



# Annual Conference Agenda 2022

Virtual Conference

*Business Retention & Expansion*

## Tuesday, June 14, 2022

Innovative Concepts

Noon

### **Welcome**

Jason Guidry, Halifax, NS

12:15 p.m.

### **Overlooked: Activating untapped talent through Entrepreneurial Ecosystem Building**

Andrew Button, MashupLab

After a 15-year career delivering the BR&E program and working with various economic development organizations, Andrew realized that there was a significant part of the Entrepreneurial Ecosystem that was often being overlooked... and a massive pool of untapped entrepreneurial talent, sitting on the sidelines, not plugging in to that ecosystem of supports. In this session Andrew will share what he has been learning about the gaps that exists in many Entrepreneurial Ecosystems, how those working in community and economic development can **ACTIVATE** untapped entrepreneurial talent sitting on the sidelines in their community, and the things Mashup Lab has been doing to help entrepreneurs in more than 100 communities throughout rural Canada and rural America launch 200+ businesses in just the last 36-months.

1:15 p.m.

### **Scaling Small Businesses and Supporting Startup Entrepreneurs through Tools, Resources, Capital**

Edward Haddock, US Small Business Administration

This session will discuss tools and resources to help focus on expanding existing small businesses and building new ventures to grow communities in any geographic area.

2:15 p.m.

### **Designing an Aftercare Program**

Alia Abbas, Ec.D., Toronto, Ontario

In this session, BR&E professionals will learn about how foreign direct investment initiatives align with BR&E. By developing an aftercare program it provides a wide range of approaches and strategies that will enable economic development organizations to better retain foreign and domestic investments. It can encourage investors to follow-up on expansions and achieve a greater business economy. This program can result in multi-stakeholder dialogue and lead to creating a more robust and resilient business environment for a community.

3:15 p.m.

Adjourn Day 1

## Wednesday, June 15, 2022

### Workforce Improvements

Noon

#### **What role do employers have in attracting and retaining talent?**

Speaker: Robyn Webb, et. al.

This session will address how businesses are responding to today's growing labour shortages and how community economic development organizations are supporting businesses to be competitive. The presentation will feature a 45 minute overview of these areas followed by a fireside discussion with community leaders regarding how they are supporting their local businesses with attracting and retaining talent.

2:00 p.m.

#### **Rebuilding Losses in the Tourism and Hospitality Industries**

Speaker: Darren Reeder, Board Advisor for the Tourism Industry Association of Alberta

The consequence of the COVID-19 lockdowns and the "Great Resignation" is that staffing and utilization of the tourism and hospitality industries is in a state of crisis. Travel is still somewhat restricted, staffing is at a near all-time low, and the industry has massively suffered as a result. This session will discuss how to rebuild these industries and better support existing business.

3:00 p.m.

#### **BRE Open Networking, Part 1**

This session will utilize a new BREI networking tool to allow attendees to network and collaborate in a virtual environment. This will function like a virtual cocktail session!

3:30 p.m.

Adjourn Day 2

## Thursday, June 16, 2022

### BRE Strategies

Noon

#### **Does Your Community Have a Business Transition Problem?**

Guillermo Mazier, MBA, Phoenix, AZ

Historically, BRE efforts have focused on outreach to existing community businesses to determine any local issues that may be constraining growth. Once a community has been able to identify those problems then they can begin to create solutions addressing those constraints to avoid job losses and facilitate job gains. This session will discuss business transition plans and provide examples of successful ways to facilitate business transition.

1:00 p.m.

#### **Tourism and Asset Development**

TBD

This session will discuss asset development in local communities in effort to increase and support the tourism industry.

2:00 p.m.

#### **BRE Roundtable Discussion (breakout rooms)**

Oil and gas industry

Nursing and hospital staffing

Staff coaching vs. firing

This session is a coordinated roundtable discussion featuring several of BREI's international ambassadors. Discussion will focus on 'hot topics' of BRE, and it will also include questions or comments fielded from attendees.

3:00 p.m.

Adjourn

## Friday, June 17, 2022

### Engaging Discussions

Noon

#### **Annual Business Meeting**

This is the annual business meeting of BREI, dedicated to reviewing the past years' accomplishments and approving business items.

1:00 p.m.

#### **Award Recipient Presentations**

This session will feature an overview of the BREI award winners and their awarded BRE projects. This session is usually a favorite among members, as it

gives great ideas for projects that members may employ in their own communities.

2:30 p.m.

**BRE Open Networking**

This session will allow attendees to network and collaborate in a virtual environment. This will function like a virtual cocktail session!

3:30 p.m.

Adjourn Conference

*\*Note, all times are in the Central Time Zone*