

Community Futures



Annual Conference

Delta Grand Okanagan, Kelowna BC
October 1 – 3, 2019

Speaker Topics & Profiles



Lane Merrifield

The newest “dragon” to join CBC’s hit show *Dragon’s Den*, Lane Merrifield is one of Canada’s leading tech entrepreneurs. He is the founder of Club Penguin, the largest children’s online social network. At age 28, he sold it to Disney for \$350 million, and, as their youngest executive vice president, turned it into a billion-dollar brand.

In 2012, Lane returned to his entrepreneurial roots and launched FreshGrade, a learning assessment tool that connects teachers, parents, and students to help personalize and improve learning. It’s now used in 80% of districts across Canada. Lane is also the founder of Wheelhouse, an organization that invests in and supports early-stage tech companies and entrepreneurs through mentorship, access to capital, and connections to global business networks.

Under his leadership, Lane’s teams have won dozens of awards including a Webby and the prestigious BAFTA (British Academy of Film and Television) award for Club Penguin. Lane is also the recipient of an Honorary Fellows Award, Business Leader of the Year, and was named as one of the “Top 35 Executives Under 35” by *The Hollywood Reporter*.

Lane currently sits on the TELUS Friendly Future Foundation board and is an advisor for Dreamscape Immersive and several other startups.



Jeremy Stone

Economic Recovery from Disasters: Findings from the Field

Jeremy Stone has over 17 years of community economic development experience throughout North America and internationally. His career has included non-profit lending to historically marginalized entrepreneurs, community economic development planning with rural and urban communities, and extensive small business technical assistance and consulting. Jeremy is also a leader in economic resilience and has worked on various disaster recoveries including Hurricane Katrina, Hurricane Harvey, the Deepwater Horizon oil spill, the economic recovery of Lower Manhattan after 9/11, and the 2013 Colorado floods.



Pierre LeCleroux

Pierre Cleroux was appointed VP, Research and Chief Economist at BDC in 2012. Pierre leads a team of experts who analyze economic data to identify business and sector trends impacting Canadian entrepreneurs. A seasoned speaker, he regularly travels across the country to help business owners understand the risks and opportunities presented by the economic environment. Mr. Cleroux is also responsible for providing economic analysis and advice to the Bank's senior management team, and supervises all marketing and industry research activities. Over his 25 year career as an economist, he has held several influential positions that had a direct impact on entrepreneurs in Canada and abroad.



Christian Saint Cyr

Labour Market Challenges: the New Tomorrow

Over twenty years, Christian Saint Cyr has established himself as a leading expert on British Columbia's labour market. As publisher of the BC Labour Market Report, Christian advises thousands of career practitioners province-wide and regularly works with representatives of business, education and government. He's delivered workshops for more for than 5,000 individuals on topics which include labour market information, employment standards, unconventional job search, yearly overviews of the labour market and workshops which have looked specifically at trends in the construction, technology, tourism and health care sectors. He also organizes the annual B.C. Summer Labour Market Conference which brings together leaders in various industries to discuss their future labour market needs.



Krista Mallory

Youth Entrepreneurship – Building the Pipeline of Entrepreneurs in Your Community

Using the Okanagan Young Professionals (OYP) Collective as a case study, this session will cover:

- The importance of fostering a culture that attracts and retains young professionals and how to do it
- Developing your community's value proposition ("lifestyle" is not enough)
- Encouraging entrepreneurship as a viable career path to young professionals
- Specific tactics and activities

Krista Mallory is a West Kelowna resident and has been an active CFDCCO Member since 2012 and Director since 2016. Krista was formerly employed by the Women's Enterprise Centre as a Loans Analyst and in 2016 she began work as a Business Development Officer for the Central Okanagan Economic Development Commission. Krista also worked for Odium Brown as an investment adviser and assistant and comes from of family of entrepreneurs. Krista is a dynamic and resourceful associate with full knowledge of the CFDCCO that will further strengthen the CFDCCO's economic and business development capacity.



Doug Griffiths

13 Ways to Kill a Community

In a presentation of his bestselling book, Doug offers valuable lessons on what really makes the difference between a prospering community and a failing one.

Doug Griffiths is the President and CEO of 13 Ways, Inc., a company he founded to provide consultation to struggling North American communities. He is co-author of the book 13 Ways to Kill Your Community, now in its 2nd edition. This book has become the go-to manual for community building in North America. He is an instructor with the Executive Education program at the University of Alberta School of Business. Griffiths is a former Canadian politician and Member of the Legislative Assembly of Alberta representing the constituency of Battle River-Wainwright as a Progressive Conservative. He has since taken a step back from municipal politics, in favour of his role with 13 Ways and his teaching duties, where he has found an ability to make profound change in communities across North America.