESSION: Canada Alberta Job Grant: Moyra Kennedy, Workforce Consultant, Wetaskiwin & Area**
- **12:00 - 12:45pm OPENING LUNCH/WELCOME**
- **12:45 - 2:00pm OPENING KEYNOTE: Chris Fields, 13 ways Inc. “Do One Small Thing”**
- **2:00 - 2:15pm NETWORKING BREAK**
- **2:15 - 3:15pm CONCURRENT SESSIONS 1**
 - 1A - KEYNOTE BREAKOUT: Memories in the Making - Chris Fields, 13 ways Inc.**
 - 1B - Let’s Eat, Adding Culinary to Your Event - Tannis Baker, Alberta Culinary Tourism Alliance**
 - 1C - Chartier Our Story - Sylvia Cheverie, Owner**
- **3:15 - 3:30pm - NETWORKING BREAK**
- **3:30 - 4:30pm - POWER PANEL: How to Partner With Other Associations**
 - Tannis Baker - Alberta Culinary Tourism Alliance**
 - Lisa Lima - Travel Alberta**
 - Alexis Nelson - Government of Alberta’s Ministry of Culture and Tourism**
- **4:30 - 5:30pm - Free Time**
- **5:30 - 9:00pm ALBERTA SHOWS OFF DINNER AND TRADE SHOW**
 - Keynote Speaker - John Catucci Keynote**
 - Entertainment - Indigo Circus**



Schedule at a Glance

Wednesday FEBRUARY 21

- **8:30 - 9:15am BREAKFAST**
 - **9:15 - 10:15am Alberta Success Story: Kraay Family Farms**
 - **10:15 - 10:30am NETWORKING BREAK**
 - **10:30 - 11:30am CONCURRENT SESSION 2**
 - 2A - Blackfoot Crossing Historical Park: Repatriation - Bringing Crowfoot Home!!**
Romeo Crowchief - General Manager
 - 2B - Mapping Culinary Tourism Assets: Rheannon Green, Alberta Culinary Tourism Alliance**
 - 2C - Canada Alberta Job Grant: Moyra Kennedy, Workforce Consultant, Wetaskiwin & Area**
 - **11:30am - 12:15pm Alberta Success Story: Babas and Borscht - Hazel Anaka, Festival Coordinator**
 - **12:15 - 1:15pm LUNCH**
 - **1:15 - 2:15pm KEYNOTE: Sunny Lenarduzzi, “Small Town, Big Presence: A Digital Roadmap for Attracting Customers for Life”**
 - **2:15 - 2:30pm NETWORKING BREAK**
 - **2:30 - 3:30pm CONCURRENT SESSIONS 3**
 - 3A Alexis Nelson, Government of Alberta’s Ministry of Culture and Tourism**
 - 3B Keynote Break Out: Sunny Lenarduzzi**
 - **3:45 - 4:45PM ECONOMIC DEVELOPMENT OFFICERS PANEL**
 - **5:30 - 6:30pm COCKTAILS**
 - **6:30 - 9:30pm DINNER / AWARDS**
- Entertainment: Aaron Goodwin and Indigo Circus**



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Thursday FEBRUARY 22

- **8:30 - 9:00am COFFEE/SWEETS**
- **9:00 - 9:45am ALBERTA SUCCESS STORY: Why don't we run the Raceway in Wetaskiwin? Edmonton International Speedway - Loretta Thiering**
- **9:45 - 10:00am NETWORKING BREAK**
- **10:00 - 11:00am Concurrent Sessions 4**
 - 4A - Economic Development Officers Keynote Break Out**
 - 4B - Grant Writing workshop: Lars K. Hallstrom, PhD, Director, Alberta Centre for Sustainable Rural Communities**
- **11:00 - 11:30am BRUNCH**
- **11:30am - 12:30pm CLOSING KEYNOTE PRESENTATION:**
Jenifer Horvath - Business Advisor Alberta Women Entrepreneurs (AWE)
- **12:30pm - CLOSING REMARKS**
- **1:00PM CONFERENCE CLOSE**

