



Community Futures Spring Training 2019

SHERATON VANCOUVER AIRPORT HOTEL
7551 Westminster Highway, Richmond, BC V6X 1A3 Canada

March 5th to March 7th

MARCH 5, 2018

- 3:00 to 5:00 **Registration** – Sheraton Vancouver Airport Hotel, Richmond, BC
- 5:30 – 6:30 No Host - Networking Session – Jointly with BCEDA – Westin Wall Centre – Richmond, BC
- 6:30 – 9:30 Gala Dinner /Auction BCEDA Non Members who wish to attend will need tickets (\$100)
Westin Wall Centre, Richmond BC

MARCH 6, 2019

- 7:30 to 8:30 **Registration** Breakfast
- 8:30-9:30 **Morning Plenary Session: Eden Yesh – Community Investment Co-op**
- 9:30 to 10:20 Morning Nutrition Break
- Session 1 –Economic Resilience and Recovery Planning: A Tools-Based Approach-Jeremy Stone**
- Session 2 – Indigenous Engagement**
- Session 3 – Relationship Marketing – Dr. Kyleen Myrah**
- 10:00 to 10:20 Morning Nutrition Break
- 10:20 – Noon Sessions Continued
- Noon to 1:00 WD Presentation (Lunch)
- 1:00 to 1:45 Presentation: Helmut Pastrick, Chief Economist, Central 1 Credit Union
- Lunch
- 1:45 – 2:45 **Afternoon Concurrent Sessions**
- Session 4 – Business Continuity Plan – Colin O’Leary**
- Session 5 – Speaking with Purpose – Dr. Kyleen Myrah**
- Session 6 – Rural Economic Development: CED Strategies and Cases – Jeremy Stone**

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2:45 to 3:00

Afternoon Nutrition Break

2:45 to 5:00 Concurrent Sessions Continued

MARCH 7, 2019

7:30 to 8:30

Breakfast

8:30 – 10:00 **Round Table Sessions**

Managers Roundtable – Topics for discussion – Cluster Growth/WD's priorities

Business Analyst / Lending Staff Roundtable

Self Employment Staff Roundtable

10:00 to 10:20

Morning Nutrition Break

10:20 to Noon Roundtable Sessions Continued

Program Close

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Workshop Descriptions

Rural Economic Development: CED Strategies and Cases – Jeremy Stone

(w/Tasha Sutcliffe - Ecotrust Canada)

This workshop focuses specifically on community economic development (CED) strategies in rural areas. CED takes a community-engagement and strengths-based approach that builds off of opportunities that are already existing in the community. The development of home-grown industries better recirculates social and economic capital, while having greater longevity and growth potential. This session explores cases of rural economic development using CED principles, and details strategies that enhance economic development practice. Specific community-based businesses and their planning are detailed. A significant emphasis is put on Indigenous engagement, considering how CED can be used as a tool for economic reconciliation across the province.

Indigenous Engagement –

Relationship Marketing - Dr. Kyleen Myrah

Is your ability to build relationships a strength you possess? Would you positively rate your skills to speak persuasively to the media and funders? Do you know how to read an audience, direct a group to action or network effectively with stakeholders to achieve the outcomes you desire?

If you said no to any of the above questions, or are unsure of your abilities to market yourself and your organization, then this workshop is for you. We will discuss how to project a dynamic, professional image, develop strategies for communicating with conviction and purpose, and identify ways to create favourable impressions in all your interactions. Develop the presence and charisma to achieve results and build meaningful relationships with both internal and external stakeholders.

Business Continuity Plan – Colin O’Leary

Lessons Learned from the Elephant Hill Wildfire and the Importance of Business Continuity Planning

2017 was a record breaking wildfire season in British Columbia, causing the province to declare the first state of emergency in 14 years, and the longest state of emergency in the province's history. AT the time, the 2017 fire season was notable for three reasons: For the largest total area burnt in a fire season in recorded history; for the largest number of evacuees in a fire season; and for the largest single fire ever in British Columbia.

Overwhelmingly the economic loss suffered by businesses in the TNRD due to the wildfires of 2017 was related to business interruption (84%). When businesses were asked if they had a business continuity plan, nearly two thirds (61%) reported that they did not.

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Emergencies and disasters are unavoidable and are happening more and more frequently in British Columbia and elsewhere. Time and time again, well prepared businesses have been proven to fare much better through and after a disaster. Although it is impossible to predict what will happen in the future, it is possible to use the best available information now to prepare for futures disasters and take steps to mitigate potential impacts. This is why a business continuity plan is such a vital piece for all businesses in BC.

Speaking With Purpose – Dr. Kyleen Myrah

Is your reluctance to speak out in front of others holding you back? Do you get nervous carrying on a conversation with people you don't know well? Are you aware of distracting mannerisms that reduce your ability to get your message across? If you said yes to any of the above questions, then this workshop is for you.

Equip yourself with skills in speech construction, audience analysis and preparation, vocal and non-verbal techniques and the use of humour, so you can have the look of success when you speak. Practice various exercises that will help you to develop a voice that wins favourable attention and reflects the qualities you want to project. Learn the characteristics of exceptional speakers and start becoming one yourself!

Economic Resilience and Recovery Planning: A Tools-Based Approach – Jeremy Stone

This session focuses on planning for economic disruption of all forms, but primarily from natural and man-made disasters. Municipalities and regional governments are devoting more and more resources to disaster recovery but standard tools for resilience and recovery planning are still emerging. This workshop explores resilience planning from a tools-based approach: what are tangible actions that can be taken by community stakeholders to reduce exposure to economic disruption and prepare for quick(er) recoveries. A planning tool is provided and engagement techniques are discussed that will support “whole community” participation in economic recovery planning and implementation.