







PRE CONFERENCE SPECIAL SESSION
Monday, September 14, 2015 – 1:00 p.m. to 4:00 p.m.

	<p>As a response to positive feedback we received, we are adding a Board Training Session prior to our regular conference workshop sessions. There is a cost of \$75 to attend this session which covers the cost of the book as well as subsidizing the presenter costs.</p> <p><i>There is also a 2nd Board CFLI Training Module being offered during the regular workshop sessions which is included with your conference registration fees.</i></p> <p><u>CFLI Workshop– Module 3: Legal Responsibilities of Boards <i>Limit 25 people.</i></u> <i>Jason Denbow, Executive Director, Community Futures Manitoba</i></p> <p>The purpose of this module is to familiarize Directors with the legal environment that exists for Community Futures and the legal framework within which they provide leadership.</p> <p>Participants will:</p> <ul style="list-style-type: none"> • Learn how to understand and apply the legal guidelines governing Community Futures Directors • Identify the circumstances that create liability for Directors • Review how Boards can protect themselves against liability
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Workshop Information- SESSION 1
Tuesday, September 15, 2015 – 2:30pm- 4:00 pm

	<p>CFDC's Involvement in the Ontario Business Retention & Expansion Program <i>Stephen Morris, Economic Development Specialist, OMAFRA & Martin Kuzma, Economic Development Officer, Nottawasaga Community EDC</i></p> <p>Learn how your community or organization can help to strengthen the local economy by using the revised BR+E program. This session will inform delegates about updates to the Business Retention and Expansion BR+E program, including the new survey, refined online data management system, and resources available. Presentations will highlight examples of recent CFDC lead BR+E projects that used some of the new resources.</p>
	<p>Understanding the Numbers: What Loan Portfolio Performance tells us about our Clients, Communities and Regions <i>Kathryn Wood, President and CEO, Natural Capital Resources Inc.</i></p> <p>Lending is the cornerstone of your business. This workshop will present the findings of an extensive analysis of the loan portfolio performance of our Ontario CFDCs. This will enable each one to see a) how their performance stacks up against other CFDCs across the province, b) how regions perform compared to the provincial average, c) what social and or economic influences may be shaping loan portfolio performance --- and therefore suggesting different loan portfolio persona--- and d) what the implications of these findings are for future utilization of current performance measures.</p>
	<p>Building Your Yellow Brick Road: Immigrant Entrepreneurs Share Options for Accessing Capital <i>Dr. Sarah Wayland, Principal Investigator, REAPontario & Carol L. Tyler, Project Manager, REAPontario</i></p> <p>This workshop features a panel of Ontario immigrant entrepreneurs owning SMEs in varied agri-food value chains plus a presentation of early REAPontario research findings. Immigrant entrepreneurs speak for themselves about challenges of and creative strategies for accessing business capital. Participants can work together with them on solution-building exercises in small roundtable groups. Fantastic way to share 'real feedback' and see diverse ventures across Ontario's macro-economic regions.</p>
	<p>Creating a Focused & Engaged Nonprofit Board (without boring meetings!) <i>David Hartley, Owner, Hartley Nonprofit Consulting Inc.</i></p> <p>David has trained nonprofit boards and leadership in 110 Canadian towns (over 18,000 people in last 8 years). You will actually laugh several times during this session! He will provide his "Top 10 How to Create an Engaged & Focused Board" and everyone attending will receive a board resource package.</p>
	<p><i>French Workshop: Ignite possibilities with Internships- Anne Brûlé, Economic Development Officer, Innovation Initiatives Ontario North</i></p> <p>With funding from FedNor, IION matched ten (10) high-potential youth from Northern Ontario communities and placed them with ten (10) innovative Small-Medium Enterprises (SMEs) this past summer. IION also provided enriched online and experiential learning to support both the youth and the company. Ten (10) more placements will occur next summer as part of this pilot project. From expansion to exploration, from R&D to CRM, come discover the community and economic development impact that resulted from this initiative!</p>
	<p><u>2:15pm- 5:00pm Mobile Workshop: An Inside look at Economic Development in a progressive First Nation community- Hosted by Dan Shilling, Senior Administrative Officer, Chippewas of Rama First Nation</u> <i>Limit: 40 participants</i></p> <p>Enjoy a tour of the Chippewas of Rama First Nation community. Learn about Rama's Industrial Park, and the Band's unconventional approach to financing in order to build Casino Rama on these lands. Visit the local Marina, which was opened in 1969; drive by the multi-use recreational facility, housing development and state of the art Emergency Services Buildings. Learn how the Chippewas of Rama has driven economic development to bring back Band Members home to new opportunities.</p>

Workshop Information – Session 2
Wednesday, September 16, 2015






	<p>8:30am- 11:30am – *by enrolling in this workshop, you will only be returning at 11:30am and will not be able to register for any of the other sessions listed below.*</p> <p>Mobile Workshop- Ontario's Lake Country Tour, featuring Event Tourism – hosted by Jennifer Whitley, Ontario's Lake Country Limit: 40 participants</p> <p>Travel through Ontario's Lake Country to Burls Creek Event Grounds, the new home to one of Canada's largest outdoor concert venues. Tour the facilities that host Boots & Hearts music festival and learn about their first year in the community including challenges, outcomes and the impact. Travel through the countryside and find out about several other large attended events that also take place in the region attracting tens of thousands of people. Next stop is Horseshoe Valley to get a glimpse into one of the most successful and well established artist's tours known as the Images Studio Tour, Showcasing local artists during the fall colour season.</p>
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Workshop Information - Session 2
Wednesday, September 16, 2015 – 8:30am- 10:00 am

	<p>CFDC Settlement Attraction and Growth: A Unique Regional Initiative Kevin Stevens, Employer Engagement Specialist, Newcomer Centre of Peel (NCP)</p> <p>Looking to be a part of a trail blazing initiative? Spearhead economic growth in your community by gaining additional knowledge and resources to do so? Join this workshop to contribute and change the face of rural economies across Canada through attraction and retention of newcomer settlement in local communities across Ontario thereby increasing economic prosperity as a whole.</p>
	<p>White Belt LEAN Certification for CFDCs Trish O'Connor, Leader, Lean Initiatives, Sir Sandford Fleming College & Wendy Curtis, Executive Director, Northumberland CFDC</p> <p>In early 2015 the Eastern Ontario CFDCs had an unprecedented opportunity for each of the 15 CFDCs to learn the principles and applications of LEAN for use in their own operations as well as in consulting with their clients by leveraging the FDO Community Enhancement Program. The training has provided the CFDCs with the knowledge to consult about leveraging the LEAN model to improve productivity, offer the resources and referrals to apply LEAN concepts and encourage Start ups to adopt LEAN processes. Learn how we were able form partnerships with Fleming College and MaRS in order to achieve White Belt certification across the entire Eastern Ontario CF platform.</p>
	<p>Technology Startup Competitions and Equity Financing: Models for CF Investment Funds John Hayden, Manager Enterprise Programs, Northumberland CFDC</p> <p>Learn how Northumberland CFDC's third annual N100 Startup Competition is attracting high-quality investment opportunities for the CF Investment Fund. In this workshop, we will discuss the various challenges and opportunities associated with running multi-stage startup competitions, structuring a standard deal format, executing investment due diligence, developing strategic partnerships in the venture capital community, earning media exposure in technology publications and accelerating portfolio companies.</p>
	<p>CFLI Workshop– Module 11: Organizational Assessment Limit 25 people. (Part 1) * MUST TAKE PART 2 AT 10:30AM Jason Denbow, Executive Director, Community Futures Manitoba</p> <p>This module aims to help participants recognize the achievements of their Board and to identify where further improvements can be made.</p> <p>Participants will:</p> <ul style="list-style-type: none"> • Recognize the achievements of their Board to date • Identify areas of improvement • Clarify how the achievement of goals is linked to the process by which they were first achieved
	<p>French Workshop: The added value of the French language in the global business environment. Francine Lecourse, RDÉE Ontario, Gwenaële Montagner, founder & CEO of Export Builders & Denise Deschamps, Agent des initiatives, FedNor</p> <p><i>By Francine & Gwenaële:</i> The French language is destined to become the first language at the international level by 2050. Quebec and Ontario have agreed to enhance their economic ties more than ever. It is estimated that the Canada and European Union (EU) Comprehensive Economic and Trade Agreement (CETA) will come into effect early in 2016. Thanks to its 1.5 million bilingual speakers, Ontario has a wonderful chance to use the French language as economic leverage to conquer new markets.</p> <p><i>By Denise :</i> overview of projects financed by FedNor: Naturallia, Reseau M and la Bonne Affaire</p>

Workshop Information – **Session 3**

Wednesday, September 16, 2015 10:30 a.m. to 12:00 noon

	<p>Let's Get Physical: Downtown Revitalization Through Enhancement of Bricks and Mortar Businesses <i>Jim Mountain, Director of Regeneration Projects, Heritage Canada The National Trust & Cara Finn, Director of Economic Development, Middlesex County Economic Development</i></p> <p>Following upon a well-attended Downtown Revitalization “101” style overview workshop at the OACFDC Huntsville Conference, this workshop will be more focused on how to improve the image and viability of downtown businesses. Participants will learn strategies for filling vacancies downtown (street level and upper floor retail and housing) and for working with the overall physical image of commercial properties (older and contemporary) through techniques of façade, signage, exterior and interior improvements. How to market an improved downtown effectively to residents and visitor will also be covered.</p>
	<p>New Approaches to Effective Communications – Getting your Story Heard <i>Wendy Kauffman, Vice President Reputation Management & Michelle Petch, Social Media Specialist and Account Executive, Brown & Cohen Communications & Public Affairs Inc.</i></p> <p>Getting your message out in today’s noisy media landscape can be challenging. This presentation will outline new communications strategies and approaches that will help cut through the clutter so your story will be heard. Learn about the current media environment and specific tactics that will help you communicate effectively to your target audience through earned, owned, paid and shared media.</p> <p>A portion of this presentation will focus on a real world exercise in which an existing CFDC communications plan will be reviewed and discussed to identify challenges, opportunities and new approaches to make it more effective.</p>
	<p>Business Model Canvas vs Business Plan – Why not both? <i>Paul Foster, CEO, The Business Therapist</i></p> <p>The visual and dynamic Business Model Canvas (BMC) is a new tool that is sometimes perceived to replace the old fashioned Business Plan. In this workshop, we will explore the advantages and disadvantages of each tool. We will discuss how the BMC can be used to validate the business plan assumptions. Find out how to combine them both to create a validated business plan.</p>
	<p>CFLI Workshop– Module 11: Organizational Assessment Limit 25 people. (Part 2) *MUST HAVE TAKEN PART 1 AT 8:30AM* <i>Jason Denbow, Executive Director, Community Futures Manitoba</i></p> <p>This module aims to help participants recognize the achievements of their Board and to identify where further improvements can be made.</p> <p>Participants will:</p> <ul style="list-style-type: none">• Recognize the achievements of their Board to date• Identify areas of improvement• Clarify how the achievement of goals is linked to the process by which they were first achieved
	<p>French Workshop: Connecting Ontario’s SME’s <i>François Charron, Founder and President of www.votresite.ca</i></p> <p>Companies must be present online since the market is there! Canadians spend 25 billion dollars annually on the Web, while the majority of the companies are not using e-commerce. The result? \$1 of 2 spent online by Canadians goes out of the country! Organizations such as CFDC’s can provide the keys to autonomy on the web and the ability to create their own e-commerce site with very little costs.</p>