

Bright Spots in Alberta's Economy

September 25, 2019 | 8:00 a.m. to 11:30 a.m.

The Sutton Place Hotel, 10235-101 Street, Edmonton, AB T5J 3E9
(Rutherford Room—lower level)

Overview

While oil and gas has and continues to be a significant factor in the Alberta Economy (almost 25% of Alberta's GDP in 2013) ongoing pipeline challenges, recently approved federal legislation and demonstrations by special interest groups underscore now more than ever, the need to diversify our economy. But how do we do this and where do we start? As some would say this is not our first rodeo. Alberta has been through many ups and downs over the years although now, it does seem, this time just might be the tip of the iceberg. Transformational change is coming not unlike the shift over a century ago when family transportation by horse and buggy was replaced by gas powered vehicles. The shift was transformational then and will be again for our generation. As our economy continues to evolve our government and business leaders need to lead the charge by rethinking and reshaping what we have to offer and how we will create a positive environment that supports economic prosperity.

In this session come hear the sage advice from a variety of business leaders with a broader focus on some of those other economic drivers in Alberta's economy.



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(Ballroom—2nd floor)

Agenda

Time	Activity
08:00–8:30	Hot Breakfast
08:30–08:40	FMI Welcome—Chapter President, Jeanette Stead
08:40–08:45	Welcome Message—Moderator, Bob Ascah
08:45–09:00	Derek Hudson —CEO, Edmonton Economic Development Corporation
09:00–09:15	Kirk Rockwell —Chief Operating Officer, The Alberta Machine Intelligence Institute
09:15–09:30	Steve Ritz —MNP Partner, Consultant to business and industry advising on tax strategies and other ways to improve their business
09:30–09:50	Ray Muzyka —Co-founder BioWare, Entrepreneur, Community Leader
09:50–10:10	Coffee Break
10:10–10:30	Angela Armstrong —President, Prime Capital
10:30–10:45	Patrick Mattern —Executive Director, Research and Business Development, Economic Development Trade and Tourism
10:45–11:00	David Howe —Manager, Government and Municipal Affairs Communications, West at Aurora Cannabis Inc.
11:00–11:15	Q & A Panel Discussion (attendees may submit questions through Slido or using open microphone)
11:15–11:30	Chapter President closing comments and prize draws
11:30	Session Ends

Speaker Biographies

Derek Hudson

EDMONTON ECONOMIC DEVELOPMENT CORPORATION



Derek Hudson is CEO of Edmonton Economic Development (EEDC). Derek has been with EEDC for over five years, and in that time has served in a number of roles; most recently, before becoming CEO, Derek served as Chief Operating Officer and Corporate Secretary. Derek's professional passion is improving the performance of people and organizations and growing the prosperity of the Edmonton region.

He brings over 30 years of expertise to the EEDC team in strategy, management, finance, consulting, and performance improvement. Derek is a co-founder and former CFO of Micralyne, a micro technology spin-off from the University of Alberta. He started his career at PwC where he gained broad experience in financial reporting, performance improvement and economic development.

Derek is a graduate of the University of Alberta School of Business and is a Chartered Accountant, Chartered Professional Accountant and Certified Management Consultant.

His volunteer roles include extensive church service and over 25 years as a leader with Scouts Canada. Derek served on the Edmonton Police Commission from 2012 to 2017. His happy places include the backcountry of the Canadian Rockies and the bike paths in Edmonton's river valley. A life-long Edmontonian, Derek and his wife Tamaris have four children and four grandchildren.

Derek will be sharing EEDC's strategic vision for growing Edmonton's economy in the areas of inbound foreign investment, helping high potential businesses and tech-enabled businesses and promoting Edmonton attractions and businesses.

Speaker Biographies

Kirk Rockwell

THE ALBERTA MACHINE INTELLIGENCE INSTITUTE



Kirk Rockwell is a project and operations manager with more than 15 years of experience managing technology and innovation initiatives, across a broad range of sectors in partnership with academia, all levels of government, and some of Canada’s largest companies.

Within an arm’s length provincial government agency, he had responsibility for investment of public funds into research and innovation projects across multiple sectors and technologies including oil and gas, environment, agriculture, pipelines, forestry and health. This includes executive level management, strategy development and decision making for a portfolio of over \$40 Million in research and development projects annually. He has experience with numerous public/private partnerships (P3s) including participation on advisory and governance boards where the stakeholders include large multinational corporations, the governments of Alberta and Canada,

universities, and other small or medium sized companies.

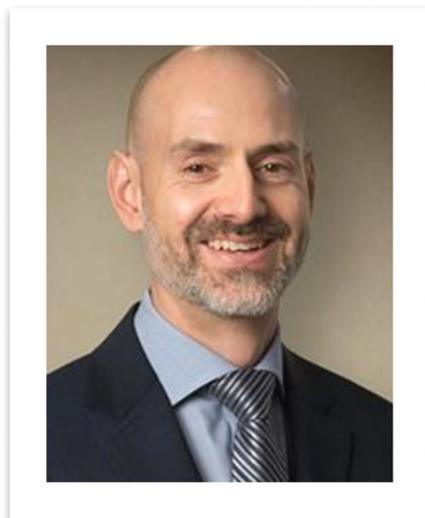
He has a Diploma in Environmental Technologies, a Bachelor of Science Degree in Environmental Sciences, and a Master’s of Business Administration Degree with a specialization in Innovation and Entrepreneurship.

Kirk is currently the Chief Operating Officer at the Alberta Machine Intelligence Institute (Amii) in Edmonton, Alberta, Canada. He was born and raised in rural Alberta, and now resides in Edmonton with his wife and two wonderful daughters.

Speaker Biographies

Steve Ritz

MNP PRIVATE ENTERPRISE – WELCOME TO TAX FRIENDLY ALBERTA



Steve Ritz, CPA, CA, is a Partner in MNP's Edmonton office with more than 20 years of public practice and industry experience. Steve serves a wide range of clients in diverse industries, from professional services, retail and oilfield services to real estate, construction, manufacturing and more. Known for a proactive and hands-on approach, Steve works closely with other MNP team members and specialists to deliver the services and expertise clients need to effectively manage and improve their business and tax strategies. With the election of a new provincial government earlier this year, Steve will be presenting how lower corporate tax rates in Alberta will benefit Alberta businesses. Steve will also briefly highlight other recent federal tax changes impacting Alberta businesses and entrepreneurs.

Ray Muzyka

BIOWARE



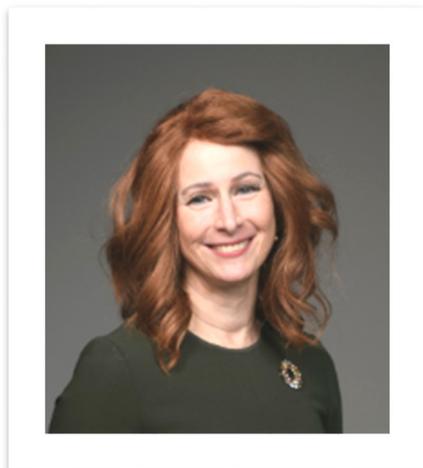
Ray Muzyka, originally trained as a medical doctor, Dr. Ray Muzyka co-founded BioWare (www.bioware.com), a video game development studio focusing on story and character, in the early 1990s. He practiced Emergency/Family Medicine for two years full time, with medicine transitioning to part-time over the following decade as he focused on his role as BioWare's CEO. BioWare was acquired by Electronic Arts in 2007 and Ray took on the roles of Senior Vice President at Electronic Arts and Group General Manager of EA's BioWare division, which grew over the next five years to span eight development locations worldwide with ~2000 staff (1400 full time).

He retired from video games in October 2012, with his third 'career chapter' at ThresholdImpact (www.thresholdimpact.com) focused on sustainable, profitable impact investing - mentoring and angel investing in information technology, health and medical innovations with social entrepreneurs. He is an active angel investor and entrepreneurial mentor (<https://angel.co/ray-muzyka>).

Speaker Biographies

Angela Armstrong

MADE IN ALBERTA BUSINESS SUCCESS STORY - PRIME CAPITAL



Angela Armstrong is living her dream and continuing a family legacy of entrepreneurship. When she was eight-years-old, she told her Grandma that she wanted to own a business just like her Grandpa, who ran a successful Volkswagen dealership in Montreal for many years.

Now, Angela is the president of Prime Capital Group, a leasing firm based in Edmonton. Angela entered the leasing business right after her graduation from college in 1986 and, since then, she has gone from being a sales representative to an entrepreneur with a passion for helping businesses succeed. In her presentation Angela will share how she has successfully navigated through Alberta's economic ebbs and flows while balancing a busy home life and playing an active volunteer role in her community as well. This woman is a true trail blazer!

OPPORTUNITY IN ALBERTA'S TOURISM INDUSTRY

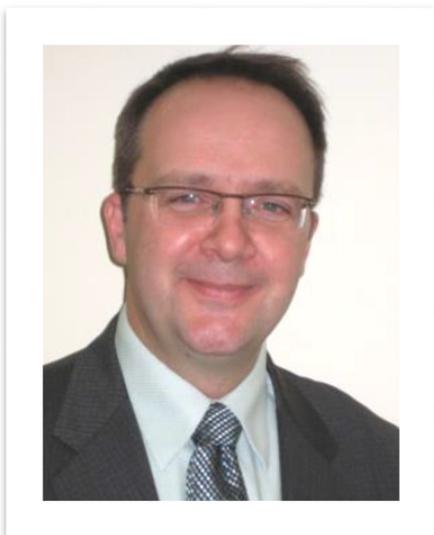
We often forget what a beautiful province we live in. And as we know in business it's all about location, location and location. With our beautiful mountain vista views, crystal blue lakes, tourist towns like Banff and Jasper and other world-class museum attractions, Albertans have a valuable economic asset that is admired and visited by travellers around the globe. To hear more about our travel industry Patrick Mattern, Executive Director of Policy, Research and Business Development will be sharing how Alberta Tourism is faring and our province's plan to leverage this asset to increase market share and grow our Alberta Economy.



Speaker Biographies

Patrick Mattern

ECONOMIC DEVELOPMENT TRADE AND TOURISM



Patrick Mattern is Executive Director, Policy, Research and Business Development Branch within the Ministry of Culture and Tourism. Prior to his current role Patrick was Senior Director of International Trade and Investment for the Government of Alberta and was appointed to London as Managing Director of the Government of Alberta's UK Office.

Mr. Mattern has held positions in international business development for Canada's Foreign Affairs & International Trade, Western Economic Diversification and with the United Kingdom's Department of Trade & Industry. He started his career in the information technology industry working with Honeywell and Digital Equipment.

Mr. Mattern holds a Bachelor of Commerce from the University of Calgary and a Master of Business Administration from the University of Bradford (England).

David Howe

GOVERNMENT AND MUNICIPAL AFFAIRS COMMUNICATIONS – WEST AT AURORA CANNABIS INC.



Aurora Cannabis Inc. is a Canadian licensed cannabis producer, headquartered in Edmonton. It trades on the Toronto Stock Exchange as ACB. As of late September 2018, Aurora Cannabis had eight licensed production facilities, five sales licences, and operations in 24 countries.

Since the legalization of marijuana in Canada last October 17, 2018 there have been numerous opportunities and challenges in this new industry. In his presentation David will share his experience in how this new budding industry is doing.

Our Moderator

Bob Ascah



FMI Edmonton Chapter is pleased to be welcoming back Bob Ascah to moderate this exciting event.

Bob Ascah was born in Lachine Quebec. He holds degrees in Commerce and Public Administration from Carleton University. He completed his Ph.D. in political science at the University of Alberta in 1984. He worked for 12 years in the Alberta public service and 13 years at Alberta Treasury Branches. In 2009, he became the Director of the Institute for Public Economics where he established a long-running series of budget post-mortems. Now retired and a self-declared trouble-maker, Ascah continues his research interests in the areas of financial institutions, public finance, and governance of public sector organizations. Currently he is in the midst of editing a book on a sales tax for Alberta to be published next year by Athabasca University Press. His blog can be found at Abpolecon.ca. He lives in Edmonton with his wife Linda and cat Koko.